

ISO 16355-7:2023-01 (E)

Applications of statistical and related methods to new technology and product development process - Part 7: Guidelines for developing digitalized products and services - General principles and perspectives of the QFD method

Contents	Page
Foreword	v
Introduction	vi
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
4 Basic concepts of developing digitalized products and services	4
4.1 General	4
4.2 Characteristics of digitalized products and services and their development	4
4.2.1 Specific characteristics of digitalized products and services	4
4.2.2 Effects of specific characteristics of digitalized products and services on the development process	4
4.2.3 Requirements change management in the development of digitalized products and services	5
4.3 Design guidelines for developing digitalized products and services	5
4.3.1 General	5
4.3.2 Iterative and incremental development for digital functions	5
4.3.3 Close collaboration, cooperation, and co-creation of customers' and developers' side	5
4.3.4 Focus on essential activities and tasks	6
4.3.5 Consider all aspects of business value	6
4.3.6 Sustainable and comprehensible procedure	6
4.3.7 Foster commitment and motivation	6
4.3.8 Use digital data analytics	6
5 Basic concepts of QFD	6
5.1 Theory of QFD	6
5.2 Principles of QFD	7
5.3 Spirit of QFD	7
6 Integration of QFD and the development of digitalized products and services	7
6.1 QFD support for product development methods in general	7
6.2 The fit between the design guidelines and QFD	7
6.3 Flow of product development of digitalized products and services with QFD	8
6.4 QFD enhanced validation support to unified modelling language (UML) and systems modelling language (SysML)	11
6.4.1 General	11
6.4.2 QFD Support to UML	11
6.4.3 QFD Support to SysML	11
7 Types of product planning projects with QFD	11
7.1 Requirements driven approach	12
7.1.1 General	12
7.1.2 Requirements driven deployment	12
7.1.3 Dynamic software QFD	12
7.2 Data driven approach	12

7.2.1	Data driven deployment	12
7.2.2	QFD for MVP/MMP development	12
7.3	Technology driven approach	13
7.3.1	Reverse QFD	13
7.3.2	Technology driven deployment	13
8	QFD team membership	13
8.1	General	13
8.2	Core team membership	13
8.3	Subject matter experts	13
8.4	QFD team leadership	14
9	Techniques for applying QFD for developing digital products and services	14
9.1	General	14
9.2	Fit with iterative procedures	14
9.3	Extended user stories	14
9.4	Visual display of information	15
9.5	Categorization with the Kano model	15
9.6	Maximum value table (MVT)	15
9.7	Incrementally growing and shrinking prioritization matrices	16
9.8	Prioritization with pairwise comparison	16
9.9	Assessment and ranking functional requirements	16
9.10	Value proposition canvas	17
9.11	Persona development	17
9.12	Software support	17
9.13	Test of prototypes	17
9.14	Voice of engineer analysis (VOEA)	18
9.15	Software house of quality (Software HoQ)	18
9.16	Test coverage matrix	18
	Annex A (informative) Examples of applicable methods and tools	19
	Bibliography	23