

Quality Function Deployment

Introduction

Collating, prioritising and then ensuring a wide range of Customer requirements are driven through all aspects of the design process from concept to delivery is a challenging and complex activity for which many organisations are ill equipped. Quality Function Deployment (QFD) was developed in Japan over 30 years ago to address this problem. QFD is a proven, rigorous framework for businesses to translate customer requirements and priorities into design concepts, features and quality characteristics. Originally applied to product design it was fairly quickly applied to service processes and, latterly, as a comprehensive business process management system.

Objectives

This intensive two-day programme focuses on the essential skills required to apply QFD concepts and process to product, service and process design. Upon completion delegates will:

- Understand the basic structure of a QFD matrix and the sequence of construction.
- Be able to define demand quality, correlate this design characteristics and identify critical design features with performance requirements
- Using multi-stage QFD to cascade through all aspects of the design to delivery process
- Understand how to apply QFD to product, service and process design.
- Understand how QFD can be used as a quality management system in a Six Sigma environment

Course Content

The course contains a number of exercises mainly based around a case study that will reinforce the learning of delegates.

- Background and basic structure
- Identifying and clarifying customer requirements
- Competitor evaluation/bench marking—planning matrix
- Product/process characteristics
- Customer requirements and product/process characteristics relationship
- Product/process characteristic relationship
- Prioritised product/process characteristics
- Defining performance standards or targets
- Multi-stage QFD
 - ⇒ Design
 - ⇒ Manufacturing/Operations
 - ⇒ Quality and Cost deployment
- QFD Teams, planning and reviews
- QFD as a Management System
 - ⇒ Strategic business goals
 - ⇒ Core and enabling processes
 - ⇒ Process impact on goals
 - ⇒ Identifying improvements
 - ⇒ Defining measures and targets
 - ⇒ Sub Process and “local” QFDs
 - ⇒ Personal QFDs

Who should attend?

This two day course is for in-house delivery. This course is for Six Sigma Green Belts and delegates undertaking a Six Sigma Black Belt programme who want to learn more about QFD and be able to use it in product and process design.

Follow on courses

The Six Sigma Black Belt programme consists of ten modules of which this is an optional component. The delegate has to complete two mandatory modules and has to choose five from the eight optional modules based on personal and organisational benefit, see the Six Sigma Black Belt course overview.

Further Information and Bookings

Contact Denis Mahoney at Business Transformation (Training and Coaching) on +44 1903 784783 or 07766 333294 or by email at denis.mahoney@business-transform.co.uk for further information.