Marketing Requirement Document (MRD) “The !Naked Mirror”

Your personal visual closet organizer and styler

The *!Naked Mirror* (working title) is an integrated hardware and software solution to help users style an outfit to wear for the day without feeling overwhelmed. The product saves time in the user's daily routine by efficiently organizing clothes and suggesting different style trends to stay fashionable.

The physical aspect of the !Naked Mirror takes the form of a mirror with features including:

- 3D scanner to easily input clothing data into the software
- Gesture tracking for wireless control
- Digital screen displays for weather, notes, and more
- Stores and displays clothing information like washing instructions, color, and wearability
- Display clothing suggestions to try on clothes without physically putting them on
- Organizes clothes by color and material or other user input

Revenue or Cost Focus

For this device, we are going with a cost-focused approach to gain public access. It is a new product in the market. Our goal is to maximize the purchasing power of potential clients by keeping prices in a manageable range that we shall discern from similar products that are currently on the market.

Desire to Innovate

A digital system that helps you organize and style your clothes was first introduced in the iconic American teen movie “Clueless”. The !Naked Mirror hopes to bring this fictional product to life. The design process of the !Naked Mirror will be an innovative process of renovating and combining an existing concept and a physical product.

The concept of a digital closet organizer exists in the form of websites and smart device apps. These apps contain many of the organizing and planning features such as color sorting and outfit favoriting that the !Naked Mirror will incorporate.

The physical product of an interactive full-length mirror is also an existing product in the market (“The Mirror”). The !Naked Mirror will utilize this good-working system of

advanced camera technology and touchscreen displays to create an easily gesture-operated system.

Length of Time Horizon

Targeting a beta test over the summer, the !Naked Mirror stakeholders have established the summer of 2021 as the target for launch.

The set-back schedule for the design, development, manufacturing and delivery of the !Naked Mirror is as follows:

- Design Process: February through the end of April 2021
- Prototype development and manufacturing: May 2021
- Delivery of the first working set of products: June 2021

Design Schedule Detail

Activity	Timeframe
Design Research	February 2021
User & Domain Analysis (U&DA) Complete	February 28, 2021
Development of Requirements and Context Scenarios	March 2021 (first half)
Development of Framework and Design Language	March 2021 (second half)
Form & Behavior Specification (F&BS)	March 28, 2021
Detailed Design Development	April 2021
Delivery of Final Design and Presentation	Late April 2021

Understanding the Problem

Our distinct goal is to create a product that makes life more efficient for the consumer by lowering the time it takes to dress and prepare oneself for their day. Our desire to conceive this product is to create a product that facilitates simple installation and provides a visually stimulating and yet provides a streamlined user experience.
To do this with due diligence, we must implement a set of requirements and verifications that need to be scrutinized in order to create a whole product.
See section “Risk Factors” for our problems that must be checked.

Willingness to Invest

Our target demographic consists of those members situated in the range of incomes that is generally considered “higher-than-average”, people who want to stand out and gain esteem on popular social media platforms, and those who would like to stay at the very pinnacle of fashion trends.

Risk Factors

When considering the product effective, one must consider what might make it ineffective and define metrics for discerning its utility to the end-user. These include, but are not exclusively limited to:

- *The time complexity to use this product*.
    - We must define a way to know that our product is indeed faster than not using our product at all.
- *How routine this product is, and will be*.
    - A trial must be conducted to demonstrate that our product is usable by our targeted demographic in their daily lives.
- *How contextual our features are*.
    - Great products can be ruined by poorly functioning or misappropriated features that do not answer the initial underlying issues at hand.