

## Marketing Requirements Document (MRD) “Moody” Face Mask

### Intro

*A protective and interactive face mask that helps you to show facial expressions, real time subtitles, play games, and a lot more.*



The features will include things like

- Show the user’s REAL TIME facial expressions
- Playing REAL TIME subtitle while the user is speaking, including closed captions
- Allow the user to play interactive games (i.e. Heads Up) via the mask
- Can be controlled by a mobile App.
- Overall for BETTER and CLEARER communication among users.

....and functions that will be clearer defined, with more details, later after doing the user research.

### Revenue or Cost Focus

The “Moody” Face Mask will be revenue focused. Since it is an interactive product that is quite new to the market and has very few masks like it, we will be able to make it a revenue based

product since it will be a highly sought-after product while face coverings are still commonly used.

### **Desire to Innovate**

The development of the “Moody” Face Mask will use a part-renovate but mostly innovative design process.

The existing similar product, **Extreme Glow**, is a programmable App controlled LED Face Mask that has part of the features that “Moody” Face Mask is trying to achieve. However, that and similar products do not fully fulfill the goal of facilitating communication and broader accessibility for all occasions and communities (i.e. the hard of hearing community), such as the following that would require new innovation:

- Breathable face mask with a display screen
- Real-time speech to text subtitles/closed captions
- Interactive games
- Modes for different occasions

### **Length of Time Horizon**

Considering the impact that COVID-19 still has on our society, the investors of the “Moody” Face Mask have targeted June 2021 as the release time for the “Moody” Face Mask.

The set-back schedule for the design, development, manufacturing, and delivery of the “Moody” Face Mask is:

- Design: February - April 2021

- Prototype design and manufacturing: May 2021
- Release of product: June 2021

### **Design Schedule Detail**

- Research and Design: February 2021
- User and Domain Analysis Complete: March 1 2021
- Development of Requirements and Context Scenarios: March 15 2021
- Development of Framework and Design Language: March 30 2021
- Form and Behavior Specification: March 30 2021
- Detailed Design Development: April 2021
- Delivery of Final Design: Early May 2021

### **Understanding of the Problem**

Under the circumstances of COVID-19, people have to wear a mask when they are outside.

However, as the mask covers more than half of their face, it is hard for people both to express their feelings through facial expressions and get involved into the community easily, and the mask also makes it difficult to hear each other when talking since the sound would be muffled by the mask. Therefore, the “Moody” face mask is created aiming for providing a smoother communication during the pandemic period.

### **Willingness to Invest**

The target market of the “Moody” Face Mask will be the general public since it aims to facilitate communication among communities. As such, there are harder to define problems, which then

requires more research throughout the design process. Therefore, the investors understand the need to provide a high level of investment for conducting studies and research on how people interact and make people feel good connecting with other people. the features, and high-end technology.

### **Risk Factors**

With the display screen on the face mask, the breathability and weight of the face mask are some of the greatest concerns. Even though the main focus of this product is to facilitate communication with novel features during the pandemic, it still has to provide effective protection from COVID-19 for people to wear it safely. Therefore, using the correct material to make the mask is essential in order to make this concept work, which is easy to lose track of during the design process.