



QSO 360 Module Three Assignment Guidelines and Rubric

Overview: In this assignment, you will have the opportunity to practice translating customer requirements into quantitative measurements.

Prompt: Assume you are opening a sandwich store to compete with a local Subway. Using this [worksheet](#), make a list of requirements you believe will be important to your customer (e.g., open late). Then, in the second column, translate each of these customer requirements into quantitative measurements that you can track.

Guidelines for Submission: Complete the provided worksheet and submit it for grading and feedback from your instructor.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Customer Requirements	Lists requirements that will be important to target customer	Lists requirements believed to be important to target customer, but key requirements are missing	Does not list requirements that will be important to target customer	40
Quantitative Measurements	Translates customer requirements into quantitative measurements that can be tracked	Translates customer requirements into quantitative measurements, but measurements cannot be tracked	Does not translate customer requirements into quantitative measurements	50
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total				100%