QFD·Institut
QFD Institut Deutschland e.V. (QFD-ID)

Programme of the

8th International Symposium on Quality Function Deployment

"Open QFD"

Munich – Germany, September 4–6, 2002
Astron Hotel München Deutscher Kaiser

Sponsors:

Deutsche Gesellschaft
für Qualität e. V.

Institut für Qualitätsmanagement
Dr.Fritz Weigang+Partner

Europäisches TRIZ-Centrum
für Innovatives Problemlösen e. V.

The symposium programme is subject to change.

ISQFD'02 Two-Days Tutorials

T-1: International QFD Green Belt(sm) Certificate Course
Glenn Mazur, North American QFD Institute (USA)
Two-day tutorial
Date: Monday, September 2 and Tuesday, September 3   **Time**: 9:00 a.m. – 05.00 p.m.
Tutorial Language: English

Learning outcomes:
- Understand basic QFD concepts and main tools.
- Present QFD concepts to your management team as a powerful new product development process.
- Recognize differences between QFD for manufactured and assembled products, service and business processes, food and chemical products, software, and small business.

Content:
- How QFD can address your company's problems with customers, competitors, technology, design, build, delivery and service
- Brief history and principles of QFD - how and why it works
- Case studies (with results) for product (manufactured, assembled, chemical, food), service, process, and software applications
- Related methodologies such as: Blitz QFD, AHP, Kansei, TRIZ, New Lanchester Strategy, Critical Chain Project Mgmt

T-2: Elementary QFD Training: QFD-ID Certificate @ Level 1
Prof. Dr. Georg Herzwurm, Prof. Dr. Wolfram Pietsch, QFD Institut Deutschland e. V. (Germany)
Two-day tutorial
Date: Tuesday, September 3 and Wednesday, September 4   **Time**: 9:00 a.m. – 05.00 p.m.
Tutorial Language: German (tutorial and documentation); English documentation on demand

Content:
Structure and core elements of QFD will be introduced; the participants will take part in a brief QFD session will been acquainted with different application fields, roles and knowledge sources within the QFD process. Participants of a QFD Training at Level 1 are prepared to participate in a QFD team, to promote QFD introduction, may support or assist a QFD facilitator, and are eligible for an Advanced QFD training at Level 2.

Agenda:
Basics & Benefits of QFD, Customer Groups, Identification, Structuring and Evaluation of Customer Requirements and Product Functions / Quality Elements, Analysis of Correlation between Requirements and Solutions, QFD Instrumentation: Tools, Flexible Employment and Adaptation of QFD: From Blitz QFD to TRIZ, QFD in different application fields: automotive, service etc.

T-3: QFD Facilitator Training: QFD-ID Certificate @ Level 2
Prof. Dr. Georg Herzwurm, Prof. Dr. Wolfram Pietsch, QFD Institut Deutschland e. V. (Germany)
Two-day tutorial
Date: Saturday, September 7 and Sunday, September 8   **Time**: 9:00 a.m. – 05.00 p.m.
Tutorial Language: German (tutorial and documentation); English documentation on demand

Goal: QFD-Certificate – Level 2: Advanced, of the QFD-Institut Deutschland
Prerequisites: Completion of Level 1 Training, Repetition of materials from Level 1 Training
Report on Experiences and Problems with QFD
Participants: max. 20

Approach:
Instructors will provide in-depth feedback on problems and personal skills; there is no need for theoretical documentation besides material provided in Level 1 Training - personal skills are focused. The discussion and artefacts produced during the workshop will be documented, however.
Advancement of participants in QFD will be reviewed during the workshop; the result is testified in the certificate.
Part of the case studies performed by participants will be video recorded for instructional purpose; it may be deleted on demand afterwards.

Agenda:
 Review of key issues of QFD, Experiences & Problems with QFD, Case Study, moderated by voluntary participants, Supervision, Feedback, and Explanations by Instructors, Individual review, QFD Master skills.

