

SixSigmaTV.Net
THE NETWORK FOR SIX SIGMA

Design for Six Sigma (DFSS)

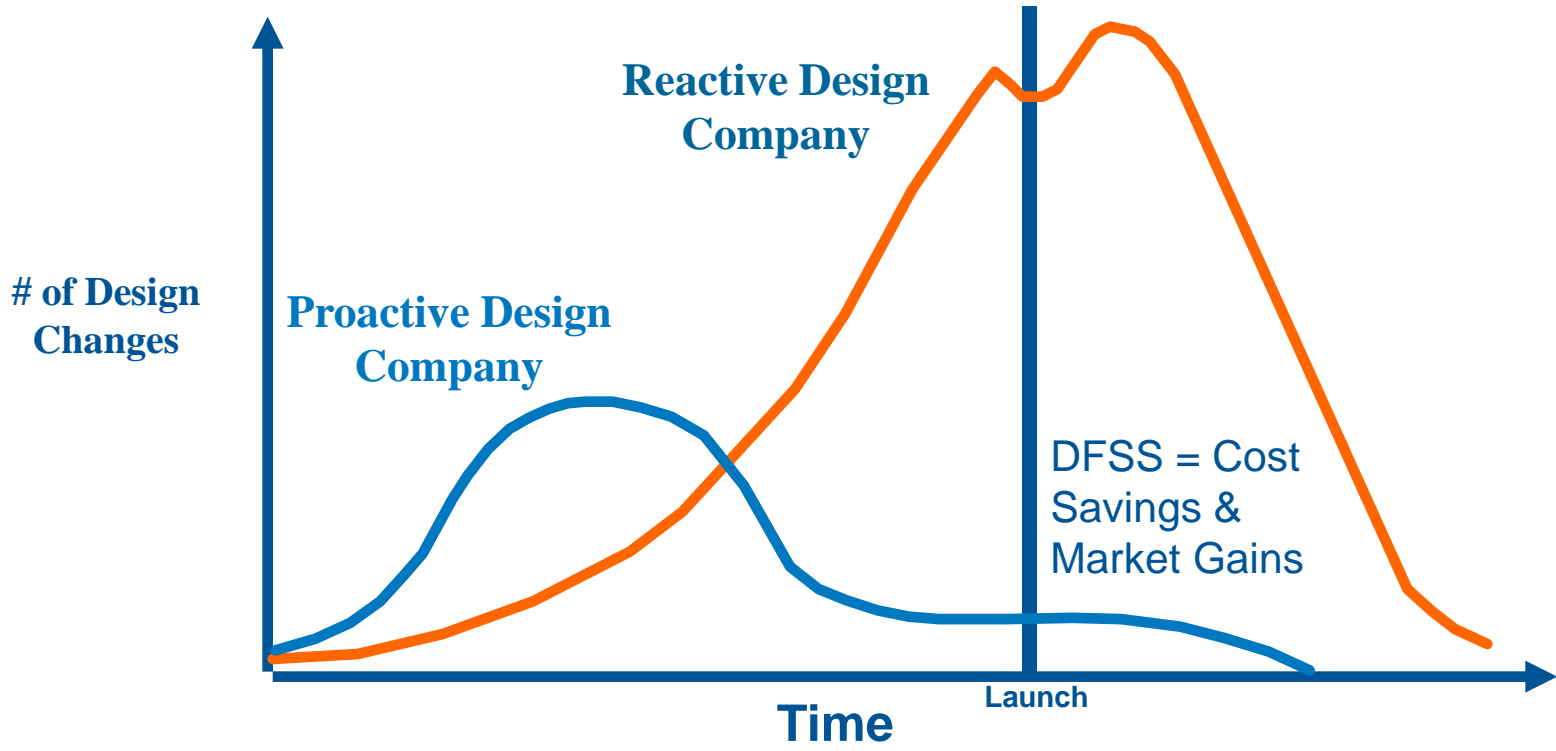
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New Product Design In The Service Industry

