

Quality Function Deployment

QFD Exercises

Included in this handout are three sections, namely Exercise 1, 2 and 3.
These exercises deal with some of the steps of a QFD analysis for a wallet.



QFD - Exercise 1

Purpose

The purpose of this exercise is to familiarize the student with the initial steps of the QFD Process. Specifically, to get the student to compile the necessary information into the QFD "House of Quality". The outcome of this exercise should familiarize the student with compiling the information from different sources and putting the information into the "House of Quality". The results of this exercise will be used for further exercises later on.

Introduction

The product to be considered in this exercise is a wallet for day-to-day use. The task is to design a "New Product", for which the procedure is slightly different to improving an existing product. The Customer Requirements were gathered by using standard processes such as interviews, focus groups and surveys. The customer importance ratings were determined by a prioritisation technique. The results are listed in the first section under Customer Requirements.

There are three competitors' products X, Y and Z. Their customer ratings are listed in the second section under Competitive Analysis.

What to do

You will extract the information from the following two sections and place them into the "House Of Quality" provided. Specifically:

1. Place each customer requirement in the left hand column of the "House of Quality"
 2. Place the customer importance of each requirement in the column labelled "Customer Importance".
 3. Place each competitor products' customer evaluation in the appropriately labelled columns.
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Customer Requirements

The following is the list of customer demands which resulted from *intensive* qualitative customer research.

The scale for the importance rating is 1...5, where 1 is not important and 5 is very important.

Importance

	Rating
1. Wallet feels smooth.	4
2. It is easy to remove.	3
3. I have easy access to cards.	5
4. I can carry all my money.	3
5. I can carry credit cards while shopping.	5
6. I want the contents to be visible.	3
7. I want to carry many items.	3
8. I want it to last a long time.	5
9. I don't want to spend a lot of money for it.	5
10. I want to be able to calculate my chequebook balance.	4

Customer Competitive Analysis_____

The scale for the competitive analysis is 1...5, where 1 is a bad performance and 5 is a good performance.

Competitor X - Customer Rating:

1. Wallet feels smooth.	3
2. It is easy to remove.	4
3. I have easy access to cards.	3
4. I can carry all my money.	2
5. I can carry credit cards while shopping.	1
6. I want the contents to be visible.	4
7. I want to carry many items.	1
8. I want it to last a long time.	5
9. I don't want to spend a lot of money for it.	5
10. I want to be able to calculate my chequebook balance.	5

Competitor Y - Customer Rating:

1.	Wallet feels smooth.	1
2.	It is easy to remove.	1
3.	I have easy access to cards.	5
4.	I can carry all my money.	5
5.	I can carry credit cards while shopping.	4
6.	I want the contents to be visible.	3
7.	I want to carry many items.	5
8.	I want it to last a long time.	5
9.	I don't want to spend a lot of money for it.	3
10.	I want to be able to calculate my chequebook balance.	3

Competitor Z - Customer Rating:

1.	Wallet feels smooth.	5
2.	It is easy to remove.	2
3.	I have easy access to cards.	4
4.	I can carry all my money.	5
5.	I can carry credit cards while shopping.	4
6.	I want the contents to be visible.	5
7.	I want to carry many items.	5
8.	I want it to last a long time.	5
9.	I don't want to spend a lot of money for it.	4
10.	I want to be able to calculate my chequebook balance.	2