ISQFD'02 Half-Day Tutorials Wednesday, September 4, 2002

T-4: Using QFD principles to develop and deploy strategy

Dr. Robert B. Hunt, Macquarie University's Graduate School of Management (Australia)
Half-day tutorial
Date: Wednesday, September 4 **Time**: 9:00 a.m. – 12.00 p.m.
Tutorial Language: English

QFD was originally envisaged as a system for product development. It deploys the voice of the customer through all stages of the design process, to ensure that everyone knows what they must do to ensure the final product delivers value to the final customer and other important stakeholders.   In a similar manner, the strategy of an organisation can be seen as the management product. It is the way the organisation delivers value to its owners, customers, employees and other important stakeholders. Thus the QFD principles can be used to develop an organisation's future vision, and deploy it through strategies and action programs, so that everyone knows what they must do to ensure the final vision is achieved and delivers the desired value to the organisation's stakeholders.
In this interactive workshop, participants will:
- Apply a QFD based team approach to the development and deployment of vision and strategy
- Use a computer based Group Decision Support System to support and enhance the team and strategy processes

T-5: Six Sigma for Software: The Six Steps to Six Sigma for Software

Dr. Thomas Fehlmann, Euro Project Office (Switzerland)
Half-day tutorial
Date: Wednesday, September 4 **Time**: 9:00 a.m. – 12.00 p.m.
Tutorial Language: English

This tutorial will address the following questions:
1.   WHAT is Six Sigma? Does it apply to software?
2.   WHY do we need Six Sigma? Why did it reappear so suddenly?
3.   HOW do you implement Six Sigma in the workplace? Can the theory really be put into practice?
4.   WHERE has Six Sigma been applied successfully? Are there success stories in software, and in which companies?
5.   WHEN should Six Sigma be used? How does it fit into a Quality Function Deployment project?
6.   WHO can make an impact using Six Sigma? Do you need to become a Black Belt first? Does the whole organization have to start together?

T-6: Application of Quality Tables: A pragmatic approach to introduce QFD

Dietmar Zander, Volkswagen AG (Germany)
Half-day tutorial
Date: Wednesday, September 4 **Time**: 9:00 a.m. – 12.00 p.m.
Tutorial Language: English

To introduce the QFD spirit at Volkswagen, specific quality tables (QT) are used in the quality planning process. By applying very focussed QTs, specialists and managers learn to work with the QFD spirit, and to translate the fuzzy results into concrete decisions.
During the tutorial, we will discuss following questions:
How to prepare a QT application? How to keep the QT dimensions and focus under control? how to keep time under control? Participants will have the occasion to discuss their own case study, if none is provided by the participants, typical QTs from Volkswagen will serve as examples.

T-7: Spreading awareness of QFD in YOUR organisation

Dr. Robert B. Hunt, Macquarie University's Graduate School of Management (Australia)
Half-day tutorial
Date: Wednesday, September 4   **Time**: 01:00 p.m. – 04.00 p.m.
Tutorial Language: English

One of the problems in many organisations implementing QFD is the fact that only a small group of people within the organisation understand what its purpose is and how it works. A free web based interactive tutorial which can be completed by anyone who has access to the internet can be used as an effective means to spread awareness of QFD, its uses and the basics of the methodology, thus speeding up adoption and leading to benefits realisation sooner.
In this interactive workshop, participants will:
- Work through the interactive web tutorial
- Learn how the tutorial can be used in a widespread education program to heighten awareness of the applications and benefits of QFD.

T-8: Graphical-based methods to support QFD: Mindmaps - Concept Maps - Cognitive Maps
Ingolf Seidel, ingolf seidel information+innovation (Germany)
Half-day tutorial
Date: Wednesday, September 4   **Time**: 01:00 p.m. − 04.00 p.m.
Tutorial Language: English

WHY: QFD is a method that works best when used within and by a team. Using creativity and brainstorming ideas are main success factors that have to be contributed by the team members. Starting QFD with a blank piece of paper isn´t the easiest way to engage the team members´ interest.
WHAT: The presented methods, mindmaps, concept maps and cognitive maps are visual thinking tools that help to play with ideas and concepts, to structure them and to explore relationships between them - in short - they help to move your thinking forward.
HOW: The methods are easy to use. For the low-tech approach all you need is a blank piece of paper and some (color) pencils. The drawback of the low-tech approach lies in the fact that it is difficult to integrate available information. Therefore there are high-tech approaches available that use the power of computer-based tools to empower you to create visual maps that can be seen as visual databases of a certain problem domain.

