Project Name: Quality Function Deployment (QFD) for Auto Insurance Coverage

Overview: This project involved creating a **Quality Function Deployment (QFD)** matrix to align customer needs with functional requirements for an auto insurance product. As a Business Analyst, I applied QFD methodology to translate customer requirements into actionable technical features, ensuring the product met stakeholder expectations.

Details:

1. **Objective**:

   o To gather and analyze customer requirements for auto insurance coverage and use the QFD tool to map these requirements to technical features that would fulfill them.

2. **Customer Requirements**:
   I identified 10 key customer requirements based on industry research, including:

   o Adequate coverage for liability

   o Comprehensive and collision coverage

   o Uninsured or underinsured motorist coverage

   o Personal injury protection or medical payments

   o Deductible options

Additionally, I identified 5 more requirements through research, focusing on affordability, ease of claims, coverage flexibility, and more.

3. **QFD Process**:

   o **Customer Needs Analysis**: Mapped customer needs against design features such as minimum coverage limits, claim process automation, and customizable deductible options.

   o **Technical Features**: Identified and included technical attributes that corresponded to customer needs, ensuring a clear relationship between customer expectations and the service's functional capabilities.

4. **Final Output**:

   o Developed a comprehensive QFD matrix in Excel.

   o Recorded a video presentation explaining the QFD matrix, detailing the alignment of customer needs with design features, and how they contribute to the product's success.

Skills Utilized:

- QFD Methodology
- Customer Requirements Gathering and Analysis
- Stakeholder Engagement
- Technical Feature Mapping
- Microsoft Excel (QFD Matrix Creation)
- Video Presentation (Zoom Recording)