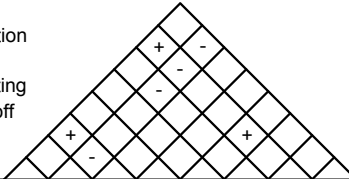


# Example House of Quality Matrix

## Product – Rock Climbing Harness

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Key to roof / correlation matrix symbols  
 + Positive / Supporting  
 - Negative / Tradeoff



DIRECTION OF IMPROVEMENT				↓		↑		↑		↑		↑								
		TECHNICAL REQUIREMENTS		CUSTOMER IMPORTANCE		Performance measures		Size of range		Technical details		PLANNING MATRIX								
CUSTOMER REQUIREMENTS				Meets European standards	Harness weight	Webbing strength	No. of colors	No. of sizes	Padding thickness	No. of buckles	N. of r l s	ur r uct	C m t t r 's r uct	C m t t r 's r uct	l m n r t n	l m r v m n t f c t r	S l s n t	v r l l w n t n	r c n t f t t l	
		F c i t t s c l i m b i n g	U s a b i l i t y	Easy to put on	2					■		●		3	3	4	4	1.2	1.1	2.6
Comfortable when hanging	5							■		●	■		4	4	2	5	1.2	1.4	8.4	22
Fits over different clothes	1								■	■	●		1	1	5	2	1.2	1.0	1.2	3
Accessible gear loops	3											●	3	4	1	3	1.0	1.0	3.0	8
P e r f o r m a n c e	Does not restrict movement		5		■			■		●	■		2	2	3	5	1.6	1.4	11.2	29
	Lightweight		3		●	■				■	▲	▲	3	2	5	3	1.0	1.0	3.0	8
	Safe		5	●	■	●							4	3	3	4	1.0	1.2	6.0	16
	Attractive		2		▲			●		▲	▲		2	2	5	3	1.2	1.1	2.6	7
TECHNICAL PRIORITIES		54	81.2	63	23.4	70.2	191.6	98.6	30	612	Total (100%)						38			
PERCENTAGE OF TOTAL		9	13	10	4	12	31	16	5											
T e c h n i c a l R e q u i r e m e n t s	Our product	Y	174g	250	5	4	4mm	1	4	T t l ( )	Key to interrelationship matrix symbols									
		Competitor A's product	Y	193g	321	3	5	8mm	4		5	● Strong interrelationship								
		Competitor B's product	Y	157g	198	6	4	3mm	1		3	■ Medium interrelationship								
DESIGN TARGETS		Y	160g	250	8	6	4mm	2	4	▲ Weak interrelationship										

# Blank House of Quality Matrix

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