**Defining product quality features using the QFD (Quality Function Deployment) method**

Surname and first name of the student: ............................................. ............

**Exercise tasks (workshop):**

Using the **Q**uality **F**unction **D**eployment (QFD) method (systematic knowledge and transformation of customer wishes and requirements into product specifications), determine the requirements for the product (on the example of competitive beer - a glass of good beer).

1. Indicate the relationships between "**WHAT**" (customer requirements for good beer) and "**HOW**" (product features - measures to meet customer requirements).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   |   | **WHAT**the customer expects from a good beer (customer requirements) |   | **HOW**we meet expectations - customer requirements (product features) |
|   |   |   |   | Serving temperature |
|   |   |   |   |   |
|   |   | It is refreshing |   | Amount of alcohol |
|   |   |   |   |   |
|   |   |  |   |  |
|   |   |  |   |  |
|   |   |  |   |  |
|   |   |  |   |  |
| A glass of beer |   |  |   |  |
|   |   |  |   |  |
|   |   |  |   |  |
|   |   |  |   |  |
|   |   |  |   |  |
|   |   |  |   |  |
|   |   |  |   |  |
|   |   |  |   |  |
|   |   |   |   |  |

2. Identify the relationships (strong, average, weak) between customer requirements (WHAT) and product characteristics (HOW).

* *Strong Relationship*

 *🞅 Medium Relationship*

* *Weak Relationship*

**.**

**.**

**.**

**.**

**.**

**.**

**.**

**.**

**.**

**.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Product characteristics (HOW)  |   |  |   |   |   |   |
| Customer requirements (WHAT) |
|   |   |  |   |   |   |   |
|   |   |  |   |   |   |   |
|   |   |  |   |   |   |   |
|   |   |  |   |   |   |   |
|   |   |  |   |   |   |   |
|   |   |  |   |   |   |   |
|   |   |  |   |   |   |   |
|   |   |  |   |   |   |   |
|   |   |  |   |   |   |   |