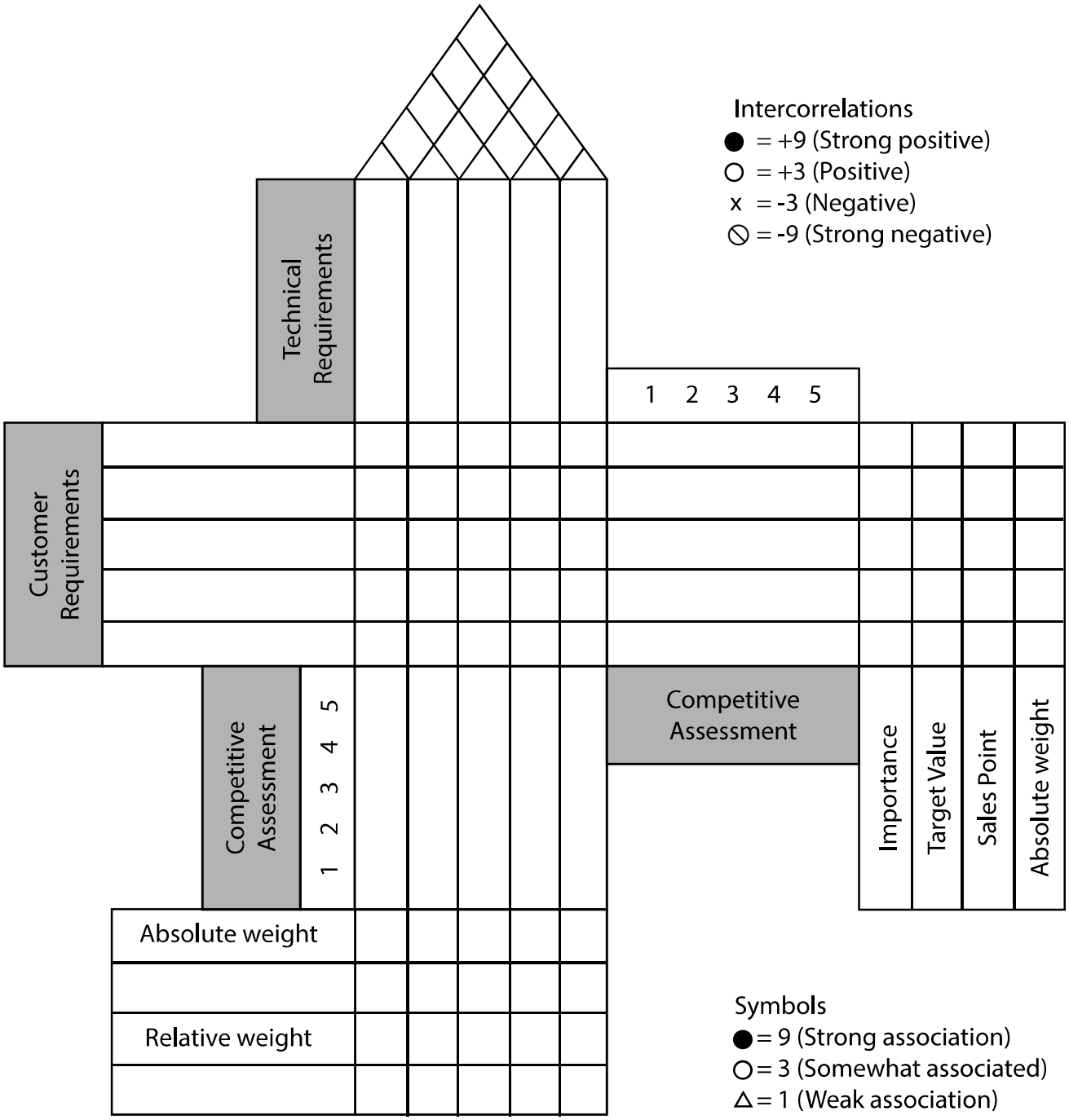House of Quality
Quality Function Deployment (QFD)