QFD: House of Quality

Project: BitDisk One-Handed Fightstick
Revision: 2
Date: 11/25/2022

Correlations

Positive	+
Negative	−
No Correlation	

Relationships

Strong	●
Moderate	○
Weak	▽

Direction of Improvement

Maximize	▲
Target	◇
Minimize	▼

Functional Requirements vs Customer Requirements

Column #	1	2	3	4	5	6	7
Direction of Improvement	◇	◇	◇	▲	▲	◇	◇
Functional Requirements	CONTROLLER SIZE	BUTTONS	ANALOG STICK	CONTROLLER WEIGHT	ERGONOMICS	BUILD QUALITY	CONTROLLER SOFTWARE

Row #	Weight Chart	Relative Weight	Customer Importance	Maximum Relationship	Customer Requirements (Explicit and Implicit)	1	2	3	4	5	6	7
1		24%	9	9	Ergonomic One-Handed Design	●	○	○		●		
2		24%	9	9	Easy To Use Controls	▽	●	●		○		▽
3		16%	6	9	Sturdy Build Quality	○			●		●	
4		22%	8	9	Plug-and-Play							●
5		14%	5	9	Compact Portable Design	●			●		○	
6		0%										
7		0%										
8		0%										
9		0%										
10		0%										
11		0%										
12		0%										
13		0%										
14		0%										
15		0%										
16		0%										

Customer Competitive Assessment

Row #	BitDisk One Handed Fightstick	Competitor #1: Qanba Drone	Competitor #2: Xbox One Controller	Competitor #3: HitBox	Competitor #4: Snack Box Micro
1	5	2	2	1	1
2	5	4	5	3	3
3	2	3	4	4	3
4	4	4	4	3	3
5	5	2	5	2	4

Customer Competitive Assessment chart (Our Product, Competitor #1, Competitor #2, Competitor #3, Competitor #4)

Technical section

	1	2	3	4	5	6	7
Target	Comfortable Controller Size	Proper Button Placement	Proper Analog Stick Placement	Balanced Controller Weight	Comfortable One-Handed Design	Sturdy, Functional Product	Plug and Play with controller-based games
Max Relationship	9	9	9	9	9	9	9
Technical Importance Rating	413.5	291.9	291.9	267.6	291.9	186.5	218.9
Relative Weight	21%	15%	15%	14%	15%	10%	11%
Weight Chart							

Technical Competitive Assessment

	1	2	3	4	5	6	7
BitDisk One Handed Fightstick	4	4	4	2	5	3	4
Competitor #1: Qanba Drone	3	4	1	5	2	3	5
Competitor #2: Xbox One Controller	4	5	4	4	2	4	5
Competitor #3: HitBox	3	4	3	5	1	4	3
Competitor #4: Snack Box Micro	3	4	3	5	1	3	3

Technical Competitive Assessment chart (Our Product, Competitor #1, Competitor #2, Competitor #3, Competitor #4)

Column #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16