



SESSION MD68 - Quality Engineering Invited Session

[○ Add To Itinerary](#)

November 14, 2016, 4:30 - 6:00 PM

Mockingbird 4- Omni

4 Presentations

| | | |
|----------------|--|------------------------------------|
| 4:30 - 6:00 PM | - Session Chair Murat Caner Testik, Hacettepe University, Contact: mtestik@hacettepe.edu.tr | ○ Add To Itinerary |
| 4:30 - 6:00 PM | 1 - Metamodel Based Method For Optimization Of Multilayer Thin Film Architecture Srikant Nekkanty ¹ , Danel Draguljic ² , Thomas Santner ³ , Angela Dean ³ , Rajiv Shivpuri ⁴ , ¹ Intel Corporation, ² Franklin and Marshall College, Lancaster, PA, ³ Ohio State University, Columbus, OH, ⁴ The Ohio State University, Columbus, OH, Contact: nekkanty2001@gmail.com | ○ Add To Itinerary |
| 4:30 - 6:00 PM | 2 - Measurement Error Of Binary Quality Inspections In Industry Thomas Akkerhuis, University of Amsterdam, Contact: T.S.Akkerhuis@uva.nl | ○ Add To Itinerary |
| 4:30 - 6:00 PM | 3 - Qfd Customer-requirement Prioritization Based On The Law Of Comparative Judgments Fiorenzo Franceschini, Domenico Augusto Maisano, POLITECNICO di TORINO, Turin, Italy. Contact: domenico.maisano@polito.it | ○ Add To Itinerary |

Session MD68 - Quality Engineering Invited Session

[○ Add To Itinerary](#)

3 - Qfd Customer-requirement Prioritization Based On The Law Of Comparative Judgments

November 14, 2016, 4:30 - 6:00 PM

Mockingbird 4- Omni

Authors

Fiorenzo Franceschini, Domenico Augusto Maisano, POLITECNICO di TORINO, Turin, Italy. Contact: domenico.maisano@polito.it

Abstract

Quality Function Deployment (QFD) is a structured process to design and develop products/services that better fulfill customers' requirements (CRs). The initial collection and analysis of the CRs is particularly critical, as any distortion can propagate to the whole process results.

The focus of this article is on the prioritization of CRs, which can be improved by introducing a new prioritization technique based on the Thurstone's Law of Comparative Judgment. The greatest strength of this technique is combining a refined theoretical model with a simple and user-friendly data collection process. The description is supported by a realistic application example.