

Illustrate the Contents of a Market Requirements Document (MRD)

An MRD should address four key areas. Here is a tabular overview of each section. This illustration builds on the Play Doggie Play LLC scenario illustrated in the Initial Project Charter. ***This example is followed by a blank MRD template for use in this Lab.***

Section	Title	Contents
1	Market Segment	- Targeted Market Segment: Focus on the United States market - Specific Buyers and Users: Those who are concerned with safety for their dog and desire secure on-line ordering - Desire safe and fun toys for their dog - Cautious of dog toy products not manufactured in the United States - Focus is on the nuclear family as the primary targeted segment
2	Market Problem	- Some dog toys are harmful and can injure your dog - Owners want toys that satisfy the dogs need to play, are durable, not dangerous to the dog's health, and not toxic - Buyers want a blend of toy products and are willing to pay for quality
3	Market Requirements	- Desired toy types include: - Training toys - Chew toys - Squeaky toys - Stuffed plush toys - Rope toys - Buyers want toys that are: - Certified as safe - Passed rigid testing and have proven durability - Reasonably priced - Available on-line - Success measure include: - Ease of ordering—should require no more than 10 minutes to complete an order - On time delivery within 72 hours - Secure payment systems - Product bundle choices and varieties
4	Prioritization	- Prioritize each listed requirement against the perceived market importance - Safety certification - Product bundle options and ease of ordering - On-time delivery - Secure payment system

Section	Title	Contents
1	Market Segment	Targeted Market Segment: Health-conscious adults aged 25–54, especially tech-savvy Millennials and Gen X users looking for a mid-range fitness tracker with smart features. Specific Buyers and Users: Buyers: individuals purchasing for personal health tracking, family members, or as gifts Users: Fitness enthusiasts, wellness-focused professionals, Android users, and Fitbit Premium subscribers seeking smart health tools without the price of a full smartwatch
2	Market Problem	Consumers want affordable, accurate, and feature-rich fitness trackers—but most mid-range devices either: Lack advanced health features (like ECG, SpO₂ , or skin temperature sensors), Offer limited battery life, or Do not integrate well with broader ecosystems (e.g., Google services). Additionally, users face fragmented experiences between health data tracking, navigation, and payment tools. Many don’t want to pay premium smartwatch prices just to get these essential features.
3	Market Requirements	Fitbit Charge 6 must: Offer advanced health features (ECG, SpO₂ , GPS, etc.) Integrate with Google services (Maps, Wallet, Music) Be comfortable, durable, and easy to use Support a 7-day battery life and reliable syncing Be priced competitively and widely available Promote Fitbit Premium and meet privacy/health standards These ensure the product meets both user needs and market expectations
4	Prioritization	Top priorities include: Advanced health features (ECG, SpO₂ , heart rate) 7-day battery life

		Google service integration (Wallet, Maps, Music) Cross-platform support Competitive mid-range pricing
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