The topics presented in the tutorial are as following:
• to introduce into the theory of mindmaps, concept maps and cognitive maps.
• to show a comparison and advantages/disadvantages of the different methods
• to give some examples of real application studies
• to present low-tech and high-tech approaches
• to transform the methods´ information for uses in QFD

T-9: Advanced QFD and TRIZ
Dr. Rolf Herb, Roche Diagnostics GmbH (Germany), Gerd Streckfuss, IQM (Germany)
Half-day tutorial
Date: Wednesday, September 4   **Time**: 01:00 p.m. − 04.00 p.m.
Tutorial Language: German

Anforderung an die Teilnehmer: Sie sollten Grundkenntnisse über QFD haben.
1. Kundenanforderungen ermitteln: Warum so schwierig?
    Kundenstimme, -forderungen, -nutzen, -bedürfnisse, 7-W, Q-Plan, Kano, Maslow, Q-Merkmale, Funktionen
2. Warum ist das Lesen eines HoQ notwendig?
    - Große oder kleine House's of Quality, strukturierte vs gewichtete HoQ's
    - Negative Korrelationen, Die neun Auswerteregeln
3. TRIZ: Systematische Kreativität?
    - Kurze Einführung in TRIZ, TRIZ Toolkit
    - Übernehmen der Konflikte und Widersprüche aus dem House of Quality.
    - Neue Ideen (Beispiel)
4. Das Deployment, warum wird es oft weggelassen?
    - Das 4-Phasenmodell, Verteilte Netze, Comprehensive QFD, Produkt vs Prozess
5. Kann QFD mit "Kosten" etwas anfangen?
    - Zielkostenmanagement und QFD, Zielkostendiagramme, Beispiele
6. QFD und andere QM-Methoden
    - QFD, FMEA, TRIZ, Coinjoint u.a.
    - Kundenbedürfnisse, Q-Merkmale und Funktionen als Integrationsmerkmale
7. Was macht der Einsatz von QFD so schwierig? Warum hört man (zu oft) den Satz: QFD hat nichts Neues gebracht?!

T-10: QFD for Software Development: Joint Requirements Engineering
Sixten Schockert, University of Cologne (Germany)
Half-day tutorial
Date: Wednesday, September 4   **Time**: 01:00 p.m. − 04.00 p.m.
Tutorial Language: English

Software development is becoming more and more complex and dynamic. The strength of traditional Software Requirements Engineering methods lies in formalization of existing user requirements. However, if − such as in Internet applications, for example - requirements and/or technical solutions are unclear, a flexible, fast process is required that integrates know-how of users and developers and focuses on the essential. Quality Function Deployment meets these requirements. QFD is aimed at a software that presents not all technically possible characteristics but only those that are important for success. Quality is what the customer assumes it to be. Software Requirements Engineering with QFD is goal-oriented, rapid, cooperative and customer-focused. The tutorial presents a guide to the method and shows several practical examples.

ISQFD'02 Symposium Programme Thursday, September 5, 2002

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Time

08:30	**Registration**
09:00	**OPENING** Prof. Dr. Georg Herzwurm, QFD Institut Deutschland e. V. (Germany)
09:30	**KEYNOTE** **Efficiency and effectiveness of working methods** Prof. Dr. Udo Lindemann, TU Munich (Germany)
10:30	**Coffee Break**

