Quality Function Deployment

Project Title:

Project Leader:

Date:
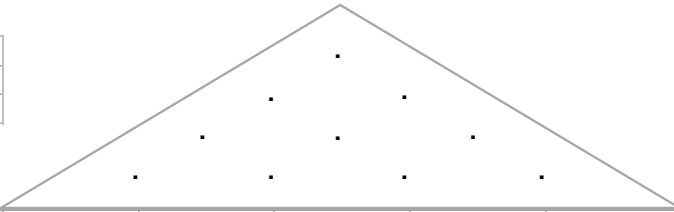
Correlation:	+	.	−
	Positive	No correlation	Negative

Relationships:	9	3	1	
	Strong	Moderate	Weak	None

Desired direction of improvement (↑,0,↓)

Functional Requirements (How) →

1: low, 5: high

Competitive evaluation (1: low, 5: high)

	Customer importance rating	**Customer Requirements - (What)** ↓						Weighted Score	Satisfaction rating	Competitor rating 1	Competitor rating 2	Competitor rating 3
1												
2												
3												
4												
5												
6												
7												
8												
9												
Technical importance score												
Importance %												
Priorities rank												
Current performance												
Target												
Benchmark												
Difficulty												1: very easy, 5: very difficult
Cost and time												1: low, 5: high
Priority to improve												