PD ISO/TR 16355-8:2017

BSI Standards Publication

Applications of statistical and related methods to new technology and product development process

Part 8: Guidelines for commercialization and life cycle

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National foreword

This British Standard is the UK implementation of ISO/TR 16355-8:2017.

The UK participation in its preparation was entrusted to Technical Committee MS/6, Methodologies for business process improvement using statistical methods.

A list of organizations represented on this committee can be obtained on request to its secretary.

This publication does not purport to include all the necessary provisions of a contract. Users are responsible for its correct application.

Published by BSI Standards Limited 2017

ISBN 978 0 580 80509 7

ICS 03.120.30

Compliance with a British Standard cannot confer immunity from legal obligations.

This British Standard was published under the authority of the Standards Policy and Strategy Committee on 31 March 2017.

Amendments/corrigenda issued since publication

Date	Text affected

PD ISO/TR 16355-8:2017

TECHNICAL REPORT

ISO/TR 16355-8

First edition
2017-02

Applications of statistical and related methods to new technology and product development process —

Part 8: Guidelines for commercialization and life cycle

Application des méthodes statistiques et des méthodes liées aux nouvelles technologies et de développement de produit —

Partie 8: Lignes directrices pour la commercialisation et le cycle de vie

Reference number
ISO/TR 16355-8:2017(E)

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see the following URL: www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 69, *Applications of statistical methods*, Subcommittee SC 8, *Application of statistical and related methodology for new technology and product development*.

A list of all parts in the ISO 16355 series can be found on the ISO website.

Introduction

Quality Function Deployment (QFD) is a method to assure customer or stakeholder satisfaction and value with new and existing products by designing in, from different levels and different perspectives, the requirements that are most important to the customer or stakeholder. These requirements are well understood through the use of quantitative and non-quantitative tools and methods to improve confidence of the design and development phases that they are working on the right things. In addition to satisfaction with the product, QFD improves the process by which new products are developed.

Reported results of using QFD include improved customer satisfaction with products at time of launch, improved cross-functional communication, systematic and traceable design decisions, efficient use of resources, reduced rework, reduced time-to-market, lower life cycle cost, improved reputation of the organization among its customers or stakeholders.

This document demonstrates the dynamic nature of a customer-driven approach. Since its inception in 1966, QFD has broadened and deepened its methods and tools to respond to the changing business conditions of QFD users, their management, their customers, and their products. Those who have used older QFD models will find these improvements make QFD easier and faster to use. The methods and tools shown and described represent decades of improvements to QFD; the list is neither exhaustive nor exclusive. Users should consider the applicable methods and tools as suggestions, not requirements.

This document is descriptive and discusses current best practice; it is not prescriptive by requiring specific tools and methods.

Applications of statistical and related methods to new technology and product development process —

Part 8: Guidelines for commercialization and life cycle

1 Scope

This document describes after optimization of product design to address non-functional requirements, for example, test, produce, commercialize, deliver, support, and eventually retire a product from the market and provides guidance on the use of the applicable tools and methods. The goal is to identify and assure key processes and measures in order to satisfy and deliver value to customers and stakeholders. The topics in this document are not exhaustive and vary according to industry, product, and markets. They are considered a guide to encourage users of this document to explore activities needed to accomplish the same goal for their products.

NOTE Some of the activities described in this document can be used at an earlier stage.

Users of this document include all organization functions necessary to assure customer satisfaction, including business planning, marketing, sales, research and development (R&D), engineering, information technology (IT), manufacturing, procurement, quality, production, service, packaging and logistics, support, testing, regulatory, business process design, and other phases in hardware, software, service, and system organizations.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 16355-1:2015, *Application of statistical and related methods to new technology and product development process — Part 1: General principles and perspectives of Quality Function Deployment (QFD*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 16355-1 apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

— IEC Electropedia: available at http://www.electropedia.org/

— ISO Online browsing platform: available at http://www.iso.org/obp

4 Basic concepts of QFD

The basic concepts of QFD are described in ISO 16355-1:2015, Clause 4.