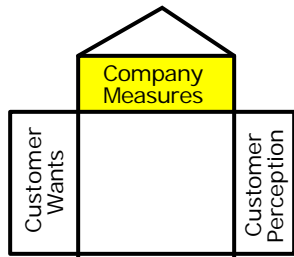


# (Basic QFD) The Classic QFD

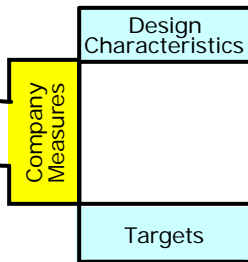
## 4 "Waterfall" Phases

### I. Product Planning



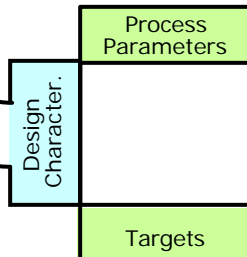
- *Critical information on customer needs (Today and Tomorrow)*
- *Critical information on the competition?*
- *How do we measure success, what our goals are*
- *A determination of our priorities?*
- *Etc.*

### II. Design Deployment



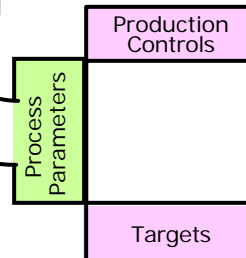
- *Critical information on Design details*
- *What does the design "look" like? (Concept Generation)*
- *How will the design meet the performance objective?*
- *What Material will we use? What size is best?*
- *Etc.*

### III. Process Planning



- *What does the Process look like? (Concept Generation)*
- *How will the process meet the design characteristics?*
- *What Equipment will we use?*
- *What speed and temperature is best?*
- *Etc.*

### IV. Production Control



- *What Controls do we need in place to ensure Process Capability?*
- *Etc.*

Feedback & Forward

### Parallel Development Activities

- Managed and Tracked Separately
- Coordinated with Steering Team