A Study (de Brentani, 1993) On The Approach Used To Develop New Services In The Financial Industry Found That:

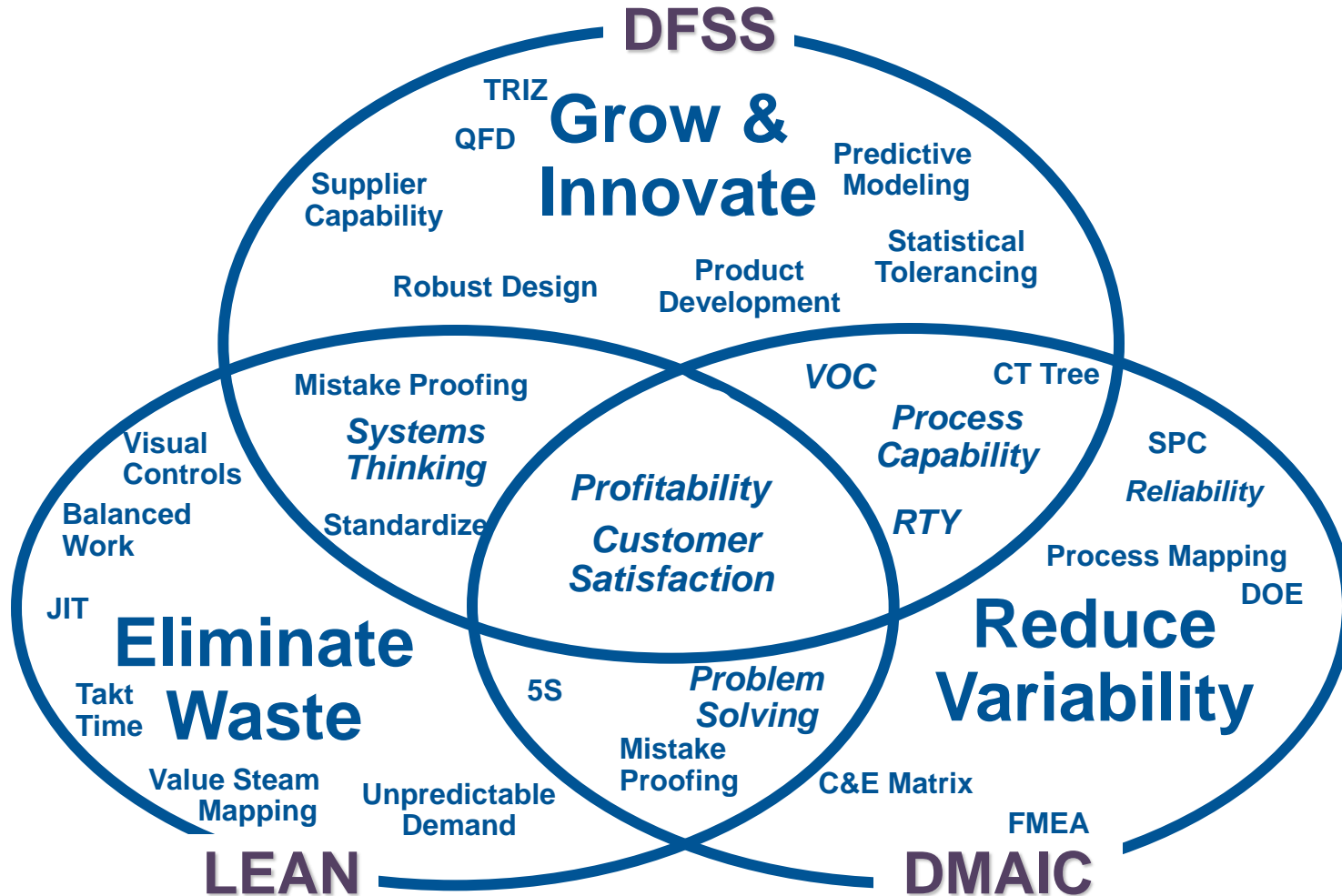
*"...Companies tend to use a **hit-and-miss approach** when planning new services where: ideas are generated and defined in a **haphazard** fashion; **limited** customer research is carried out prior to planning the design; service designs often **lack** creativity and precision and do not incorporate the appropriate technology; testing for possible fail points is **rarely** done, and market launch is often characterized by **trial and error**"*

Why Use DFSS?

