



HRA INCOSE Chapter August 2008 Meeting:

Presentation: **Quality Function Deployment (QFD)**

Presented by: **Tad Walls**

Where: **Alexander's on the Bay**

4536 Ocean View Avenue,
Virginia Beach, Virginia 23455

When: **August 14, 2008**

Time: **5:30-6:00 Social**
6:00-7:00 Dinner

7:00-8:00 Chapter Meeting/Presentation

Cost: Pay at the restaurant

RSVP : Figen Baysal (figenbaysal@cox.net) by August 13th

Abstract

Quality Function Deployment (QFD) originated in Japan in the 1960's with the work of Professors Shigeru Mizuno and Yoji Akao. Professors Mizuno and Akao wanted to ensure that quality was considered early on in a product's lifecycle before it was manufactured. Their process was later combined with Value Engineering principles to explain how a product and its components functioned. These two approaches were merged into today's QFD process as a structured and analytical way to define end user requirements.

QFD is much more than the "House of Quality" it is traditionally known for. It can be used for many different applications, including requirements development and decision analysis across the US Department of Defense (DoD). QFD has been used on DoD programs such as the F-35 Joint Strike Fighter.

Tad's presentation will give an overview of the history of QFD and will describe the modern QFD process and how it can be used to define requirements during the design process.

Tad Walls

Tad Walls is an Associate with Booz Allen Hamilton in Norfolk, VA. Since joining Booz Allen in 2006, he has led cost, risk, decision, and requirements analysis for several clients in Hampton Roads, VA including Air Combat Command, Joint Forces Command, and the Naval Surface Warfare Center Combatant Craft Division. Tad has also supported the US Special Operations Command in Tampa, FL and the Naval Special Warfare Command in San Diego, CA with requirements and decision analysis in support of Joint Capabilities Integration and Development System (JCIDS) studies. Prior to joining Booz Allen, Tad led systems engineering efforts on the DD(X), CVN 21, and several synthetic fuel R&D projects with Northrop Grumman.

Tad graduated from The University of Virginia with a BS in Systems and Information Engineering in 2003. Tad received his MBA with a concentration in Finance from The College of William and Mary in 2006. He is currently the Vice President of the Hampton Roads Area (HRA) International Council on Systems Engineering (INCOSE) chapter. He is also a member of the Society of Cost Estimating and Analysis (SCEA) and is a certified QFD Green Belt. Tad and his wife Sarah live in Suffolk.



ALEXANDER'S

On the Bay

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From JCT US60 (Shore Drive) & US13 (Northampton Blvd); 0.25 miles west on Shore Drive to Pleasure House Road, one mile north on Pleasure House Road to Lookout Road, turn right and travel 0.25 miles east to Fentress Road, turn left and follow Fentress 100 yards north to the end. You have now arrived!

[From Mapquest*](#)

[From Yahoo Maps*](#)

* external links

Casual Fine Dining on the Chesapeake Bay



4536 Ocean View Avenue, Virginia Beach, Virginia 23455 , (757) 464-4999

<http://alexandersonthebay.com/directions.html>

Directions from Hampton

Take I-64 E / HAMPTON ROADS
BELT via the ramp on the LEFT
toward NORFOLK / VA BEACH. 14.0 miles

Merge onto US-13 N /
NORTHAMPTON BLVD via EXIT
282 toward CHESAPEAKE BAY /
BRIDGE-TUNNEL. 4.5 miles

Take the SHORE DR / US-60 E ramp
toward BEACHES. 0.1 miles

Turn RIGHT onto SHORE DR / US-60 E. <0.1 miles

Turn LEFT onto GREENWELL RD. 0.3 miles

Turn LEFT to stay on GREENWELL RD. 0.4 miles

Turn RIGHT onto LAKE DR. <0.1 miles

Turn LEFT onto FENTRESS AVE. 0.3 miles

Turn RIGHT onto OCEAN VIEW AVE. <0.1 miles

End at **4536 Ocean View Ave**
Virginia Beach, VA 23455-1433, US