**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).

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|  |  | **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 |
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| A glass of beer |  |  |  |  |
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2. Identify the relationships (strong, average, weak) between customer requirements (WHAT) and product characteristics (HOW).

* *Strong Relationship*

*🞅 Medium Relationship*

* *Weak Relationship*

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