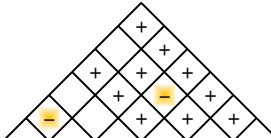


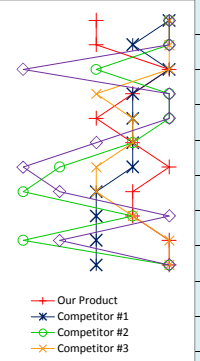
QFD: House of Quality

Project: Storable Bed
 Revision: Version 1
 Date: 3/20/2012

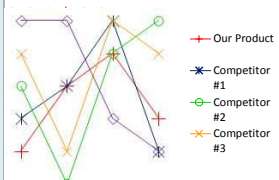
Arduino Games Team



Row #	Weight Chart	Relative Weight	Customer Importance	Maximum Relationship	Customer Requirements (Explicit and Implicit)	Direction of Improvement						Customer Competitive Assessment					Row #
						1	2	3	4	5	6	Our Product	Competitor #1: Study Bed	Competitor #2: BedUp	Competitor #3: Murphy Bed	Competitor #4: LiftBed	
1		11%	9	3	Low Space Requirement	○	▽	▽	▽	▽	▽	3	5	5	5	5	1
2		9%	7	1	Smooth Operation		▽	▽				3	4	5	5	5	2
3		8%	6	1	Low Energy Requirement for Operation		▽	▽				5	5	3	5	1	3
4		10%	8	9	Low Level Physical Exertion Required		▽	▽	●			4	4	5	3	5	4
5		11%	9	3	Clean Appearance	○	○	○	▽	▽	▽	3	4	5	4	5	5
6		13%	10	3	Low Risk of Injury in Operation	▽	▽	▽	○			4	4	4	4	3	6
7		11%	9	3	Low Price	▽	▽	▽	○	○	▽	5	4	2	3	1	7
8		6%	5	1	Easy Assembly	▽	▽	▽	▽	▽	▽	4	3	1	3	2	8
9		8%	6	9	Good Reliability	▽	▽	▽	○	●	○	4	3	4	4	5	9
10		4%	3	3	Manufacturability	▽	▽	▽	▽	○	○	5	3	1	5	2	10
11		10%	8	9	Quietness of Operation	●	▽	▽	○	●		5	3	5	5	5	11



Target	Aluminum	Electric	Electric Motor	Small	Hidden in Walls	Hidden in Walls
Max Relationship	9	3	3	3	9	3
Technical Importance Rating	198.75	122.5	122.5	156.25	321.25	73.75
Relative Weight	20%	12%	12%	16%	32%	7%
Weight Chart						
Our Product	4	3	3	5	4	4
Competitor #1: Study Bed	4	3	3	3	4	4
Competitor #2: BedUp	3	5	5	3	5	5
Competitor #3: Murphy Bed	4	3	3	4	5	5
Competitor #4: LiftBed	5	5	5	3	5	5



Correlations	
Positive	+
Negative	-
No Correlation	

Relationships	
Strong	●
Moderate	○
Weak	▽

Direction of Improvement	
Maximize	▲
Target	◇
Minimize	▼