QFD: House of Quality Project: Analogue Input Controller Date: November 30 2022 Name: Mark Astilean Rist 100782747 Correlations Positive + Negative No Correlation Relationships Moderate O Weak ∇ Direction of Improvement Target \diamond Minimize \blacktriangledown Column# 1 2 5 6 3 Customer Competitive Assesment Direction of Improvement lack \Diamond \Diamond lacklackMaterial Resistance Logitech Steering Wheels um Relationship Customer Importance Weight Relative Weight Weight Chart Customer Requirements (Explicit and Implicit) Our Product Row# Maximu Row# 1 2 3 4 5 ∇ ∇ ∇ ∇ 25% 6 9 4 4 2 1 Easy to use 0 • ∇ ∇ 2 9 2 25% 6 Comfortable 0 4 3 1 • • 0 ∇ ∇ ∇ 3 13% 3 3 Ease of calibration ∇ 5 3 4 0 0 ∇ ∇ ∇ 9 9 ∇ 2 Functionality 0 5 3 4 38% ulletTarget for Input Count Target for Durability Target for Material Resistance Target for Volume Target for Weight Target for Noise Target Max Relationship 9 3 9 3 Technical Importance Rating 375 175 825 100 150 150 Relative Weight 6% 21% 10% 8% 46% 8% Weight Chart 1 3 4 2 3 4 Our Product Logitech Steering Wheel 2 3 5 1 2 3 ---- Competitor #1 --- Competitor #2 Keyboard & Mouse 3 0 4 5 6 7 → Competitor #3 → Competitor #4 Technical Competitive Ass 10 Our Product ---- Competitor #1 က --- Competitor #2

c1

0 Column#

1 2 3 4 5 6

-X- Competitor #3

--- Competitor #4

Christopher Battles