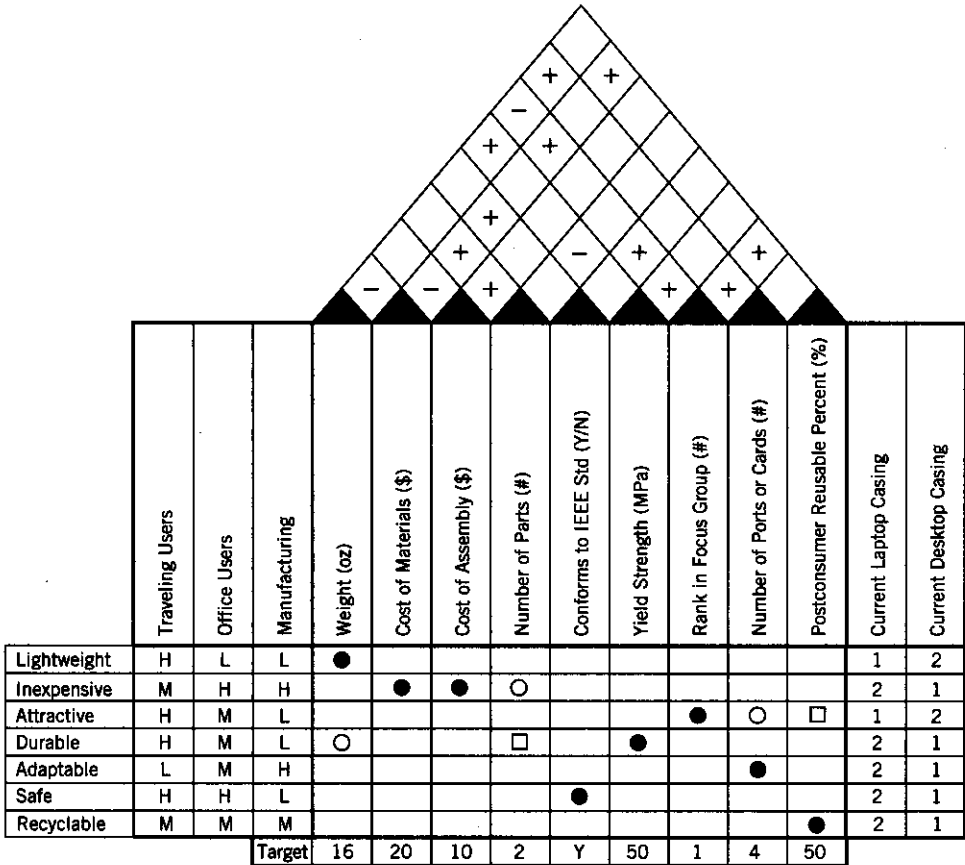


FIGURE 8.4 An elementary abstraction of a *house of quality* that displays and relates stakeholder interests, desired design attributes, measures and metrics, targets, and current products. The “house” reports values for these quantities and helps designers explore relationships among them. (Adapted from Ullman, 1997.)



Priorities:

H: High

M: Medium

L: Low

Relationship:

● Strongly Related

○ Moderately Related

□ May Be Related/Weakly Related

FIGURE 8.5 A first-draft house of quality for the design of the housing of a computer that would be used as a laptop and in the office. Note that different users may have different priorities, and the roof of the house helps identify trade-offs between various measures and attributes.