

# 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