



## **Design for Six Sigma in Product and Service Development: Applications and Case Studies**

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Real-world examples and hands-on experience are invaluable resources when learning how to use new methods and tools, whether in training or in a classroom. Yet there are very few books on Design for Six Sigma (DFSS) that provide the practical knowledge required to be up and running quickly. Until now.

**Design for Six Sigma in Product and Service Development: Applications and Case Studies** provides step-by-step analysis and practical guidance on how to apply DFSS in product and service development.

The book discusses the DFSS roadmap and how it is linked to methodologies, including organizational leadership, product development, system integration, critical parameter management, voice of the customer, quality function deployment, and concept generation. The chapter authors provide real-world case studies that demonstrate how the application of DFSS has significantly improved meeting customer requirements. They follow the Identify-Define-Design-Optimize-Validate (IDDOV) structure for new product or service development. Examples of tools covered include Quality Function Deployment, Voice of the Customer, Pugh Concept Selection, Ideal Function, Failure Modes and Effects Analysis, Reliability, Measurement Systems Analysis, Regression Analysis, and Capability Studies, among others.

Clearly outlining the tools and how to integrate them for robust product and service design, the case studies can be used by industry professionals and academics to learn how to apply DFSS. The book gives you hands-on experience in a safe environment, where experienced Black Belts and Master Black Belts act as mentors and prepare you to touch actual data and make decisions when embarking on real-world projects. Even after you've mastered the techniques, the breadth and depth of coverage contained in this book will make it a vital part of your toolkit.

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