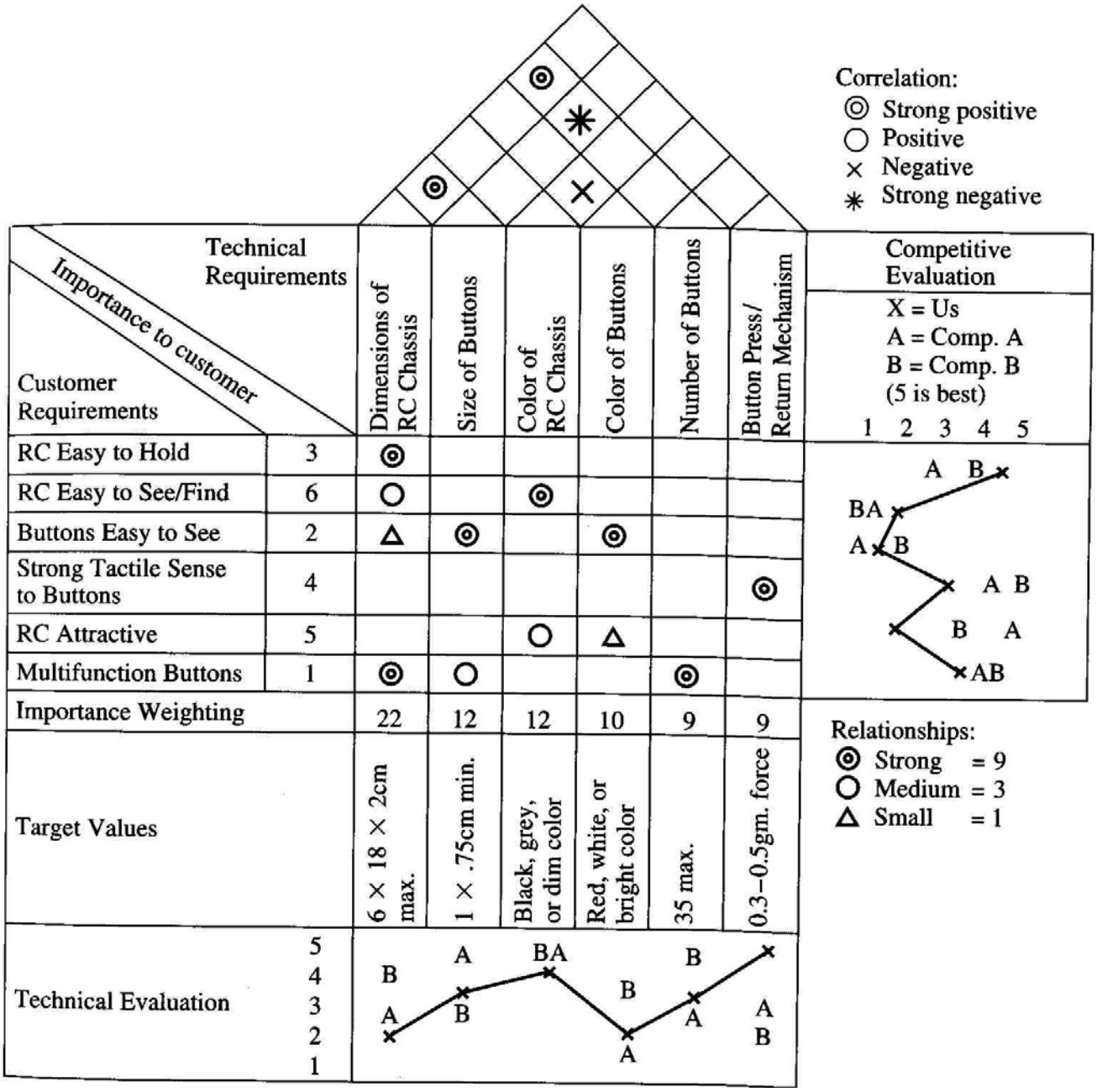
Quality Function Deployment- Remote Control Example



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Area of House of Quality	Description
Rows	Listed left of the central matrix are *customer* requirements; these are what customers think is important about the product (the product *whats*)
Importance to Customer	The six whats have been rank ordered 1-6 by customer preference; multifunction buttons are rated the highest; remote control easy to see/find is rated the lowest.
Columns	Along the top of the central matrix, listed in the columns, are the *technical* attributes of the product; these are ways the product can meet customer requirements (the product *hows*).
Central matrix	Inside the central matrix are symbols showing the strength of the relationship between the whats and hows (strong positive, positive, negative, strong negative). For example, buttons easy to see has a strong positive relationship to the size and color of the buttons and a positive relationship to the size of the RC chassis. Note that each relationship has a numerical rating—1, 3 or 9.
Importance weighting	The weightings of the relationships in each column are summed to determine the relative importance of the technical attributes. Thus, the most important technical attribute is dimensions of the RC (given weight of 22), followed by size of buttons and color of the RC chassis (ties at 12 each).
Gabled roof	The roof on the house shows the correlations among the technical attributes. For example, dimensions of the RC chassis has a strong positive correlation with the size of buttons and number of buttons, while size of buttons has a strong negative correlation with the number of buttons.
Target values	The numerical or qualitative descriptions shown in the basement of the house are design targets set for the technical attributes. One target of the design, for example, is to keep the dimensions of the RC within 6x18x2 cm.
Technical evaluation	The graph in the subbasement compares the company (us) against two of its competitors, A and B, on the technical attributes. For example, the company does relatively poorly on the attributes of RC dimensions and color but well on chassis color and return mechanism. These evaluations are based on test results and opinions of engineers.
Competitive evaluation	The graph on the right rates the company and competitors on terms of customer requirements. These ratings are based on customer surveys. For example, customers think the company does worst in terms of the RC buttons being easy to see but best in terms of the RC being easy to hold.