



# ASQ CRE Prep course

Lesson I. A. 7.

Customer Needs Assessment



Lets create a system the works as expected

# CUSTOMER NEEDS ASSESSMENT

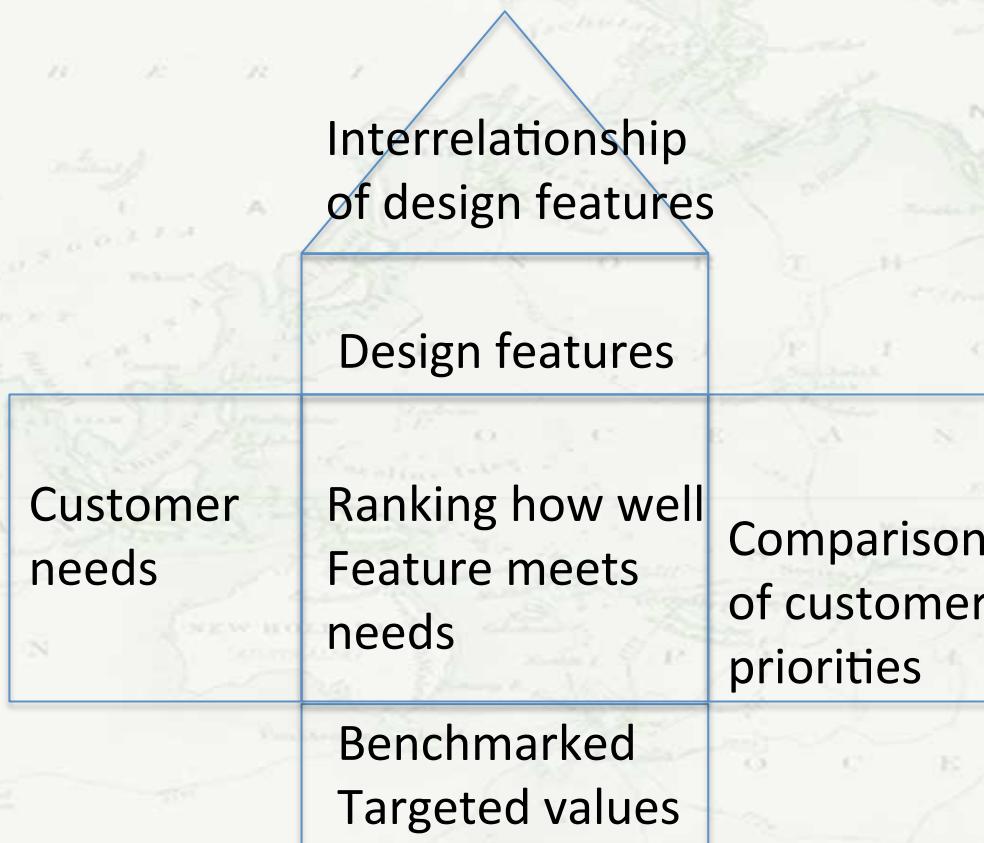
# Reliability Goals & Requirements

- **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