

**Exercise 3: Illustrate the Contents of a Market Requirements Document (MRD)**

| Section | Title               | Contents   |
|---------|---------------------|--|
| 1       | Market Segment      | <ul style="list-style-type: none"> <li>• <b>Targeted Market Segment:</b> Adults aged 35+, multi-adult households, health-conscious consumers, and small business environments such as wellness clinics.</li> <li>• <b>Specific Buyers and Users:</b> Parents, allergy sufferers, individuals sensitive to air quality, small office owners, and eco-conscious homeowners.</li> </ul> |
| 2       | Market Problem      | <ul style="list-style-type: none"> <li>• Current HEPA purifiers do not eliminate VOCs, odors, or viruses. Many models emit ozone, are noisy, and have high long-term maintenance costs with limited room coverage. Customers need a solution that is safe, efficient, quiet, and affordable.</li> </ul>  |
| 3       | Market Requirements | <ul style="list-style-type: none"> <li>• Ozone-free operation</li> <li>• Odor and VOC filtration</li> <li>• Extended filter life (1.5 years)</li> <li>• Quiet operation (50% reduction)</li> <li>• Expanded air coverage (50% improvement)</li> <li>• Affordable and easy-to-replace filters</li> <li>• Optional freshener/cleaning module</li> </ul>                                |
| 4       | Prioritization      | <ul style="list-style-type: none"> <li>• <b>High Priority:</b> Ozone-free design, odor/VOC removal, wider coverage, quieter operation</li> <li>• <b>Medium Priority:</b> Long-life filters, low cost, easy maintenance</li> <li>• <b>Low Priority:</b> Optional scent or cleaning features</li> </ul>  |