QFD: House of Quality Project: Revision: Date: ExCo Controller 11.22.2022 Correlations Positive + Negative -Relationships Strong • Weak  $\nabla$ Direction of Improvement Maximize A Target 🔷  $_{\text{Minimize}} \quad \blacktriangledown$ Column# Direction of Improvement  $\Diamond$  $\blacksquare$  $\Diamond$   $\Diamond$   $\blacktriangle$  $\Diamond$ Customer Competitive Assesment Functional Requirements Magnet Strength Feedback Maximum Relationship Thickness Shape Relative Weight Nintendo Switch Customer Requirements (Explicit and Implicit) Weight Chart Our Product Razer Kishi BackBone Row# Row#  $0 \quad 1 \quad 2 \quad 3 \quad 4 \quad 5$  $\nabla$ 1 17% 8 9 Comfort • 0 3 4 4 5 1 5 2 15% Durability • 3 3 3 4 7 •  $\nabla$ 3 3 3 22% 10 3 Button Layout Familiarity 0 4 4 5 5 0 • 5 3 4 3 4 4 10% 0 5 20% 9 9 Ease of use • 0 4 4 5 4 4 6 16% 7 Appearance 0 0 0 4 4 5 4 7 7 8 8 10 11 10 11 12 12 13 13 14 14 -\*- Competitor #1
--- Competitor #2
--- Competitor #3 15 15 16 ---- Competitor #4 16 Locking size feel sturdy & not slippery Connectivity with usb cable Thickness makes controller feel sturdy Shape (Rounded & ergonomic) Buttons feel clicky Target 9 9 9 9 Max Relationship Technical Importance Rating 200 137 232 250 130 130 Relative Weight 19% 13% 18% 20% 15% 15% Weight Chart Our Product 5 3 4 3 5 3 BackBone 3 3 5 5 4 4 4 5 4 Nintendo Switch 2 4 Razer Kishi 2 3 4 4 4 4 Scuf Controller 5 0 5 4 5 2 10 -X Competitor #1 co —— Competitor #2 -X- Competitor #3 23 --- Competitor #4 0 Template Revision: 0.9 Date: 4/23/2010 Christopher Battles Column# 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16