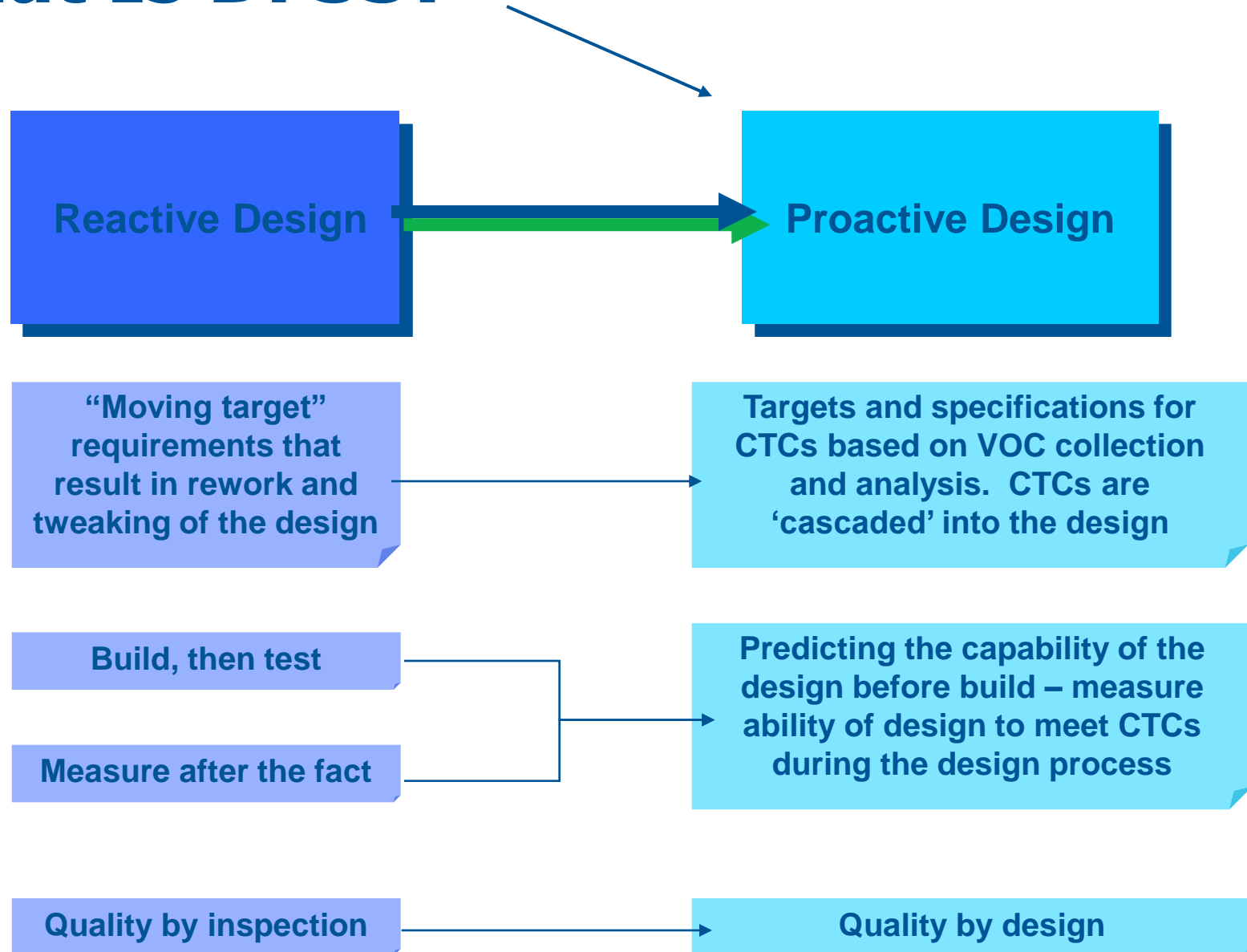


Upfront Investment Is Most Effective And Efficient

