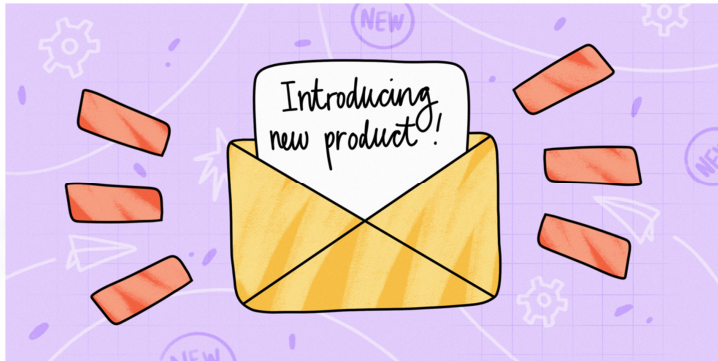




PROJECT 1ST MEETING

IDEA GENERATION & CUSTOMERS' REQUIREMENT IDENTIFICATION



Design (or redesign) a product – apply Kano Model & QFD

- Apply KANO model to identify which features of product need to be focused on.
- Conduct QFD to translate voices of customers into technical features.



Step 1: Idea generation

- **Brainstorming** (each member suggest 1 idea/product – notice: no comment from team in brainstorming stage)
- Review all ideas -> advantages & disadvantages of each -> select 1 idea/product.



Step 2 – Customer requirements Identification

- Find out what your customers want from your product.
 - Design Questions for your customers:
 1.
 2. (you may suggest some features and ask if they want those features and then ask them to propose new features for the upcoming product)
 - Interview 10 classmates (teammates: 4, others: 6)
 - Finalize (group discussion) 15 features will be appeared in Kano survey

Features customers want in product (product = goods or service):

1.	5.	..
2.	6.	..
3.	7.	14.
4.	8.	15.

Chọn 5 ng de hoi

từng người trả lời -> thống kê tần suất nhiều nhất -> chọn (viết vào report)

Step 3 - Develop Kano questionnaire

It must be that way

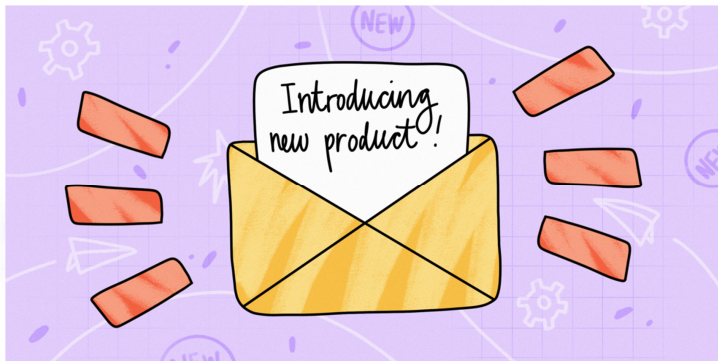
Feature	Functional question	Dysfunctional question	Customer's answer
Feature #1	If the [product] has <i>Feature #1</i> , how do you feel?	If the [product] doesn't have <i>Feature #1</i> , how do you feel?	1. I like it that way 2. It must be that way 3. I'm neutral 4. I can live with it that way 5. I dislike it that way
Feature #2	...		
...	...		
...	...		
...	...		
Feature #15			

CUSTOMER REQUIREMENTS		NEGATIVE				
		Like	Must-be	Neutral	Live with	Dislike
POSITIVE	Like	Q	E	E	E	L
	Must-be	R	I	I	I	M
	Neutral	R	I	I	I	M
	Live with	R	I	I	I	M
	Dislike	R	R	R	R	Q

Don't forget to write the report after each section!

PROJECT 2ND MEETING

TRANSLATING CUSTOMER REQUIREMENTS INTO DESIGN CHATACTERISTICS



Design (or redesign) a product – apply Kano Model & QFD

- Apply KANO model to identify which features of product need to be focused on. (1st & 2nd meetings)
- Conduct QFD to translate voices of customers into technical features. (2nd meeting)

