



# Quality Function Deployment Training - Brochure



Deliver quality products and meet exact customer requirements

## Importance of Quality Function Deployment

Quality Function Deployment (QFD) is a process and set of tools used to effectively define the customer requirements and convert them into detailed engineering specifications and plans to produce the products that fulfill those requirements. Companies use QFD to convert customer requirements into measurable design targets and drive them from the assembly level down through the sub-assembly, component and production process levels.

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- Expert trainer, interactive sessions with case studies
- A copy of MPOP training
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- Instructor-led training that is always on schedule
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## Key Benefits of Quality Function Deployment for Businesses

- It is very customer focused, and the Voice of the Customer is translated into technical design specifications.
- The design specifications are controlled throughout the production and assembly processes to assure the customer needs are met.
- The QFD “House of Quality” tool allows for direct comparison of how your design or product stacks up to the competition in meeting the VOC.
- It promotes shorter development time and lowers the overall cost by preventing valuable project time and resources from being wasted on the development of non-value added features or functions.
- QFD provides a structured method and tools for recording decisions made and lessons learned during the product development process which can aid future projects

## About Invensis Learning

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## Target Audience for Quality Function Deployment Training

Job roles that can take up Quality Function Deployment course, but are not limited to:

- Product Development Personnel
- Project Managers
- Marketing and Sales Teams
- R&D Personnel
- Design Product & Process Team
- Manufacturing Engineers and Managers
- Service Teams
- Quality Personnel
- Quality Consultants
- Individuals involved in QFD procedures

## About Quality Function Deployment Training Course

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# Quality Function Deployment Course Overview

## Introduction to Quality Function Deployment (QFD)

- Define Quality Function Deployment
- Understand how QFD creates a system for product development
- Outline the history of QFD
- Restate the focus within each of the four phases of a QFD process
- Relate the benefits of QFD
- List at least four potential uses of QFD

## Pre-Planning a QFD Project

- Describe the process for completing a QFD project
- Know the key questions needed to plan and complete a QFD project
- State the definition for the Voice of the Market
- Comprehend the components of a great QFD team
- Know which departments should be on a QFD team
- Know the documentation needed for each phase of a QFD project

## The Voice of the Customer

- Describe the difference in the 3 levels of quality in the Kano Model
- Identify where customer information could be collected within your organization
- Explain how to determine the number of customer to interview

- Understand the different types of customers
- Know how to create a customer selection matrix
- Understand what the term “Gemba” means

### **Needs vs. Features**

- Understand the two basic requirements for collecting the Voice of the Customer
- Differentiate between a need and a solution or feature
- Know what to do when a customer gives you a solution rather than a true customer need
- Understand the definition of the term “level of abstraction.”
- Know how to turn a verbatim statement into information that can be measured

### **Calculating a QFD Matrix**

- Recognize the difference between the what’s and the how’s
- Identify the stages in calculating a QFD matrix
- Understand the methodology behind the relationship matrix
- State the meaning of the symbols used in a QFD matrix
- Calculate a simple House of Quality

### **Rooms in the House of Quality**

- Define the different rooms in the House of Quality
- Know the steps in creating a House of Quality
- Build a House of Quality

- Recognize what to look for when evaluating a House of Quality
- Evaluate an existing House of Quality and make recommendations

### **Beyond the House of Quality**

- Define the steps needed to create a product design matrix
- Know the steps for creating a process design matrix
- Understand the rationale in creating a control matrix
- Construct a product design and process planning matrix
- Evaluate production planning concepts

### **Tools Needed for QFD: Affinity Diagrams**

- Define affinity diagrams
- Identify when to use an affinity diagram
- State the steps for affinitizing information
- Describe the critical guidelines for using an affinity diagram

### **Tools Needed for QFD: Tree Diagrams**

- Identify the meaning of a tree diagram
- Understand when to use a tree diagram
- Identify the steps needed to create a tree diagram
- Recognize critical guidelines needed for creating a tree diagram

### **Tools Needed for QFD: Cause and Effect Diagrams**

- Define a cause and effect diagram
- Understand when to use a cause and effect diagram
- Define the steps in creating a cause and effect diagram
- Identify the guidelines for using a cause and effect diagram

### **Tools Needed for QFD: Flow Charts**

- Define flow charting
- Understand when to use a flow chart
- State the different uses for flow charting
- Identify the different symbols used in simple flow charting
- Describe the guidelines for flow charting







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