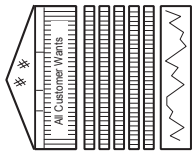
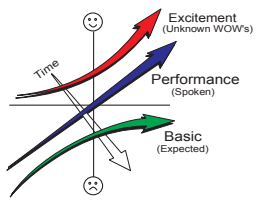


Document & Prioritize Customer "Needs" (Pre-Planning Matrix)



Understanding Customer "Needs" (Expanded Kano Model)

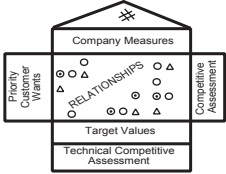


QFD with an ATTITUDE!

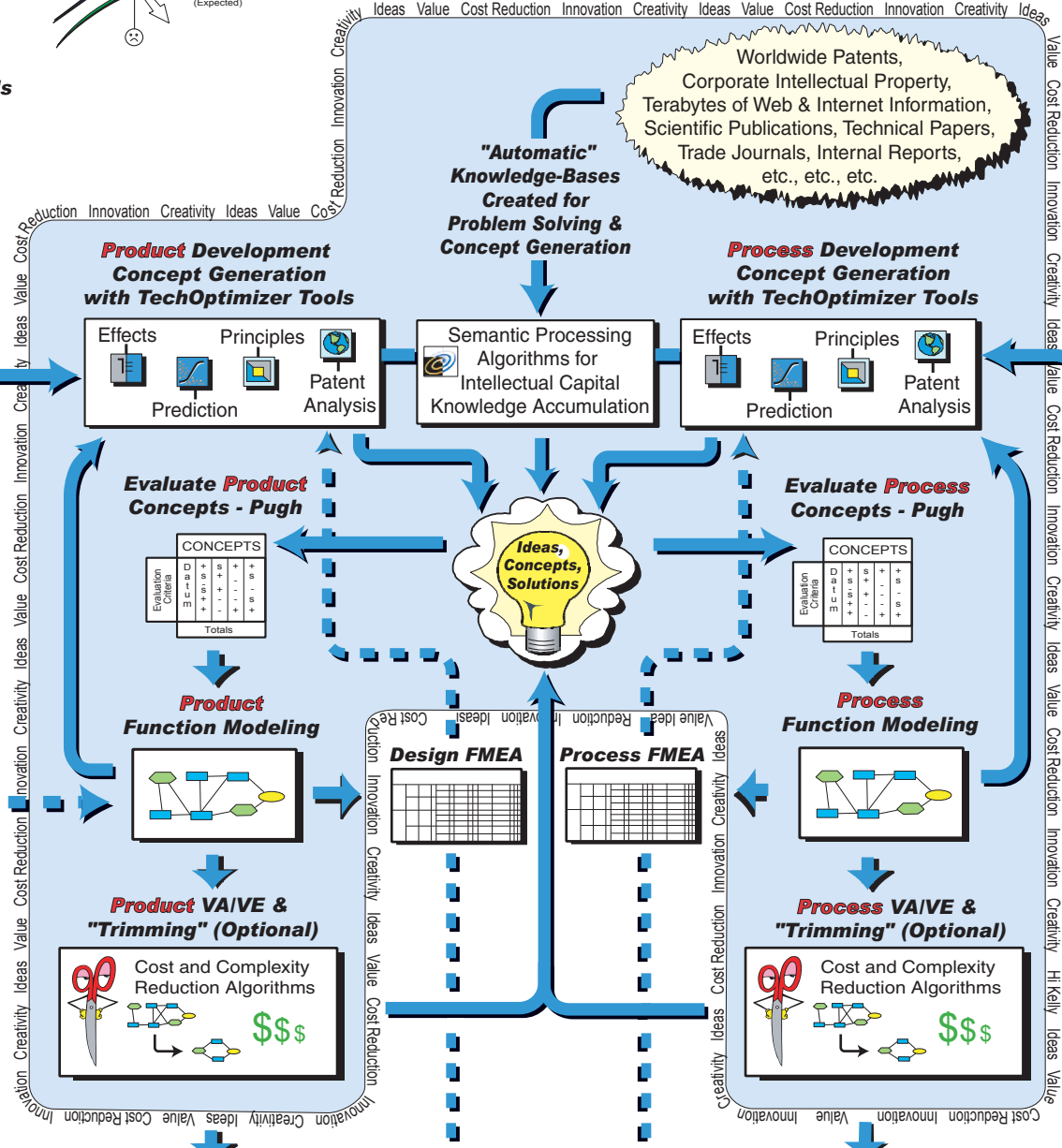
Obsolete Your Own Products So Your Competitors Can't!

D. Verduyn - 05/23/00 Rev. 6/00

Developing Metrics & Goals Phase I - Product Planning (House of Quality)



When existing design is to be improved



ABSTRACT:
 Product Development will always start and end with the customer, however, the heart of the development process must also involve great technical discipline, creativity, and speed to ensure a timely innovative response that guarantees your customers loyalty & attracts your competitor's clientele. QFD is an exceptional framework to integrate the best "tools" to accelerate product development. This presentation will illustrate how QFD can incorporate leading innovation disciplines and strategies to capture or maintain leadership. QFD's integration with the following disciplines will be demonstrated through a case study example.

- 1) Unique Innovation Algorithms using TechOptimizer Software
- 2) Value Optimizing through Cost and Complexity Reduction Algorithms
- 3) Patented AI Semantic Processing tools to create & retain relevant corporate technical knowledge for problem solving & innovation
- 4) FMEA so your impressive ideas don't "fail" to delight the customer!

Phase II - Design Deployment

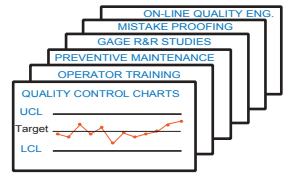
Product Functions & Targets	Product Design Parameters	
	Control Factors	Noise Factors
○ ○ △	○ ○	○ ○
△ ○ ○	○ ○	○ ○
○ ○ △	○ ○ △	○ ○ △
	Targets & Tolerances	Ranges/ Conditions

Phase III - Process Planning

Process Functions & Targets	Process Design Parameters	
	Control Factors	Noise Factors
○ ○ △	○ ○	○ ○
△ ○ ○	○ ○	○ ○
○ ○ △	○ ○ △	○ ○ △
	Targets & Tolerances	Ranges/ Conditions



Phase IV - Production Control



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