

# QFD



### Diseño original:

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

# Adaptación: ToolTec



## Formato QFD

**TITLE:** [Title of the matrix]

**AUTHOR:** [Name of the author]

**DATE:** [Date of creation]

**NOTES:** [Any relevant notes or instructions]

**LEGEND:**

- $\ominus$  STRONG RELATIONSHIP 9
- $\circ$  MODERATE RELATIONSHIP 3
- $\blacktriangle$  WEAK RELATIONSHIP 1
- $\text{++}$  STRONG POSITIVE CORRELATION
- $+$  POSITIVE CORRELATION
- $-$  NEGATIVE CORRELATION
- $\text{--}$  STRONG NEGATIVE CORRELATION
- $\blacktriangledown$  OBJECTIVE IS TO MINIMIZE
- $\blacktriangleup$  OBJECTIVE IS TO MAXIMIZE
- $\times$  OBJECTIVE IS TO HIT TARGET

| ROW # | MAX RELATIONSHIP VALUE IN ROW                                | WEIGHT / IMPORTANCE | RELATIVE WEIGHT | Competitor Analysis Grid (15 columns)   |   |   |   |   |   |   |   |   |   |    |    |    |    |    | Competitive Analysis Summary               |             |              |              |              |
|-------|--|---------------------|-----------------|---|---|---|---|---|---|---|---|---|---|----|----|----|----|----|--|-------------|--------------|--------------|--------------|
|       |  |                     |                 | COLUMN #  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15   | OUR COMPANY | COMPETITOR 1 | COMPETITOR 2 | COMPETITOR 3 |
| 1     |  |                     |                 | DIRECTION OF IMPROVEMENT:<br>MINIMIZE ( $\blacktriangledown$ ), MAXIMIZE ( $\blacktriangleup$ ), OR TARGET ( $\times$ ) |   |   |   |   |   |   |   |   |   |    |    |    |    |    | COMPETITIVE ANALYSIS:<br>(0=WORST, 5=BEST) |             |              |              |              |
| 2     |  |                     |                 | QUALITY CHARACTERISTICS<br>(A.K.A. "FUNCTIONAL REQUIREMENTS"<br>OR "HOWS")  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
| 3     |  |                     |                 | DEMAND QUALITY<br>(A.K.A. "CUSTOMER REQUIREMENTS"<br>OR "WHATS")  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
| 4     |  |                     |                 |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
| 5     |  |                     |                 |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
| 6     |  |                     |                 |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
| 7     |  |                     |                 |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
| 8     |  |                     |                 |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
| 9     |  |                     |                 |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
| 10    |  |                     |                 |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
|       | TARGET OR LIMIT VALUE  |                     |                 |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
|       | DIFFICULTY<br>(0=EASY TO ACCOMPLISH, 10=EXTREMELY DIFFICULT) |                     |                 |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
|       | MAX RELATIONSHIP VALUE IN COLUMN                             |                     |                 |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
|       | WEIGHT / IMPORTANCE  |                     |                 |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |
|       | RELATIVE WEIGHT  |                     |                 |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |  |             |              |              |              |



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