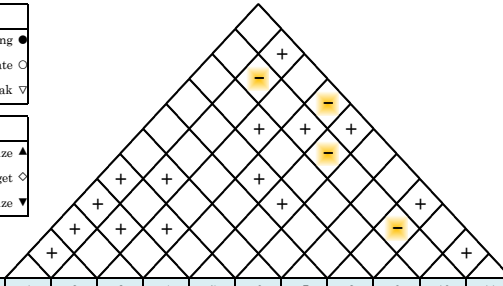


QFD: House of Quality
 Project: Movable Bed
 Revision: TBD
 Date: March 21st, 2012

Correlations	
Positive	+
Negative	-
No Correlation	◇

Relationships	
Strong	●
Moderate	○
Weak	▽

Direction of Improvement	
Maximize	▲
Target	◇
Minimize	▼



Row #	Customer Requirements	Customer Requirements											Customer Competitive Assessment							Row #	
		1	2	3	4	5	6	7	8	9	10	11	Importance	Our Product	Competitor: Bedup/Zoom Room	Planned Rating	Improvement Factor	Sales Point	Overall Weighting		
1	Easy to Lift/Pull Down	●	▽	●	▽	●	▽	▽	○	○	○	●	5	5	4	5	1	1.3	5		1
2	Durability	○	○	▽	●	▽	▽	▽	●	○	○	▽	4	3	4	4	1.2	1.4	4.8		2
3	Easy to Assemble	○	○	○	▽	●	▽	▽	○	●	●	○	5	4	2	5	1.2	1.4	6		3
4	Full-Size Bed	▽	▽	▽	▽	○	○	▽	○	●	○	▽	3	3	5	3	1	1.3	3		4
5	Safety	●	○	○	●	○	▽	▽	●	○	●	○	5	4	3	5	1.2	1.5	6		5
6	Lightweight	○	●	▽	○	▽	▽	▽	●	●	○	●	4	3	2	5	1	1.2	5.6		6
7	Compactness	●	○	○	○	▽	▽	○	○	●	●	▽	4	3	5	4	1.2	1.3	4.8		7
8	Dropout Desk Table	▽	▽	●	○	▽	○	○	▽	●	▽	▽	2	2	0	3	1.2	1	2.4		8
9	Aesthetically Pleasing	○	▽	▽	▽	▽	●	▽	▽	○	○	▽	3	3	4	3	1	1.2	3		9
10	Customizable Appearance	○	▽	▽	▽	▽	●	▽	▽	○	○	▽	2	2	3	2	1	1.1	2		10
Max Relationship		9	9	9	9	9	9	3	9	9	9	9									
Technical Importance Rating		211.8	130.6	135.4	154.6	148.6	93.4	57	211.4	236.6	223.8	151.4									
Our Product		Manual	4	7ft	350lb	40lb	N	N	Steel	54x75in	3	150lb									
Competitors		Manual	2	7ft	n/a	n/a	Y	N	W/S	54x75in	6	150lb									
Targets		Electric	3	7ft	500lb	15lb	N	Y	Steel	54x75in	2	150lb									
Column #		1	2	3	4	5	6	7	8	9	10	11									