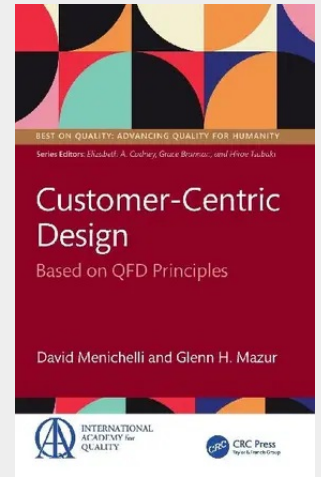


Customer-Centric Design

Based on QFD Principles

This book presents a cutting-edge customer-centric design approach, equipping readers with specific tools to effectively analyze customer needs and develop top-tier designs while taking pricing and competition into account. The meticulously chosen tools, rigorously tested by the authors, are derived from Quality Function Deployment (QFD), a proven method with a 50-year track record of successful implementation across various industry sectors. Customer-Centric Design: Based on QFD Principles introduces a contemporary guide to the design principles of Blitz QFD®, a groundbreaking methodology developed by the QFD Institute over 25 years back. This book is crafted to optimize customer processes, leading to heightened success and increased business opportunities. By tackling customer concerns and concentrating on top-line revenue growth through the sale of high-value goods and services, the book offers a strategic approach to business development. Additionally, it focuses on the fundamentals of QFD prioritization, including the analytic hierarchy process, enabling more precise measurement of customer priorities and critical design decisions. Moreover, the book is compliant with the new ISO 16355 for QFD standard, ensuring that it aligns with the latest industry requirements. Relevant references will also be provided for further exploration. Product managers, engineers, and technologists will find this book particularly valuable, as it offers user-friendly methods and tools for validating marketing requirements and conducting market studies independently, as well as strategies to efficiently use these tools within tight time constraints.

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171,60 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781032898407

Medium: Buch

ISBN: 978-1-032-89840-7

Verlag: CRC Press

Erscheinungstermin: 23.03.2025

Sprache(n): Englisch

Auflage: 1. Auflage 2025

Serie: Best on Quality

Produktform: Gebunden

Gewicht: 446 g

Seiten: 184

Format (B x H): 161 x 240 mm

