

Blank House of Quality Matrix

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Name:	Stud. ID.
Product, Service or Software Name:	
Description of its use/purpose:	

Key to roof / correlation matrix symbols
 + Positive / Supporting
 - Negative / Tradeoff

DIRECTION OF IMPROVEMENT		<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 15px; height: 15px;">↓</td> <td style="width: 15px; height: 15px;">↑</td> <td style="width: 15px; height: 15px;">↑</td> </tr> </table>			↓	↑	↑	PLANNING MATRIX							
↓	↑	↑													
TECHNICAL REQUIREMENTS	CUSTOMER REQUIREMENTS	CUSTOMER IMPORTANCE	# OF OPTIONS IN GUI	# OF ART PIECES	FAST GALLERY ACCESS	Our product	Competitor A's product	Competitor B's product	Planned rating	Improvement factor	Sales point	Overall weighting	Percentage of total		
			EASY TO USE	3	○	△	△	/	/	/	/	/	/	/	3
ENTERTAINING	5	○	○	□	/	/	/	/	/	/	/	5	42		
NO TIME LAG	4	△	△	○	/	/	/	/	/	/	/	4	33		
TECHNICAL PRIORITIES			31	49	54										
PERCENTAGE OF TOTAL			23	37	40										
Technical benchmarking	Our Product		2	25	7										
	Competitor A's Product		/	/	/										
	Competitor B's Product		/	/	/										
DESIGN TARGETS			2	25	7										

Key to interrelationship matrix symbols

- Strong interrelationship 9
- ◻ Medium interrelationship 3
- △ Weak interrelationship 1
- 0