



London TDM

Quality and Productivity Improvement Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 22 March 2026 To 26 March 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

Quality Function Deployment (QFD) is a structured approach to transforming customer needs into specific technical requirements. It ensures that the voice of the customer is captured throughout the product and service development process. This 5-day professional course is designed to equip participants with the knowledge and tools necessary to implement QFD effectively within their organizations.

Objectives

- Understand the principles and benefits of Quality Function Deployment.
- Learn to capture and prioritize customer needs and requirements.
- Develop skills to construct and interpret a House of Quality matrix.
- Integrate QFD into existing product development processes.
- Apply QFD techniques to improve product design and service delivery.

Course Outlines

Day 1: Introduction to Quality Function Deployment

- Overview and history of QFD
- Key concepts and terminology
- Benefits of implementing QFD
- The role of QFD in product development
- Introduction to the House of Quality

Day 2: Understanding Customer Needs and Requirements

- Identifying and analyzing customer segments
- Collecting customer feedback effectively
- Translating customer needs into measurable requirements
- Tools and techniques for capturing voice of the customer
- Prioritization methods for customer requirements

Day 3: Constructing the House of Quality

- Components of the House of Quality matrix
- Building relationships between customer needs and technical requirements
- Evaluating technical competitive benchmarking
- Interpreting the results of the House of Quality
- Practice exercises on building House of Quality

Day 4: Integrating QFD into Product Development

- Linking QFD with existing product development processes
- QFD for service industries
- Cross-functional teamwork in QFD implementation
- Case studies of successful QFD applications
- Overcoming common challenges in QFD implementation

Day 5: Advanced QFD Techniques and Applications

- Introduction to advanced QFD tools and extensions
- Using QFD for strategic planning and decision making
- Evaluating product variations and feature deployment
- Measuring the impact and success of QFD projects
- Final project presentation and feedback session