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Applications of statistical and related methods to new technology and product development process —

Part 3: Quantitative approaches for the acquisition of voice of customer and voice of stakeholder

Application des méthodes statistiques et des méthodes liées aux nouvelles technologies et de développement de produit —

Partie 3: Acquisition quantitative du retour client et du retour des parties prenantes

Reference number
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Contents

Page

Foreword ..... **vi**
Introduction ..... **vii**
1 Scope **1**
2 Normative references **1**
3 Terms and definitions **1**
4 Basic concepts of QFD **2**
5 Integration of quantitative voice of customer (VOC) and voice of stakeholder (VOS) acquisition with customer research methods **2**
6 Types of QFD projects **2**
7 QFD team membership **2**
7.1 QFD uses cross-functional teams 2
7.2 Core team membership 2
7.3 Subject matter experts 2
7.4 QFD team leadership 2
8 Types of information **2**
8.1 General 2
8.2 Market strategy and trends 2
8.2.1 General 2
8.2.2 Analytic network process (ANP) 3
8.2.3 Porter 5 force competitive analysis 3
8.2.4 Market position analysis 3
8.2.5 Project selection 3
8.3 Market segments 3
8.3.1 General 3
8.3.2 Demographic market segmentation 3
8.3.3 Attitudinal and cultural dimensions 3
8.3.4 New Kano model studies 3
8.3.5 Repertory grid technique 3
8.4 Competitive space 3
8.4.1 General 3
8.4.2 Benchmarking 4
8.4.3 Market position analysis 4
8.4.4 Multidimensional scaling (MDS) 4
8.4.5 Repertory grid technique 4
8.5 Customer and stakeholder applications 4
8.5.1 Frequency of use or application 4
8.5.2 Robust parameter design 4
8.6 Customer needs 4
8.6.1 Functional needs using text analytics and text mining 4
8.6.2 Emotional or attractive needs using kansei engineering 4
8.7 Prioritization 5
8.7.1 General 5
8.7.2 Analytic hierarchy process (AHP) 5
8.7.3 L-matrices 5
8.7.4 Cluster analysis 5
8.7.5 Analytic network process (ANP) 5
8.7.6 Benchmarking 5
8.8 Product requirements, feature sets, concept options 5
8.8.1 Conjoint analysis 5
8.8.2 Customer needs — Functional requirements matrix (house of quality) 5
8.8.3 Quantification method III 5
8.8.4 Regression analysis 5

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8.8.5 Repertory grid technique 5
8.8.6 Text analytics and text mining 6
8.9 Distribution, logistics and inventory, sales channels 6
8.10 Customer satisfaction surveys and preference benchmarking 6
8.10.1 Customer satisfaction surveys 6
8.10.2 Factor analysis and covariance structure analysis 6
8.10.3 Fuzzy set theory 6
8.10.4 Net promoter score (NPS) 6
8.10.5 Neural networks and artificial intelligence 6
8.10.6 Regression analysis 6

9 Tools for quantitative VOC and VOS acquisition and analysis 7
9.1 Analytic network process (ANP) 7
9.1.1 General 7
9.1.2 Building and analysing the network 8
9.2 Artificial intelligence (AI) 9
9.3 Conjoint analysis 10
9.3.1 General 10
9.3.2 Types of conjoint analyses used with QFD 10
9.3.3 Building the conjoint analysis survey 10
9.3.4 Case study of conjoint analysis and QFD 11
9.4 Cluster analysis 12
9.5 Cultural dimensions 12
9.5.1 General 12
9.5.2 Cultural dimension scores 13
9.5.3 Cultural dimensions and QFD 13
9.6 Factor analysis with covariance structure analysis 13
9.6.1 General 13
9.6.2 Factor analysis to classify functional requirements into satisfaction factors 13
9.6.3 Covariance structure analysis 14
9.7 Fuzzy set theory and multi-attribute utility theory 14
9.7.1 General 14
9.7.2 Difficulties in scoring customer satisfaction 14
9.7.3 Fuzzy sets 14
9.7.4 Crisp scores 15
9.7.5 Customer preferences by benchmarking competition 15
9.7.6 Failure mode and effects analysis using fuzzy multiple-objective decision models 15
9.8 Market position analysis 16
9.8.1 General 16
9.8.2 Types of market positioning 16
9.9 Market segmentation using cross tabulations 16
9.9.1 General 16
9.9.2 Types of cross tabulations 17
9.9.3 Uses of cross tabulations 18
9.10 Multidimensional scaling (MDS) 18
9.10.1 General 18
9.10.2 Conducting the MDS study 18
9.10.3 Case study on toothpaste 19
9.11 Net promoter score (NPS) 20
9.11.1 General 20
9.11.2 NPS survey 20
9.11.3 NPS survey results 20
9.12 Neural networks (NN) 21
9.12.1 General 21
9.12.2 Preparing the surveys 21
9.12.3 Interpreting the NN output 22
9.12.4 Using the NN output in a QFD study 22
9.13 Quantification methods (QM) 23
9.13.1 General 23

