# QFD: House of Quality
## Project: Toothbrush Redesign
### Fall 2013

### Appendix B

<table>
<thead>
<tr>
<th>Customer Requirement</th>
<th>Functional Requirement</th>
<th>Correlation</th>
<th>Relative Weight</th>
<th>Row #</th>
<th>Action</th>
<th>Our Product</th>
<th>Competitor #1</th>
<th>Competitor #2</th>
<th>Competitor #3</th>
<th>Competitor #4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to turn on</td>
<td>Location of on switch</td>
<td>+</td>
<td>15%</td>
<td>1</td>
<td>+</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Good hand grip</td>
<td>Grip material</td>
<td>+</td>
<td>15%</td>
<td>2</td>
<td>-</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Quiet</td>
<td>Noise level of brush</td>
<td>−</td>
<td>20%</td>
<td>3</td>
<td>▼</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Cheap</td>
<td>Price to manufacture</td>
<td>+</td>
<td>20%</td>
<td>4</td>
<td>▲</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Cleans teeth well</td>
<td>Replaceable brush head</td>
<td>▼</td>
<td>20%</td>
<td>5</td>
<td>▲</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Durable</td>
<td>■</td>
<td>▲</td>
<td>15%</td>
<td>6</td>
<td>▲</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

### Technical Competitive Assessment
- Group 1: Oral B Type 3744
- Group 3: Colgate NAEGMBDOPBA6
- Group 7: GUM 12272R
- Group 8: Colgate 360 Optic White

### Competitor #1: 
- Easy to turn on: 1
- Good hand grip: 1
- Quiet: 1
- Cheap: 1
- Cleans teeth well: 1
- Durable: 1

### Competitor #2: 
- Easy to turn on: 1
- Good hand grip: 2
- Quiet: 1
- Cheap: 1
- Cleans teeth well: 1
- Durable: 2

### Competitor #3: 
- Easy to turn on: 1
- Good hand grip: 1
- Quiet: 1
- Cheap: 1
- Cleans teeth well: 1
- Durable: 1

### Competitor #4: 
- Easy to turn on: 1
- Good hand grip: 2
- Quiet: 1
- Cheap: 1
- Cleans teeth well: 1
- Durable: 1

### Our Product: 
- Easy to turn on: 1
- Good hand grip: 2
- Quiet: 1
- Cheap: 1
- Cleans teeth well: 1
- Durable: 1

### Appendix B

<table>
<thead>
<tr>
<th>Correlation</th>
<th>Positive</th>
<th>Negative</th>
<th>No Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship</td>
<td>Strong</td>
<td>Moderate</td>
<td>Weak</td>
</tr>
</tbody>
</table>

### Direction of Improvement
- Maximize
- Minimize