

Assignment - House of Quality for
Overhead Earphones

Correlation Matrix

++ Strong +ve

-- strong -ve

- -ve

+ +ve

Not Correlated

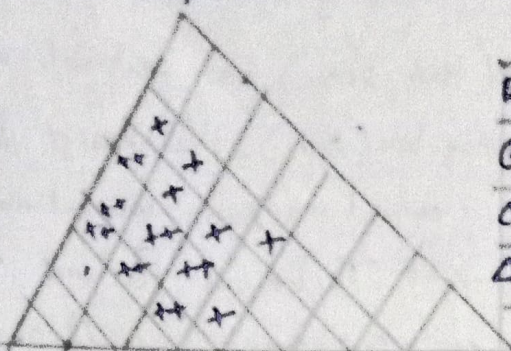
Relationship Matrix

① Strong 9

○ Medium 3

△ Weak 1

No relation 0



No relation 0															
	Customer Importance rating	Brand of Customer Importance	▽	▽	▽	▽	▽	▽	▽	▽	▽	Competitor Research			
			Weight	Product Cost	Expected Life	Battery	Speaker	Material	Connectivity	charging time	charging time	Cost	JBL	Audio	Real
Comforts fit	5	20%.	0	Δ	Δ			0	Δ	Δ	●	4	3	5	3
Sound quality	5	20%.		0	0	0	0				Δ	5	3	5	4
Connectivity & compatibility	4	16%.							0	0		3	1	3	2
Battery Life	4	16%.	0	0	0	0					0	2	5	4	3
Durability & build	4	16%.			0						0	1	2	1	3
Ease of use	4	16%.	0						Δ	0		4	3	2	5
Custom Sound profiles	2	8%.					Δ					3	4	5	3
styles & Aesthetics	3	12%.	Δ	0	Δ			0				4	2	4	3
Importance Rating			2.64	2.88	2.84	2.04	1.88	1.68	1.8	2.12	2.12				
Percent of Importance Rating			13%	14%	14%	10%	9%	8%	9%	10%	10%				

Summary of HQQ Diagram

Categories like comfort & fit, sound quality, battery life and ease of use received higher customer importance ratings (16%-20%) as critical areas, include customizable brand profiles (8%). The assign factors include Battery, speaker material, connection sync, mounting and charging time. Importance rating and Technical factors range from 8% to 14% based on customer privileges. Comparison with top brands like Boat, JBL Tune, Zebronics and built varying performances across categories like sound quality, durability and ease of use.

Strong Correlation were not between Sound quality and Speaker design, Battery Life and charging time, Durability and Material. High priority focuses on areas like improving comfort, sound quality and battery life while maintaining Competitive durability and Connectivity.
