



Voice of the Customer and QFD

(8 hours)

Audience and Purpose:

This Course is designed for those individuals who work to understand customer requirements and flow them into an orderly product development methodology.

Course Objectives:

Upon completion of the course the participants will be able to:

- Determine key customers
- Use of analytical methods in customer identification
- Generate product and process customer requirements
- Prioritize requirements from multiple sources
- Use quality function deployment (QFD) to flow down requirements

Software: JMP, Excel

Prerequisites: None

Course Outline:

Introduction to voice of the customer (VOC)
Customer selection
Recursive portioning method for market analysis
Customer interviews and data collection
Benchmarking
Summarizing VOC
Generation of customer critical to quality (CTQs) requirements
QFD flow down methodology in the development process