

Consumer Behavior

9) Quality

9.1 Quality assurance (QA) refers to the engineering activities implemented in a quality system so that requirements for a product or service will be fulfilled. It is the systematic measurement, comparison with a standard, monitoring of processes and an associated feedback loop that confers error prevention. This can be contrasted with quality control, which is focused on process outputs.

Two principles included in QA are: "Fit for purpose", the product should be suitable for the intended purpose; and "Right first time", mistakes should be eliminated. QA includes management of the quality of raw materials, assemblies, products and components, services related to production, and management, production and inspection processes.

Suitable quality is determined by product users, clients or customers, not by society in general. It is not related to cost and adjectives or descriptors such "high" and "poor" are not applicable. For example, a low priced product may be viewed as having high quality because it is disposable where another may be viewed as having poor quality because it is not disposable.

9.2 Quality Objectives Must Be

- measurable
- Relate to your business products
- documented
- reviewed
- tracked

Quality Objectives Documentation:

- Tell specifically what you are measuring
- State how you collect the data.
- The frequency of the measurement
- Provide targeted goals
- State who is responsible for gathering the data
- State how they are recorded.
- State when they are reviewed.

Determining Objectives

When determining metrics, select metrics that are global to the entire operation. Then select metrics that support those global metrics. Break the metrics down by department, process, organization function or product.

The metrics have to be agreed upon. A management committee determines the metrics. Senior management communicates these metrics throughout the company.

All employees should be able to identify the metrics. All employees should know how their work affect the metrics.

Make metric targets reasonable and challenging. Management provides the plans to achieve the targets. During the quality management review, review the metrics and document the plans to achieve the targets.

Some companies put the quality objectives within the quality assurance manual. I do not recommend this. Your customers do not need to see your quality objectives.

9.3 Quality and Manufacturing Systems and Service

Quality assurance refers to the entire system of policies, procedures, and guidelines established by an organization for the purpose of achieving and maintaining quality. Quality assurance consists of three principal functions: quality engineering, quality control, and quality management. The aim of quality engineering is to incorporate quality into the design of products and processes and to predict potential quality problems prior to delivery of the product. Quality control involves making a series of planned measurements in order to determine if quality standards are being met. If not, then corrective action and future preventive action must be taken to achieve and maintain conformance. Quality management involves the planning, organization, direction, and control of all quality assurance activities. While many manufacturing firms have Quality control departments to provide technical support, successful businesses have found that quality must be integrated throughout the firm. This concept of integrating quality throughout all business functions-total quality management.

Quality in Manufacturing Systems

In manufacturing, quality is an important component of all functions. For example, effective market research is necessary to determine customer needs and

identify functional requirements for product designers. Product designers must take care to neither over engineer (resulting in inefficient use of a firm's resources) nor under engineer products (resulting in poor quality). Purchasing must ensure that suppliers meet quality requirements. Production planning and scheduling should not put undue pressure on manufacturing that will degrade quality. Tool engineering and maintenance are responsible for ensuring that tools, gages, and equipment are properly maintained. Industrial engineering must select the appropriate technology that is capable of meeting design requirements and developing appropriate work methods. Packaging, shipping, and warehousing have the responsibility of ensuring the condition, availability, and timely delivery of products in transit. Ancillary functions such as finance, human resources, and legal services support the quality effort by providing realistic budgets, a well-trained and motivated workforce, and reviews of warranty, Safety, and liability issues.

1.4 Quality Philosophy

Quality Management refers to the overall quality philosophy and summarizes the preventative and appraisal quality activities that have been integrated into the project management processes that occur throughout the delivery life cycle.

All Delivery staff must understand that the project team is responsible for building quality into the project's products and services and that 'quality processes' are defined throughout my posts to this blog. However, the Quality Management philosophy also recognizes that proper investments in preventative and appraisal activities increase the probability of project success. This concept is accepted throughout the industry as the cost of quality and is built in to external standards for project management such as *ISO9000*, the *SEI's Capability Maturity Model (CMM)* and *PMI's Project Management Body of Knowledge (PMBOK)*. For example, if a system were to be delivered untested to a customer, the cost of quality to that point would be minimal. However, once the system went live and the inevitable bugs appeared, the operational costs to the customer, rework and damage control costs, and the resulting cost to the professional reputation of the delivery organization, would far outweigh any prevention or appraisal costs that might be incurred up front.

The Quality Management role will be implemented differently based on project size, budget and contractual requirements. On smaller projects the Quality Management role may be integrated into the Deliverer's responsibilities. On larger projects, the

project team may include a Quality Assurance group, with an independent reporting relationship around the Deliverer, to make sure that proper attention is given to quality throughout the project.

Although Quality Management is described in terms of discrete processes, the work is iterative and is conducted in parallel with the project life cycle activities. The sub processes are:

Plan for Quality Planning for quality begins in Bid and Proposal and continues through Project Initiation to establish the level of investment in preventative, appraisal and testing activities that need to be incorporated into the overall project work plans. The output of this process is a clear understanding of the customer's quality expectations for the project. For example, a 911 emergency call system would have a very low tolerance for defect – people's lives are at stake - but if a customer information system fails, access to the information the next day may not be a problem. Using the quality requirements as input, the most important quality factors to be tracked during the project are then identified. These quality factors in turn lead to definition of the quality criteria, measurements and quality activities that make sense for the project.

Monitor Quality Ongoing monitoring ensures that the quality processes documented in the Quality Plan are being appropriately carried out (such as adherence to project standards and procedures). One of the more important quality processes is that all projects should have the following regularly scheduled reviews:

- Regular Walkthroughs and Inspections – to ensure the quality of project processes.
- Monthly Reviews performed by the Delivery Line Management role, in connection with the monthly status report.
- Semi-annual Reviews performed by Delivery Management (especially for high-risk, high-visibility projects), as an independent review to assess and increase the probability project success.

Manage Continual Improvement Process Use quality metrics and measures to promote visibility of quality-related efforts. Analyze the metrics to identify areas where targets are not being met. Evaluate existing work operations for possible improvements.

Manage Acceptance Managing acceptance includes creating the process for facilitating prompt acceptance of deliverables by the customer. On a large project, the Quality Assurance team typically serves as the primary interface with the customer for this process.