



NOWECO
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Software Solutions for successful Management

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House of Quality drawing Software

Are customer requirements considered in all your processes?

Do you translate customer requirements into organisational language?

QFD (Quality Function Deployment) was developed to **improve customer satisfaction**. It recognises that just understanding customer requirements is not sufficient to produce according these requirements.

It is QFD's insight that customer requirements must be allowed to **determine all organisational processes and designs**.

Therefore, QFD can be described as a tool to translate customer requirements into **inputs for organisational processes and designs**.

QFD consequently includes everybody in servicing the customer.

House of Quality: Document your QFD efforts

The House of Quality is a comprehensive matrix used in QFD (Quality Function Deployment) to translate customer requirements into prioritised engineering targets to be met by a new product design.

The House of Quality can be used as a stand alone tool to respond to a specific problem. Or it can be used within a more complex system like the 'Four-Phase Model'. It is a plan of four stages in which a QFD team translates:

- customer requirements **to** product characteristics
- product characteristics **to** part characteristics
- part characteristics **to** process targets
- process targets **to** production targets

The general format of the House of Quality consists of six components:

- Customer requirements (HOWs) listing the requirements derived from customer statements.
- Technical requirements (WHATs) comprising relevant and measurable product characteristics.
- Planning matrix illustrating customer perceptions observed in market surveys.
- Interrelationship matrix illustrating the QFD team's perceptions of interrelationships between technical and customer requirements.
- Technical correlation (Roof) matrix identifying where technical requirements support or impede each other in the product design.
- Technical priorities, benchmarks and targets recording priorities assigned to technical requirements by the matrix, measures of technical performance achieved by competitive products and the degree of difficulty involved in developing each requirement.

SmartDraw® Graphics Software: Information Center



Your Selection:

Download your free demo software

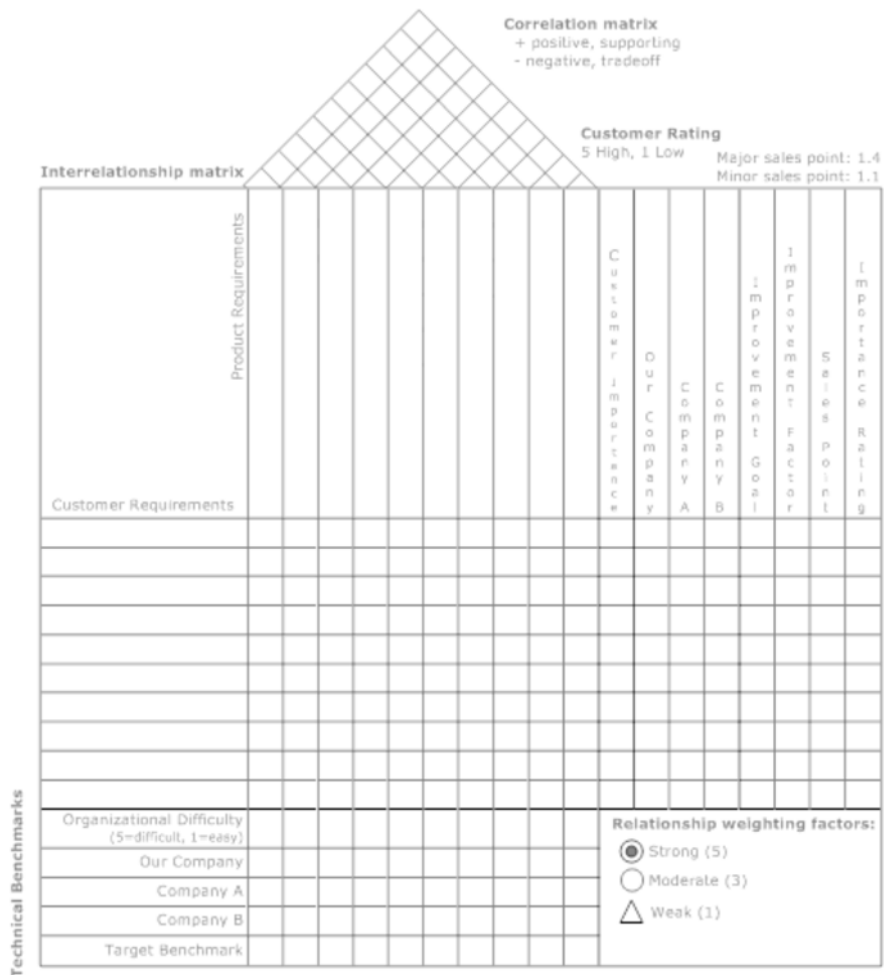
SmartDraw® Graphics Software



Click and download your **free evaluation copy** of SmartDraw®.

