

Integration of Quality Function Deployment and Modular Function Deployment in Product Development

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Abstract : Quality must be designed into a product and not inspected has become the main motto of all the companies globally. Due to the rapidly increasing technology in the past few decades, the nature of demands from the consumers has become more sophisticated. To sustain this global revolution of innovation in production systems, companies have to take steps to accommodate this technology growth. In this process of understanding the customers' expectations, all the firms globally take steps to deliver a perfect output. Most of these techniques also concentrate on the consistent development and optimization of the product to exceed the expectations. Quality Function Deployment(QFD) and Modular Function Deployment(MFD) are such techniques which rely on the voice of the customer and help deliver the needs. In this paper, Quality Function Deployment and Modular Function Deployment techniques which help in converting the quantitative descriptions to qualitative outcomes are discussed. The area of interest would be to understand the scope of each of the techniques and the application range in product development when these are applied together to any problem. The research question would be mainly aimed at comprehending the limitations using modularity in product development.

Keywords : quality function deployment, modular function deployment, house of quality, methodology

Conference Title : ICMDPE 2017 : International Conference on Mechanical Design and Power Engineering

Conference Location : Chicago, United States

Conference Dates : October 26-27, 2017