Use this tool to help identify what outcomes are necessary for your process to meet your customer’s needs and expectations.

## Instructions

**Begin by Identify the customer or end user of the process, product, or service that is being evaluated and answer the following questions.**

1. What outcome does the customer/end user expect?
2. What are the critical requirements that must be met for customers to be satisfied in that outcome? (i.e. What does good look like?)
3. What potential performance standards does the customer have?

**Create several branches to capture all critical requirements and performance standards, this may take multiple iterations.**

*Tip: When complete, the identified performance standards can be used to identify data that you need to gather or begin collecting to assess the effectiveness of your process.*

## Example

| Customer/End User | Process/Service/Product |
| --- | --- |
| Pizza Buyer | Pizza Delivery Service |

## Worksheet

| Customer/End User | Process/Service/Product |
| --- | --- |
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