

Quality Function Deployment

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Do you use something but know that it can be improved? I go through this thought process every time I drive my van. There are features that just do not meet my expectations and requirements.

“Why did they make the seats so wide that I can’t get into the door side pockets without opening up the door????”

“They put six cigarette lighters and ash trays in a family van!!!!!!! (My kids had fun putting little round burn marks on the seats!)”

Just what were they thinking???

If I designed this van, it would be different! It’s just like designing your own house, if you did it, it would meet your expectations to a tee!

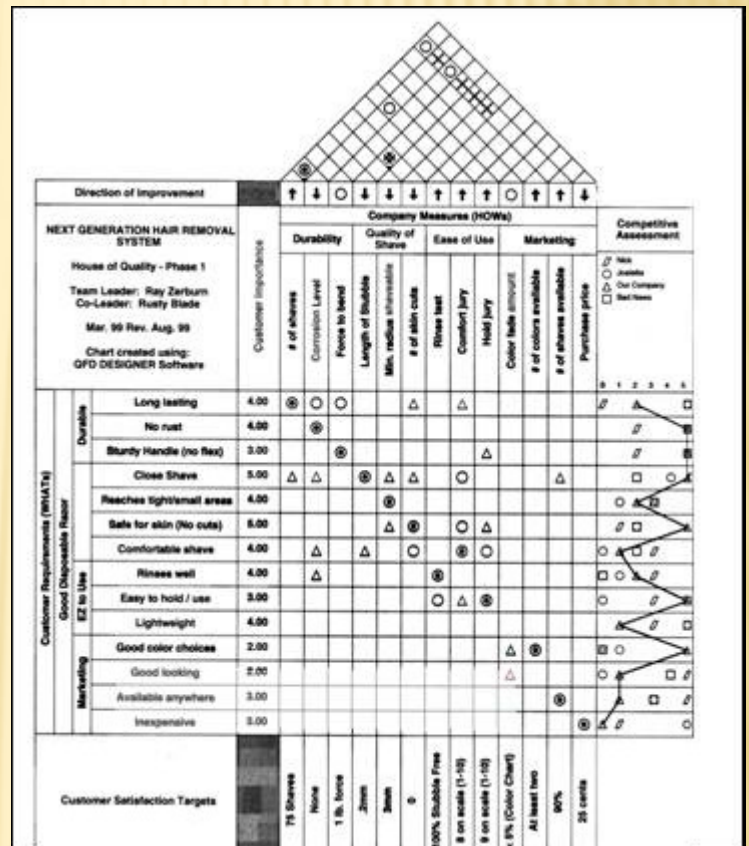
All of us go through this process in real life but don’t think as CUSTOMERS when designing products or services in our daily work life.

Quality Function Deployment (QFD) is a process of comparing the features of a product or service with the expectations that the customer has of it. The comparison might also extend to competitors that offer similar products and might be for alternative choices the customer might buy. Suppliers everywhere have this need to know what the customer wants and then strive to meet those expectations.

The QFD is sometimes referred to as the *House of Quality* because it looks like a house and the different portions are referred to as “rooms”.

The customer requirements are listed on the left side of the matrix (What’s) and the company measures are listed on the top of the matrix (Hows).The individual symbols represent the degree of correlation to between the company measures and the customer requirements. These are listed as High, Medium or Weak.

Each internal requirement can then be prioritized based on it’s importance to the customer. A competitive and engineering assessment can also be determined by the matrix.



If you don’t meet those expectations- somebody else will!