



**Diseño original:**  
Akao Yōji. (1990). *Quality function deployment: integrating customer requirements into product design*. Productivity Press.

**Adaptación:**  
ToolTec



Descargar:

Formato QFD

TITLE:

AUTHOR:

DATE:

NOTES:

LEGEND

- ⊖

STRONG RELATIONSHIP

9
- MODERATE RELATIONSHIP

3
- ▲

WEAK RELATIONSHIP

1
- ++

STRONG POSITIVE CORRELATION
- +

POSITIVE CORRELATION
- NEGATIVE CORRELATION
- ▼

STRONG NEGATIVE CORRELATION
- ▼

OBJECTIVE IS TO MINIMIZE
- ▲

OBJECTIVE IS TO MAXIMIZE
- X

OBJECTIVE IS TO HIT TARGET

ROW #

1

2

3

4

5

6

7

8

9

10

MAX RELATIONSHIP VALUE IN ROW

WEIGHT / IMPORTANCE

RELATIVE WEIGHT

DIRECTION OF IMPROVEMENT:  
MINIMIZE (▼), MAXIMIZE (▲), OR TARGET (X)

QUALITY CHARACTERISTICS  
(A.K.A. "FUNCTIONAL REQUIREMENTS"  
OR "HOWS")

DEMAND QUALITY  
(A.K.A. "CUSTOMER REQUIREMENTS"  
OR "WHATS")

COLUMN #

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

OUR COMPANY

COMPETITOR 1

COMPETITOR 2

COMPETITOR 3

COMPETITOR 4

COMPETITOR 5

COMPETITIVE ANALYSIS:  
(0=WORST, 5=BEST)

Our company

Competitor 1

Competitor 2

Competitor 3

Competitor 4

Competitor 5

0

1

2

3

4

5

TARGET OR LIMIT VALUE

DIFFICULTY  
(0=EASY TO ACCOMPLISH, 10=EXTREMELY DIFFICULT)

MAX RELATIONSHIP VALUE IN COLUMN

WEIGHT / IMPORTANCE

RELATIVE WEIGHT

