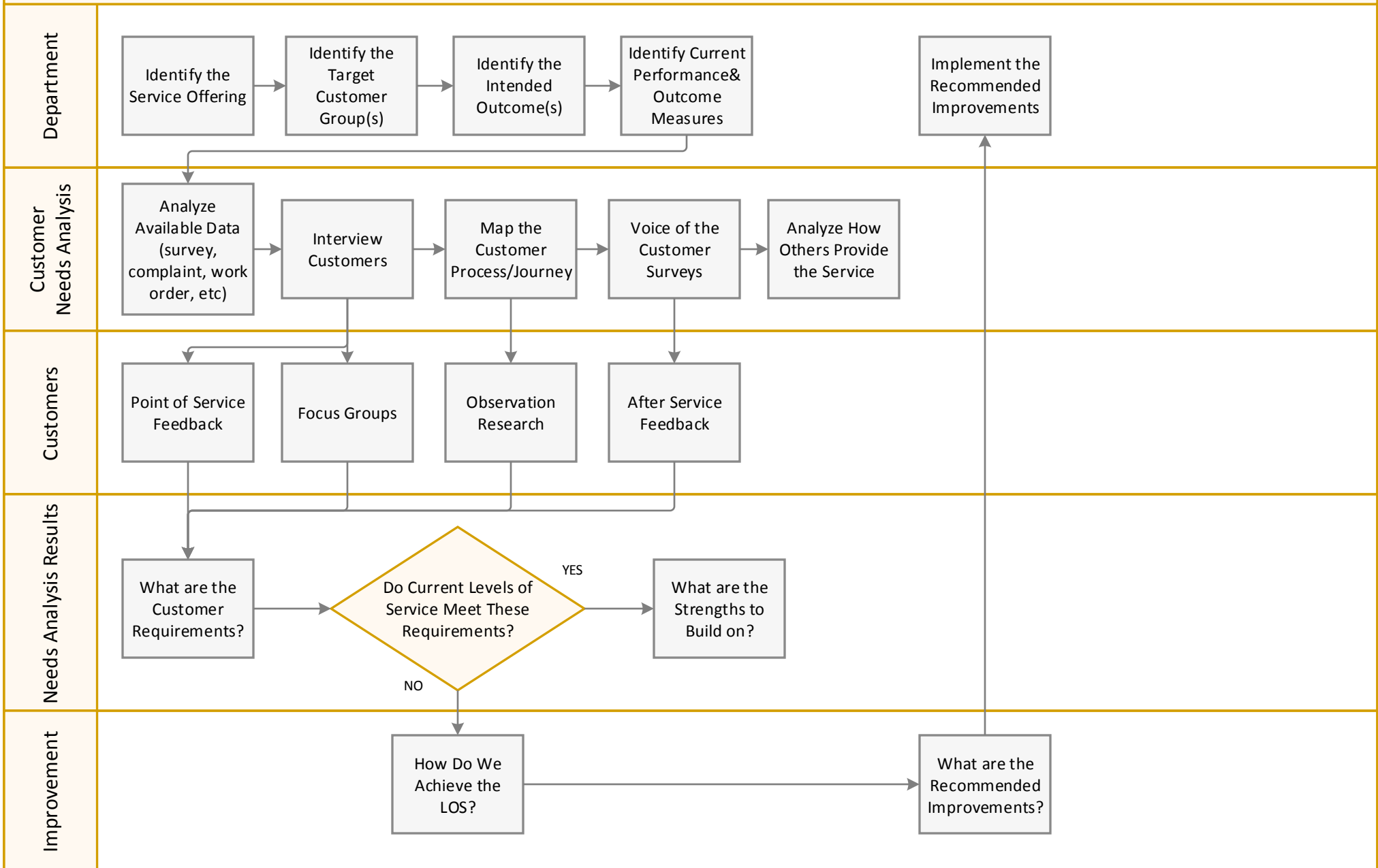


Determining Customer Requirements

MAB2020



Use this map to analyze customer requirements to ensure that the program or service offers the benefits, attributes, and features needed to provide the customer with value.