

Quality Function Deployment Training



INTRODUCTION

- ◆ Quality Function Deployment (QFD) is a methodology for the development of features, attributes, or functions that give a product or service high quality. It is helpful in delivering quality products or services based on the Voice of the Customer (VOC).
- ◆ QFD is particularly useful in analyzing the data that have been collected and in facilitating the conversion of customer needs into product features, process characteristics and plans.
- ◆ In this Programme, one will learn, amongst other things:
 - Brief History & Principles of QFD
 - Understanding spoken and unspoken requirements of the VOC
 - How to translate key customer needs into product specifications
 - How to communicate these customer needs to each functional group

Duration = 1 Day

COURSE CURRICULUM / BENEFITS

MODULAR TOPICS

- History of QFD
- What is QFD
- QFD as a strategic tool
- Core model of QFD
- Capturing Voice of Customers VOC
- Drill Down Tree for QFD
- Pugh Matrix
- Affinity Diagrams
- Kano Models for QFD
- QFD Technical Evaluation
- QFD Correlation
- QFD Matrix
- QFD Pitfalls
- QFD Examples

QFD Benefits Include:

- Enhances internal and external communications
- Improves quality
- Increases customer satisfaction
- Reduces product development time by 30-50%
- Reduces the number of design changes by 30-50%
- Reduces warranty claims by 20-50%
- Improves design for production
- Allows for lower pricing because of lower development costs
- Removes bottlenecks in product development and implementation
- Identifies key areas in product development where time and effort can be focused on creating competitive advantages

