This example concentrates on selected attributes of just one component, a car door. Figure 47 shows the first stage, of developing and refining the set of product attributes from research on customer requirements. Using the objectives tree method enabled primary, secondary and tertiary levels of customer requirements to be identified and sorted into attribute ‘bundles’. The relative importance weight of each attribute was also determined by market research surveys.

Using ‘hall tests’ customer perceptions of two competing products were established in comparison with their perceptions of the design team’s own existing product. These customer perceptions were scored on a five-point scale, with a score of 5 representing the perceived best performance, and 1 representing the worst.

Part of the final, fully developed ‘house of quality’ is shown in Figure 48. The customer perceptions of the performance of competing products are shown graphically on the right.