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).

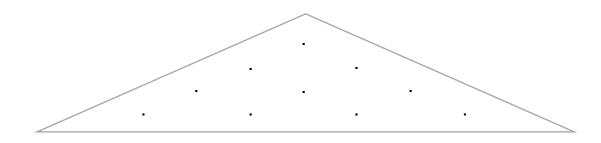
HOW

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 we meet expectations - customer a good beer (customer requirements (product features) requirements) Serving temperature Cold It is refreshing Amount of alcohol Clearance of skin Storage of beer Regulating blood pressure/ Enought time of fermentation heart rate 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)
 - O Medium Relationship (M)
 - ▲ Weak Relationship (W)



Product characteristics (HOW) Customer requirements (WHAT)	It has the right color	Enought time of fermentation	Storage of beer	Amount of alcohol	Serving temperature	Ingredients and their ratio	Atmosphere when it is served
Proper taste	S	S	S	S	S		
Regulating blood pressure/ heart rate	W	S	W	S	W		
Clearance of skin	W	M	М	М	W		
It is refreshing	M	M	S	М	S		
Tastes good						M	
Cold					S		
Brings comfort/relaxation							M
Gets them drunk				S			