CTQC Tree Diagram

A CTQC Tree Diagram translates “Voice of the Customer” (VOC) information, which often is communicated only generally into specific Critical to Quality Characteristics, or CTQCs.

When is it used?

- Used in the Define step of virtually every Lean Six Sigma project as the primary mechanism for turning general customer “wants” into specific Critical-To-Quality requirements.

How to Create a CTQC Tree Diagram

1. **Generate ideas.** Use the Brainstorming tool to generate a list of ideas.

2. **Start with the What** (general goal statement).

3. **Find a visible workspace** that everyone can see while you build the diagram.

4. **Move from What to How** by identifying the first level of detail. This should be based on VOC data, and may also involve elements of brainstorming. Record the drivers.

5. **Break each driver into greater detail** by asking the question: “What would this mean?” CTQ’s should be measurable to the extent possible!

6. **Circle back and review** the diagram to add any obvious omissions.
An Exercise for Quick Practice: A team of consultants is working at an amusement park and one ubiquitous reason that stands out for why a client chooses one park over another is exciting rides.

From this general need (exciting rides), develop more specific CTQCs by filling in the diagram below with the drivers and CTQCs listed. Can you think of more CTQCs?

Exciting Rides at the Amusement Park

- Maximum speed of ride
- No hassle
- Maximum Gs of ride
- Low nauseating
- High thrills
- Has a “Quick-Pass” lane
- Wait times for ride
- Number of riders that get sick