

# What is IDDOV?



IDENTIFY | DEFINE | DEVELOP | OPTIMIZE | VERIFY

## IDDOV

a methodical approach to product development that ensures customer satisfaction and a robust design

**IDD...** to understand customers and develop solutions to best meet consumer and company needs

**...OV** to ensure products are robust and will perform consistently for our customers and consumers

Proactive application of statistical tools for product development quality and performance