In this phase, Quality Function Deployment (QFD) is used as a tool for understanding how user needs are related and can be translated into design objectives.

To draw the QFD chart,
1. List your user needs in the left column.
2. List quantifiable design objectives along the top row.
3. Fill in the central matrix with values that reflect the amount of influence that each quantifiable design objective has on each user need. In this example, room temperature and humidity affect comfort the most.
4. Fill in the upper “roof” half-matrix to represent the effect that each quantifiable design objective has on the others. In this example, room humidity and barometric pressure are related. Increased lighting level is also likely to increase room temperature.
The following template can help you to get started analyzing your user needs and design objectives.