Title: Chocolate Chip Cookies - Customer Req's vs Functional Req's

Author: John Doe

Date: 5/15/2008

Notes: The quality characteristic "Weight" in column #4 may not be a valuable requirement. Its "Max Relationship Value in Column" is only a 1.

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### Quality Characteristics
(a.k.a. "Functional Requirements" or "Hows")

<table>
<thead>
<tr>
<th>Row #</th>
<th>Relative Weight</th>
<th>Demanded Quality (a.k.a. &quot;Customer Requirements&quot; or &quot;Whats&quot;)</th>
<th>Competitive Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6.7</td>
<td>5.0 Good Texture</td>
<td>▼</td>
</tr>
<tr>
<td>2</td>
<td>13.3</td>
<td>10.0 Generous Portions</td>
<td>▼</td>
</tr>
<tr>
<td>3</td>
<td>33.3</td>
<td>25.0 Tasteful Good</td>
<td>▼</td>
</tr>
<tr>
<td>4</td>
<td>26.7</td>
<td>20.0 Low Price</td>
<td>▼</td>
</tr>
<tr>
<td>5</td>
<td>20.0</td>
<td>15.0 Appetizing Appearance</td>
<td>▼</td>
</tr>
</tbody>
</table>

### Relative Weight

<table>
<thead>
<tr>
<th>Target or Limit Value</th>
<th>Difficulty (0=Easy to Accomplish, 10=Extremely Difficult)</th>
<th>Max Relationship Value in Row</th>
<th>Weight / Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12345</td>
<td>12345</td>
<td>12345</td>
</tr>
</tbody>
</table>

### Competitive Analysis

- ▲: Our Company
- ▼: Mrs. Fields
- ▼: Girl Scouts
- ▼: Starbucks
- ▼: Cinnabon
- ▼: Kebler

---

### Notes:

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Title: Chocolate Chip Cookies - Functional Req's vs. Production Attributes

Author: John Doe

Date: 5/15/2008

Notes: "Weight" (Row #4) is not being addressed. Similarly, "Tensile Ultimate Strength" (Row #3) and "Size (diameter)" (Row #5) are not being substantially addressed. (Note their "Max Relationship Value in Row" values.)

Objective Is To Hit Target

Chocolate Chip Cookies - Functional Req's vs. Production Attributes

John Doe
5/15/2008

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Objective Is To Minimize

Objective Is To Maximize

Legend

- Strong Relationship 9
- Moderate Relationship 3
- Weak Relationship 1
- Strong Positive Correlation
- Positive Correlation
- Strong Negative Correlation
- Negative Correlation
- Objective Is To Minimize
- Objective Is To Maximize
- Objective Is To Hit Target

Direction of Improvement:
Minimize (▼), Maximize (▲), or Target (x)

Weight / Importance

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Row #

Relative Weight

Weight / Importance

Quality Characteristics
(a.k.a. "Hows")

Demanded Quality
(a.k.a. "Whats")

Target or Limit Value

Difficulty

(0=Easy to Accomplish, 10=Extremely Difficult)

Max Relationship Value in Column

Weight / Importance

Relative Weight

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Chocolate Chip Cookies - Production Attributes vs. Parts/Materials

Title: Chocolate Chip Cookies - Production Attributes vs. Parts/Materials
Author: John Doe
Date: 5/15/2008

Notes:

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Author:
John Doe

Date:
5/15/2008

Notes:

Legend

Θ Strong Relationship 9
Ο Moderate Relationship 3
▲ Weak Relationship 1
▲▲ Strong Positive Correlation
● Positive Correlation
●● Negative Correlation
▼ Strong Negative Correlation
▼▼ Objective Is To Minimize
▲▲▲ Objective Is To Maximize
x Objective Is To Hit Target

Quality Characteristics
(a.k.a. “Hows”)

Demanded Quality
(a.k.a. “Whats”)

Max Relationship Value in Row

Relative Weight

Weight / Importance

Max Relationship Value in Column

Weight / Importance

Relative Weight

Target or Limit Value

Difficult (0=Easy to Accomplish, 10=Extremely Difficult)

Max Relationship Value in Column

Weight / Importance

Relative Weight

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http://www.qfdonline.com/templates/