Time	TRACK A **QFD and Strategy** Chair: Prof. Dr. W. Pietsch	TRACK B **QFD and Customer Orientation** Chair: Prof. Dr. G. Herzwurm	TRACK C **QFD in Product Development** Chair: Dr. R. Herb
11:00	**A1: Strategic QFD: Where to now?** Dr. Robert B. Hunt, Fernando Xavier Macquarie University's Graduate School of Management (Australia)	**B1: Customer oriented product development of Medical Tomography Equipment** Dr. Robert Krieg, Siemens AG (Germany)	**C1: How to balance QFD and the efficiency of the New Product Development process: experiences and practices from the field** Giuseppe Stabilini, Bocconi University (Italy)
11:45	**A2: Innovation Journey** Ralf Rummelsberger, Siemens AG (Germany)	**B2: Weighted Average Score of Customer Needs as Critical Input for QFD** Verónica González, ITESM (Mexico)	**C2: Target setting for complex products in the early development stages: case study BMW** Steffen Köberlein, Alexander Mayer, BMW AG (Germany)
12:30	**A3: Using Comprehensive QFD Including Function, Reliability and Cost as the Backbone for a Design For Six Sigma Strategy** Stefan Schurr, Qualica Software (Germany)	**B3: Application of QFD for improvement of product and process in Pakistani orgnisations** Tariq Ahmed Khan, Indus Motor Company; Irfan Aziz Qureshi, Pakistan Tobbaco Co. Ltd (both Pakistan)	**C3: An Application of QFD Method to Strengthen Product Development System of a Small Initiating Firm in Internet Mobile Technology** Lin Chih Cheng, Fed. University of Minas Gerais (Brazil)
01:15	**Lunch**		

Time	TRACK D **QFD Methods** Chair: Prof. Dr. W. Pietsch	TRACK B **QFD and Customer Orientation** Chair: Prof. Dr. G. Herzwurm	TRACK E **QFD Approach** Chair: Dr. R. Herb
02:30	**D1: QFD — A Method for Describing a Process?** Dr. Klaus Bischoff Photo Print Electronics (Germany)	**B4: The relationship between service quality, customer satisfaction and customer loyalty using House of Quality and Logistic Regression** Youngjoon Park, ETRI (South Korea)	**E1: The Role of QFD in Innovative Design Methodology named "DFACE"** Kunio Noguchi, Toshiba (Japan)
03:15	**D2: Effect of using Fuzzy Trapezoidal Numbers for Weighting Scale in QFD** Seyed Hossein Iranmanesh Amikabir University of Technology (Iran)	**B5: QFD-Method Integration in tensor concept of collective intellect support system for compact product organisation** Dr. Dmitry Svirsky, Vitebsk State Technological University (Belarus)	**E2: Development of a Quality Management System by integrating ISO 9001 and QFD: a proposed Model** Jose Celso Sobreiro Dias, FEOB (Brazil), Paulo Augusto Cauchick Miguel, Methodist University of Piracicaba (Brazil)

04:00	**Coffee Break**
04:30	**KEYNOTE** **QFD and Design for Six Sigma: A Quality Product Development System** Glenn Mazur, North American QFD Institute (USA)
05:30	**Break**
06:00	**Mitgliederversammlung QFD-Institut Deutschland e.V.**
08:00	**Akao Prize Dinner**

EXHIBITION

ISQFD'02 Symposium Programme Friday, September 6, 2002

Time

08:45

OPENING
Prof. Dr. Georg Herzwurm, QFD Institut Deutschland e. V. (Germany)

09:00

KEYNOTE
QFD and Knowledge Management on Health Care Service
Prof. Dr. Yoji Akao, Asahi University (Japan)
QFD-ID Innovation Award 2002 Ceremony

10:00 — Coffee Break

TRACK H	TRACK I	TRACK J
QFD and other Methods Chair: Dr. R. Herb	**QFD Case Studies** Chair: Prof. Dr. W. Pietsch	**QFD and IT** Chair: Prof. Dr. G. Herzwurm
10:30 **H1: Small QFD / FMEA - Using QFD technologies to link consumer complaints to failures out of FMEA** Dr. Kerstin Kosche, Electrolux Group Germany (Germany)	**I1: QFD for service industries Machinery Maintenance** Mansour Ahmadi, NIOC-ER (Iran)	**J1: Development of a Web-based QFD Tool** Yunarso Anang and other Yamanashi University (Japan)
11:15 **H2: ProQEngineering: specification engineering with SCIO integrates FMEA and QFD** Michael Gadau, Plato AG (Germany)	**I2: QFD and reengineering of New Product Development process: the Tetra Pak experience** Chiara Pergola, Tetra Pak Carton Ambient S.p.A.(Italy)	**J2: Combinatory Metrics for Software Development** Dr. Thomas Fehlmann, Euro Project Office (Switzerland)
12:00 **H3: Application of Quality Tables in the quality planning process - A pragmatic approach to introduce QFD into a company** Dietmar Zander, Volkswagen AG (Germany)	**I3: Application of QFD to the design and production of Persian hand-made carpets** Ali Ahmadi, University of Yazd (Iran)	**J3: Measuring e-strategy alignment and e-risk using QFD** Declan Wainwright, Wainwright Consulting (Scotland) David Herbert, University of Stirling (Scotland)