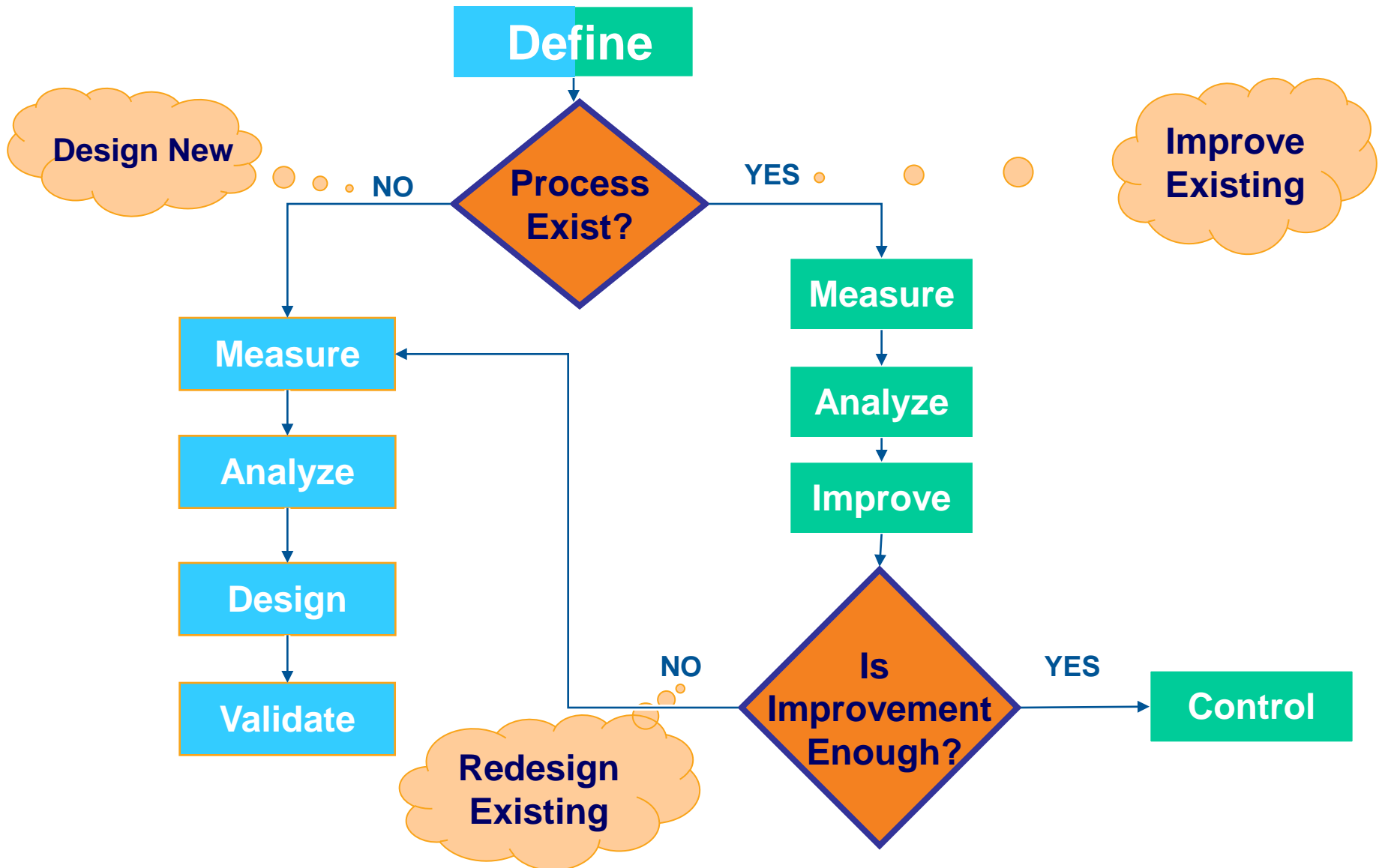
It Is a Part of a Network of Processes Backed by a Set of Robust Tools...



