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Quality Function Deployment – Benefits and Restrictions of Classical Quality Function Deployment and Proposed Optimizations

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Abstract: Quality Function Deployment is a methodology often used to derive concepts for a real customer oriented product. Within the paper we will first show the advantages which can be achieved by using this methodology. From a development project point of view it can lead to a consistent and by all team members (from marketing to development) supported product idea that reflects all the important customer requirements. Additionally, it is very suitable to translate these requirements into the engineering language of specifications. But during the usage of the methodology in projects some weaknesses had been identified. First the solely consideration of functional requirements and the non-consideration of basic requirements. Second the one-customer driven approach which neglect the multiple market situation for products in a global world. And third the not suitable integration of a possible target costing breakdown approach. To overcome the identified weaknesses a more suitable approach will be presented and discussed in detail.