

Indian Standard

QUALITY FUNCTION DEPLOYMENT

1 SCOPE

1.1 This standard provides a typical methodology to apply quality function deployment (QFD) in any organization. The QFD aims at improving customer satisfaction by a systematic analysis of the customers' needs, competitive market pressures, identifying potential sales points and with art objective to build a better product or service.

1.2 Details of the various standard practices along with typical illustrations are given as broad guideline towards implementing QFD in practice.

2 REFERENCES

The following standards contain provisions, which through reference in this text constitute provision of this standard. At the time of publication, the editions indicated were valid. All standards are subject to revision and parties to agreements based on this standard are encouraged to investigate the possibility of applying the most recent editions of the standards indicated below:

<i>IS No.</i>	<i>Title</i>
12801:1989	Pareto diagram and cause and effect diagram
14978:2003	New seven tools for quality management