

ENMA 278: Lean Manufacturing

Team Project – Customer Value

For your team project, define the primary customer(s), and then prepare a short list of customer:

- Satisfiers
- Dis-satisfiers
- Delighters (if possible)

The “customer” is the person/organization that accepts the output of the system/process that you are using for your personal project.

For your team project, answer the following questions

1. What are some of the costs to the project sponsor (**supplier**) if “bad” outputs are produced?
2. What are some of the costs to the **customer** if “bad” outputs are produced?
3. What are some of the costs to **society** if “bad” outputs are produced?

Use your Kano homework list of dis-satisfiers as a basis for what constitutes “bad” outputs for your personal project system/process.