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9.13.2 Quantification method III (QM III) 23
9.13.3 Applying QM III to a 2-dimensional QFD matrix 23
9.14 Regression analysis 27
9.14.1 General 27
9.14.2 Regression analysis in QFD 27
9.14.3 Regression data 28
9.15 Repertory grid technique 30
9.15.1 General 30
9.15.2 The repertory grid technique process 30
9.16 Text analytics and text mining 31
9.16.1 General 31
9.16.2 Text clustering 31
9.16.3 Topic modelling 32
10 Deployment to next stage 33
10.1 Customer needs related information 33
10.2 Product related information 33
Annex A (informative) **Using sampling surveys 34**
Bibliography 42

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Foreword

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The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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This document was prepared by Technical Committee ISO/TC 69, *Applications of statistical methods*, Subcommittee SC 8, *Application of statistical and related methodology for new technology and product development*.

This second edition cancels and replaces the first edition (ISO 16355-3:2019), which has been technically revised.

The main changes are as follows:

— minor correction to cited text for cultural dimensions.

A list of all parts in the ISO 16355 series can be found on the ISO website.

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Introduction

Quality function deployment (QFD) is a method to assure customer or stakeholder satisfaction and value with new and existing products by designing in, from different levels and different perspectives, the requirements that are most important to the customer or stakeholder. These requirements can be well understood through the use of quantitative and non-quantitative tools and methods to improve confidence of the design and development phases that they are working on the right things. In addition to satisfaction with the product, QFD improves the process by which new products are developed.

Reported results of using QFD include improved customer satisfaction with products at time of launch, improved cross-functional communication, systematic and traceable design decisions, efficient use of resources, reduced rework, reduced time-to-market, lower lifecycle cost, and improved reputation of the organization among its customers or stakeholders.

This document demonstrates the dynamic nature of a customer-driven approach. Since its inception in 1966, QFD has broadened and deepened its methods and tools to respond to the changing business conditions of QFD users, their management, their customers, and their products. Those who have used older QFD models find these improvements make QFD easier and faster to use. The methods and tools shown and referenced in the standard represent decades of improvements to QFD; the list is neither exhaustive nor exclusive. Users can consider the applicable methods and tools as suggestions, not requirements.

This document is descriptive and discusses current best practice, it is not prescriptive by requiring specific tools and methods.

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Applications of statistical and related methods to new technology and product development process —

Part 3:
Quantitative approaches for the acquisition of voice of customer and voice of stakeholder

1 Scope

This document describes quantitative approaches for acquisition of the voice of customer (VOC) and voice of stakeholder (VOS) and its purpose, and provides recommendations on the use of the applicable tools and methods. It is not a management system standard.

NOTE It does not provide requirements or guidelines for organizations to develop and systematically manage their policies, processes, and procedures in order to achieve specific objectives.

Users of this document include all organization functions necessary to assure customer satisfaction, including business planning, marketing, sales, research and development (R&D), engineering, information technology (IT), manufacturing, procurement, quality, production, service, packaging and logistics, support, testing, regulatory, and other phases in hardware, software, service, and system organizations.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 3534-1, *Statistics — Vocabulary and symbols — Part 1: General statistical terms and terms used in probability*

ISO 3534-4, *Statistics — Vocabulary and symbols — Part 4: Survey sampling*

ISO 10004, *Quality management — Customer satisfaction — Guidelines for monitoring and measuring*

ISO 16355-1, *Application of statistical and related methods to new technology and product development process — Part 1: General principles and perspectives of quality function deployment (QFD)*

ISO 20252, *Market, opinion and social research — Vocabulary and service requirements*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 3534-1, ISO 3534-4, ISO 16355-1, ISO 10004 and ISO 20252 apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

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