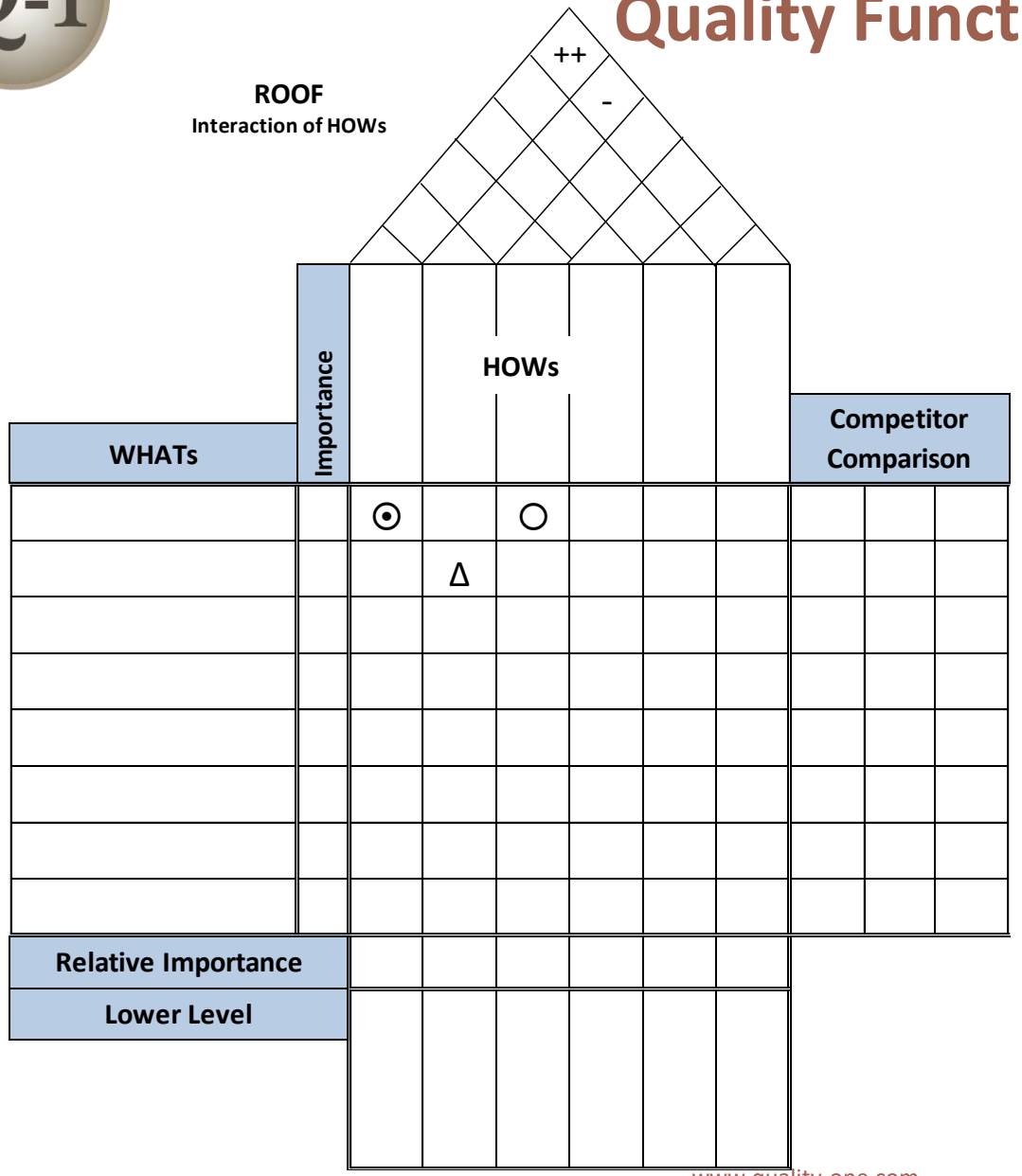
Quality Function Deployment (QFD)



Roof Ranking System	
+ +	Strong Positive
+	Positive
	None
-	Negative
- -	Strong Negative

