

Quality Function Deployment (QFD) for Global Competitiveness in Product Development *using ISO 16355*

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Outline of ISO 16355

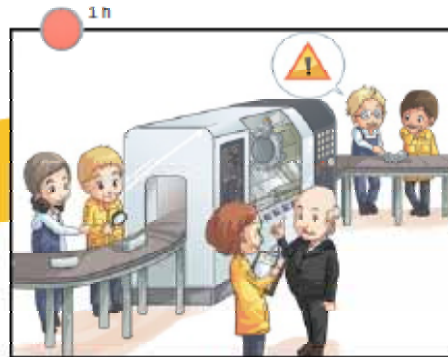
1. General principles of QFD *in publication*
2. Acquisition of voice of customer/stakeholder (VOC/VOS) – non-quantitative approaches
3. Acquisition of VOC/VOS – quantitative approaches
4. Analysis of VOC/VOS
5. Strategy and Translation of VOC/VOS into engineering solutions and cost planning
6. Optimization – robust parameter design *published*
7. Optimization – tolerance design
8. Commercialization and life cycle

Go to global customer *gembas*

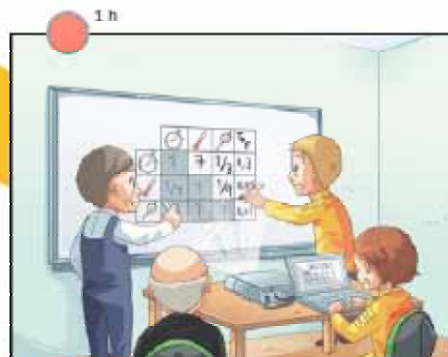
- Investigate the “actual place” for evidence of customer problems, opportunities, and image issues.
- Not limited by what you know to ask about.
- Only at the *gemba* can you learn what you don't know you don't know.



Sandvik Coromant pre-visit brochure



Prioritized customer needs.



GEMBA Customer visit

Illustrations by!

Conclusions

- Consider work of Dr. Geert Hofstede of Maastricht University on cultural differences and their importance to conducting QFD gemba visits.
- Sandvik found the best way to connect to customers both culturally and linguistically is to pass through your local sales representatives and local technical specialists.