Chapter 1 – Pg. 1 of 42


Product Development (eQFD) Global Roadmap
(Main steps for Developing great Products & Services – 50,000 ft. view)

Project Charter
Understanding your Customers better than they understand themselves!!

Qualitative VOC & MOC
- Kano, Focus Groups, Gemba Visits, Interviews, Ethnography, etc.

VAST Process

Affinity

Quantitative VOC

Customer’s “Root” Wants
Customer Perception

House of Quality (eQFD_1)

Function Mapping (HOI)
(Opt. eQFD_1.5)

Design Deployment (eQFD_2)

Process Planning (eQFD_3)

Production Control (eQFD_4)

Notes:
- The ab over step s up t o the HOQ are relatively project independent. Steps past the HOQ are very project dependant and should be customized for each project. Chapters 2 through 7 explain in detail the “How-to’s” for each “Phase” in this roadmap. Customizing eQFD for different situations and industries will also be discussed.
- The above steps up to the HOQ are relatively project independent. Steps past the HOQ are very project dependant and should be customized for each project. Chapters 2 through 7 explain in detail the “How-to’s” for each “Phase” in this roadmap. Customizing eQFD for different situations and industries will also be discussed.

Optional Tools: To aid the Engineering Process
- DOE, DFX, Lean Methods, FMEAs, FTA, Robust Engineering, Optimization, & other helpful design & reliability tools.

Parallel “non-eQFD” Development Activities
- Managed and Tracked Separately
- Coordinated through Steering Team
- Feedback & Forward with eQFD Activities

Note: The above steps up to the HOQ are relatively project independent. Steps past the HOQ are very project dependant and should be customized for each project. Chapters 2 through 7 explain in detail the “How-to’s” for each “Phase” in this roadmap. Customizing eQFD for different situations and industries will also be discussed.