House of Quality

4
Correlation
Matrix

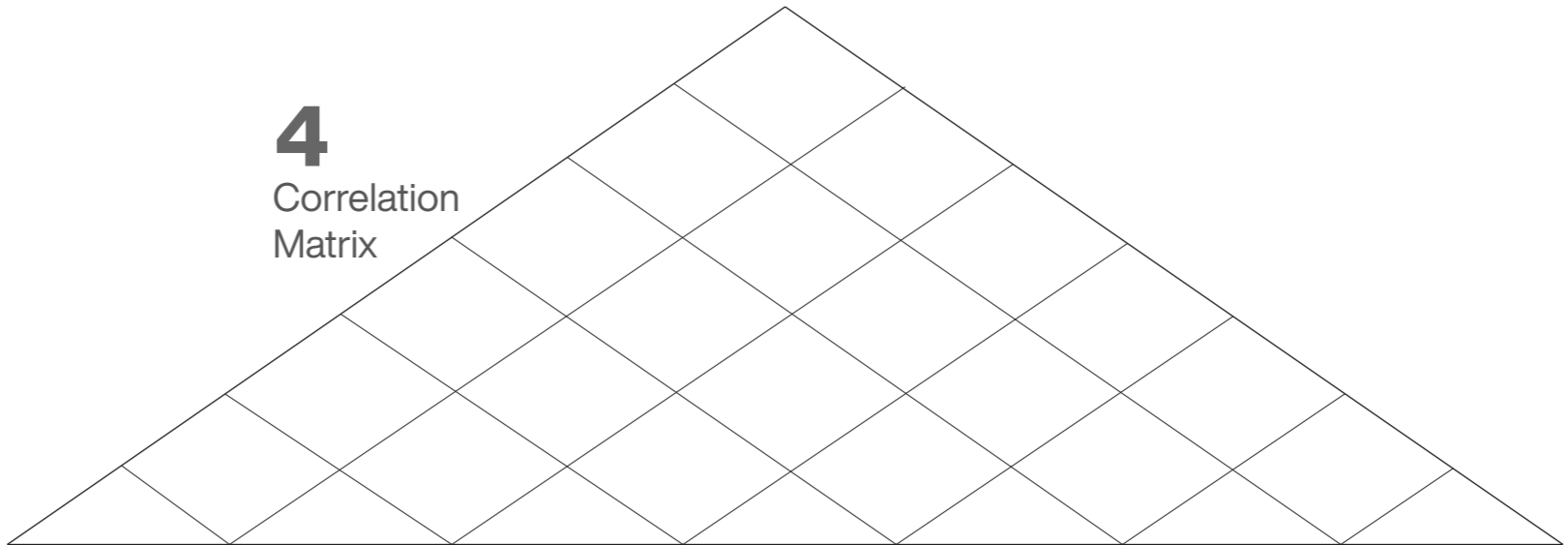**3** How: Functional requirements

1
What:
User requirements

2
Importance
rating

5
User targets and ratings

1+2+3+4+5

6
Targets: How much

DI