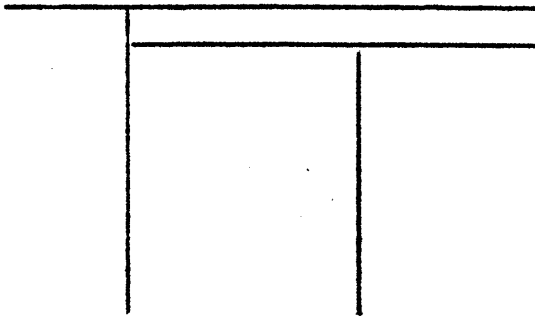


(Audience 3/4 GE Engineers)
(90% effective)

Customer
Functions - use · esteem
Value
app. perf. · app. cost

Keep perf. - get cost



x x x x x x x x x x x x

term sp. std. motor jpy refrig.
shield bolt support

Lack idea - idea absent

Eval. function

Roadblox

Search

Cost first - then perf.

People screens

Warm blood - Louisville

Summarize

Customer wants

Esteem - TV knob

Eval. function

Definition