



APPLYING **DESIGN FOR SIX SIGMA** TO SOFTWARE AND **HARDWARE SYSTEMS**

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Foreword

The challenge of developing and launching a successful product into the marketplace is dependent on the effective resolution of a series of compromises: compromises between design and iteration, research and execution, development and testing, and so on. The ability to quickly and accurately work one's way through this process often spells the difference between a product that is successful in the market and one that is not. The emergence and availability of tools and techniques that can inform these decisions and help improve the "hit rate" of success therefore becomes more and more important.

Product development can be summarized as the process of answering two fairly simple questions: "What is it?" and "How can we tell when we are done?" The ability to clearly and objectively address these questions under significant time and resource pressures distinguishes the top product operations from others.

As one evaluates successes and failures in the product space, it seems that some products have almost a unique "voice" of their own. Whether a phenomenon like the original Motorola RAZR phone, the revolution-causing Apple iPod MP3 player, or the digital video recorder, these industry-changing products are unique in that they specifically address unmet needs. It is notable that only a very few of the actual features of these products form the basis for their success; the Apple iPod wasn't particularly great in audio quality, the RAZR had less talk time than most competitive offerings, but in both cases the excellence and targeting of the anchor attributes outweighed the more minor shortcomings. I once heard a very senior colleague of mine state, without fear of contradiction, that there are no examples of great products that are purely the result of

consumer or end-user research. The gist of this comment is that consumers haven't encountered all of the unmet needs that distinguish truly innovative products. This would lead to the need for techniques that integrate the consumer insight process with the potentials for applicable technical innovation in the space. While there is no panacea to this need, the ability to use objective techniques in this space is fundamental to success, particularly in deciding where to focus the time, resources, and costs of the product to get maximum leverage in the marketplace.

The concept of "cost of quality" in its most extended state is a very powerful metaphor for the effectiveness of a development cycle. Simply stated, it is the allocation of all effort into two categories—"value added" and "defect detection and extraction"—and the use of proactive tools and techniques to increase the first at the expense of the second. Let me elaborate. If we hypothesize a perfect product development cycle—crystal clear definition optimally tied to the user target, rendering of this description into the relevant software and hardware sub-elements, and then flawless execution without the introduction of any defects—we arrive at the irreducible minimum cost and time for a product development cycle. Great organizations take on the challenge of identifying their current level of performance, comparing it to their competitors, and then setting out to reduce this cost of error by 15% to 20% per year, using clearly defined and communicated tools, methods, and technology improvements.

The third important factor in this discussion is the organizational or human element: how does one deploy new techniques and approaches in a mature organization, overcoming the "not invented here" tendencies of all engineering professionals, and quickly traverse the learning curve phase to achieve results? Here is where the deployment and institutionalization aspects developed in Six Sigma and extended for Design for Six Sigma (DFSS) bring significant value. The combination of formal training, implementation of highly experienced mentors into actual development projects, and gradual development of a "community of practice" has been found to be an extremely effective approach.

Making great products is a combination of art and science, the art being the use of experience, insight, and intuition to decide how much of the available science to employ. DFSS is a structured method for developing new products that are aligned with the customers' needs, using predictive engineering and anticipating and managing potential issues. The authors of this book have developed a unique concept for applying DFSS to hardware and software systems. The collected series of methods, tools, and techniques has been proven in application in leading organizations in a variety of industries. While there is no such thing as a definitive product design "cookbook" that infallibly results in industry leading products, this volume represents a rich collection of techniques and approaches that, if used properly, can identify and address the "sweet

spot” aspects of a product definition, proactively identify the high leverage realization challenges, and predict and resolve issues early in the process. The combination of these techniques with talented and trained facilitators in Six Sigma methodologies and change management approaches can and will have major impact in both the effectiveness and efficiency of any product development organization.

—*Rey Moré*
Former Senior Vice President and Chief Quality Officer
Motorola, Inc.

Preface

PURPOSE AND SCOPE

The goal of this book is to provide a clear roadmap and guidance for developing products—not only simple products but also high-tech, information age products and systems involving both software and hardware development. The intent is to provide clear, practical guidance with real and realistic examples so that the reader will have exactly what he or she needs to successfully apply Design for Six Sigma (DFSS) to products and system development projects involving software, hardware, or both.

