this video will cover customer needs

this activity will focus on the customer

needs section of the house of quality

which is shown in yellow customer needs

are just one part of developing a

successful product we should probably

start by clearly stating what we mean by

customer needs customer needs are simply

the wants and needs customers have for

your product if you can design a product

that meets the customers desires you may

enjoy growing sales and a chance for a

profitable company if you fail to meet

customer needs you can expect costly

changes and even the chance of your

company going out of business let's look

at a real-world example of customer

needs Facebook was founded in 2004 with

the simple idea that people could share

information about themselves online

wouldn't it be great to know if some

simple information about someone before

engaging them in a conversation what are

their interests are they single this

technology largely did not exist before

2004 and identifying the customer need

led to a company worth over two hundred

billion dollars by the Year 2015

currently companies like Apple Google

Facebook Twitter and Pinterest are

battling to see who can identify and

meet customer needs using technology

those that are the most successful will

thrive will those that are not swill

disappear into th history books

identifying and meeting customer needs

is critical to having a successful

company or product