Lean QFD

- Intended to bring unanswered questions to the surface
  - Every need must have a target: How will we know it is satisfied?
  - Every feature must have a target: How will we know it does what it is supposed to? (performance, process, cost, etc.)

Need			Solution						
			Feature	**Feature**	**Feature**	**Feature**	**Feature**	**Feature**	**???**
			???	**Target**	**Target**	**???**	**Target**		**???**
	Need	**Target**	▢		▢		▢		
	Need	**???**	▢	▢	▢		▢		
	Need	**Target**		▢		▢	▢		
	Need	**???**		Blank Row – Unmet Need					▢
	Need	**Target**	▢			▢			
	Need	**Target**	▢	▢		▢	▢		

Blank Column – Not Needed

No guessing! – The ??? defines what must be learned during exploration.

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