Develop a detailed QFD “House of Quality” for the introductory design project.

Before starting this assignment, review your lecture notes on Problem Understanding, read Chapter 2 of the textbook, and carefully review the handout describing the introductory project.

Generate the customer requirements (including a column of customer importance for each one) and the engineering requirements. Put them in the proper rooms of the House of Quality (HOQ). Determine the relationships between the customer requirements and the engineering requirements. Fill in the roof of the HOQ by relating the engineering requirements.

Using the symbol values, as well as the importance ratings, calculate the absolute and relative ratings for each engineering characteristic. To do this, go down each column and multiply the relationship weight (5, 3, or 1) by the importance rating for each customer requirement. The total value for the column is the Absolute Importance of that engineering requirement. The Relative Importance of each requirement is formed by dividing the Absolute Importance by the sum of the Absolute Importance values for all of the engineering requirement columns. This process was not detailed in lecture, but an example is given in the textbook.

You can develop your HOQ in conjunction with your teammates. However, you need to submit your own final version. Furthermore, submit your own discussion of the results and their implications for the development of this product. Avoid summarizing what a HOQ is or how it is used. Limit yourself to 1 page of text. Include your name AND section time and letter. This is due at the beginning of lecture.

NOTE: You do not need to develop a comparison to current products (right-hand room) or develop target values for your engineering requirements (basement).