

2/4/2020

DMS 104

Marketing Requirements Document

Team:

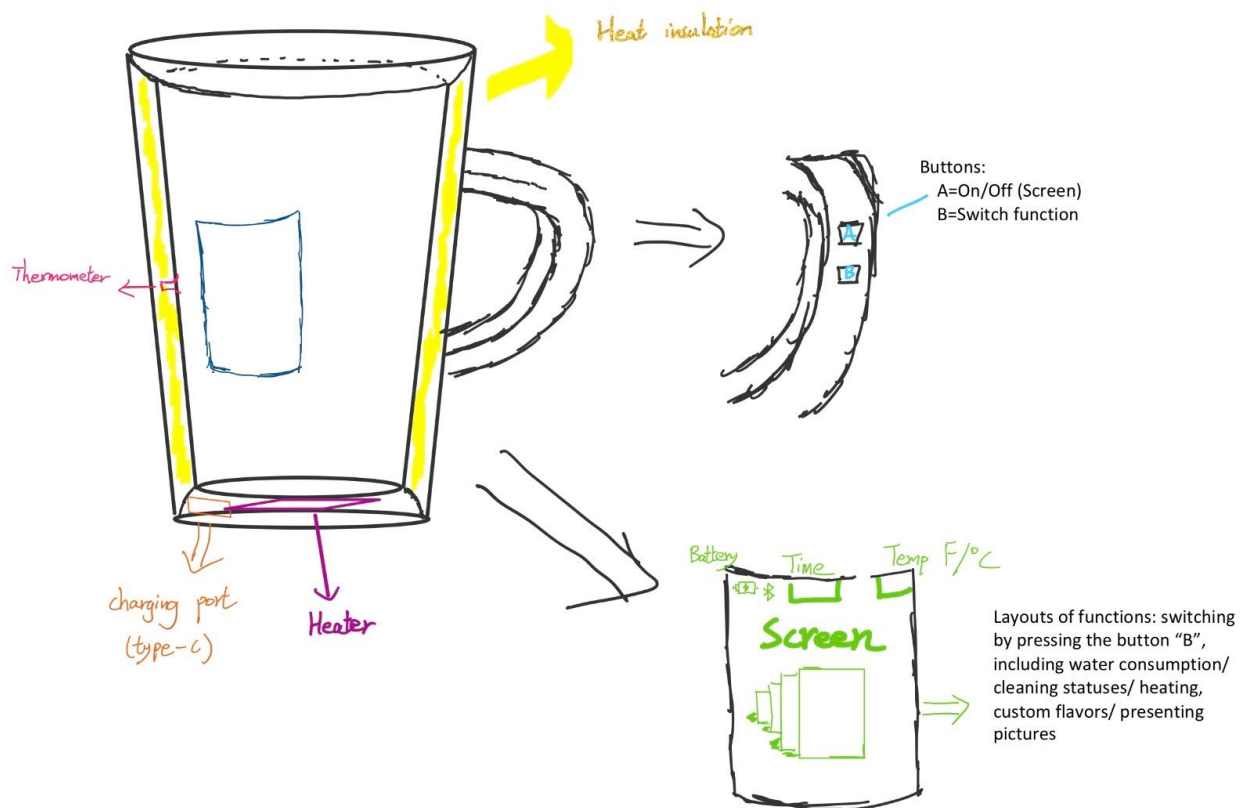
Ryan : Team Lead David(Haiyan) : IxDG

Jose : IxDS Bennett : VisD Dane : ID

Prototype:

Digital Water Bottle

(Name of Product in Progress)



Revenue or Cost Focus;

The Digital Water Bottle is revenue focused, as our goal is to maximize profit and sell as many bottles as we can. Our goal is to be able to market our product to users so that they can incorporate it to their daily life style. We plan on showing exciting plastic bottle users and existing plain old stainless steel bottle users on the features they are missing out on in order to convince them to purchase our product. We plan on selling our bottle as a high end product and market ourselves similarly to how S'Well sells its bottles. However, we understand that this approach would make us lose out on the average consumer who wouldn't buy an extremely expensive bottle. So if our focus is to sell as many as we can, we would have to consider how low we can get the cost to be and how would we appeal to a wide variety of customers.

