QFD: House of Quality Project: Revision: Date: Negative — No Correlation Moderate O Weak ▽ Direction of Improvement Maximize ▲
Target ♦ Minimize ▼ 15 14 Manufacturing cost Engine Output Maximum Relationship Customer Importance Durability Efficiency Wight Size Relative Weight Our Product Honda Accord Customer Requirements (Explicit and Implicit) Nissan Versa Kia Forte Mazda 6 Row# 0 30% 5 9 0 ullet• ∇ 5 4 1 2 0 • 0 • 5 4 2 4 2 1 1 4 5 4 2 3 5 2 3 4 3 4 4 4 0 3 3 5 15% 2 Power • • ∇ 0 • 15% 5 • 5% ∇ Dimensions ∇ • • 0 0 0 ∇ 6 15% 3 Safety features Dollars Years MPG Ĥ £ Target Max Relationship Technical Importance Rating 410 455 60 Relative Weight 10% 30% 3% 30% 7% 20% Our Product

Honda Accord

Onissan Versa

Kia Forte

Mazda 6 Weight Chart 1 5 Honda Accord 2 5 5 4 5 4 2 4 2 3 5 5 4 2 5 4 Nissan Versa 4 3 1 3 3 Kia Forte Mazda 6 10 ---Our Product ──────────────────────Nissan Versa 00 ———Kia Forte 23 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