The scope of the book encompasses the development project from the development and justification or prioritization of the business case and the associated project schedule through the developing of customer-driven requirements and consequent efforts to fulfill those requirements with high confidence.

DFSS is a structured method for developing robust new products that are aligned with the voice of the customer (VOC), using predictive engineering and anticipating and managing potential issues. Using this proactive process, the development team can:

- Ensure that the team shares a solid understanding of customer needs, and selects a compelling concept that supports and facilitates meeting those needs.
- Define measurable critical parameters that reflect customer needs, and flow them down to quantifiable and verifiable requirements for the subprocesses, subsystems, and components.
- Use predictive engineering and advanced optimization methods to ensure that the product, technology, service, or process is robust to variation in the processing and in

the environment and use conditions, providing confidence that each critical parameter will meet or exceed customer expectations.

- Verify that the new product, technology, and service or process is capable of fulfilling the functional and reliability requirements under normal and stressful conditions.
- Ensure that the supportive organizations and supply chain are aligned and capable of consistently delivering with acceptable cycle times.

WHO CAN BENEFIT FROM THIS BOOK

Although this book is general in approach and could be very helpful for anyone involved in developing almost any product, this book is particularly attuned to meeting the needs of highly skilled people who are motivated to take their new product efforts to the next level.

This book provides the tools and step-by-step guidance for systems engineers, programmers, software engineers, electrical engineers, engineering managers, program managers, and engineering students. It will also be useful for engineers who handle multidisciplinary situations involving software or electronic hardware, such as aerospace, biomedical, and industrial and power engineering. Software and electronics has seeped into many other disciplines as well, so it will also be useful for mechanical engineers, chemical engineers, and civil engineers.

For perhaps the first time, skilled people involved in product development have access to a clear roadmap, clear guidance on what people and teams need to do, step by step, to apply powerful methods—sometimes simple yet elegant, other times more complex—that can enable the product development team to converge quickly on excellent approaches and solutions to deal with even the most complex situations with high-tech and information-age products.

This book addresses a common concern from people who read books and then wonder, “That’s great in theory—but what do I need to do?”

Many products involve both software and hardware aspects; this book provides an integrated systems approach that pulls the marketing, software, and hardware communities together to solve hardware and software issues and provide a product that meets customers’ expectations, with minimal finger-pointing.

ORGANIZATION AND SUMMARY OF THE CHAPTERS

This book is organized in approximately the same sequence in which the topics are most likely to arise for a new product launch. Although it is hoped that readers will find

the engaging literary style grabs them like a fast-paced novel, such that they would read it through in one spellbound sitting, the reader can simply read each topic just as the need arises in the actual product development effort.

The first three chapters set the context and provide the reader with the background and a structure to assist in the challenges involved in Six Sigma deployment in general and DFSS deployment in particular. The first chapter provides a historical perspective followed by a summary of the DFSS process, goals, and an example of a DFSS project. The second chapter provides the deployment perspective, and gives information and tools to assist with the organizational and people challenges involved in DFSS deployment—approaches for engaging management support, obtaining engineering buy-in, overcoming resistance to change, and handling schedule and resource requirements. The third chapter provides support for the reader in handling the ongoing organizational support structure, including suggestions for governance, and continuing support from the management and the people involved in the project. Risks involved in new product development are enumerated, and suggestions provided for success metrics that can enable the team and management to assess progress and, ultimately, success in managing those risks.

The next three chapters delve further into the risks and opportunities involved in the project—topics that might be discussed just before fully launching the new product development effort. Chapter 4 elaborates on the DFSS process and discusses how both the software and hardware development efforts can be aligned. Chapter 5 delves into the business case risk in more detail, and provides a method for assessing the risk and opportunity in the context of a product roadmap that includes a portfolio of potential new products, and how the portfolio can be prioritized in the common situation of resource constraints. Chapter 6 discusses the project schedule with the associated, ever-present schedule risk, and provides some perspective, strategies, and approaches to handle schedule risk. These tools and methods include Monte Carlo simulation for the business case and the project schedule and theory of constraints project management/critical chain as a potential approach for handling schedule risks with respect to the project schedule.