Desire to Innovate : Show innovative idea or two

By analyzing what's available in the market, our hope is that our product is able to replace any existing competitor because our design would incorporate the best features on the market. Our design would potentially include these lists of features for user usability:

- Screen on the bottle
- Thermometer to read temperature
- Heater on the bottle to keep contents of bottle warm or hot
- Dispenser (potentially on lid) to flavor water
- Clean Bottle Notification
- Daily weather (to notify user to take a cold or warm beverage)

Once we conduct enough research on our consumer, we would limit our final product to the features the consumer wants rather than what we want to include.

Length of Time Horizon

<u>Date</u>	<u>IxDS/G</u>	<u>VD</u>	<u>ID</u>
<u>2/12</u>	<u>Design team briefing</u>	<u>Design team briefing</u>	<u>Design team briefing</u>
<u>2/16</u>	<u>Stakeholder interviews</u>	<u>Stakeholder interviews</u>	<u>Stakeholder interviews</u>
<u>2/20</u>	<u>User interviews</u>	<u>User interviews</u>	<u>User interviews</u>
<u>2/24</u>	<u>Competitive system review</u>	<u>Detailed phase planning</u>	<u>Technology and trend research</u>
<u>2/28</u>	<u>Internal check-in</u>	<u>Internal check-in</u>	<u>Internal check-in</u>

<u>3/3</u>	<u>First drafts for internal review</u>	<u>Illustration of model</u>	<u>Model development</u>
<u>3/7</u>	<u>Detailed phase planning</u>	<u>Detailed phase planning</u>	<u>Detailed phase planning</u>
<u>3/11</u>	<u>Refinement</u>	<u>Refinement</u>	<u>Refinement</u>
<u>3/15</u>	<u>Deliver presentation to stakeholders</u>	<u>Deliver presentation to stakeholders</u>	<u>Deliver presentation to stakeholders</u>

Understanding of the Problem

Our Digital Water Bottle will support the user more on a daily basis. We aim to target individuals who are on a run and don't have time to worry or to be concerned about the cleanliness of the bottle. We also aim to tackle the plastic bottle users who buy disposable bottles on a daily basis. This would allow us to take on the approach of being eco-friendly and appeal to a wider consumer base.

The biggest problem of this bottle is how to transfer the existing bottle user group to the electronic bottle users. This is because the current fast-paced life has made many people unwilling to take the time to understand a brand new product. For customers, if we can let them *easily* understand that the cost of conversion is low, and the pros are much higher and the cons. Then, we could make this product sell smoothly.

Willingness to invest

There are several points worth investing in this project. First, a water bottle is a popular consumer product and a daily necessity. This means that the market demand will be relatively large, so the production cost can also be reduced in the case of large demand. Secondly, the software design of the bottles does not need too many engineers to manage, and the production of the water bottles is basically dependent on the machine to complete, so the variable cost of labor can be controlled in a relatively low environment. The third point is that after the copyright of our products is registered, no new competitors can intervene in the short term. This guarantees that our income can grow steadily.

Risk Factors:

There are several risk factors of this product. Firstly, since most people have their own water bottle, it could be hard for us to convince them to purchase a new electrical water bottle. By also including so many features, this would markup the price of our bottle in comparison to our competitors. Secondly, since this water bottle includes many electrical components which means the risks of having a short circuit is relatively high. This means that when developing the product, we would have to pour so much money in the developmental part of it and hire expensive engineers. Third, in order to make this product as a portable water bottle, the size of it is hard to decide since the more functions it has, the smaller amount of water it can carry. The design of our bottle would have to consist of endless amounts of prototypes until we are able to get it right.

Research:

<u>Date</u>	<u>Group research target</u>
<u>2/15</u>	Market share of water bottle
<u>3/1</u>	Public desire to convert existing products to new water bottle
<u>3/15</u>	How to reduce causes for consumers to convert their water bottle to electrical water bottle
<u>4/1</u>	Do people prefer online shopping or offline shopping
<u>4/15</u>	How could our advertisements reach its maximum utility.