

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

Exercise tasks (workshop):

Using the Quality Function Deployment (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 | HOW |
|-----------------|---|---|
| | the customer expects from a good beer (customer requirements) | we meet expectations - customer requirements (product features) |
| | Cold | Serving temperature |
| | It is refreshing | Amount of alcohol |
| | Clearance of skin | Storage of beer |
| | Regulating blood pressure/heart rate | Enough time of fermentation |
| A glass of beer | Proper taste | It has the right color |
| | Tastes good | Ingredients and their ratio |
| | Brings comfort/relaxation | Atmosphere when it is served |
| | Gets them drunk | |
| | | |

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

- *Strong Relationship (S)*
- *Medium Relationship (M)*
- ▲ *Weak Relationship (W)*



