

1 PRODUCT QUALITY

1. Performance
2. Features
3. Reliability
4. Conformance
5. Durability
6. Serviceability
7. Aesthetics
8. Perceived quality

2 SERVICE QUALITY

1. Reliability
2. Responsiveness
3. Competence
4. Accessibility
5. Courtesy
6. Communication
7. Credibility
8. Security
9. Understanding the customer
10. Tangible

3 INTRINSIC DQ

The quality of the data is directly knowable from the data and may be evaluated with knowledge of users and uses.

1. Believability
2. Accuracy
3. Objectivity
4. Reputation

4 CONTEXTUAL DQ

The quality of the data may be known only in context of other data items or by the use of the data.

1. Value-added
2. Relevancy
3. Timeliness
4. Completeness
5. Amount of data

5 REPRESENTATIONAL DQ

The quality of the data is based on the direct usability of the data. Some data may be codified in a way that makes the data very difficult to use.

1. Interpretability
2. Ease of Understanding
3. Representational Consistency
4. Manipulability
5. Conciseness of Representation

6 ACCESSIBILITY DQ

The quality of the data is determined by the users ability to retrieve the data.

1. Access
2. Security