

## A Case Study on Quality Function Deployment (QFD)

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**Abstract:** Quality Function Deployment (QFD) was conceived in Japan in the late 1960's, and introduced to America and Europe in 1983. This paper will provide a general overview of the QFD methodology and approach to product development. Once familiarity with the tool is established, a real-life application of the technique will be provided in a case study. The case study will illustrate how QFD was used to develop a new tape product and provide counsel to those that may want to implement the QFD process.

**Quality function deployment (QFD)** is a "method to transform user demands into design quality, to deploy the functions forming quality, and to deploy methods for achieving the design quality into subsystems and component parts, and ultimately to specific elements of the manufacturing process."

**Keywords:** Quality Function Deployment, Tape Product, Product Development, Design Quality, Manufacturing

### I. Introduction

Quality Function Deployment (QFD) is a quality tool that helps to translate the Voice of the Customer (VoC) into new products that truly satisfy their needs. In this paper, QFD will be reviewed in order to understand how it works, to highlight its strengths and weaknesses and to discuss its practical applications. The first part of the paper will present an overview of QFD and explain the methodology. QFD will be defined and explained by means of an example and a number of benefits and implementation problems will be revealed [1].

First conceptualized in 1966 as a method or concept for new product development under the umbrella of Total Quality Control, Hoshinsha Tenka (quality deployment) was developed by Dr. Shigeru Mizuno and Yoji Akao. Yoji Akao, et al detailed methods of quality deployment in 1972. The Japan Society of Quality Control formed a research group to specifically study Quality Function Deployment (QFD) in 1978. QFD is used to translate customer requirements to engineering specifications. It is a link between customers - design engineers - competitors - manufacturing. It provides an insight into the whole design and manufacturing operation from concept to manufacture and it can dramatically improve the efficiency as production problems are resolved early in the design phase.

It is very powerful as it incorporates the voice of the customer in the designs - hence it is likely that the final product will be better designed to satisfy the customer's needs. Moreover, it provides an insight into the whole design and manufacturing operation (from concept to manufacture) and it can dramatically improve the efficiency as production problems are resolved early in the design phase.

Quality Function Deployment (QFD) was conceived in Japan in the late 1960' s, and introduced to America and Europe in 1983. During the period between the late 1960's and early 1980's, the concept of QFD was evolved from the belief that Total Quality Control must include not only checking of the control points during production, but an understanding of the requirements prior to the design phase. In the late 1960's, Japanese companies were breaking from their post World War II mode of imitation and copying to a more original mode of product development i, making design quality an important consideration. The need to understand the critical design issues prior to production was acknowledged and QC process charts were widely used to ensure that the design criteria were met during manufacturing, but there was no formal system to translate the customer's needs into the initial design and subsequent process control points. Thus, an opportunity was created for QFD to come to fruition as a method to check the design itself for adequacy in meeting customer requirements and to translate those requirements to production [2].

#### 1.1 When to use QFD:

QFD is applied in the early stages of the design phase so that the customer wants are incorporated into the final product. Furthermore it can be used as a planning tool as it identifies the most important areas in which the effort should focus in relation to our technical capabilities. Ask yourself these questions:

1. Why do QFD in this case?
2. What will the QFD be made of?
3. Is it the right tool at this time?
4. Is this the right place for implementation?
5. What is the goal and what is success?
6. Who all should we involve?

# A Case Study On Quality Function Deployment Qfd

**Michael Rajnik**



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### **Table of Contents A Case Study On Quality Function Deployment Qfd**

1. Understanding the eBook A Case Study On Quality Function Deployment Qfd
  - The Rise of Digital Reading A Case Study On Quality Function Deployment Qfd
  - Advantages of eBooks Over Traditional Books
2. Identifying A Case Study On Quality Function Deployment Qfd
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an A Case Study On Quality Function Deployment Qfd
  - User-Friendly Interface
4. Exploring eBook Recommendations from A Case Study On Quality Function Deployment Qfd
  - Personalized Recommendations
  - A Case Study On Quality Function Deployment Qfd User Reviews and Ratings

- A Case Study On Quality Function Deployment Qfd and Bestseller Lists
- 5. Accessing A Case Study On Quality Function Deployment Qfd Free and Paid eBooks
  - A Case Study On Quality Function Deployment Qfd Public Domain eBooks
  - A Case Study On Quality Function Deployment Qfd eBook Subscription Services
  - A Case Study On Quality Function Deployment Qfd Budget-Friendly Options
- 6. Navigating A Case Study On Quality Function Deployment Qfd eBook Formats
  - ePub, PDF, MOBI, and More
  - A Case Study On Quality Function Deployment Qfd Compatibility with Devices
  - A Case Study On Quality Function Deployment Qfd Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of A Case Study On Quality Function Deployment Qfd
  - Highlighting and Note-Taking A Case Study On Quality Function Deployment Qfd
  - Interactive Elements A Case Study On Quality Function Deployment Qfd
- 8. Staying Engaged with A Case Study On Quality Function Deployment Qfd
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers A Case Study On Quality Function Deployment Qfd
- 9. Balancing eBooks and Physical Books A Case Study On Quality Function Deployment Qfd
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection A Case Study On Quality Function Deployment Qfd
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine A Case Study On Quality Function Deployment Qfd
  - Setting Reading Goals A Case Study On Quality Function Deployment Qfd
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of A Case Study On Quality Function Deployment Qfd
  - Fact-Checking eBook Content of A Case Study On Quality Function Deployment Qfd
  - Distinguishing Credible Sources

13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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