**DEN 429 Class Project**

**September 2022**

**Marketing Requirements Document**

**For a Designing a Sustainable Grocery Shopping Cart**

The sustainability is a way of thinking, organizing, and working.

The overarching goals are:

1. to incorporate the Hannover Principles into the design

2. to comply with the ISO 14001 design standards

3. to consider best design practices that include:

a) use of the-state-of-the-art machinery and production techniques that minimize the energy consumption and the emission of CO2 (and other harmful gases) into the atmosphere.

b) the cart should be 100% recyclable

c) elimination of any industrial chemicals that may have a harmful effect on health of production staff, users, and environment.

d) focus on zero waste in the production process.

e) the use a formalized product development process that is transparent, congruent, and consistently leads to meeting the stated sustainability goals (the ISO 14001 audit requirements.)

4. The requested design does not include the required “cost point.”