



ISO 16355-3

Applications of statistical and related methods to new technology and product development process —

**Part 3:
Quantitative approaches for the acquisition of voice of customer and voice of stakeholder**

Application des méthodes statistiques et des méthodes liées aux nouvelles technologies et de développement de produit —

Partie 3: Acquisition quantitative du retour client et du retour des parties prenantes

**Second edition
2025-10**

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Published in Switzerland

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This document was prepared by Technical Committee ISO/TC 69, *Applications of statistical methods*, Subcommittee SC 8, *Application of statistical and related methodology for new technology and product development*.

This second edition cancels and replaces the first edition (ISO 16355-3:2019), which has been technically revised.

The main changes are as follows:

- minor correction to cited text for cultural dimensions.

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Quality function deployment (QFD) is a method to assure customer or stakeholder satisfaction and value with new and existing products by designing in, from different levels and different perspectives, the requirements that are most important to the customer or stakeholder. These requirements can be well understood through the use of quantitative and non-quantitative tools and methods to improve confidence of the design and development phases that they are working on the right things. In addition to satisfaction with the product, QFD improves the process by which new products are developed.

Reported results of using QFD include improved customer satisfaction with products at time of launch, improved cross-functional communication, systematic and traceable design decisions, efficient use of resources, reduced rework, reduced time-to-market, lower lifecycle cost, and improved reputation of the organization among its customers or stakeholders.

This document demonstrates the dynamic nature of a customer-driven approach. Since its inception in 1966, QFD has broadened and deepened its methods and tools to respond to the changing business conditions of QFD users, their management, their customers, and their products. Those who have used older QFD models find these improvements make QFD easier and faster to use. The methods and tools shown and referenced in the standard represent decades of improvements to QFD; the list is neither exhaustive nor exclusive. Users can consider the applicable methods and tools as suggestions, not requirements.

This document is descriptive and discusses current best practice, it is not prescriptive by requiring specific tools and methods.