



Online-Conference hosted by the QFD-Institut Deutschland, December 9th-10th 2021

INTEGRATIVE PRODUCT MANAGEMENT

International Symposium on Quality Function Deployment 2021 (ISQFD '21)

Successful and sustainable creation, development, marketing and management of products requires cooperation of engineers, marketers, suppliers, customer and other stakeholders. With the publication of ISO 16355 as the standard for product development methods including QFD as an integral part, QFD has emerged from a customer-oriented quality tool to a platform integrating methods from marketing, project and quality management and engineering. The International Symposium on Quality Function Deployment (ISQFD'21) is a source of multidisciplinary knowledge and a platform for the exchange of interdisciplinary practices. ISQFD participants come from different countries, sectors, and functions seeking for inspiration and enjoy an open dialogue regarding actual challenges and potentials of modern integrative product management methodology — QFD is one important method among others. The conference will be delivered online considering time zone issues. Experts, practitioners and newbies are welcome to join and benefit from this event.

Conference Programme

9.12.2021	First day		
12:45 CET	Arrival	<i>Videoconference setup/access</i>	
13:00 CET	Opening	Welcome and announcement	<i>Georg Herzwurm, Wolfram Pietsch, QFD-Institut Deutschland, Germany</i>
13:15 CET	QFD-Methodology: Entrepreneurship	Essential QFD+: The “Value World” Integrative Framework for Value	<i>Richard Zultner, Stevens Institute of Technology, Hoboken, USA</i>
13:45 CET	Software Quality of Artificial Intelligence	A study for quality characteristics to ensure the quality of software 2.0	<i>Yoshimichi Watanabe, University of Yamanashi, Japan Yunarso Anang, Politeknik Statistika STIS, Indonesia Takahashi, University of Yamanashi, Japan</i>
	<i>Short break</i>	<i>Polls, Chats, Discussion Forum</i>	
14:30 CET	Sustainable Product Development	Integration Sustainability with Quality Function Deployment: A Case Study for Product Design of a Composite Horizontal Stabilizer	<i>Sezen Ayber, Eskisehir Technical University, Turkey Nihal Erginel, Eskisehir Technical University, Turkey</i>
15:00 CET	Process Safety	Planning of the Hardware and Software Combined Test Cases for Industrial Product in the Abnormal Condition using HAZOP	<i>Masakazu Takahashi, University of Yamanashi, Japan Yunarso Anang, Politeknik Statistika STIS, Indonesia Yoshimichi Watanabe, University of Yamanashi, Japan</i>
	<i>Break</i>	<i>Polls, Chats, Discussion Forum</i>	
16:00 CET	Software Product Innovation	Towards a Value Proposition Deployment for Software-intensive Innovations	<i>Felix Schönhofen, University of Stuttgart, Germany</i>
16:30 CET	Software Quality Control	Complex System Testing based on AHP and QFD	<i>Thomas Fehlmann, Euro Project Office AG, Switzerland Eberhard Kranich, Euro Project Office Germany, Germany</i>
	<i>Short break</i>	<i>Polls, Chats, Discussion Forum</i>	
17:15 CET	Curricula Development	Revising A Course Design with Kansei Engineering	<i>Merve Gündüz Cüre, Manisa Celal Bayar University, Turkey Aysun Kapucugil Ikiz, Dokuz Eylül University, Turkey</i>
17:45 CET	Curricula Development	Identifying Challenges and Alternative Solutions in e-learning and e-teaching via Online Gemba Visits in Business Schools	<i>Aysun Kapucugil Ikiz, Dokuz Eylül University, Turkey Banu Demirel, Dokuz Eylül University, Turkey M. Banu Durukan Sali, Dokuz Eylül University, Turkey</i>
	<i>Short break</i>	<i>Polls, Chats, Discussion Forum</i>	
18:30 CET	Customer Experience	Assessing Product and Service Quality through the Customer’s Experience	<i>John Abraham, Medallia Institute, USA</i>
19:15 CET	Wrap up	Open issues, announcements	<i>Wolfram Pietsch, QFD-Institut Deutschland, Germany</i>



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International Symposium on Quality Function Deployment 2021 (ISQFD '21)

10.12.2021 Second day			
9:15 CET	Arrival	<i>Videoconference setup/access</i>	
9:25 CET	Opening	Welcome and announcement	<i>Wolfram Pietsch, QFD-Institut Deutschland, Germany</i>
9:30 CET	QFD-Methodology - Fast Track	Customer-centric product design under time pressure	<i>David Menichelli, IBA Dosimetry GmbH, Germany</i>
10:00 CET	Public Transportation	An application of Blitz QFD®: Improving Urban Rail Train Cabin for Tourists	<i>Catherine Chan, Hong Kong QFD Association, Hong Kong Kim Stansfield, VoCATE Ltd, UK Glenn Mazur, The QFD Institute, USA</i>
	<i>Short Break</i>	<i>Polls, Chats, Discussion Forum</i>	
10:45 CET	Requirements Validation	Keeping an eye on quality: Eye-tracking for customer requirements validation during the product development process	<i>Lena Stubbemann, University of Kassel, Germany Robert Refflinghaus, University of Kassel, Germany</i>
11:15 CET	Strategy Deployment	Designing a 'Not-For-Profit' Organization As a Product-Service Solution Using Modern QFD: Part 1 Vision and Mission Development	<i>Kim Stansfield, VoCATE Ltd, UK Stephen Dimelow, SJD Systems Ltd, UK John Fraser, UK Government Agency, UK Catherine Chan, Hong Kong QFD Association, Hong Kong Glenn Mazur, The QFD Institute, USA R. Fernando Colmenares-Quintero, Universidad Cooperativa de Colombia (UCC), Columbia</i>
	<i>Break</i>	<i>Polls, Chats, Discussion Forum</i>	
12:15 CET	Social Problem Solving	An Application of QFD for Social Problem Solving-The Causality-based Derivation of Solutions	<i>Teruyuki Koike, Area Vision Co. Ltd., Japan Yoshimichi Watanabe, University of Yamanashi, Japan Hisakazu Shindo, Japan</i>
12:45 CET	Curricula Development	A Scientific Review Based on QFD of The Guideline for Developing Higher Education Curriculum in Indonesia: An Application in The Government-Affiliated Institution	<i>Yunarso Anang, Politeknik Statistika STIS, Indonesia Lutfi R. Maghfiroh, Politeknik Statistika STIS, Indonesia Yoshimichi Watanabe, University of Yamanashi, Japan Masakazu Takahashi, University of Yamanashi, Japan</i>
	<i>Short Break</i>	<i>Polls, Chats, Discussion Forum</i>	
13:30 CET	Standardization	The importance of ISO 16355 in general and ISO 16355-7 for the future of QFD	<i>Glenn Mazur, The QFD-Institute, USA Georg Herzwurm, QFD-Institut Deutschland, Germany Sixten Schockert, QFD-Institut Deutschland, Germany</i>
14:15 CET	Closing	Summary, Announcements and Goodbye	<i>Georg Herzwurm, QFD-Institut Deutschland, Germany</i>

Registration

There is no conference fee. For registration, please visit the conference website via <https://qfd-id.de/isqfd21/>.

We are looking forward to a pleasant, insightful and rewarding conference!

Prof. Dr. Wolfram Pietsch

Conference Chair