

# CRITICAL TO QUALITY TREES

## WHAT IS IT?

This Six Sigma tool is useful when needing to define quality in a product or service. Critical To Quality Trees (CTQ Trees) can be used at the inception phase of a project to focus development on areas that really matter, or to drive an improvement initiative in existing products or services.

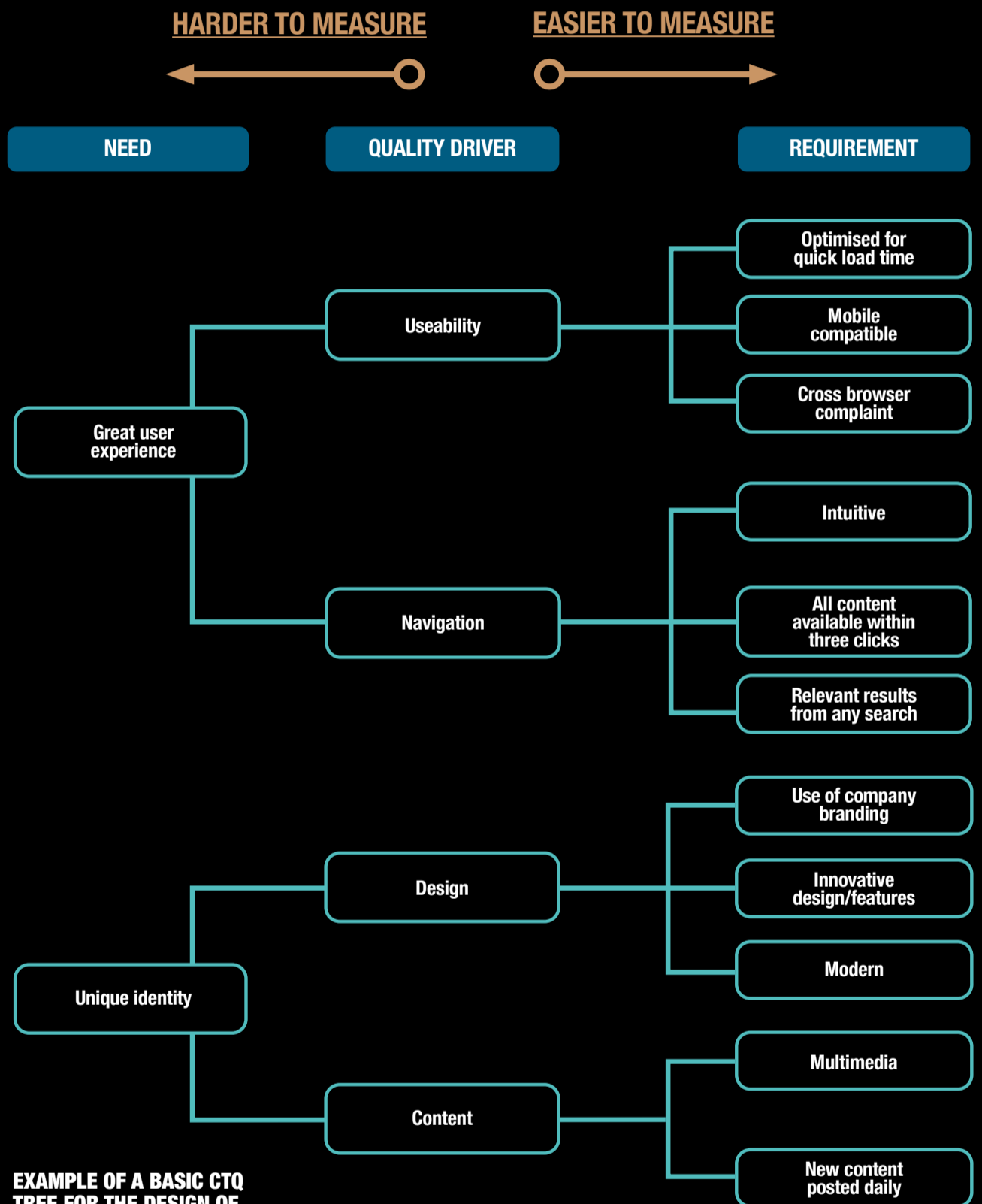
## WHEN AND HOW CAN I USE IT?

Any product or service can benefit from CTQ Trees, which allow you to simply and visually lay out the elements critical to quality. This can focus a team and help to sell the right approach in a simple format.



## CASE STUDY

Myspace was one of the most popular social media platforms before Facebook existed. So, why did Facebook succeed and Myspace fail? One of the reasons contributing to this was that Facebook had a defined strategy to give users exactly what they wanted as quickly as possible – from new ways to connect with people, to popular games such as FarmVille. The diagram to the right shows an example of using a CTQ Tree to define quality in a software or website design.



EXAMPLE OF A BASIC CTQ TREE FOR THE DESIGN OF SOFTWARE OR A WEBSITE

## STEPS

- 1** Define each critical 'need' that the service or product must satisfy.
- 2** Define the quality 'drivers' for each need that must be in place for the customer to receive high quality.
- 3** Determine the performance criteria needed to satisfy the quality drivers.
- 4** Start a new tree for each need.

## DID YOU KNOW?

CTQ Trees are often used in the development of products and services, but it is possible to build anything with user requirements using a CTQ Tree. Even a quality system!