

# TRANSLATE VOC TO REQUIREMENTS (STEPS)



## TOPIC: VOC TO REQUIREMENTS (STEPS)

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

### 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**