The next several chapters are aligned with a flowchart that provides a step-by-step process for developing systems, software, hardware, or a combination of software and hardware. Chapters 7, 8, and 9 address the approach to gathering the VOC to understand what is important to customers, and the determination of requirements and selection of architecture based on customer and business expectations (VOC and VOB). This sequence of steps includes gathering, understanding, and prioritizing the VOC, making architecture decisions, and selecting measurable critical parameters requiring intense focus. Tools and methods include VOC gathering, KJ analysis, Kano analysis, QFD/House of Quality, concept generation methods, Pugh concept selection, and ATAM for software architecture decisions.

Chapters 10 through 12 discuss the “flow down” of the system-level requirements to requirements for hardware and software subsystems. The alignment of DFSS with Agile processes and software architecture selection are among the key topics involved in the software side, along with the engagement of rest engineering resources to ensure that the requirements can be measured, tested, and evaluated, as well as supply chain resources toward assuring supply chain readiness.

Chapters 13 through 15 discuss the concept of predictive engineering along with the optimization and “flow up” for meeting requirements allocated to both the software and hardware aspects. Methods including FMEA and fault tree analysis (FTA) help to anticipate and prevent problems. For continuous and ordinal requirements, a detailed selection process is provided for determining the transfer function for the critical parameters using a variety of methods relevant to both continuous and discrete variables. These methods include regression, logistic regression, DOE (design of experiments), RSM (response surface methodology), and robust design and stochastic optimization approaches to build high confidence that critical parameters will meet the customer’s expectations. Chapter 14 also introduces an approach called Yield Surface Modeling that has had a remarkable success rate in terms of first-pass successes with high yields.

Chapters 16 through 19 correspond to the need to “trust but verify”; models and transfer functions are useful, but there is inherent risk in trusting that the model truly and completely represents reality. These chapters discuss verification and test, in which the capability and reliability of the software or hardware product is assessed on pilot and early production samples. Approaches include accelerated life testing (ALT) for hardware and fault injection testing for software reliability. The supply chain resources anticipate and take preventative action for potential supply chain issues, and verify that the supply chain, including vendors and internal manufacturing and testing facilities, is ready. Chapter 19 also introduces a novel statistical model for supply chains that can be used to attain goals for on-time delivery and quoted lead times with minimal strategic inventory levels.

The final chapter summarizes the topics and challenges discussed in the book, and provides a “look forward” toward future directions for new product development.

SUPPLEMENTARY MATERIAL PROVIDED THROUGH THE WEB SITE

There is a Web site associated with this book, available at <http://www.sigmaxexperts.com/dfss/>. This Web site provides an interactive DFSS flowchart, aligned with the organization of the chapters in the book and with the software and hardware development process, which allow the reader to see a high-level overview of a topic, then click on a specific topic and “drill down” to a more detailed flowchart to aid with decisions on what approaches to consider, and to a summary of each approach.

The Web site also provides templates and Excel spreadsheets that will help the reader apply some of the approaches described in the book. There are examples on both the hardware and software side, including codes. Additionally, exercises are provided, aligned with the related chapters, to reinforce concepts and allow practice for the readers.

If the reader is interested in certification, there are Excel templates that can be used for project charters and for planning and later summarizing the project, and a PowerPoint template for presentations to summarize the project and its impact.

The Web site also provides materials, PowerPoint slides, and Acrobat files that will enable the reader to introduce topics to their organization and assist in selling concepts to management and the people involved in development.

10

Requirements Flow-Down

POSITION WITHIN DFSS FLOW

Requirements flow-down is aligned with the early part of the Design phase of the RADIOV process, which corresponds to the transition from the Measure to Analyze phases of the DMADV process of DFSS or from the Concept to Design phases of the CDOV process. The DFSS flowchart, which can be downloaded from <http://www.sigmaxexperts.com/dfss> provides a high-level overview (Figure 10.1) of the sequence of steps that can be drilled down to detailed flowcharts, and further drilled down to summaries for key tools and deliverables within each detailed flowchart. Figure 10.2 is the detailed flowchart aligned with this chapter, showing the steps and methods involved in flowing down system requirements.

