



## The Design for Trustworthy Software Compilation

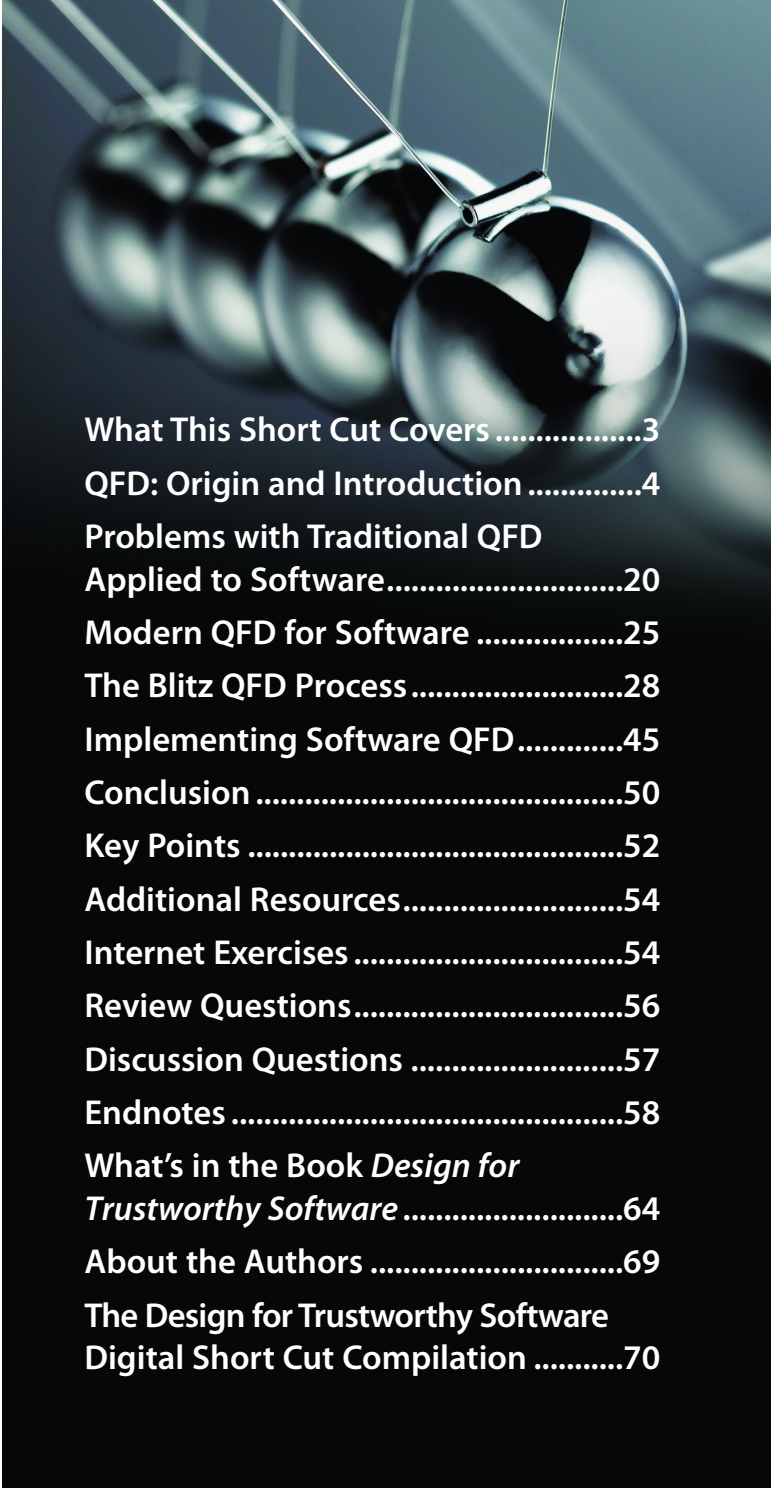
---

# Understanding Customer Needs


## *Software QFD and the Voice of the Customer*

Bijay K. Jayaswal  
Peter C. Patton  
*with* Richard E. Zultner

This article is an adaptation of Chapter 11 from the book *Design for Trustworthy Software* by Bijay K. Jayaswal and Peter C. Patton (0-13-187250-8, Prentice Hall).



What This Short Cut Covers .....	3
QFD: Origin and Introduction .....	4
Problems with Traditional QFD Applied to Software.....	20
Modern QFD for Software .....	25
The Blitz QFD Process .....	28
Implementing Software QFD .....	45
Conclusion .....	50
Key Points .....	52
Additional Resources.....	54
Internet Exercises .....	54
Review Questions.....	56
Discussion Questions .....	57
Endnotes .....	58
What's in the Book <i>Design for Trustworthy Software</i> .....	64
About the Authors .....	69
The Design for Trustworthy Software Digital Short Cut Compilation .....	70



Many of the designations used by manufacturers and sellers to distinguish their products are claimed as trademarks. Where those designations appear in this work, and the publisher was aware of a trademark claim, the designations have been printed with initial capital letters or in all capitals.

The authors and publisher have taken care in the preparation of this work, but make no expressed or implied warranty of any kind and assume no responsibility for errors or omissions. No liability is assumed for incidental or consequential damages in connection with or arising out of the use of the information or programs contained herein.

Visit us on the Web: [www.prenhallprofessional.com](http://www.prenhallprofessional.com)

Copyright © 2007 Pearson Education, Inc.

All rights reserved. Printed in the United States of America. This publication is protected by copyright, and permission must be obtained from the publisher prior to any prohibited reproduction, storage in a retrieval system, or transmission in any form or any means, electronic, mechanical, photocopying, recording, or likewise. For information regarding permissions, write to:

Pearson Education, Inc.  
Rights and Contracts Department  
One Lake Street  
Upper Saddle River, NJ 07458  
United States of America  
Fax: (201) 236-3290

ISBN 0-13: 978-13-235134-8

ISBN 0-10: 0-13-235134-X

First release, March 2007

# Understanding Customer Needs (Digital Short Cut): Software QFD and the Voice of the Customer

## Table of Contents

What This Short Cut Covers

QFD: Origin and Introduction

Problems with Traditional QFD Applied to Software

Modern QFD for Software

The Blitz QFD Process

Implementing Software QFD

Conclusion

Key Points

Additional Resources

Internet Exercises

Review Questions

Discussion Questions

Endnotes

Whats in the Book Design for Trustworthy Software

About the Authors

# **Table of Contents**

The Design for Trustworthy Software Digital Short Cut Compilation