12:45 — Lunch

TRACK K	TRACK I	TRACK J
QFD in Special Applications Chair: Dr. R. Herb	**QFD Case Studies** Chair: Prof. Dr. W. Pietsch	**QFD and IT** Chair: Prof. Dr. G. Herzwurm
02:00 **K1: QFD supports FDA Regulatory Requirements for developing medical devices** Eberhard Mayer, Allied Panels (Austria)	**I4: The Concept composition to the new store plan of the retail trade industry** Prof. Dr. Yoji Akao, Takeshi Tsuji, Asahi University (Japan)	**J4: Using QFD for IT Project Controlling** Peter Brandenburg, D2 Vodafone (Germany)
02:45 **K2: A Analysis of Patient's Questionnaires of Hospital by QFD and Policy Deployment** Daisuke Sakai, Akira Nagata Asahi University (Japan)	**I5: Quality Function Deployment: An Application on Textile Knitting Industry** Nilgün Özdil, Serap Dönmez Ege University (Turkey)	**J5: E-Learning for QFD** Masanobu Yoshikawa, Yamanashi University (Japan)
03:30 **K3: Logistic Operators in Brazil: Deploying the Quality function** Maximiliano Kling, MSc. Maria Cleci De Carvalho, Ph.D. Lutheran University of Brazil (Brazil)	**I6: A Study on the Operational Quality of the Hospital Cleaning** Noriharu Kaneko, Service Quality Management Ltd. (Japan) Kei Inayoshi, Asahi University (Japan)	**J6: Using Quality Function Deployment To Improve The Quality Of Data Models and Database Designs** Daniel Moody, Norwegian University of Science and Technology, NTNU (Norway)

04:15 — Coffee Break

04:30 — **QFD-ID Innovation Award 2002: Presentation of the Winning Paper**

05:00 — CLOSING
Prof. Dr. Georg Herzwurm, QFD Institut Deutschland e. V. (Germany)

EXHIBITION

SCHEDULE / VENUE / TRAVEL AND ACCOMDATION INFORMATION
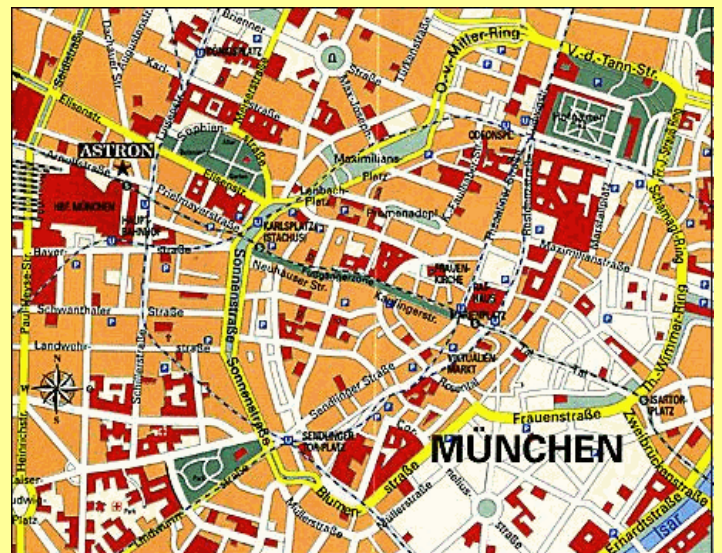
Symposium and tutorial schedule

Monday, September 2,	09.00 a.m. – 05.00 p.m.
Tuesday, September 3,	09.00 a.m. – 05.00 p.m.
Wednesday, September 4,	09.00 a.m. – 12.00 p.m.
	01.00 p.m. – 04.00 p.m.
Thursday, September 5,	08.30 a.m. – 05.30 p.m.
Friday, September 6,	08.30 a.m. – 05.00 p.m.
Saturday, September 7,	09.00 a.m. – 05.00 p.m.
Sunday, September 8,	09.00 a.m. – 05.00 p.m.

