

Figure 1: Pre-Planning Matrix

VOICE OF THE CUSTOMER (VOC)	CUSTOMER PRIORITY	MARKETING FOCUS	COMPETITIVE BENCHMARK	DEFECT ITEMS (TGW)	OVERALL PRIORITY											
						D	C	E	A	5	6	7	8	9	10	
DRIVING EXPERIENCE	SOUNDS GOOD				2	△			△	P	L					
	QUIETNESS				1	○		△		P	L		○		○	
	CONTROLLABLE CHASSIS	STOPPING PARKING CHANGING DIRECTIONS HOLDS THE ROAD			2	○		○			P	L				
	RESPONSIVE POWERTRAIN				1	○	○	○			P	L		○	○	
	POWERFUL POWERTRAIN				2											
	SMOOTH CHASSIS	RIDE FEEL OF THE ROAD			1		△				P	L			○	
	SMOOTH POWERTRAIN	POWERTRAIN NVH SHIFTING	IDLE ACCELERATION MANUAL AUTOMATIC			1			○		P	L		○		
ENVIRONMENT	SPACIOUSNESS				1	△	○									
	CAPACITY		PEOPLE STORAGE GLOVEBOX TRUNK		2											
	FRONT SEAT COMFORT	SUPPORT FEEL OF MATERIALS SEATBELTS			1		○				P	L				
	REAR SEAT COMFORT				3											
	CLIMATE CONTROL COMFORT	TEMPERATURE			2						P	L		○		
	INTERIOR APPEARANCE				1	○		△								○
	FRONT INGRESS/EGRESS				2											
	REAR INGRESS/EGRESS				3		△									
ENTERTAINMENT	AUDIO VIDEO															
CONFIDENCE	SAFE	RESTRAINT PERCEPTION			1				○							
	SECURE	LOCKS PERCEPTION			3											
	IN CONTROL				2		○	△			P	L				
	OUTWARD VISIBILITY				2						P	L				
IMAGE	PERSONALITY	PRESTIGIOUS SPORTY HONEST			3		○	△								
	REPUTATION				1				○							
	EXTERIOR APPEARANCE	FUNCTIONAL SUBJECTIVE			1	○		○							○	
VALUE	AFFORDABLE	PURCHASE PRICE MONTHLY PAYMENT RESALE COST OF OPERATION			1	○										
	SERVICEABILITY/ WARRANTY				3				△							
	FEATURE CONTENT				2	○		○								
	ATTENTION TO DETAIL				2			○						○		
	HONESTY				2				○							
HASSLE FREE	PURCHASE				3											
	NOTHING GOES WRONG	REAL PERCEIVED			1				○						○	
	CONVENIENT TO GET FIXED	DEALER COMPONENTS MAINTENANCE			3											
CONVENIENCE	FEATURES															
	EASY TO OPERATE CONTROLS	WORKS RIGHT EASY TO UNDERSTAND			1				○						○	
	EASY TO LOCATE CONTROLS	EASY TO SEE THE "RIGHT" LOCATION			1	△	△		○							

- HIGHEST PRIORITY
- SECOND HIGHEST PRIORITY
- △ THIRD HIGHEST PRIORITY