

| HOUSE OF QUALITY | Who (Customers) | | | | | How (ES) | | | | | | | | | Now (Benchmarks) | | |
|--|-----------------------------|--------------------|----------|--------------|-----------------|--------------------|----------------------|-----------|-----------|--------------|---------------------------|----------------|-------------------|--------------------------|-----------------------------|-----------|------------|
| | Warehouses | Handicapped People | Hospital | Universities | Weight averages | Force of operation | Strength of material | Longevity | Unit Cost | Size of Unit | Use of Standardized Parts | Sound Produced | Time to open door | Number of Pinching Parts | Automatic Door and Hardware | StepNPull | FortStrong |
| | | | | | | ↓ | ↑ | ↑ | ↓ | ↓ | ↓ | ↓ | ↓ | ↓ | | | |
| What (Customer Requirements) | | | | | | Newton | ksi | years | \$ | in³ | # | Decibels(dB) | Seconds | # | | | |
| Effort to open the door | 10% | 15% | 11% | 7% | 10.75% | 9 | 1 | 1 | 0 | 0 | 0 | 0 | 3 | 0 | 5 | 1 | 3 |
| Ease of operating the door | 17% | 12% | 13% | 10% | 13.00% | 9 | 0 | 3 | 0 | 1 | 0 | 1 | 3 | 0 | 5 | 1 | 3 |
| Time required to operate door | 10% | 9% | 5% | 5% | 7.25% | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 9 | 0 | 2 | 3 | 4 |
| Space filled by unit | 3% | 5% | 5% | 5% | 4.50% | 0 | 1 | 0 | 1 | 9 | 3 | 0 | 0 | 1 | 5 | 5 | 5 |
| Ease of installation | 8% | 5% | 8% | 10% | 7.75% | 0 | 0 | 3 | 3 | 3 | 9 | 0 | 0 | 1 | 2 | 5 | 4 |
| Low Cost | 10% | 5% | 8% | 14% | 9.25% | 3 | 3 | 3 | 9 | 1 | 1 | 0 | 0 | 0 | 1 | 4 | 2 |
| Durability | 15% | 11% | 12% | 14% | 13.00% | 1 | 9 | 9 | 3 | 0 | 1 | 3 | 0 | 0 | 4 | 5 | 4 |
| Aesthetically pleasing | 0% | 5% | 5% | 5% | 3.75% | 0 | 1 | 0 | 3 | 1 | 1 | 9 | 0 | 1 | 3 | 3 | 3 |
| Ease of repair | 11% | 7% | 7% | 6% | 7.75% | 1 | 1 | 3 | 1 | 1 | 9 | 0 | 0 | 0 | 2 | 5 | 3 |
| Safe to operate | 10% | 10% | 13% | 10% | 10.75% | 3 | 9 | 0 | 0 | 1 | 0 | 0 | 3 | 9 | 5 | 4 | 4 |
| Retro-Compatibility | 3% | 5% | 8% | 8% | 6.00% | 0 | 0 | 1 | 1 | 3 | 3 | 0 | 0 | 0 | 4 | 5 | 4 |
| Quiet | 0% | 5% | 5% | 5% | 3.75% | 1 | 1 | 0 | 3 | 0 | 0 | 9 | 1 | 1 | 4 | 5 | 4 |
| Purely Mechanical | 0% | 3% | 0% | 1% | 1.00% | 0 | 0 | 1 | 3 | 3 | 3 | 1 | 1 | 1 | 1 | 5 | 5 |
| Customizability of door operation time | 3% | 3% | 0% | 0% | 1.50% | 0 | 1 | 0 | 1 | 1 | 9 | 0 | 9 | 0 | 4 | 3 | 3 |
| Total | 100% | 100% | 100% | 100% | 100.00% | 27 | 27 | 24 | 31 | 24 | 39 | 23 | 29 | 14 | 47 | 54 | 51 |
| | Automatic Door and Hardware | | | | | 67 | -30 | N/A | \$1,600 | 269 | -3 | N/A | 6 | 3 | | | |
| | StepNPull | | | | | 67 | -40 | N/A | \$30 | 30 | 0 | N/A | 3 | 0 | | | |
| | FortStrong | | | | | 67 | -30 | N/A | \$130 | 372 | -3 | N/A | 2 | 3 | | | |
| | Target (Delighted) | | | | | 22 | 45 | 15 | \$10 | 100 | 6 | 10 | 1.5 | 0 | | | |
| | Threshold (Disgusted) | | | | | 132 | 25 | 3 | \$1,600 | 500 | 0 | 70 | 10 | 6 | | | |

<= these are values for ES in proper units

Ratings Legends:

Now vs What:

- 1 = does not meet requirement
- 2 = meets requirement slightly
- 3 = meets requirement somewhat
- 4 = meets requirement mostly
- 5 = meets requirement completely

How vs What:

blank (=0), 1, 3, 9

Who vs What:

weights summing to 100