**CTQ (Critical to Quality) Tree**

**Definition/Purpose:** Translates the voice of the customer’s (VOC) language into a measurable specification so you can tell whether or not the CTQ has been met. Used in Define phase.

**Instructions:** ***To use as a template, please save a copy by clicking on the save icon.*** Use the blank tree diagram to translate a customer need from your project to a CTQ requirement. For each need, determine what that would mean to the customer. The answer becomes a driver toward the CTQ. Keep asking the same question - ‘what would that mean’ – until you reach a point where it would be absurd to continue. That is the CTQ.

*Example:*

* “Good service” means “knowledgeable representatives”
* “Knowledgeable representatives” means the answers they give are correct
* It would be absurd to ask what “correct answers” mean, so stop at “correct answers” as a CTQ

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| **Need** | **Drivers** | | **CTQs** |
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General

Hard to measure

Specific

Easy to measure