

e = efficient  
 e = enhanced  
 e = effective  
 e = elegant

# Product Development (eQFD) Global Roadmap



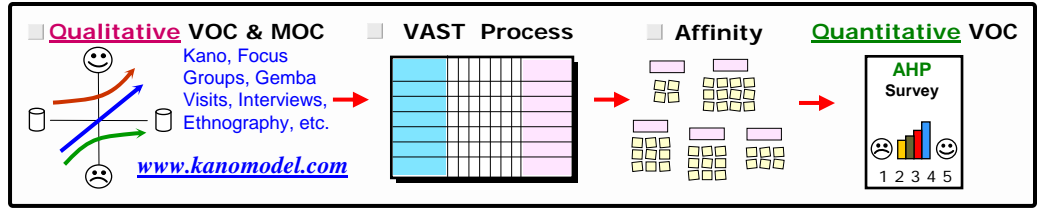
(Main steps for Developing great Products & Services – 50,000 ft. view)

## (Gathering the “Voice of the Customer”)

Understanding your Customers better than they understand themselves!!

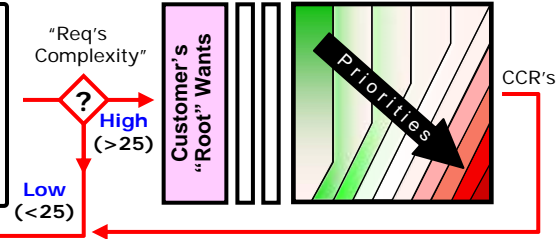
### Project Charter

- Issue / Mission
- Customers
- Market Segment
- Scope
- Goals
- Constraints
- Strategy
- Team Makeup

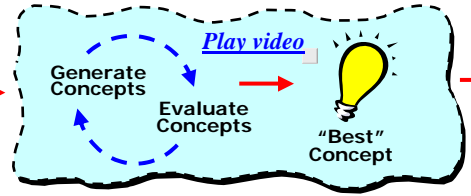


### Pre-HOQ “Priority Map”

(Optional eQFD\_0) Filter/Shortcut

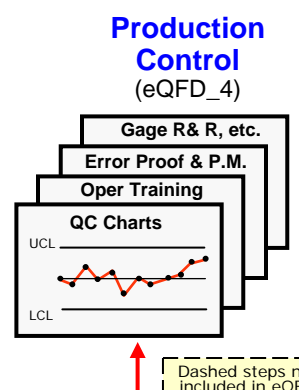
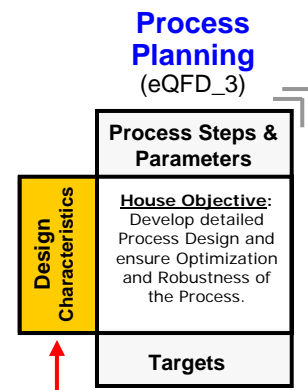
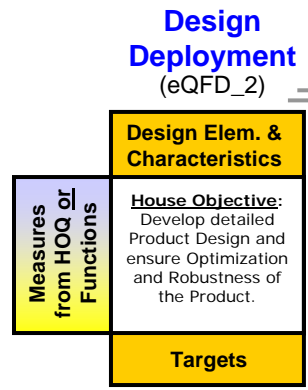
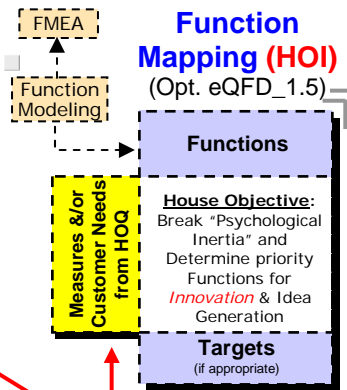
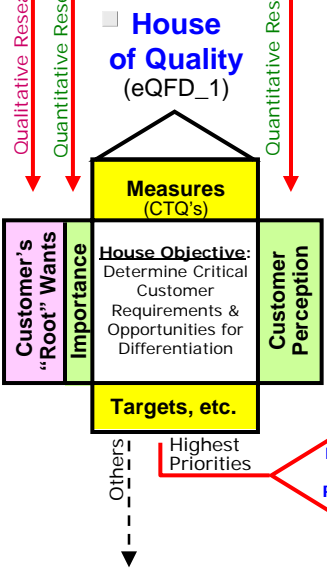


### Innovation Toolbox: 25+ Concept Generation, Evaluation, & Selection Tools



### Optional Tools: To aid the Engineering Process

- DOE, DFX, Lean Methods, FMEA's, 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.