

The Data of Design

It is estimated that only two out of every three launches of a new offering is a success. Nearly half of all development and launch money is spent on failed offerings. Typically a third of development resources are expended after launch to correct last minute changes. The amount of savings from DMAIC pales in comparison to savings realized by focusing on the Design from the start.

What are these costs for your firm?

Improve, Redesign, or Design?

DMAIC is a great methodology to improve an existing product or process, focusing on problem resolution to reduce cost, variation, scrap, defects and rework, by listening to the voice of the process. It works best if multiple process steps exist or if volumes are large.

But do your customers choose to purchase or use your offering simply because it contains fewer 'defects'? DMAIC will not help your firm to design a differentiated offering that better meets the customers' true needs, especially in commodity driven markets.

Design for Six Sigma (DFSS)

Design for Six Sigma (DFSS) is the methodology to grow the bottom line as well as the top line by creating a differentiated product or process, improving customer satisfaction, and improving the ease of doing business. Our DFSS approach does not simply assume that the problem is known and must be solved. Instead, DFSS questions 'what are the desired outcomes', opening up the problem, and subsequently the solution space. DFSS begins with a focus on the opportunities, not just the problems, by listening to the voice of the customer and understanding the customers' environment. DFSS is also very useful when the current process or offering cannot be 'improved' as is, or a step change in performance is required.

Uniworld's Practical Approach

Think about designing and building a house versus repairing an existing one. Some of the tools used would be the same, but the overall approach would be different. Since designing or redesigning requires a different strategy than merely solving an existing problem, Design for Six Sigma requires a different approach than the traditional Six Sigma DMAIC methodology.

Uniworld does not approach product or process development by simply adding a new step in the DMAIC process with a 'special week' of advanced training. The Product Development Process should be one of the top three strategic issues for any Executive Leadership Team. As such, DFSS deserves more planning and emphasis than merely being an afterthought.

Uniworld takes a practitioners approach to Design for Six Sigma. Our three to five week courses are tailored to suit your industry with basic background theory, pertinent examples and case studies, interactive lectures and hands on exercises. Our facilitators have an average of 20 years experience successfully designing products and processes in industry prior to their consulting career. We provide practical, applied methods with proven results. With an average of over five years of DFSS deployment experience, our team has honed the methodology to allow your teams to create rapid sustainable results.

DCDOV: Define, Concept, Design, Optimize, Verify

Whether your firm needs to redesign a process or service, design a technical product and process, our DCDOV road map links the tools and methodologies to enable your team to take the project from true customer needs to successful launch. In addition to covering the applicable DMAIC statistical tools, DCDOV covers the qualitative tools, to capture the true voice of the customer, and innovatively create and select the best concepts and designs.

Uniworld's three to four week service and business Process DFSS program covers the needed methodologies to capture both the internal and external customer needs in order to create, optimize and launch a process, service, or digital solution that makes a firm easier to do business with.

[Download Process DFSS course information](#)

Uniworld's Technical DFSS program links marketing and technical participants in discovering and understanding customers' needs in order to create, optimize and launch a value differentiated offering. Due to the more complicated nature of electromechanical and chemical products, this course also covers allocating requirements and tolerances with Variation, Reliability Analysis, Optimization for multiple responses, advanced Design of Experiments (DOE) and Mixture DOEs where appropriate, leading to a four to five week course.

[Download Technical DFSS course information](#)

Do it right the first time

Bob Galvin, former CEO of Motorola, stated that "if he would start Six Sigma again, he would focus on design rather than process" Galvin's view is that "process improvement is only the result of ineffective design"