For a system involving both hardware and software, the flow-down for system requirements will result in software and hardware requirements, evolving to subsystem requirements and to subassembly requirements and requirements for components (software components and hardware components). The sequence of steps in the flow-down process is iterative, in the sense that the anticipation of potential problems, measurement system analysis, and initial design capability analysis will be first performed at the system level, then at the subsystem/subassembly level, and then at the component level, as illustrated with the iterative nature of the flowcharts in Figures 10.2 and 10.3.

Figure 10.3 starts with a set of high-level system requirements. The process of “systems design” consists of turning these requirements into a specification of the system. First, a concept or architecture must be specified at the system level that identifies the subsystems, the interfaces between them, and any interfaces to the outside

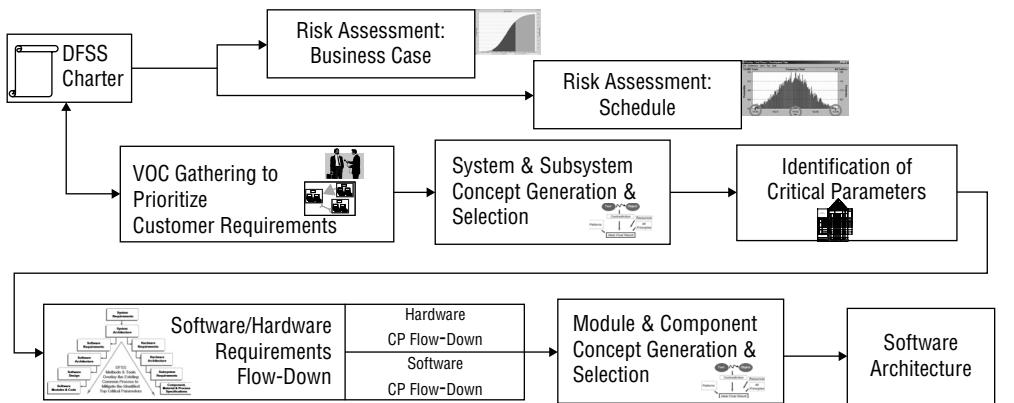


Figure 10.1 Flowchart overview highlighting step for flow-down of critical parameters

