

















House of Quality Matrix for a Computer Mouse

Double-click here for tips on creating this drawing.

Correlation

-  Strong Positive
-  Positive
-  Negative
-  Strong Negative

Engineering Characteristics Importance to Consumer		Energy needed to move	Button resistance	Dismantling Capabilities	Ease of use	Product dimensions	Sealed ball	Competitive Evaluation					
								X = Us A = Systemc B = Comtec (5 is Best)					
Customer Requirements								1	2	3	4	5	
Easy to move	8								A B		X		
Doesn't jam	5							X		B	A		
Easy to click	4							A B	X				
Contoured to hand	4								A		B	X	
Easy to clean	2							B	X			A	
Importance Weighting		9	7	5	5	2	4	Relationships					
Target Values		Reduce energy level to .05 Psi.	Reduce force to .034 Psi.	Maintain current level	Maintain current level	Change length to 4 inches	maintain current level	 Strong = 8  Medium = 4  Small = 2					
Technical Evaluation (5 is Best)		5	X	A		X						B	
		4		B	X							X	
		3	BA		BA	A		X					
		2		X		B							A
		1						BA					

Quality Function Deployment and the House of Quality Matrix

Quality Function Deployment, QFD, is a way of listening to your customers to pinpoint what they want in your products, then using a system to fulfill them. QFD is also a team effort to produce exactly what the customer wants. It displays how every step from design through delivery interacts to meet customer demands. QFD determines the qualities customers are interested in, the functions the product must serve, and the best possible delivery of customer wants.

The House of Quality is the most commonly used QFD matrix that gathers the voice of the customer and translates it into a technical solution.

