DMAIC vs DMADV – what is the difference?

EQA

DMAIC and **DMADV** are Lean Six Sigma methodologies that offer a structured data-driven approach to Process Improvement . **DMAIC** (Define, Measure, Analyse, Improve, Control) is the more commonly recognized process and is used when a process exists but is not meeting customer needs and/or specifications. **DMADV** (Define, Measure, Analyse, Design, Verify) is relevant when a process or solution does not exist, but it can also apply when a process improvement fails or is not sufficient to meet the customer needs.