

Chapter 11

Quality Function Deployment

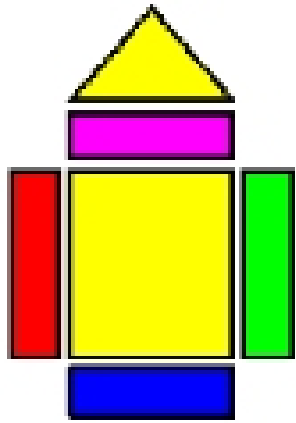
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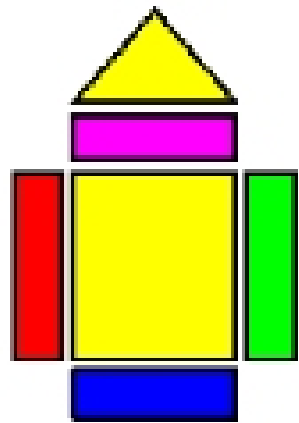
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Defined

- Quality Function Deployment is a planning tool used to fulfill customer expectations. It is a disciplined planning matrices that is used as the basis for decisions affecting any phase of the product development cycle. It is considered by many experts to be a perfect blueprint for quality by design.



The QFD teams

There are two types of teams- *new product or improving an existing product*. Teams are composed of members from marketing, design, quality, finance, and production.