Development and Analysis of a Customer-Based Product

Shahriar Tanvir Alam, Priom Mahmud
Lecturer
Department of Industrial and Production Engineering
Military Institute of Science and Technology
Mirpur Cantonment, Dhaka-1216, Bangladesh
tanvir.shahriar.tro@gmail.com, priom1996@gmail.com

Mukitul Islam
Department of Industrial and Production Engineering
Military Institute of Science and Technology
Mirpur Cantonment, Dhaka-1216, Bangladesh
mukit463@gmail.com

Abstract

Today's average customer has many choices accessible to choose from for comparable items and administrations. Most customers make their determination dependent on an overall impression of value or worth. To stay competitive, organizations must figure out what drives the customer's view of significant worth or quality in a product. They should characterize which attributes of the products, such as dependability or performance, from the customer's impression of value and worth. In this paper, the Voice of Customer (VOC) is gathered and integrated into the design and manufacturing part of a particular product. House of Quality (HOQ) and Quality Function Deployment (QFD) are formulated for developing a customer-based product. Design of Experiment (DOE) is conducted using Response Surface Methodology (RSM) for identifying the optimum value of design parameters. Stress Analysis for the most influential part is analyzed, and the Lean Manufacturing process is presented for reducing the seven wastes.

Keywords
VOC, HOQ, QFD, RSM, DOE.

Shahriar Tanvir Alam received his B.Sc. in Industrial & Production Engineering at Military Institute of Science and Technology, Mirpur, Dhaka, Bangladesh. He is currently affiliated with Military Institute of Science and Technology (MIST) as a lecturer of the Department of Industrial and Production Engineering at Military Institute of Science and Technology, Mirpur, Dhaka, Bangladesh. His research interests include operations research, supply chain management, manufacturing, optimization, and modeling.

Priom Mahmud completed his B.Sc. in Industrial & Production Engineering at Bangladesh University of Engineering and Technology, Dhaka, Bangladesh. He is continuing M.Sc. in Industrial & Production Engineering at Bangladesh University of Engineering and Technology, Dhaka, Bangladesh. At present, he is working as a lecturer of the Department of Industrial and Production Engineering at Military Institute of Science and Technology, Mirpur, Dhaka, Bangladesh. His research interests include product design, manufacturing, mechatronics, ergonomics, optimization, simulation and modeling.

Mukitul Islam received his B.Sc. in Industrial & Production Engineering at Military Institute of Science and Technology, Mirpur, Dhaka, Bangladesh. His research interests include product design, manufacturing & micromanufacturing, and modeling.

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