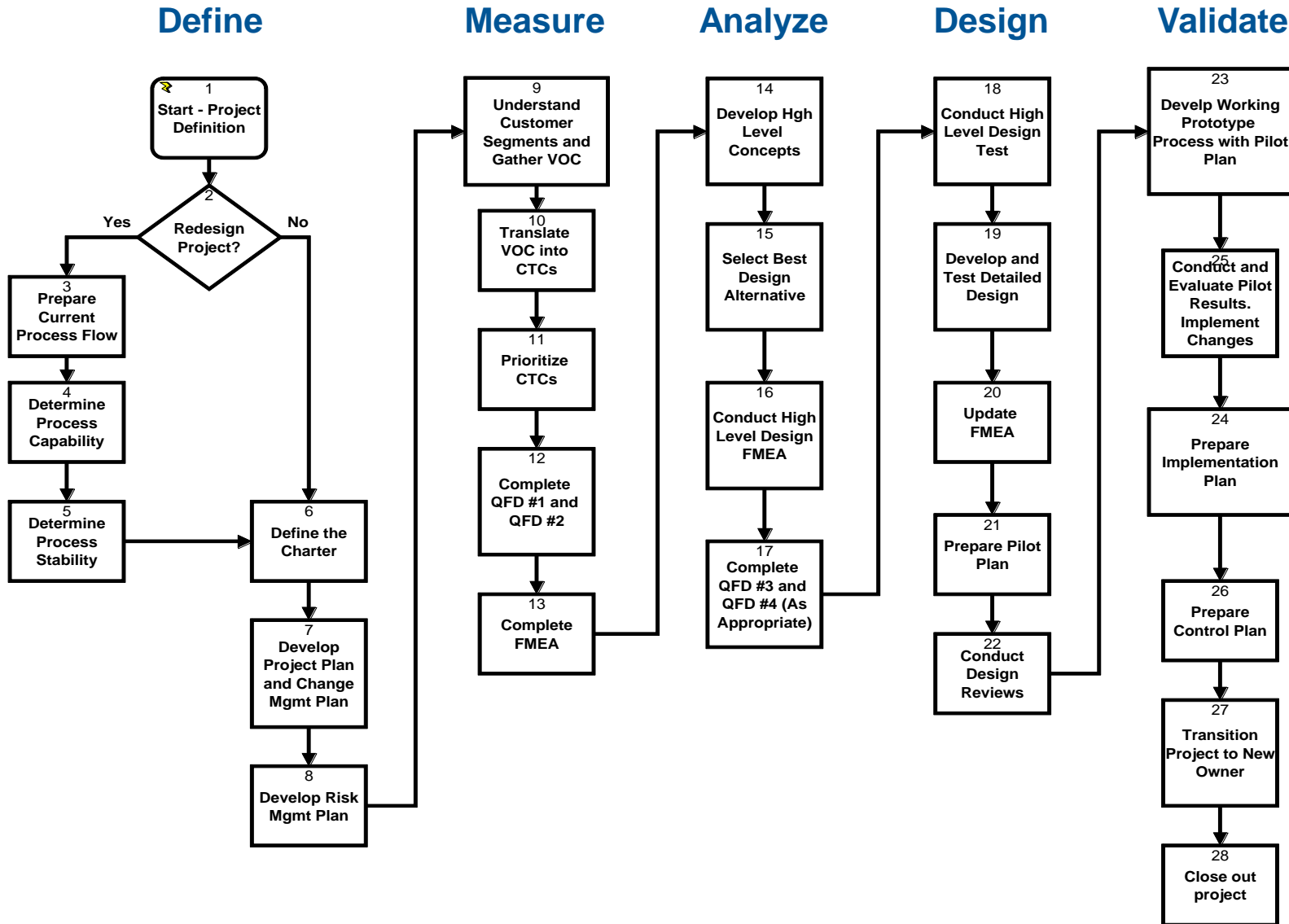
What Is DFSS?



