

A approach to integrate the revised Kano' s equation model with QFD

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Abstract

QFD is one of the powerful and structured tool which listens to the voice of the customer and builds into new products or service. Although QFD has been widely used to focus on customer requirements for many years, the effect could still be improved. The reason is because customer requirement attributes never be identified clearly. Kano et al. (1984) developed a model to categorize the attributes of a product or service based on how well they are able to satisfy customer requirements. It offers a quick and efficient way of identifying different categories of customer requirements.

Robertshaw (1995) classified the type of Kano element and suggested that customer requirement should be re-prioritized. However, an approximate transformation function is proposed to adjust the degree of importance of each customer attribute is desired. The traditional viewpoint of the customer satisfaction is a linear function of quality element fulfillment. Kano (1984) first pointed out that customer satisfaction is a nonlinear function of quality performance depended on its attribute. Kurt Matzler & Hans H. Hinterhuber (1998) ; X. X Shen & K. C Tan & M. Xie (2000) ; K. C Tan & T. APawitra (2001) proposed the research to integrate Kano model and QFD, but all of them only describe the concept, less definite methodology and process.

This research is proposed, a revised Kano' s equation model, further, integrate with QFD to develop more effectively.

Keyword : Kano 、 QFD.