

One of the Basic Problems in Product and Process Development

Input:

(What Customers want)
Customer's desires in
Customer Language (VOC)



Customers (**Internal & External**)
have many wants and needs and
often many different choices.

Translation &
Execution is often
NOT done well

Output:

(What your Company delivers)
Specific and Detailed Technical
Specifications that define Products and
Services to be delivered



Development teams have to make
thousands of "correct" decisions in order
to "win" business, satisfy customers, and
remain competitive.

- A Systematic Process is needed in order to successfully manage multiple customers and deliver their complex needs.
- QFD can act as a "structured backbone" to help development teams best utilize **Customer Input** (VOC & MOC) and existing Corporate Resources to develop a **Successful Output** (World Class Products and Processes).