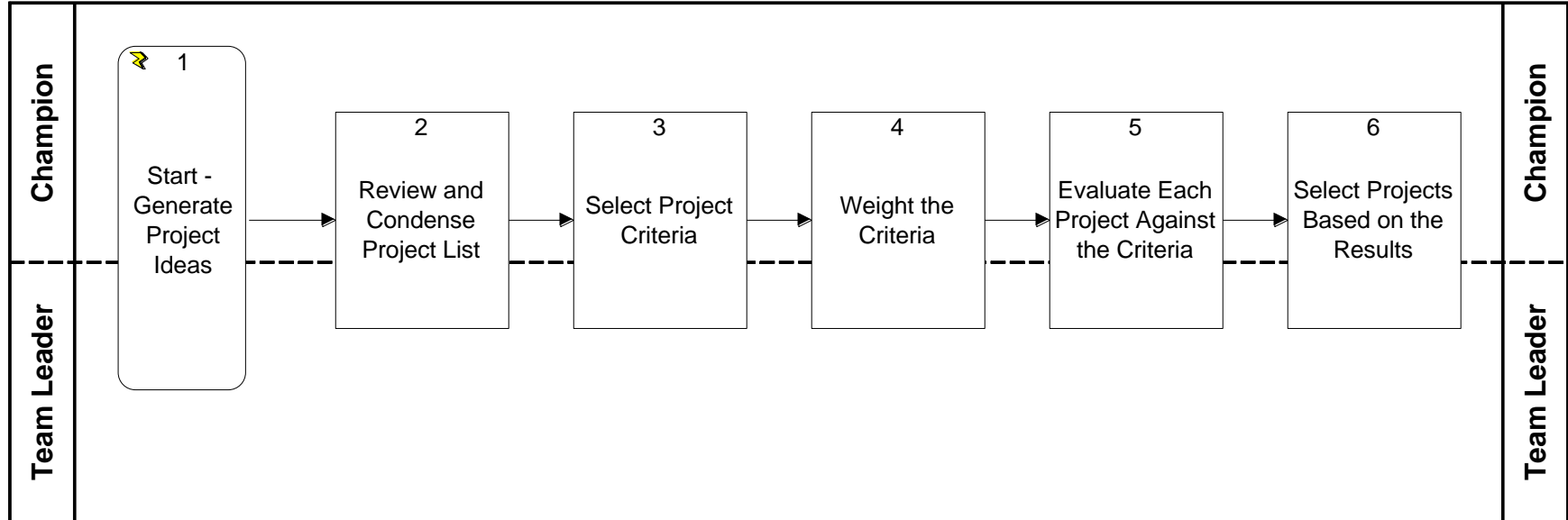
Deciding Between DMADV or DMAIC?



Design for Six Sigma - DMADV



DFSS Project Selection Process



Step 1. Generate project ideas based on strategic business objectives. Consider:

strategic direction of the company

Customer feedback

Benchmarking data and competitive intelligence

Information from the business, employees in the business, and marketplace

Step 2. Review the list and compare with existing projects, both Quality and PM projects

Step 3. Determine evaluation criteria for project selection. Consider:

How does the project link to business strategy

Impact on expenses or revenues

Availability of data for customers and any existing processes

Availability of resources and time

Scope of the project and ease of completion

Step 4. Weight each of the criteria

Step 5. Evaluate potential project against the criteria (attempt to merge project ideas where possible)

Step 6. Make the initial project selection

Six Sigma DFSS Summary

- A little extra effort upfront pays huge dividends over the life of a product or process
- DFSS is for new products or processes, or those that perform so poorly that they need to be completely re-engineered
- Utilizing DFSS is one of the best ways to be a leader in your industry by developing “world-class” products and services upfront
- Continue to watch SixSigmaTV.Net for all of the information you need to drive Six Sigma into the DNA of your organization.
- For help, contact us at SixSigmaTV.Net

Contact Us

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