

ISO 16355-2:2017-02 (E)

Applications of statistical and related methods to new technology and product development process - Part 2: Non-quantitative approaches for the acquisition of voice of customer and voice of stakeholder

Contents	Page
Foreword	iv
Introduction	v
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
4 Basic concepts of QFD	1
5 Integration of non-quantitative voice of customer (VOC) and voice of stakeholder (VOS) acquisition with customer research methods	2
5.1 VOC and VOS acquisition support for market research methods for product development	
5.2 Voice of customer and voice of stakeholder acquisition outline	2
6 Types of new technology and product development project for which VOC and VOS can be acquired	2
7 VOC and VOS acquisition team membership	3
7.1 QFD uses cross-functional teams	3
7.2 Core team membership	3
7.3 Subject matter experts	3
7.4 VOC and VOS acquisition team leadership	3
8 Tools for VOC and VOS acquisition and analysis	3
8.1 General	3
8.2 Seven management and planning tools	3
9 New technology and product development voices	4
9.1 Voice of business	4
9.1.1 General	4
9.1.2 Strategic planning	5
9.1.3 Business goals for projects	18
9.1.4 Identify project constraints	20
9.1.5 Project scope	20
9.2 Voice of customer (VOC) or stakeholder (VOS) (non-quantitative)	22
9.2.1 Identify customers or stakeholders	22
9.2.2 Marketing perspective and engineering perspective of customers and their activities	24
9.2.3 Prioritize customers or stakeholders	27
9.2.4 What is contained in the voice of customer (VOC) or voice of stakeholder (VOS)	29
9.2.5 Sources of VOC or VOS	29
Bibliography	39