

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

Section	Title	Contents
1	Market Segment	<ul style="list-style-type: none"> • Targeted Market Segment: Adults 35+ in multi-adult households; eco-conscious families; urban and suburban households concerned with air quality. • Specific Buyers and Users: Health-conscious individuals, allergy sufferers, families with children, and small business owners (e.g., clinics, wellness centers)
2	Market Problem	<ul style="list-style-type: none"> • Market Problem: Current HEPA purifiers fail to remove VOCs, viruses, and odors. Many emit ozone, are noisy, expensive to maintain, and offer limited area coverage. Consumers want safer, quieter, cost-effective, and low-maintenance purifiers with wider coverage.
3	Market Requirements	<ul style="list-style-type: none"> • Market Requirements: <ul style="list-style-type: none"> • Remove VOCs and odors • Eliminate or significantly reduce ozone emissions • Quieter operation (50% noise reduction) • Long-lasting, easy-to-replace filters (1.5 years) • Larger room coverage (50% improvement) • Air freshening or deodorizing options
4	Prioritization	<ul style="list-style-type: none"> • Requirements Prioritization: <ul style="list-style-type: none"> • High Priority: VOC/odor removal, ozone-free operation, noise reduction, extended coverage • Medium Priority: Easy filter replacement, lower long-term cost, air freshener add-on • Low Priority: Smart home integration (future phase consideration)