

Critical to Quality (CTQ) Tree Exercise

Instructions:

1. Identify a product or service and the customer(s) associated with that product or service.
2. Identify one of the customer's critical needs related to that service.
3. Identify needs or key drivers of that need. These are factors that must exist for customers to be satisfied or understand what they need to do to get what they need.
4. Identify potential wants/requirements related to each of the needs.

| Product/Service | Customer(s) |
|-----------------|-------------|
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