



QUALITY AND PRODUCTIVITY | QP-015

Quality Function Deployment and Customer Requirements

Contact

+31 85 7444446
info@aractech.com
https://aractech.com

Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

Products and services succeed when they deliver what customers value. Quality function deployment provides a structured way to translate the voice of the customer into technical requirements and design decisions.

This Aractech course explains how to capture customer requirements, use the House of Quality, prioritise requirements, link them to design and process characteristics, benchmark competitors and cascade requirements through development. Participants build a QFD matrix for a real product or service.

Course Methodology

- Concept sessions
- House of Quality workshop
- Case studies
- Group exercises
- Presentations

Course Objectives

- Capture and structure customer requirements
- Build a House of Quality
- Prioritise requirements and technical characteristics
- Benchmark against competitors
- Cascade requirements to design and process
- Use QFD to support development decisions

Target Audience

- Product development engineers

Course content

- Quality engineers
- Product managers
- Marketing professionals

Course outline

Detailed course outline

Day-by-day outline for Quality Function Deployment and Customer Requirements.

Day 1 - Customer Requirements

- 09:00-09:39 | Voice of the customer
- 09:39-10:18 | Research methods
- 10:18-10:57 | Requirement structuring
- 10:57-11:00 | Kano model
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Kano model (continued)
- 12:05-12:43 | Prioritisation
- 12:43-14:00 | Exercise: Requirement capture

Day 2 - House of Quality

- 09:00-09:39 | Matrix structure
- 09:39-10:18 | Technical characteristics
- 10:18-10:57 | Relationships
- 10:57-11:00 | Correlations
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Correlations (continued)
- 12:05-12:43 | Importance weighting
- 12:43-14:00 | Workshop: Building the matrix

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Day 3 - Competitive Benchmarking

- 09:00-09:45 | Customer benchmarking
- 09:45-10:30 | Technical benchmarking
- 10:30-11:00 | Target setting
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Target setting (continued)
- 11:45-12:30 | Differentiation
- 12:30-14:00 | Exercise: Benchmarking

Day 4 - Cascading Requirements

- 09:00-10:00 | Design deployment
- 10:00-10:30 | Process deployment
- 10:30-11:00 | Production planning links
- 11:00-11:30 | Coffee break
- 11:30-12:00 | Service QFD
- 12:00-13:00 | Case study: QFD in product launch
- 13:00-14:00 | Exercise: Second-level matrix

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Day 5 - Using QFD

- 09:00-09:45 | Team facilitation
- 09:45-10:30 | Common pitfalls
- 10:30-11:00 | Integrating with development processes
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Integrating with development processes (continued)
- 11:45-12:30 | Measuring benefits
- 12:30-13:15 | Digital tools
- 13:15-14:00 | Capstone: QFD project

Seminar dates

Available seminar dates

Live dates and pricing for Quality Function Deployment and Customer Requirements generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	Istanbul	Classroom	€1,978
7 - 11 December 2026	Vienna	Classroom	€3,225
11 - 15 January 2027	Geneva	Classroom	€4,315
8 - 12 February 2027	Rome	Classroom	€3,460
8 - 12 March 2027	Geneva	Classroom	€4,315
12 - 16 April 2027	Amsterdam	Classroom	€2,830
10 - 14 May 2027	Cape Town	Classroom	€1,625
14 - 18 June 2027	Istanbul	Classroom	€1,978
12 - 16 July 2027	Vienna	Classroom	€3,225
9 - 13 August 2027	Geneva	Classroom	€4,315

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13 - 17 September 2027	Rome	Classroom	€3,460
11 - 15 October 2027	Geneva	Classroom	€4,315
8 - 12 November 2027	Amsterdam	Classroom	€2,830
13 - 17 December 2027	Dubai	Classroom	€1,845
16 - 20 November 2026	Online / Live	Online / Live	€1,815
7 - 11 December 2026	Online / Live	Online / Live	€1,815
11 - 15 January 2027	Online / Live	Online / Live	€1,815
8 - 12 February 2027	Online / Live	Online / Live	€1,815
8 - 12 March 2027	Online / Live	Online / Live	€1,815
12 - 16 April 2027	Online / Live	Online / Live	€1,815

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10 - 14 May 2027	Online / Live	Online / Live	€1,815
14 - 18 June 2027	Online / Live	Online / Live	€1,815
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