CUSTOMER REQUIREMENTS - MARKET ANALYSIS - BENCHMARKING

Define Opportunity Problem (from Project Charter): Describe problem or opportunity to be analyzed.

Market Analysis - Benchmarking - List the current conditions that your customers are experiencing. Focus on problems, challenges, opportunity, and choices.

Rate the Importance (See scale below)	**Voice of the Customer - Customer Requirements** *Define customer and needs/wants here.*	*Rating*	**Option 1** *<Description of Option 1>*	*Rating*	**Option 2** *<Description of Option 2>*	*Rating*	**Option 3** *<Description of Option 3>*	*Rating*	**Option 4** *<Description of Option 4>*
	Customer 1								
	Customer 2								
	Customer 3								
	...								

Customer Requirement Rating		**Option Preference Rating**	
Rate		Rate	
9	"Very Important"	9	Requirement "Strongly" Met
3	"Moderately Important"	3	Requirement "Moderately" Met
1	"Not Important"	1	Requirement Not Met

Reference List: