HOUSE OF QUALITY REPESENTATION FOR A BEEFED ROLAX

**What is House of Quality?**

House of Quality which is part of Quality Function Deployment is used to enhance sales and profit while satisfying customers and reducing the cycle time of new product development. Our beefed rolex will use this HOQ to integrate informational needs. We also used HOQ to understand the voice of the customer and to translate it to the voice of the engineer who is going to design the product.

**The steps involved in constructing the HOQ**

1. Recording voice of the customer(their wants or needs)
2. Ranking the importance of the requirements
3. Translate customer wants into the technical descriptors or the How’s of the technical needs. How are the Designers going to design a product that will meet the customer needs?
4. Examine relationships between design between design and the customer requirements
5. Ranking what is important in terms of Design
6. Look at relationships in design requirement themselves
7. Customer rating of competitors(their perception of us to our product)
8. Organizational difficulties on delivering required product.
9. Recording targets with technical evaluation of the competitors.
10. **The voice of the customer**
    1. **Identifying the customer needs**

Our first task was to identify the customer needs which were described in customer’s own words through interviews or focused groups, they identified many needs. Their assumptions, excitement needs and articulate needs.

These are derived from the surveys conducted on the customers of the product and in our case we assume that these are the most pressing customer needs i.e. Taste, High Nutrition, Visual Appeal and Good Value. These are ranked according to how they were important to the customer during the customer surveys

* 1. **Structuring the Needs**

To handle the many customer needs, the team structured them into four primary ones (taste, high nutrition, visual appeal and good value) and the remaining concern is to group them

* 1. **Prioritizing the Needs**

The customers want all their needs implemented, but some needs are more important than others for instance in our beefed rolex Taste is more important than Visual Appeal, therefore using the importance level we are able to code this priority into our HOQ. Some needs are really costly to implement and this could lead into increasing the price of the product which is undesirable.

* 1. **Comparing customer perceptions.**

Some customers in due course of needs gathering, they provide some information about the market and the competitive advantage of our product to others, this information is useful when we are designing our beefed rolex. We also determine which feature of the product fulfils most the customer needs best.

1. **The designer’s voice**
   1. **Identify Design Attributes**

The other rooms in the House involve translating customer needs into design needs, our team for the company is focused on identifying measurable requirements that will fulfil customer needs. These include size, price, and quantity. These are attributed values that can be measured.

* 1. **Comparing Designer’s Measures**

The beefed rolex has to be designed in respect to other competing products, therefore the time constraints should be determined. This helps to determine how the customers’ needs can be implemented

* 1. **Developing a relation matrix**

Now our design team determines how the design attributes influence which customer needs and how much. The idea here is to specify the strongest relationship while leaving the most of the matrix 60 to 70 percent blank.

* 1. **Developing the roof matrix**

This quantifies the physical relationships among the design attributes, forexample improving the size of the beefed rolex affects quantity of beef and the price as shown on the roof matrix. The design team now uses the creativity of improving both without degrading the other.

* 1. **Making other estimates**

In addition to the above, the design teams also estimates the cost, feasibility, and technical difficulty for changes in each of design attributes.

**NOTE**: Developing HOQ is time consuming the team can spend a number of months just preparing to begin design work. By the time should be well spent. But this time helps the company avoid unnecessary and costly redesigns and other reworks.