

## Assignment week 2 Instructions

**Product/Project Perspectives and Managing Different Types of Engineering Projects - and Project Inception: Benchmarking, Business Plan, IP and QFD. Please read chapters 2 and 3. (Pages 45-103). Assignment week 2, please complete only one problem 3.1 page 103. Please make sure to comment on any conclusion you might draw from the QFD Exercise. Please use one of the QFD templates provided for the week 2 folder for problem 3.1**

**Make sure to clearly mark you name and the product you are analyzing on the QFD sheet.** Please fill in all of the elements of the QFD, including competitive analysis. Supply a summary as to the conclusions of the QFD matrix recommendations. Helpful hints

1. Make sure to fill out your name and product in the top right hand corner of the matrix
2. You only need a few (minimum 3) of customer and technical requirements for your product
3. You do not have to fill out every cell in the relationship matrix. However, at least one technical (functional) requirements must match a customer requirement
4. You should perform competitive analysis on at least two competing products (Customer Competitive Assessment)
5. Please enter the indicators (up down arrows or zero) for the Direction of Improvement on top of the relationship matrix
6. Please fill out a few of the interaction matrix cells (hat on top of the house of quality)
7. Make sure to comment on the output of the matrix (Technical Competitive Assessment) and what is the impact on your product specifications.

I love driving a sedan and always wanted one. Hence, I choose to survey the sedan market comparing my model of an ideal sedan with the existing best sedans and its possible competitors. I plan to analyze the market of a sedan specially targeting Indian customers in the USA. Typically in my country people chose to pick cars with good mileage and cheap maintenance cost. Then I researched a bit and collected data about the current competitors and their car specs (from <https://www.edmunds.com/sedan>)



QFD: House of Quality  
Project:  
Revision: 1  
Date:

Correlations	
Positive	+
Negative	-
No Correlation	

Relationships	
Strong	●
Moderate	○
Weak	▽

Direction of Improvement	
Maximize	▲
Target	◇
Minimize	▼



