

# Product Requirements Document

Project B298

Apple Inc.

Wearables division

Project Manager: John Doe

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## Introduction

Apple's first-generation AirPods were among the first truly wireless in-ear headphones and generated phenomenal demand with sales units exceeding 16 million in just the first year after launch. Customer satisfaction surveys have reported a great need among users to personalize their product and improve the in-ear fit and audio quality. Users also express a desire for more compact earbuds with shorter microphone extensions. Observational studies show an opportunity to expand upon and improve touch interactions and the need for enhanced sound quality. These will be backed by technological developments such as the H1 wireless connectivity chip, Cypress CY8C4146FN