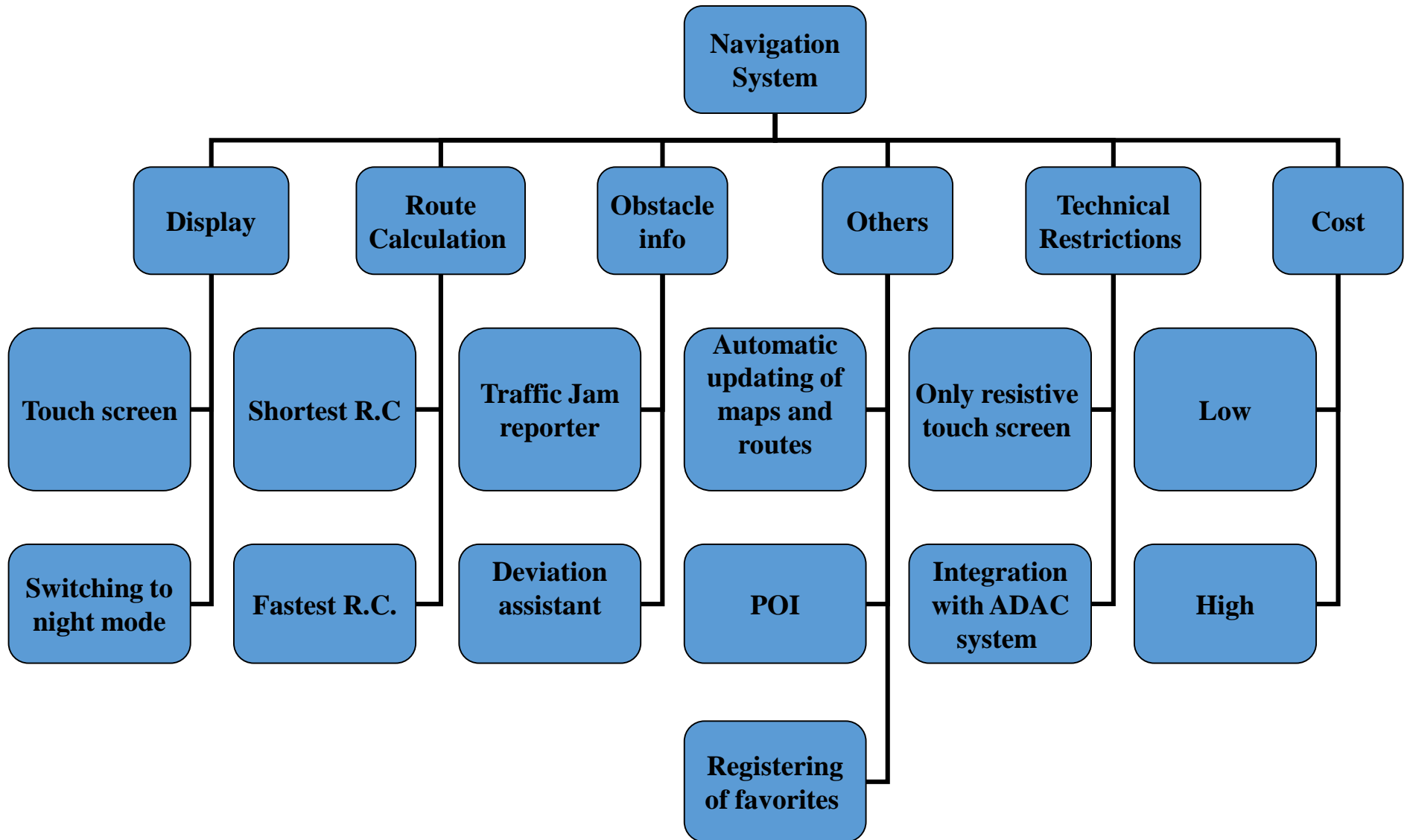
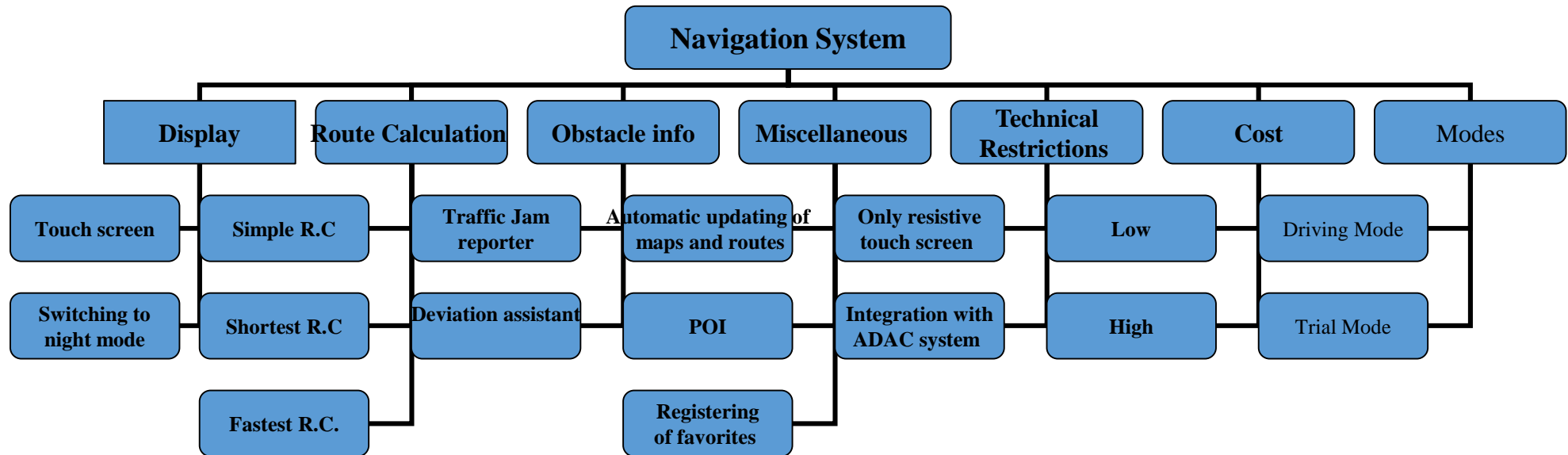


## Problem 4:Case Study: Affinity Diagram for customer voice table



## Problem 4:Case Study: Affinity diagram after customer context table



## Problem 4:Case Study: Customer Segments/Requirements Matrix

	Car test driver	QA	SI	Manager
	15	24	23	38
Touchscreen	3	3	5	5
Automatic updating of maps and routes	5	5	5	7
Traffic jam reporter	3	5	3	7
Deviation assistant	3	5	3	7
Switching to night navigation	3	5	1	5
Points of interest search	5	3	1	3
Registering of favorite addresses/Places	1	5	1	3
Calculation of the shortest route	7	5	3	5
Calculation of the fastest route	7	5	3	5
Only resistive touchscreen supported	3	5	1	7
Integration with ADAC reporter system	5	3	9	5
Low cost	1	1	3	9
High Cost	1	1	3	9
simple route calculation	5	5	3	5
Driving mode	5	3	3	5
Trial mode	3	5	5	3
	60	64	52	90