T-1

T-2   T-4   T-5   T-6

T-7   T-8   T-9   T-10

Symposium

T-3

Venue

Astron Hotel Muenchen Deutscher Kaiser, Arnulfstraße 2, D 80335 Muenchen (Germany)

Phone: + 49/89/54 53-0 Fax: + 49/89/54 53-22 55

Email: Muenchen-deutscherkaiser@astron-hotels.de   WWW: http://www.astron-hotels.de/SITE/eng/start.html

How to find the venue: From all motorways: follow signs for the city centre/main railway station. The hotel is on the north side of the main railway station in Arnulfstraße.

Travel and accomodation information

Reservation services are provided among others at http://www.hrs.com - You may inquire for alternative accomodations in Munich, but reservations should be made as soons as possible since Munich is a popular place to visit in september.

Munich (München) is the capitel of the state of Bavaria and offers a great varity of splendid touristic attractions. Just visit http://www.muenchen-tourist.de/englisch/index_e.htm for some guidance.

Registration Form ISQFD 2002:

Symposium (September 5 and 6, 2002) ☐

Two-day tutorials
- T-1 International QFD Green Belt(sm) Certificate Course ☐
- T-2 Elementary QFD Training: QFD-ID Certificate @ Level 1 ☐
- T-3 QFD Facilitator Training: QFD-ID Certificate @ Level 2 ☐

Half-day tutorials (September 4, morning)
- T-4 Using QFD principles to develop and deploy strategy ☐
- T-5 Six Sigma for Software: The Six Steps to Six Sigma for Software ☐
- T-6 Application of Quality Tables: A pragmatic approach to introduce QFD ☐

Half-day tutorials (September 4, afternoon)
- T-7 Spreading awareness of QFD in YOUR organisation ☐
- T-8 Graphical-based methods to support QFD ☐
- T-9 Advanced QFD and TRIZ ☐
- T-10 QFD for Software Development ☐

Discounts:
- Discount for members of the QFD Institut Deutschland e. V. (QFD-ID) ☐
- Student discount (50%) ☐

Fees

	Not Member of QFD-ID	Members of QFD-ID
Two-day tutorial (T1)	850 Euro	750 Euro
Two-day tutorial (T2, T3)	600 Euro	550 Euro
Half-day tutorial	260 Euro	240 Euro
Symposium	550 Euro	500 Euro

- Tutorial fees include documentation, coffee breaks and a lunch on the tutorial day. Symposium fees include symposium proceedings, coffee breaks, lunch (2x) and symposium dinner (thursday, september 5, 2002)
- There is a minimal number of partipants for each tutorial. If a participant has been registering for a tutorial that must be canceled due to organizational reasons or because there are not enough participants, the participants may be asked to attend another tutorial offered during the conference or may be refunded the corresponding fee minus cost of money transfer.
- For registration by June 30, 2002, a 10% discount will be granted. Students can participate at a reduced rate of 50% (Please attach a copy of your student ID). Student discount is not available for tutorial T1.
- Cancellations must be issued in written form not later than June 30, 2002; there is a cancellation fee of 10 Euro plus cost of money transfer -- **no refunds for cancellation past June 30, 2002**.

Participants (* required fields)

Last Name (Surname)*　　　　　　　　　　　　　　　☐ Mr.　☐ Mrs.

First Name*　　　　　　　　　　　　Title

Company/ Department

Street*

Postal Code*　　　　City*

Country*

Phone　　　　　　　　Fax*

Email*

Please sign full name

Date: Month / Day / Year： ☐☐/☐☐/2002

Payment

After receiving your registration, we will send you an invoice stating the total amount of fees, an invoice number etc. to be used for money transfer. Your application to the conference is valid, if the amount stated in the invoice has been acknowledged. For questions regarding payment just send an email to pietsch@qfd-id.de.

Three easy ways to register:

- On-line at our web site: www.qfd-id.de
- Fax this registration form to + 49 (0) 221 470 53 86

- Mail the registration form to:　QFD Institut Deutschland e. V.
  Pohligstrasse 1
  D 50969 Koeln (Germany)

After the receipt of your registration we will send you a confirmation via email and an invoice via regular mail.

The symposium programme is subject to change.