

The background is a light blue gradient with a faint grid pattern. It is decorated with various hand-drawn style elements: a wavy line at the top left, a black four-pointed star, a circular color wheel with 12 segments in rainbow colors, a purple triangle at the bottom left, a green triangle at the bottom right, a yellow star inside a purple flower-like shape at the top right, a black scribble, a yellow mouse cursor arrow, a black zigzag line, and another black four-pointed star.

DIMENSIONS

OF QUALITY

Prepared by: Engr. Christel Nuñez Ygot

EIGHT DIMENSIONS OF QUALITY

Performance

1

5

Durability

Feature

2

6

Serviceability

Reliability

3

7

Aesthetics

Conformance

4

8

Perceived Quality

NIKE KD 15 SHOES



PERFORMANCE

- A product's primary operating characteristics.



The KD 15 delivers top-tier on-court performance with responsive Zoom Air cushioning, offering explosive bounce and energy return ideal for quick cuts and jumps.

FEATURES

- Characteristics that supplement basic functioning.



Equipped with a lightweight mesh upper, full-length Air Zoom Strobel unit, and midfoot containment system, enhancing agility and comfort.

RELIABILITY

- Probability of a product malfunctioning within a specific time period



Engineered for durability, the shoe maintains consistent performance through intense gameplay and long-term use.

CONFORMANCE

- The degree to which a product's design and operating characteristics meet established standards



Meets Nike's strict quality standards for materials, craftsmanship, and sizing, ensuring each pair aligns with design specs.

DURABILITY

Expected Product Life



Built with reinforced overlays and strong outsole traction, the KD 15 withstands rigorous wear on both indoor and outdoor courts.

SERVICEABILITY

- Speed, courtesy, competence and ease of repair



Easy to clean and maintain with quality materials that resist excessive wear, extending product life.

AESTHETICS

- How a product looks, feels, sounds, tastes or smells



Sleek, modern design with bold colorways and signature Kevin Durant branding, appealing to athletes and sneaker fans alike.

PERCEIVED QUALITY

- Reputation and other indirect measures of quality



Highly regarded among basketball enthusiasts for its blend of performance, style, and brand trust, boosting user confidence and satisfaction.