Body Ranking System		
⊙	Strong	9
○	Moderate	3
Δ	Weak	1
	None	0

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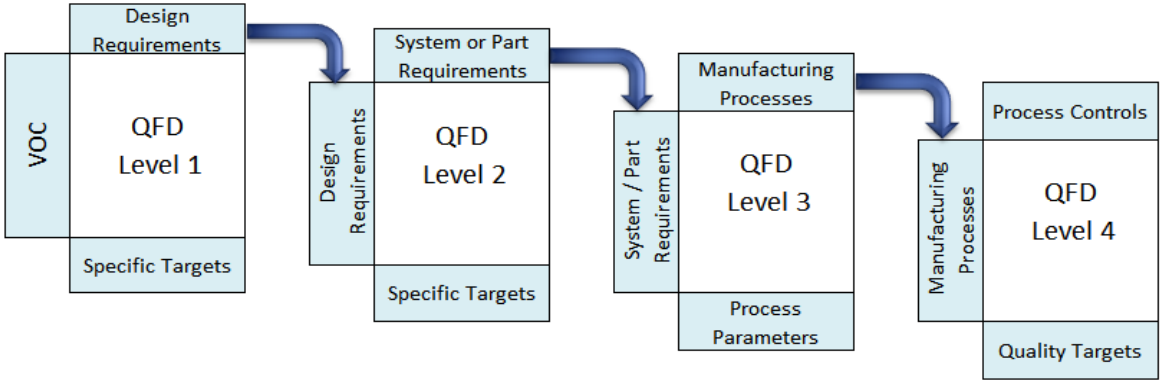
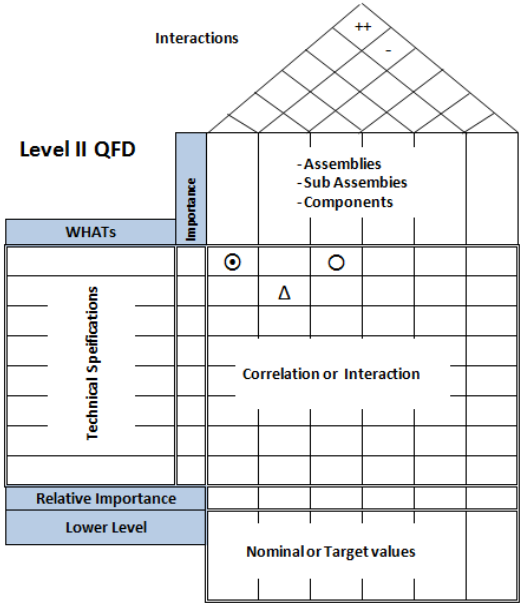
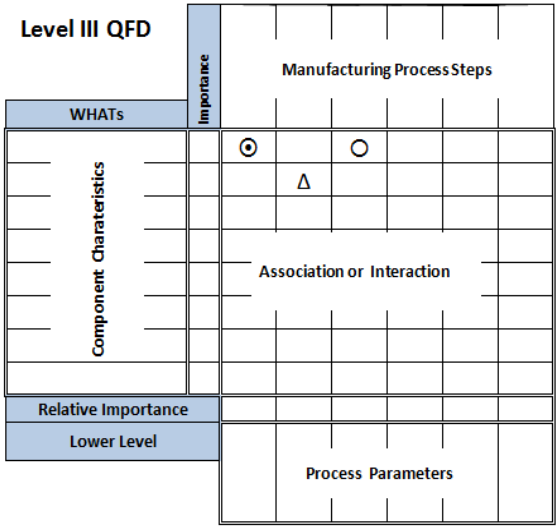
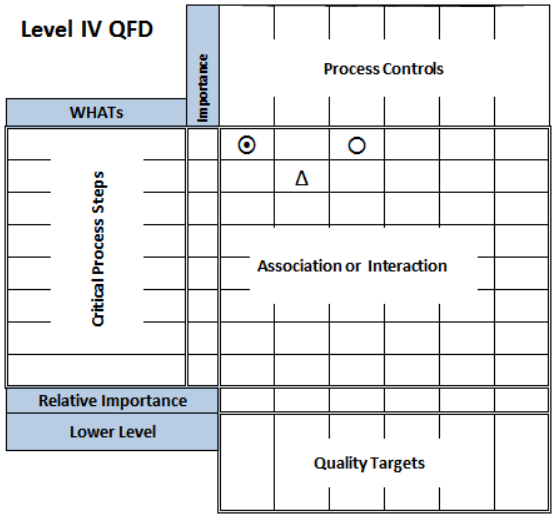
Quality Function Deployment (QFD)

"Hows" from one level become the "Whats" at the next level









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