



# ASQ CRE Prep course

Lesson I. A. 7.

Customer Needs Assessment





Lets create a system the works as expected

# CUSTOMER NEEDS ASSESSMENT

# Reliability Goals & Requirements

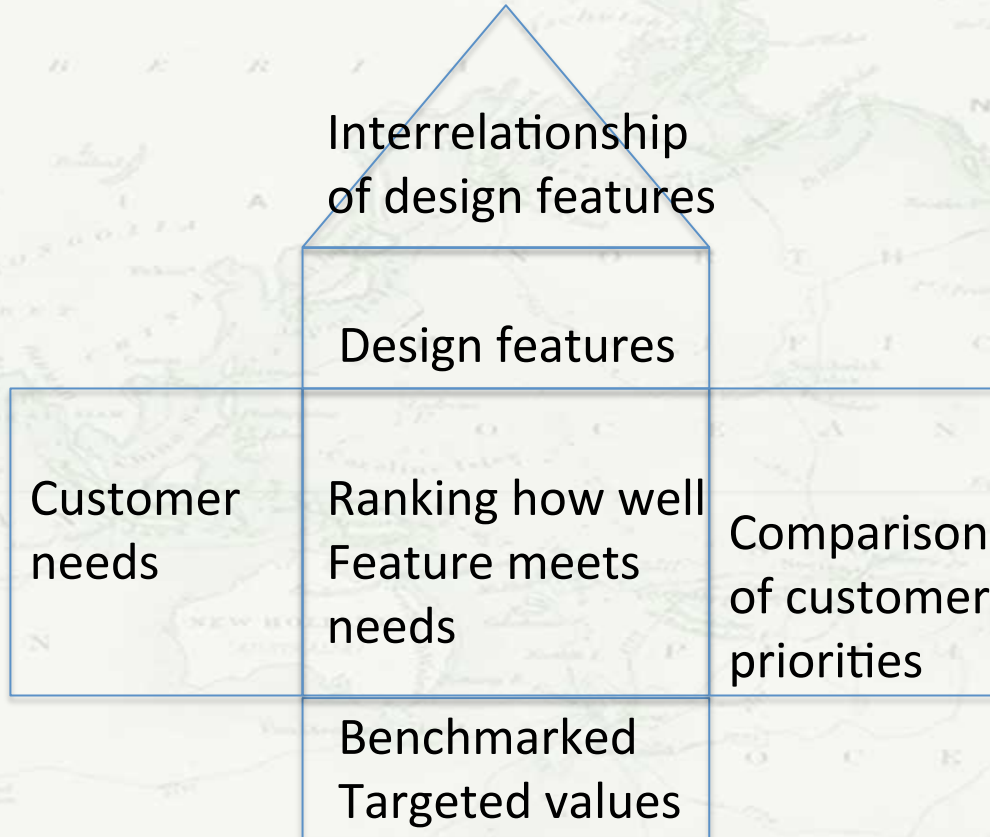
- **Function**
  - **Environment**
  - **Probability**
  - **Duration**
- 
- **Connections to business and customer needs**

# Determining Requirements

- **Surveys**
- **Benchmarking**
  - **Process**
  - **Performance**
  - **Project**
- **Prototyping**



# Quality Function Deployment



How do you  
understand what  
customers want?



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Lesson I. A. 8.

Supplier Reliability