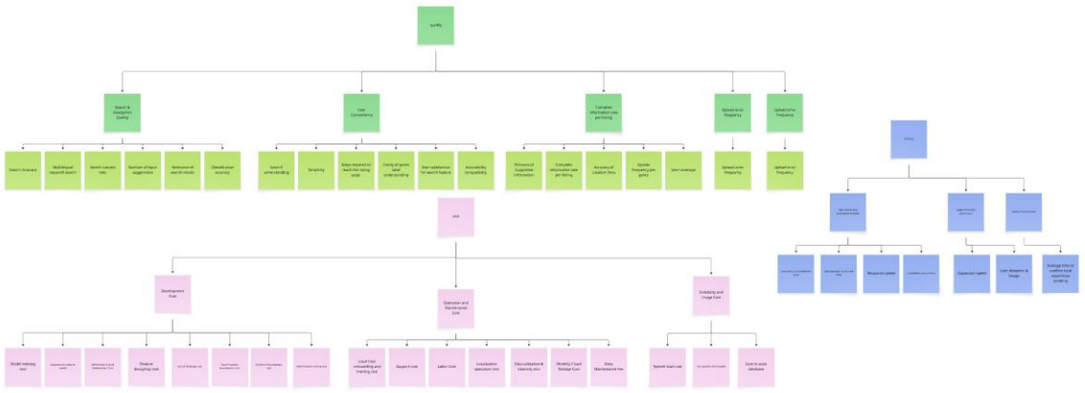
QCD,QFD, and Function Idea

By: Group C1

QCD



The quality evaluation items were broadly categorized as follows

Quality : ” Search & Navigation Quality”,” User Convenience”,“Complete information rate per listing”,” Upload error frequency”
Cost : ”Development Cost”,”Operation and Maintenance Cost”,”Scalability and Usage Cost”
Delivery : "Operational and Development Agility”,”Speed of market penetration”

QFD

- Understandability
- Accuracy
- Accessibility
- Satisfaction
- Operability

Based on the **positioning of our company and competitors** mentioned in “Support and service already exist,” we determined the following quality items are important

Function Idea

Quality elements	Quality requirement	Function idea		Implement idea		
Understandabilty	Can be categorized by genre	"browse by interest" homepage	smart genre filter	beginning questionnaire about tourist' preference	Category sorting (Trending/Neares/ Budget)	Tracking visited places
Accessibility	Support Multiple Genre	Language Selection Feature	Translation Feature	machine translation API	Use emojis and stickers that are easy to understand at a glance	Conduct a company entrance test
Operability	Users can search easily	Search and Filter Function	Personalized Recommendations	search by activity and destination	Recommendation algorithm	predictive search bar (auto-suggestion)
Accuracy	People can upload information	can write	can take photo	Automatic format to upload information	You can write directly on the map and share it (like Miro or a whiteboard)	User Account System
Satisfaction	Guidance to the location	accurate map coordinates	public trasporation route	Angkot and damri maps	Calculate location information based on the distance from surrounding stores	Identifying a location from a photo
	Create Interaction Between Tourist and Locals	accurate map coordinates	**+42 things**	Form to register in opentrip	Local Guide Profile and direct tour guide from locals	**+37 things**