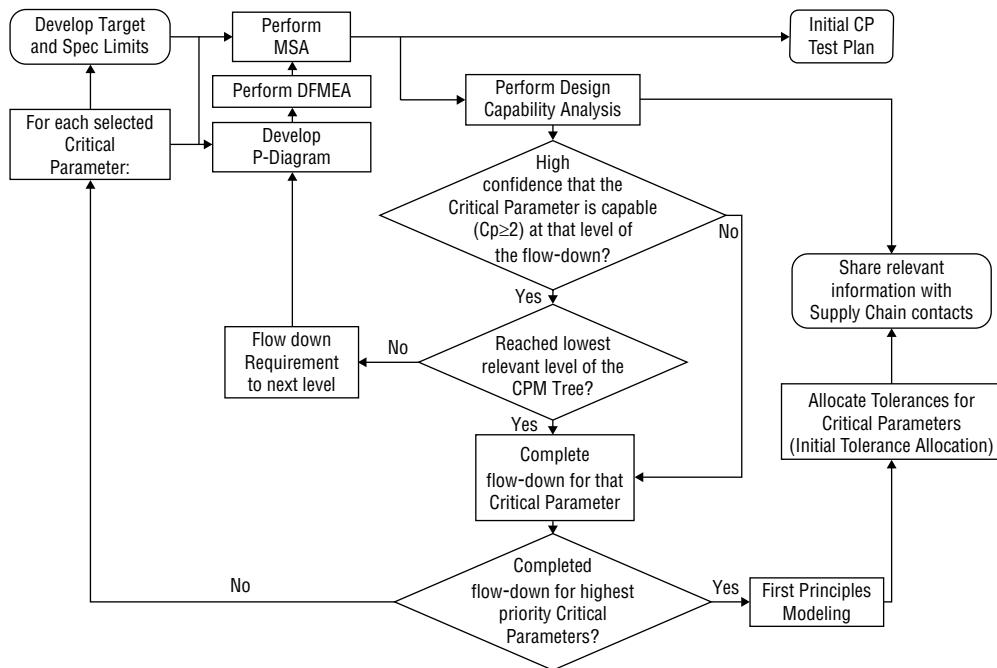


Figure 10.2 Flowchart, drilled down to detailed flowchart for flow-down of critical parameters

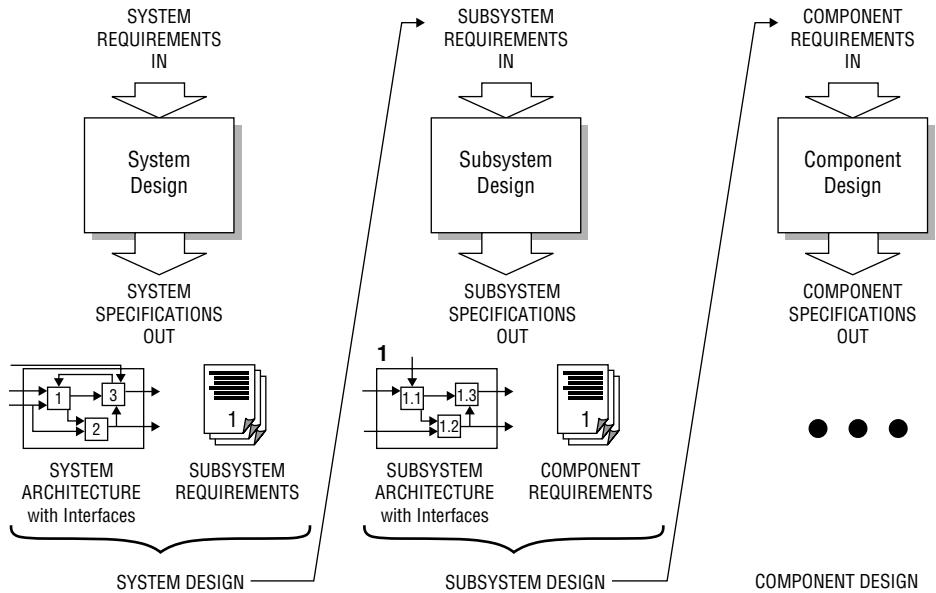


Figure 10.3 Evolution of system requirements

of the system—including the user interface and interfaces to or interactions with other systems. For electronics systems, interactions with other systems can be intentional, as in data communication linkages, or unintentional, such as with EMI (electromagnetic interference—unwanted disturbances caused by electromagnetic radiation emitted to or from another electronic system).

- For each subsystem, define the behavior and performance with subsystem requirements. Identify other subsystems and systems with which this system might interface or interact, and define the requirements for the interfaces.
- The team responsible for a subsystem is expected to not only deliver that subsystem so that it meets all of the requirements when isolated, but to meet all of the requirements when it is integrated with the other subsystems.
- The design for a subsystem requires considerations and decisions for how to meet all of the requirements jointly. This design should be documented in a subsystem specification that also contains the architecture for the subsystem, consisting of the components within the subsystem, the interfaces between these components, and the interfaces to other subsystems or other systems with which it can interact (see Chapter 12 for software architecture examples). Furthermore, each component has

requirements that define the behavior and performance required for the component to work with the other components and meet requirements jointly. This process continues down to low-level design.

FLOW-DOWN FOR HARDWARE AND SOFTWARE SYSTEMS

When developing a system comprised of both hardware and software, the flow-down of requirements to measurable technical requirements (subordinate y 's, x 's, and noises) might lead to three situations:

- Critical parameters that only involve hardware aspects
- Critical parameters that only involve software aspects
- Critical parameters that involve both hardware and software aspects.

