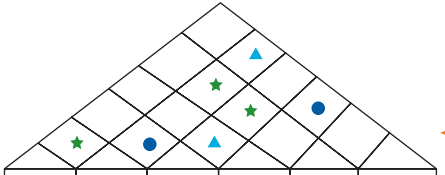
FIGURE 4.6: Simple House of Quality for a Vacuum Cleaner



Correlation Matrix

Engineering Requirements

Relationship Matrix

Customer Importance Ratings

Customer Requirements

		Dust Capturing System (Bag or Bagless)	Filtration	Suction power	Attachments	Revolving, densely packed brush	Weight	Your Company	Company X	Company Z
Light weight	1		▲	▲	●		★	Good	Fair	Poor
Easy handling/maneuverability	4			▲	●		●	Fair	Fair	Poor
Cleaning ability	5		●	★		★		Poor	Fair	Good
Reduce allergens	2	●	★				▲	Poor	Good	Fair
Versatile	3				★	▲		Good	Fair	Fair
Weighted Ratings		6	26	30	30	28	19			
Target Values		Bag	HEPA	12 Amps	Yes	Yes	20 Pounds			
Technical Evaluation	Your Company	Bagless	No	10 Amps	Yes	No	22 Pounds	Poor		
	Company X	Bag	Yes	10 Amps	Yes	Yes	25 Pounds	Fair		
	Company Z	Bag	No	12 Amps	Yes	Yes	30 Pounds	Fair		

Competitive Analysis

★ Strong Relationship (5) ● Moderate Relationship (3) ▲ Weak Relationship (1)