

This is an example of Voice of the Customer feedback regarding the operation of a University café.

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|  As a …**​**(customer type)**​** | I want to…**​**(describe need)**​** | So that…**​**(describe value)**​** | and my expectations are… (how to measure) |
| ​Regular lunch customer | ​Have a range of hot options | ​I have a choice of food | 3 choices including one vegetarian  |
| ​Regular lunch customer | ​Be served quickly | ​I can eat my lunch within my lunch break | I should queue for no more than 5 minutes |
| ​Breakfast customer | ​Buy my breakfast as I arrive at work  | ​So I can eat before I begin work | That the café is open from 8am |