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

Part 4: Analysis of non-quantitative and quantitative Voice of Customer and Voice of Stakeholder

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

Partie 4: Analyse du retour client (Voice of Customer) ou du retour des parties prenantes (Voice of stakeholders) quantitatif et non-quantitatif



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Foreword

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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*.

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Introduction

Quality Function Deployment (QFD) is a method to ensure 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 should 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 life cycle 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 have found that these improvements make QFD easier and faster to use. The methods and tools shown and referenced in this document represent decades of improvements to QFD; the list is neither exhaustive nor exclusive. Users should 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.