House of Quality (QFD) matrix.

	Elderly	Physically Handicapped	Busy Young Professional	In-store employees	Franchise Owners / Amazon		Rate of order completion	Loudness	Collision Rate	Time for first time user to learn system	Total expired groceries picked	Time to install	# of missed orders per cycle	Time between charges	Cycles until failure	Failures per day	Production cost	Total Weight
Direction							^	v	v	v	v	v	v	^	^	v	v	v
	WHO					**WHAT**	**HOW**											
Quick	10	10	25	10	6		▨		+	+	-	+		++	+	+		+
Doesn't disturb other customers	10	10	0	0	8		-	▨	▨							+		+
Accessible	25	25	0	10	4		-	+	+	▨								+
Ease of use	20	25	10	15	5		-			▨								
Good grocery picks (ripe)	15	10	20	0	8		-				▨							
Easily implemented	0	0	0	20	12							▨						
Accurate	10	10	20	0	10		-						▨					

						orders/hr	dB	time (hr)	time	# expired / total	hours	# missed / total	dimensionless	amount	# Failures / 1 Day	$	kg
0	0		25	14	Uptime	-							▨				
0	0	0	15	15	Long lasting	-		-						▨			
5	5	0	0	1	Visual Appearance												
5	5	25	5	17	Low Cost											▨	
100	**100**	**100**	**100**	**100**	Units												