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Quality Function Deployment Exercise

- ❑ You are employed within a company which would like to expand their product range by designing and developing a tape measure
- ❑ A target/focus group has been questioned and 7 key customer requirements have been identified
- ❑ Conduct a QFD exercise based on the information available and making appropriate assumptions where necessary.
 - ❑ You will need to identify suitable design requirements
 - ❑ Refer to the notes from the previous lectures to remind you of the 4 steps and to structure the process

	Customer requirements	Customer Importance rating (1-10)
1	Is able to take long measurements	7
2	Should be easy to read measurements	8
3	Should be easy to start/stop the tape from retracting	3
4	Should be low cost	6
5	Should be light weight	2
6	Should be robust (resistant to impact)	5
7	Tape should have a long 'stand out'	5

