

**USING QUALITY FUNCTION DEPLOYMENT  
IN EDUCATIONAL PROCESS  
(ВИКОРИСТАННЯ РОЗГОРТАННЯ ФУНКЦІЙ ЯКОСТІ  
В ОСВІТНЬОМУ ПРОЦЕСІ)**

**Павленко О.С., гр. ТТМ-27**

Науковий керівник – доц. **Борисова А.О.**

Харківський державний університет харчування та торгівлі

*Використання механізму розгортання функцій якості (QFD) дозволяє покращити якість викладання, а також освітній процес в цілому з урахуванням побажань та потреб студентів, що є основою трансформації та покращення якості освіти у вищій школі.*

To design a product well, a design teams needs to know what it is they are designing, and what the end-users will expect from it. Quality Function Deployment is a systematic approach to design based on a close awareness of customer desires, coupled with the integration of corporate functional groups. It consists in translating customer desires (for example, the ease of writing for a pen) into design characteristics (pen ink viscosity, pressure on ball-point) for each stage of the product development.

The product planning process is performed around the House of Quality. The QFD team has to fill each of the matrices of the House of Quality with the appropriate data. The House of Quality consists of eight matrices which are: Customer Requirements Correlations, Technical Characteristics Correlations, Customer Judgment, Measurements, Difficulty, Significance, Costs, Decision, represented in an abstract form.

The 3 main goals in implementing QFD are:

1. Prioritize spoken and unspoken customer wants and needs.
2. Translate these needs into technical characteristics and specifications.
3. Build and deliver a quality product or service by focusing everybody toward customer satisfaction.

QFD is a systematic means of ensuring that customer requirements are accurately translated into relevant technical descriptors throughout each stage of product development. Therefore, meeting or exceeding customer demands means more than just maintaining or improving product performance. It means designing and manufacturing products that delight customers and fulfill their unarticulated desires. Companies growing into the 21<sup>st</sup> century will be enterprises that foster the needed innovation to create new markets.