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| **Voice of the Customer** |
| **Design Organization:** | **Date:**  |
| **Product::** |
| **Who:** |
| 1. Who are the primary users of the product?
2. What skills or education will the primary users have?
3. Describe any primary user physical conditions that affect the design of the product?
4. Who will purchase the product?
5. Who else is a stakeholder in the design of the product?
6. Describe any cultural practices or customs related to the product?
7. How much is the purchaser willing to pay for the product?
8. How much is the user willing to pay to operate the product?
9. How much is the user willing to pay to maintain the product?
 |
| **How:** |
| 1. For what specific purposes will the product be used?
2. What is the current process used?
3. How often will it be used?
4. How long will it be used each time?
5. Describe the quality expected by the user?
6. How far, how often and in what way will product be transported?
 |
| **Where**: |
| 1. Describe the surroundings for normal use?
2. Describe the noise, weather, temperature or other environmental factors that may affect the design of the product.
3. Describe any size or weight limitations?
4. Describe the aesthetics of the use surroundings.
5. Describe the energy available when the product is in use.
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| **Who Else:** |
| List current products that fulfill the need**:**       |
| Team member:       | Prepared by:      |
| Team member:       | Checked by:      |
| Team member:       | Approved by:      |
| Team member:       |  |
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