



SCB Associates Ltd
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Customer Focus using QFD – Practitioner workshop

Learning objectives:

- Understand the benefits of customer focus in product/service development
- Recognise the different types of customer requirements
- Learn and practice methods to identify customer requirements
- Structure, prioritise, analyse customer requirements
- Complete and analyse comprehensive specifications
- Relate customer requirements to product specifications to process parameters
- Generate and select innovative concept solutions

9.00 Start

Warm up - The customer experience

Introduction

Need for customer focus

Positive and negative quality

Kano model of basic, performance and excitement requirements

Cross-functional team working

Upstream prevention v downstream fire fighting

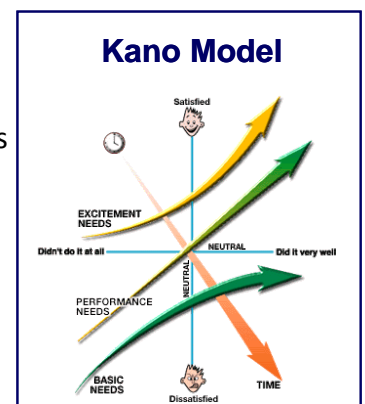
Flowchart for achieving customer focus

Step 1: Focus on the customer

Who is the customer?

Gathering performance requirements

Interview techniques



10.30 Coffee/Tea

Workshop 1: *Interview exercise*

Workshop feedback and discussion

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Methods for establishing Basic requirements

- Templates/checklists
- Customer complaint history, things gone wrong
- Function trees

Methods for identifying Excitement requirements

- Customer observation
- DIY
- Customer modifications
- Innovation

12.30 Lunch (45 minutes)

Structuring requirements

- Affinity diagram/tree diagram
- Prioritising requirements
- Customer competitive assessment

Workshop 2: *Prioritising exercise*

Workshop feedback and discussion

15.00 Coffee/Tea

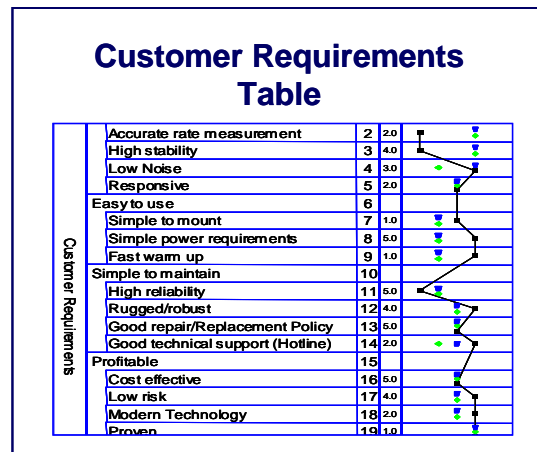
Review customer information

- SWOT analysis
- Planned Quality

Workshop 3: *SWOT exercise*

Workshop feedback and discussion

17.00 Close



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Day 2

9.00 Start

Step 2: Completing the specification
 Matrix diagram ("House of quality")
 Analysing the matrix

Workshop 4: *Completing the specification*

Workshop feedback and discussion

10.30 Coffee

Step 3: Concept Selection
 Concept generation
 Increase customer value
 Concept selection process

Workshop 5: *Concept selection exercise*

Workshop feedback and discussion

12.30 Lunch (45 minutes)

Beyond the House of Quality

Linking matrices

- Specification to product parameters
- Product parameters to process conditions
- Process conditions to quality control

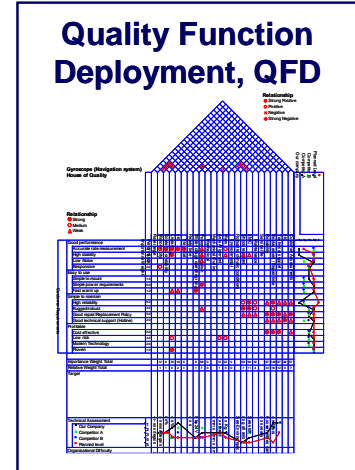
14.30 Coffee/Tea

Company applications: -

- Current status
- Sources of information
- Target customers
- Action Planning
- Preliminary work on Customer Requirements Table

Closing discussion

16.30 Close



Criteria	Concept A	Concept B	Concept C	Concept D
Cycle Time	D	+	S	+
Cost	A	S	S	S
Min.Disruption etc.	T	+	-	-
..	U	+	S	-
	M	-	+	S
		S	-	S

S = About the same, + = Clearly better, - = Clearly worse

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Some comments from previous QFD practitioner courses:

- "Great, useful techniques that can be effectively applied"*
- "Good engaging teaching with well thought out workshops"*
- "Very good, clear communication"*
- "Enjoyed the practical elements to back up the learning"*
- "Very informative and educational"*
- "I found the training both interesting and useful"*
- "All very good, additional notes very useful"*
- "Good pace and clarity when presenting material"*
- "Very clear, step by step approach"*
- "Good quality course, I feel I can use the tools"*
- "Clearly communicated training"*
- "Good pace and level of delivery"*

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