**WORKSHEET - Customer Needs**

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

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