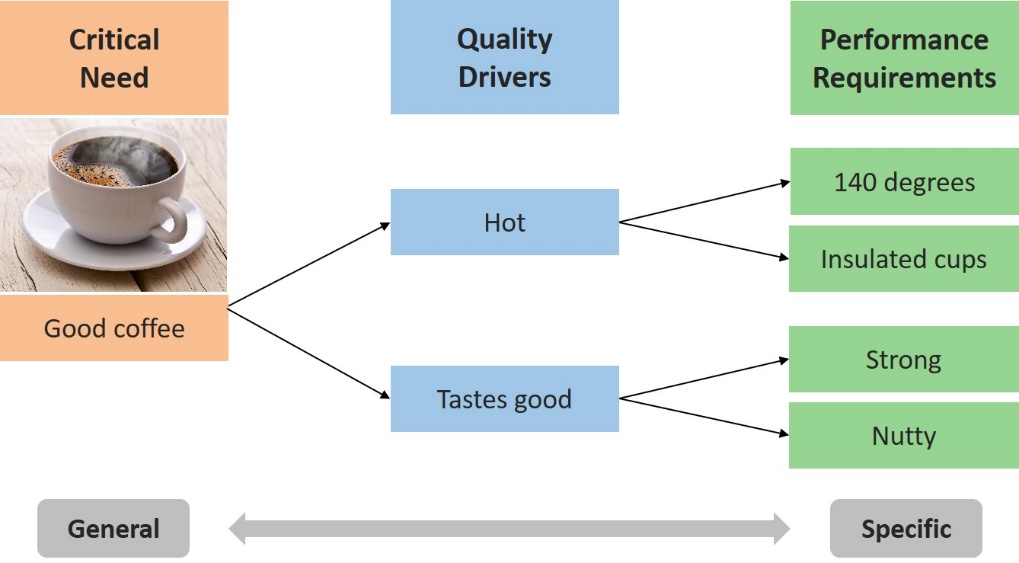
# Critical to Quality (CTQ) Tree

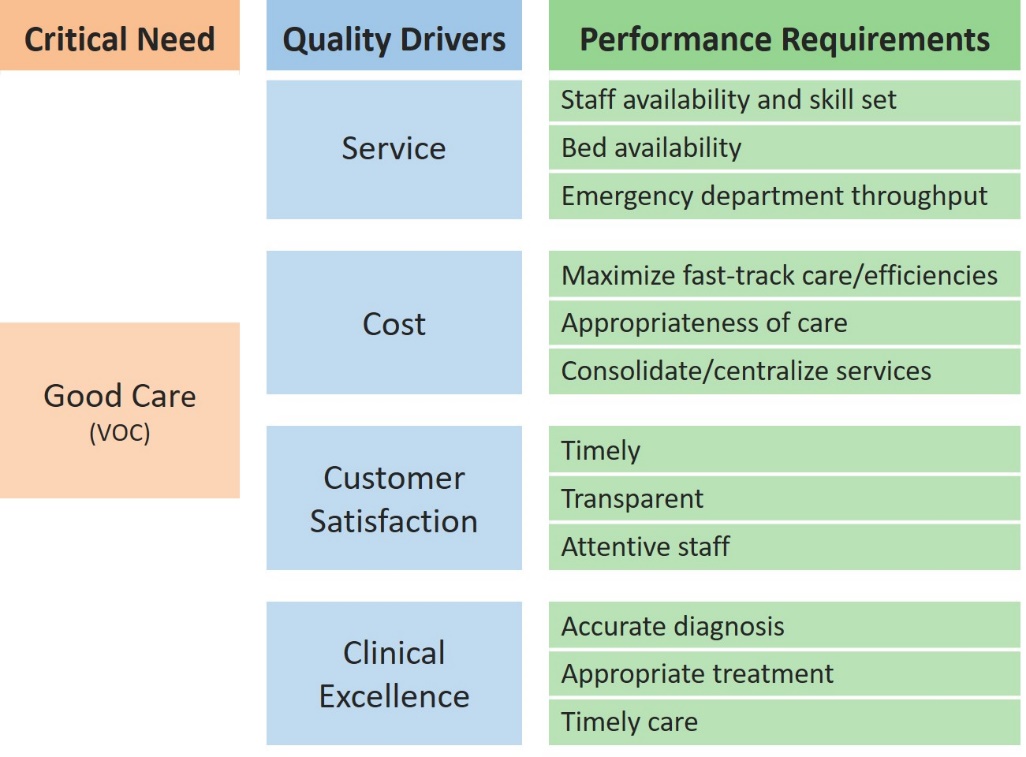
A CTQ Tree is a tool used to translate the voice of the customer (VOC) or critical need into measurable requirements.

1. Identify the VOC or critical need.   
   It is the overall goal at a very high level.
2. Identify the quality drivers.   
   These are the characteristics that are used to further define the critical need.  
   The quality drivers become more granular.
3. Identify the performance requirements that are metrics used to evaluate the outcome.   
   The requirements are very specific and further define the critical need.

**Example 1: Good Coffee**



**Example 2: Good Care**



**Quality Drivers**

**Critical Need**

**Performance Requirements**

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