

SRU Product Requirements Document

Product: Solar water heating system

Overview:

Solar-powered water heaters and furnaces have become increasingly popular due to their energy efficiency and environmental friendliness. Market is to expand from 4B USD in 2023 to over 7B by 2032. The primary market for solar powered heating is home/apartment owners and commercial businesses. SRU is upgrading their current product mix. A new solar water heating system was proposed which will provide several advanced features and functions that will address the market problem.

Success Metrics

Goal	Metric
ROI of 40% in Year 1	Cost per lead (CPL) and conversion rate
Retain more than 70% of current customers after new product system launches	Customer retention rate, revenue churn rate, net promoter score, # of installations scheduled
Increase market share by 10%	# of accounts created, # of installations scheduled, # of monthly active users, NPS

Requirements

Requirement	User Stories
Schedule installations using app	As a user I need an app that schedules installations
Monitor and adjust system remotely	As a residential user I need a mobile standard console that is linked to the system so I can monitor and adjust the system operations and outputs
Change system config. in real time	As a commercial user I need an app that will let me configure the system in real-time to meet changing environmental conditions
Track system usage	As a internal management stakeholder I need to track usage so that I can determine system upgrade requirements, sustainability costs, and fine-tune marketing efforts
Built-in FAQ and Troubleshooting manual	As a user, I need an FAQ and troubleshooting tips so that I can try fixing the system on my own first

Requirement	User Stories
Track usage and issues	As an account manager, I need to be able to pull necessary data from app so that I can monitor usage of system per user
Comply to data privacy laws	As a user, I need my private information to be protected so that no-one has access to them but me