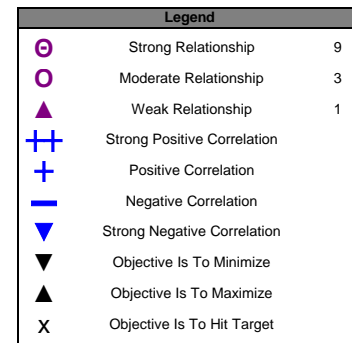
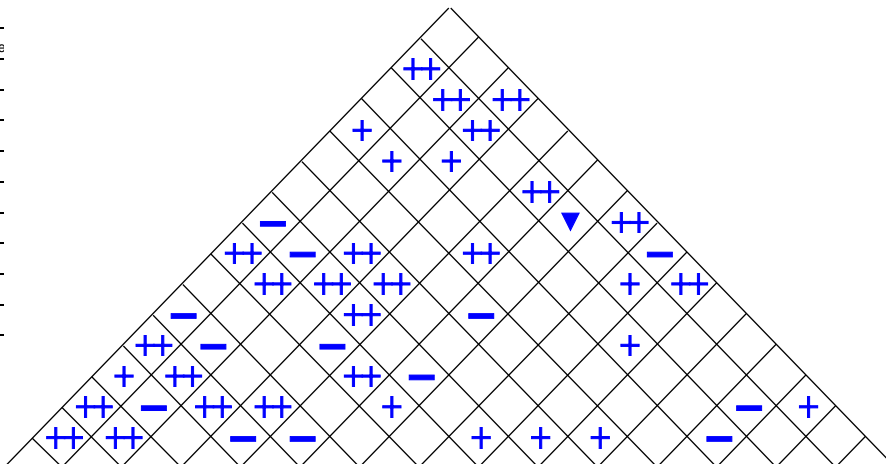


Title: Tea Kettle Redesign
Author: Robert Walsh, Alyssa Davis, Aman Grewal, David Shekhtman, Ke
Date: 2/18/2012
Notes:



Row #	Max Relationship Value in Row	Relative Weight	Weight / Importance	Quality Characteristics (a.k.a. "Functional Requirements" or "Hows")	Direction of Improvement: Minimize (▼), Maximize (▲), or Target (x)															Competitive Analysis (0=Worst, 5=Best)									
					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Our Company	Capresso	Kamenstein	Kitchen Aid	Bodum Bistro (BPA free)	Saturn 2.8 Qt Stainless Steel Whistling Tea Kettle				
1	9	13.2	10.0	Nonionizing/ Nontoxic Material			⊙	⊙	⊙		▲	○	○		⊙	⊙	5	2	5	5	3	5							
2	9	13.2	10.0	Safe Opening Mechansim (Non-conductive)			⊙	▲				⊙	○	⊙			5	3	5	0	5	4							
3	9	11.2	8.5	Indicator of Boiling					⊙			⊙			⊙		5	5	3	4	4	5							
4	9	6.6	5.0	Electric		▲	⊙					⊙			⊙		5	5			5								
5	9	7.9	6.0	Capacity	⊙	⊙				⊙			▲		⊙		5	3	5	4	5	5							
6	9	12.5	9.5	Strength/ Durability/ Longivity			▲	⊙		⊙			⊙			⊙	5	2	3	2	3	5							
7	9	13.2	10.0	Location of Steam Handle				⊙					⊙		⊙		5	4	4	0	4	4							
8	9	5.9	4.5	Dishwasher Safe			⊙			▲	⊙	⊙		⊙		⊙	5	4	1	2	1	0							
9	9	5.3	4.0	Seamless -not welded		▲	⊙		⊙	⊙							5	5	2	2	3	3							
10	9	11.2	8.5	Artistic Designs				⊙		⊙	⊙		⊙		⊙		5	4	5	4	1	3							
Target or Limit Value					Entire body heated	9"	Yes	1/2 lb	Yes	2 qt.	10	Stay above 100° F for at least half an hour	140° F	Ergonomic	No splashing	Milk	Yes	5 min to boil	Yes										
Difficulty (0=Easy to Accomplish, 10=Extremely Difficult)					9	3	3	4	0	4	2	6	7	8	7	5	4	7	8										
Max Relationship Value in Column					9	3	9	9	9	9	9	9	9	9	9	9	9	9											
Weight / Importance					71.1	35.5	409.2	283.6	367.1	236.8	167.1	349.3	262.5	436.2	227.0	171.7	153.9	227.0	373.0										
Relative Weight					1.9	0.9	10.9	7.5	9.7	6.3	4.4	9.3	7.0	11.6	6.0	4.6	4.1	6.0	9.9										