

Market Requirements Document (MRD)

Sample Outline

- I. Executive Summary
- II. Purpose of this document
- III. Product Goals
- IV. Product Delivery Date Assumptions: Window of Opportunity
- V. Target Market & Customer
 - a. Defining characteristics
 - b. Market Size & Growth Rates
- VI. Overall Release Theme & Positioning
 - a. Themes for 1.0 and beyond
 - b. Positioning Statement
 - c. Features & Benefits
 - d. USP (Unique Selling Proposition)
- VII. Competitive Environment
 - a. SWOT analysis of main competitors
 - b. Key product features to match
 - c. Areas to focus on differentiation
- VIII. Use Model
 - a. 2-3 examples of how the product will be used in the real world
 - b. Top tasks that will be performed with the product
- IX. Customer Needs & Corresponding Features
 - a. Required Features (will not ship the product without them)
 - b. "Nice To Have" (would not delay shipment of product for them)
 - c. Features for future consideration
- X. System & Technical Requirements
 - a. Client Hardware & Software
 - i. Operating system(s)
 - ii. Hardware configurations
 - b. Server Hardware & Software
 - i. Operating system(s)
 - ii. Hardware configurations
 - iii. Database and other environmental factors
 - c. Backwards Compatibility
 - d. Conformance to industry standards (if applicable)
- XI. Quality Assurance & Testing
 - a. Performance
 - b. Security
 - c. Usability
- XII. Localization Requirements
- XIII. Requirements for other product components
 - a. Installers & other components
 - b. Bundled software
 - c. Documentation & Help system
- XIV. Channel, sales, and business development requirements

This document is a sample outline for a MRD (Market Requirements Document) for a software or hardware product. For additional examples of MRDs or other Product Marketing or Product Management templates, or for help with writing MRDs go to www.280group.com for more details.



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