# QFD Institute Newsletter

**New ISO Standard: ISO 16355 for QFD**

After five years of efforts by global QFD experts, the introductory Part 1 of the new international standard, ISO 16355 for QFD, has been approved for publication. We'll keep you updated on the timing of public release.

Since starting a LinkedIn Group for this new standard, we have received many inquiries regarding details, and how the standard will differ from the basic 4-Phase QFD model that many are familiar with.

While copyright now rests with the International Organization for Standardization, let us brief you on the progress.

First, the **ISO 16355 standard** is divided into eight parts, which are:

- **Part 1**: General Principles and Perspectives of Quality Function Deployment (QFD)

- **Part 2:** Acquisition of Voice of Customer/Voice of Stakeholder - non-quantitative approaches

- **Part 3:** Acquisition of Voice of Customer/Voice of Stakeholder - quantitative approaches

- **Part 4:** Analysis of non-quantitative and quantitative Voice of Customer/Voice of Stakeholder

- **Part 5:** Strategy and Translation of VOC into engineering solutions and cost planning

- **Part 6:** Optimization - parameter design for robust products

- **Part 7:** Optimization - tolerance design and output to manufacturing

- **Part 8**: Guidelines for commercialization and life cycle

**Part 1** is the general outline and contains 24 sections:

1. Scope.

2. Normative references.

3. Terms and definitions, including specific definitions for *gemba*, customer need, functional requirements, and a few others.

4. Basic concepts of QFD.

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**March 2015**

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5. Integration of QFD and product development methods.

6. Types of QFD projects, including customer-driven, technology-driven, regulatory-driven, cost-driven, and others.

7. QFD team membership.

8. QFD voices, including voice of customer, voice of stakeholder, voice of business, voice of engineering, voice of process. This includes methods and tool for acquiring and analyzing these voices.

9. Structuring information sets including affinity and hierarchy diagrams.

10. Prioritization including AHP (Analytic Hierarchy Process).

11. Quantification including quality planning tables that are unweighted and weighted with AHP.

12. Translation of one information set into another, including maximum value table and house of quality.

13. Transfer of prioritization and quantification from one information set to another, including quality deployment, technology deployment, reliability deployment, and cost deployment.

14. Solution concept deployment.

15. Design optimization.

16. Prototyping, testing, and validation.

17. Build planning.

18. Build start-up.

19. Build.

20. Packaging design, logistics, channel management, consumer information.

21. Customer support.

22. Customer satisfaction.

23. Product end-of-life and sustainability.

24. Flow to next generation development.

**Parts 2-8** discuss the various methods and tools used in the above 24 sections.

**QFD Green Belts®** and **QFD Black Belts®** will immediately recognize many of these sections, methods, and tools.

Those who attend or have attended the QFD Institute training will be pleased that our courses cover what is included in ISO 16355 and *much more*.

You can get a head start on this new ISO standard by joining us in the next QFD Green Belt® course or by contacting us.