**WORKSHEET - Customer Needs**

Table 1 - Customer Data Template (from Ulrich & Eppinger, p. 62)

| **Customer:**  |
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| **Question / Prompt** | **Customer Statement** | **Interpreted Need (s)** |
| **Typical Uses** |  |  |
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| **Likes** |  |  |
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| **Dislikes** |  |  |
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| **Suggested** **Improvements** |  |  |
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