Revision: Date: Correlations Positive + Negative -No Correlation Relationships Strong lacktriangleModerate \bigcirc Weak ∇ Direction of Improvement Maximize **A** Target 🔷 Minimize \blacktriangledown + Column # 16 10 12 13 14 15 \Diamond \Diamond \Diamond Direction of Improvement Customer Competitive Assesment Competitor #1: Razer Keyboard imum Relationship Money tive Weight Customer Requirements (Explicit and Cust Row Implicit) 0 1 2 3 4 5 ∇ ∇ 14% 9 Size 8 3 6 ∇ 7% 2 10 3 9 Features ∇ ∇ 12% Affordability 8 2 3 5 9 5 23% 0 8 3 Accuracy 10 3 10 5 14% 9 Light Weight 3 0 6 ∇ ∇ 7%0 8 6 3 Material 5 3 ∇ 7 7 23% Grip 10 9 7 10 Our Product ─ Competitor #1 Competitor #2 Cheap → Competitor #3 Target → Competitor #4 Max Relationship 9 9 Technical Importance Rating 216.28 146.51 111.63 381.4 Relative Weight 17%13% 45%Weight Chart Our Product 7 10 7 Competitor #1: Razer Keyboard 4 3 3 10 Competitor #2: Thrustmaster TMX 3 10 ── Our Product 4 ─X Competitor #1 \mathfrak{S} Competitor #2 → Competitor #3 $^{\circ}$ → Competitor #4 \vdash 0

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Column #

2 3 4

Template Revision: 0.9

Christopher Battles

Date: 4/23/2010

QFD: House of Quality

Project: