QFD: House of Quality
Project:
Revision: Date: Correlations Positive + Negative -No Correlation Relationships Strong • Moderate O Weak Direction of Improvement Maximize Target Minimize ∇ Column # 2 12 15 16 7 10 11 13 14 Direction of Improvement Customer Competitive Assesment Competitor #2: Thrustmaster TM Competitor #1: Razer Keyboard Maximum Relationship Weight Customer Import Relative Weight Our Product Customer Requirements (Explicit and Implicit) 0 1 2 3 4 5 14% 6 Size 8 9 3 7% 3 9 10 Features 3 Affordability 2 12% 9 8 5 5 23% 3 0 8 3 10 Accuracy 10 5 14% 6 9 0 Light Weight 3 7% 6 3 3 Material 0 8 5 23% 7 9 Grip 10 7 10 9 10 10 11 11 12 12 13 13 Our Product 14 14 —X—Competitor #1 —— Competitor #2 15 15 —— Competitor #3 → Competitor #4 16 Lightweight Cheap Ergono Target Max Relationship 216.3 146.5 Technical Importance Rating 111.6 381.4 25% 17% 45%Relative Weight 13% Weight Chart 7 Our Product 7 10 Competitor #1: Razer Keyboard 3 3 4 Competitor #2: Thrustmaster TMX 10 3 10 ── Our Product -X Competitor #1 က − Competitor #2 —— Competitor #3 $^{\circ}$ → Competitor #4 0

Column# 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

Template Revision: 0.9

Christopher Battles

Date: 4/23/2010