Correlations Positive + Negative -No Correlation Relationships Strong • Weak ∇ Direction of Improvement Maximize A $\quad \text{Minimize} \quad \pmb{\nabla}$ Column# 15 5 10 11 12 13 14 \Diamond Direction of Improvement Customer Competitive Assesment Competitor #1: Fusion-Play Button Practicality Layout Practicality Understandability Self Contained Maximum Relationship Customer Importance Usability Immersion Volume Customer Requirements (Explicit and Implicit) Weight Chart Our Product Row# Row# 0 1 2 3 4 5 2 1 4 9 Compact 0 0 5 3 1 2 18% 7 ∇ 4 4 3 2 • 0 0 0 3 15% 6 Easy To Understand ∇ • 0 0 4 3 0 3 3 4 21% Representation of Physical Actions 4 5 5 4 8 • 8% A Way to Store Everything 0 3 13% 5 0 0 0 • 2 6 15% Practical Layout 0 7 3 2 • 9 10 11 11 12 12 13 13 Our Product
 Competitor #1
 Competitor #2
 Competitor #3
 Competitor #4 14 14 15 15 16 16 RFID Card Reading Tech Generic Controller Buttons Target Max Relationship Technical Importance Rating 233.3 238.5 230.8 223.1 Relative Weight 25% 26% 25% 24% Weight Chart Our Product 5 4 3 Competitor #1: Fusion-Play Heroes 1 4 5 Competitor #2: Yu-Gi-Oh VR 1 0 --- Our Product -X- Competitor #1 က —— Competitor #3
—— Competitor #4 61 Template Revision: 0.9 Date: 4/23/2010 Christopher Battles Column# 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

QFD: House of Quality