

a design choice is a possible solution to a problem. Given a design task and a governing set of criteria (design specifications), several conceptual designs may be drafted. Each of these preliminary concepts is a potential design choice.

This process stems from the principle that there is usually no uniquely right way of accomplishing any task.

Quality goals are targets for the improvement of quality. These are typically developed as part of quality assurance strategy or goal setting for performance management.

a quality policy, that is set at the top level of an organization, quality objectives can be specific to a department, team, process or project.