

Exercise 5: Product Roadmap for Perfect Purifiers LLC – New

Product Model	Q1 (Jan–Mar) – Design + Phase 1 Dev
Basic Purifier	<ul style="list-style-type: none"> • Design low-noise, low-ozone HEPA purifier • Develop core silent air motor tech
Better Purifier	<ul style="list-style-type: none"> • Design stronger motor and extended coverage • Develop modular motor housing
Ultimate Purifier	<ul style="list-style-type: none"> • Design new HEPA filter with lower replacement cost • Add air freshener and cleaning agent module

Low HEPA Air Purifier Line

Q2 (Apr–Jun) – Phase 2 & 3 Dev + Testing

- Finalize low-emission hardware
- Test and certify ozone reduction levels

- Integrate ozone protection + better airflow
- Extend coverage area by 50%

- Finalize filter life extension to 18 months
- Conduct user trials with full feature set