QFD: House of Quality Positive Negative -No Correlation Relationships Strong • Weak  $\nabla$ Direction of Improvement Target 🔷 Minimize  $\blacktriangledown$ Column# 14 Direction of Improvement lackCustomer Competitive Assesment Functional Requirements 3ypard One-Handed Controller One-handed Useability Every button as option Low Sensor Count Good Ergonomics Accessible ports Maximum Relationship Build Quality Rechargeable Customer Importance Shift Key Relative Weight Wrist Customer Requirements (Explicit and Implicit) Our Product Row# Row# Xpox  $0 \qquad 1 \qquad 2 \qquad 3 \qquad 4 \qquad 5$  $\nabla$  $\triangle$ 9 Learning Curve • • 0 • 2 3  $\nabla$ Grip Shape  $\nabla$ 0  $\nabla$ 2 • 0 • 2 4 5  $\nabla$  $\nabla$ 5% 2 Mid-Light-weight 0 4 4 3  $\nabla$ 12% 6 9 Battery powered 0  $\nabla$ • 3 5 5 4 7% 9 9 Button layout • 0 0 0 • 4 2 5 5 7% 9 Ergonomics •  $\nabla$ 0  $\nabla$ 0 • 3 4 5 7 No painful shapes  $\nabla$  $\nabla$ 7 7% 9 0 0 4 4 4 8 8 7% 9 Ease to know which mode 0 4 4 5 9 • 0 • 9 9 10% 5 Simple Button Combinations • • • 3 3 4 16% Left + Right Stick at same time • • • 5 Indication for face buttons  $\nabla$ 11 0 0 4 12 12 13 13 14 14 15 15 Competitor #2
 Competitor #3
 Competitor #4 16 Target 
 Max Relationship
 9
 9
 3
 3
 1
 9

 Importance Rating
 9
 9
 9
 6
 5
 6

 1
 9
 9
 3
 3
 9
 9

 5
 6
 5
 9
 3
 6
 4
 Relative Weight 15% 15% 15% 10% 5% 10% 5% 15% 5% 10% 1% Weight Chart Our One-Handed Controller Gypard One-Handed Controller 4 4 5 4 5 1 4 5 3 0 5 Xbox Adaptive Controller 5 5 5 5 5 0 5 4 3 ĸ ——— Competitor #1
——— Competitor #2 က -X- Competitor #3 21 --- Competitor #4 0  $\begin{tabular}{ll} Template Revision: 0.9 & Date: 4/23/2010 \\ Christopher Battles & \end{tabular}$ Column# 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16