QFD Customer-Requirement Prioritization based on the Law of Comparative Judgments

Original

Availability:
This version is available at: 11583/2657556 since: 2016-11-24T16:10:18Z

Publisher: 

Published
DOI:

Terms of use:
openAccess
This article is made available under terms and conditions as specified in the corresponding bibliographic description in the repository

Publisher copyright

(Article begins on next page)
**Session MD68 - Quality Engineering Invited Session**

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

---

### 4 Presentations

**4:30 - 5:00 PM**  
- **Session Chair**  
  Murat Caner Testik, Hacettepe University, Contact: mtestik@hacettepe.edu.tr

**4:30 - 6:00 PM**  
1. **Metamodel Based Method For Optimization Of Multilayer Thin Film Architecture**  
   Srikant Nekkanty¹, Danil Draguljic², Thomas Santner², Angela Dean², Rajiv Shilpuri¹.  
   ¹Intel Corporation, ²Franklin and Marshall College, Lancaster, PA, ³Ohio State University, Columbus, OH.  
   Contact: nekkanty2001@gmail.com

**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

**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

---

**Session MD68 - Quality Engineering Invited Session**

### 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.