How to build a House of Quality using SmartDraw®

SmartDraw® provide a template to get started straight ahead:

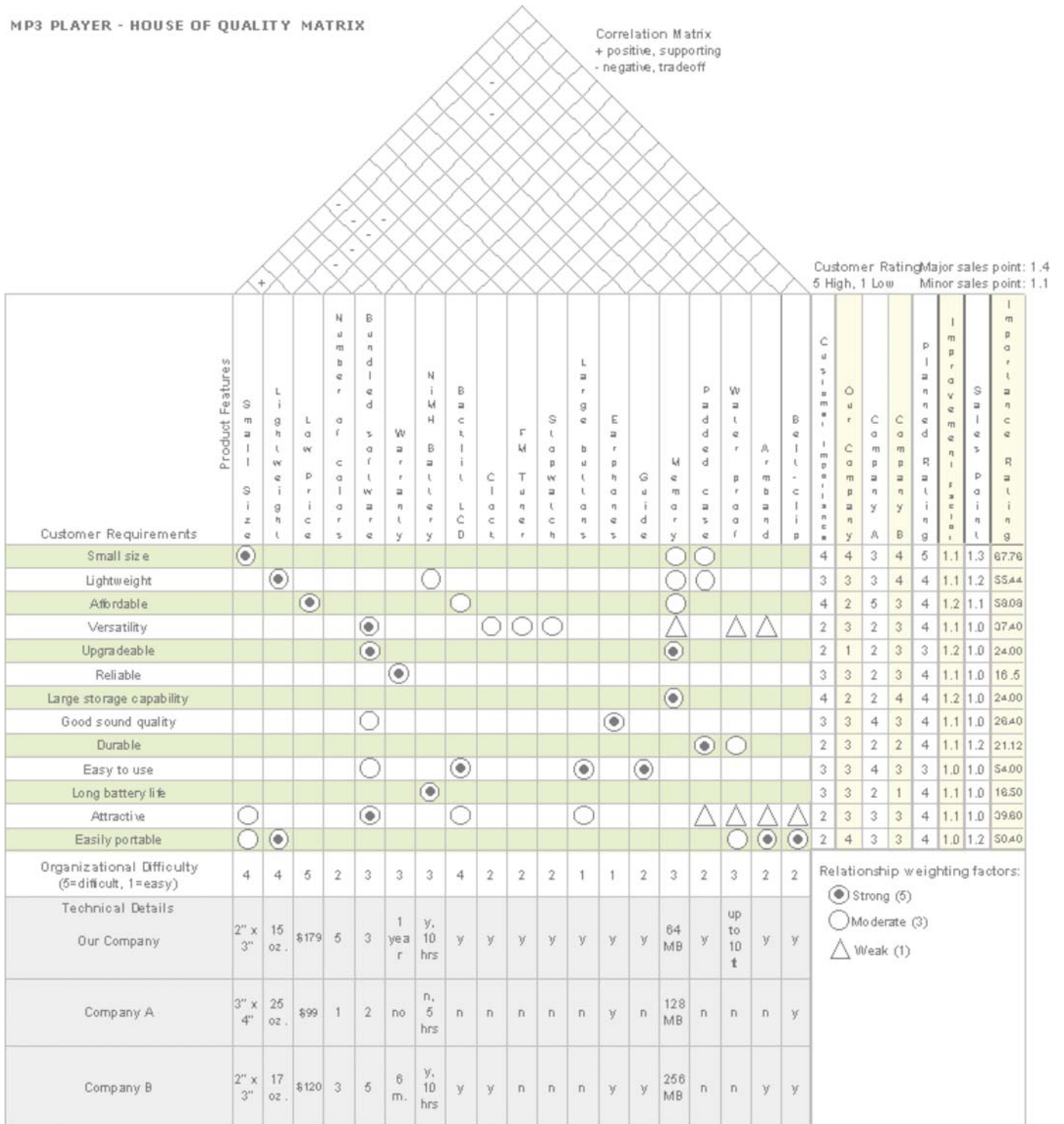


Use the House of Quality template and add more lines or columns, add colours and further re-design it to make it according to your specific needs. After completing the template distribute the House of Quality template to your colleagues to fill in the information. SmartDraw® provides symbols that can be used.

Drawing a House of Quality is easily and swiftly done with SmartDraw®. You do not need to waste your time with design the House of Quality. Use your time for filling the House of Quality with content. See a sample provided by SmartDraw®:

MP3 PLAYER - HOUSE OF QUALITY MATRIX

Correlation Matrix
 + positive, supporting
 - negative, tradeoff



SmartDraw®: Graphics Software for Business Charts

Of course, you can use SmartDraw®: for much more graphics. To learn more about SmartDraw® please visit our [SmartDraw® webpage](#). And do not forget to download your **free evaluation copy** of SmartDraw®.

SmartDraw® Graphics Software is developed by



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