

TRANSLATE VOC TO REQUIREMENTS (STEPS)



TOPIC: VOC TO REQUIREMENTS (STEPS)

Voice of Customer (Verbatim)	Critical Customer Criteria (Need)	Critical to Quality (CTQ) (Requirement / Performance)
Take the exact voice of customer	Write excerpt from customers verbatim showcasing the customer's need	Write the customer's need in measurable terms

Steps to Translate VOC to Requirements:

- 1. Take the exact voice of customer & update in column 1 "Voice of Customer (Verbatim)"**
- 2. Write in column 2 the excerpt from customers verbatim showcasing the customer's need**
- 3. Write the customer's needs in measurable terms**