

# **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](http://www.280group.com) for more details.



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