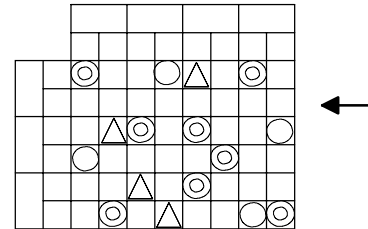


9 House Of Quality Checks⁶

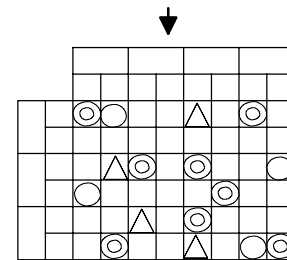
1. Empty rows.

Demanded Quality items with no relating Quality Characteristics means there is no way to assure DQ will be achieved. Go back to DQ and define new QC.



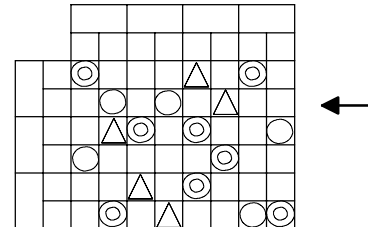
2. Empty columns.

Quality Characteristics that do not relate to Demanded Quality. Unnecessary QC make the matrix cumbersome. Check to be sure these are QC, they relate to the product or service and not the usage environment or the user.



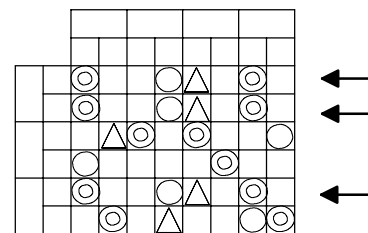
3. Rows with no strong relationships.

Demanded Quality is difficult to achieve without at least one strongly related Quality Characteristic. Use expert help to extract strongly related QC.



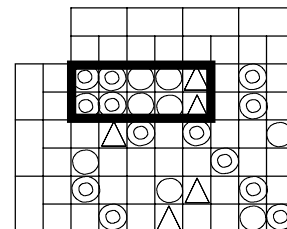
4. Rows that repeat identical relationships.

Demanded Quality relationships are repeating, indicating a problem with the DQ hierarchy. Examine DQ Classification Hierarchy (Tree) to assure that levels of detail are arranged properly. A common problem is 4th level details being mixed in with 3rd level. This can cause serious problems later on if this repetition causes some QC to be weighted too heavily.



5. Clusters of relationships

Possible hierarchy problems in either Demanded Quality Classification Hierarchy (Tree), Quality



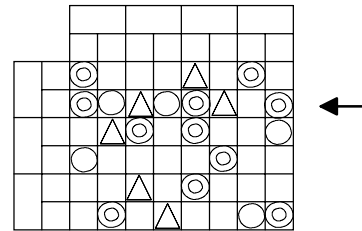
⁶ Adapted from "Comprehensive QFD" by Satoshi Nakui of GOAL/QPC in *The Transactions of the Third Symposium on QFD*, June 1991.

Characteristic Classification Hierarchy (Tree) or both. Review and correct. Possible that quality characteristics are inappropriate.

6. Row with too many relationships

Demanded Quality item may actually be a cost, reliability or safety item. Remove from House Of Quality for deployment in Reliability Deployment, Cost Deployment or Safety Deployment.

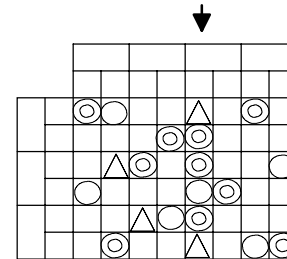
Demanded Quality item may be 1st or 2nd level mixed in with lower levels. Review hierarchy in DQ Classification Hierarchy (Tree).



7. Column with too many relationships

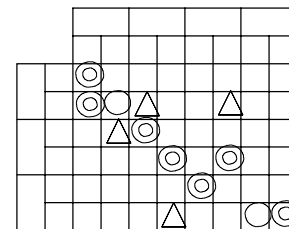
Quality Characteristic may actually be a cost, reliability or safety item. Remove from House Of Quality for deployment in Reliability Deployment, Cost Deployment or Safety Deployment.

Quality Characteristic may be 1st or 2nd level mixed in with lower levels. Review hierarchy in QC Classification Hierarchy (Tree).



8. Diagonal line across matrix with few other relationships

Demanded Quality items may in fact be Quality Characteristics worded differently or implementation methods. DQ should represent voice of the customer *not* engineer.



9. Too many weak relationships

Clearer Quality Characteristics need to be developed. Quality Characteristics should relate strongly to at least one Demanded Quality item.