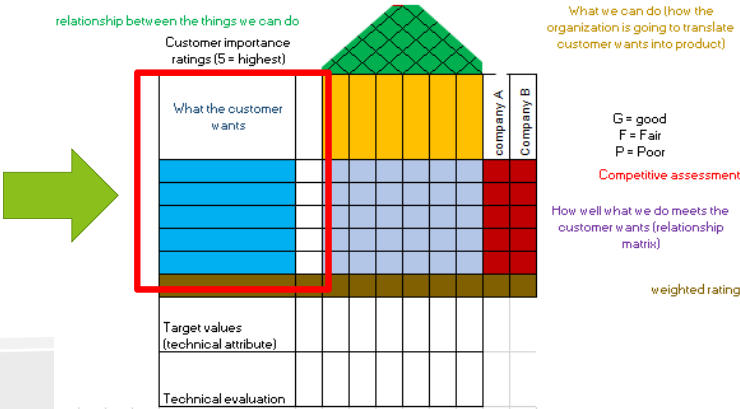
Step 1: KANO CLASSIFICATION

- Categorize the customer requirements into M,L,E,I,R group based on combining the answers of functional & dysfunctional questions.
- Select the feature group M,L,E for the input of QFD
- Ask potential customers (your classmates) about the importance rating of each feature (the biggest number will be assigned to the most important feature)

CUSTOMER REQUIREMENTS		NEGATIVE				
		Like	Must-be	Neutral	Live with	Dislike
POSITIVE	Like	Q	E	E	E	L
	Must-be	R	I	I	I	M
	Neutral	R	I	I	I	M
	Live with	R	I	I	I	M
	Dislike	R	R	R	R	Q

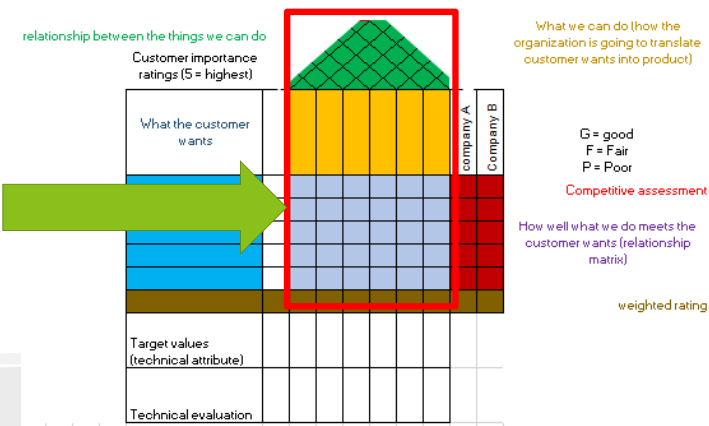
Step 2 – QFD development – Voice of customers (10 min)

- Input customer requirements into block “what the customer wants” (M,L,E category only)
- Input customer importance rating



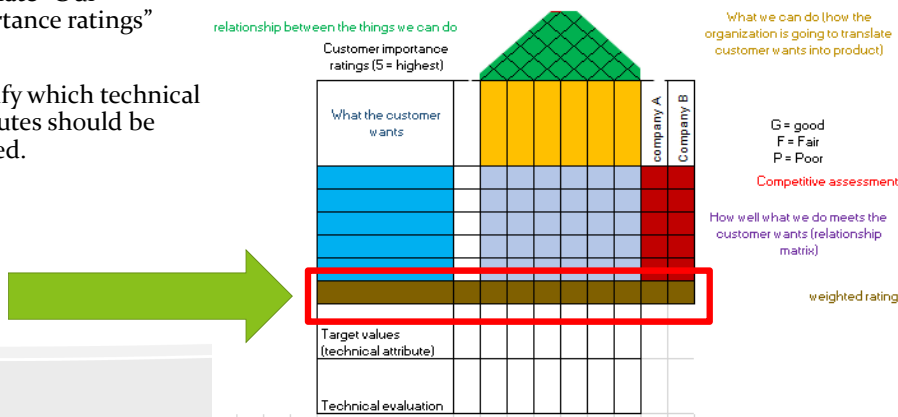
Step 2 – QFD development – Voice of engineers (30 min)

- Input technical characteristics of product
- Identify relationship between “What customer wants” and “technical characteristics”
 - 1: low relationship
 - 3: medium relationship
 - 5: high relationship
- Identify relationships between technical characteristics (roof of house)



Step 2 – QFD development – Identify critical attributes (10 min)

- Calculate “Our importance ratings” value
- Identify which technical attributes should be focused.





Design your Poster (Ao)
and prepare your
presentation

