

Quality Function Deployment (QFD) 1 day

Build your House of Quality for products and services that truly deliver.

Are you designing products that truly meet customer needs? Quality Function Deployment (QFD) provides a structured, systematic approach to capturing the Voice of the Customer and building it into the design of products, services and processes.

QFD works by translating what customers say they need into measurable product, service and process characteristics, using the House of Quality methodology, alongside tools shared with Agile and Design Thinking. These include personas, user stories and journey mapping. The requirements are then carried through into specifications, targets and design decisions, so quality is designed in from the start.

This practical programme provides the skills to apply QFD in real product or service development, capturing and prioritising the Voice of the Customer, specifying measurable Critical to Quality (CTQ) requirements and building a House of Quality.

What You'll Learn

By the end of this programme, you will be able to:

- Understand essential QFD concepts, terminology and benefits
- Systematically capture and organise the Voice of the Customer
- Prioritise customer requirements using techniques such as Kano analysis
- Translate customer needs into measurable Critical to Quality (CTQ) requirements
- Build a House of Quality step by step, from customer voice to targets and limits
- Apply QFD to your own products, services and processes

Delivery Format

The programme is delivered in-company, virtually or face-to-face, with content customised for your own products, services and design process, or through our Open Virtual classroom programme using Zoom with breakout rooms. Training runs over one day, and each delegate receives a digital and PDF copy of the materials.

Who Should Attend?

This programme is suitable for anyone involved in turning customer requirements into product and service designs, including:

- Product development teams and design engineers
- Marketing professionals representing the Voice of the Customer
- Quality practitioners, including Lean Six Sigma belts
- Anyone translating customer needs into specifications

Why Choose This Course?

Participants gain:

- A systematic way to capture and prioritise the Voice of the Customer
- Practical tools to turn customer needs into measurable CTQs
- Confidence to build and facilitate a House of Quality
- Reduced risk of redesign, rework and products that miss the mark
- 8 CPD points to support professional development

Course Content

This course introduces the fundamentals of Quality Function Deployment (QFD), including its history, evolution and role in customer-driven design. Participants learn how to develop and apply QFD using a range of practical tools and techniques, including:

- Capturing the Voice of the Customer: personas, journey mapping and user stories
- Gathering, organising and categorising customer data
- Specifying measurable Critical to Quality (CTQ) requirements
- Prioritising customer requirements using Kano analysis
- Requirements flowdown through the wider Houses of Quality (HOQ 1 to 4)
- Building House of Quality 1, rooms 1 to 7
- Getting a QFD process started: team composition and facilitation tips
- Alignment with your existing design process

Why Choose Catalyst?

Catalyst delivers results, not just services. We blend consulting, coaching, training, and AI-powered tools into a seamless support system that meets teams where they are, developing capability at every level.

Thousands trust us to support their learning and continuous improvement journeys. With over 30 years' experience in performance improvement training and consultancy, we make complex concepts practical, accessible, and engaging. Our short courses in quality and improvement tools are designed by experienced practitioners, ensuring content that is relevant and immediately applicable. We combine deep expertise with interactive delivery to help participants confidently apply what they learn. Catalyst is accredited by the British Quality Foundation and the Lean Competency System (LCS), and is recommended by the Chartered Quality Institute.