# MGMT 435 Reading: The House of Quality

## What’s so hard about design

* Strategic quality management means more than avoiding repairs for consumers
  + Companies learn from customer experience and reconcile what they want with what engineers can reasonably build
* The producers and consumers are far away from each other in today’s society

## Building the house

* What do customers want?
  + Customer attributes
    - Can include the demands of regulators
      * Need of retailers
      * The requirements of vendors
* Are all preferences equally important?
  + Weighting are displayed in the house next to each CA
* Will delivering perceived needs yield a competitive advantage?
  + Opposite the CAs, we list customer evaluation
  + This section of the house of quality provides a natural link from product concept to a company’s strategic vision
* How can we change the product?
  + Marketing tells us what to do, engineering tells how to do
  + List engineering characteristics
* How much do engineers influence customer-perceived qualities?
  + Relationship matrix
    - How much each engineering characteristic affects each customer attribute
  + Uses numbers or symbols to establish the strength of these relationships
  + After the relationships
    - Add objective measures at the bottom of the house
    - And then move to target value
* How does one engineering change affect other characteristics?
  + The roof matrix facilitates necessary engineering trade-offs

## Using the House

* Help the team
  + Set targets
    - Entered on the bottom line of the house
  + Summarize basic data in usable form

## The house beyond

* The principles underlying the house of quality apply to any effort to establish clear relations between manufacturing functions and customer satisfaction that are not easy to visualize
  + Linked the houses to convey customers’ voices with manufacturing’s voices