For a hardware intensive system, or a system that involves little or no software, the critical parameters flow down to subsystems and components that are electrical or mechanical. The technical challenges for some products or some subsystems might fall entirely within one engineering discipline. For example, a team of mechanical engineers might flow down or decompose the critical parameters for a lawnmower to subsystem and component requirements. Other hardware intensive products might require a team composed of electrical and mechanical engineers, or the development organization might be structured so that these teams are separate, but a cross-functional team would handle the electrical-mechanical interactions and interfaces.

The flow-down for some requirements of a cell phone is particularly relevant for electrical engineers who are knowledgeable about radio frequency (RF) performance. Figure 10.4 shows part of the system-level House of Quality example discussed in Chapter 7. Two critical parameters, total radiated power (TRP) and turn-on time, are highlighted. In Figure 10.5, a second House of Quality focused on the RF sections of the cell phone indicates that TRP flows down to some measurable requirements for the antenna and for the transmitter. Figure 10.6 shows the flow-down, juxtaposed with some images of the physical layout within the cell phone.

Figure 10.7 shows the flow-down or decomposition of the critical parameter, cellular phone turn-on time, to hardware and software requirements. A team of system engineers, software engineers, and hardware engineers discussed this flow-down, and developed a simple mathematical model for the turn-on time, which showed that the delays in phone turn-on caused by the hardware requirements such as phase locked loop (PLL) lock time were negligible. The critical parameter for turn-on time then became a software development team focus.

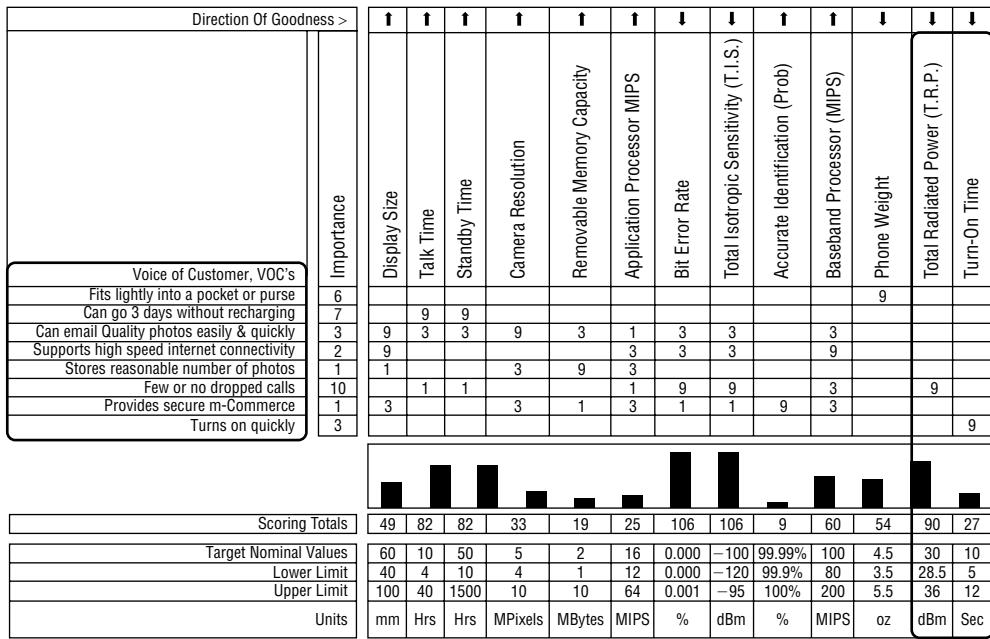


Figure 10.4 System-level House of Quality, focusing on two critical parameters, total radiated power from the transmitter and antenna, and turn-on time for the cell phone

Critical parameters that can involve both software and hardware aspects require that initial combined team approach. If software or hardware is totally dominant, then the effort can be handed off to the appropriate team as was the case for the turn-on time for the cellular phone. If neither software nor hardware dominates to such an extent, the effort on the critical parameter can either continue to be addressed by a team consisting of system engineers and software and hardware engineers, or the software aspects can be handed to the software team and the hardware aspects can be handed to the hardware team. In the latter instance, the interfaces and interactions between hardware and software risk “falling in the crack,” so an additional effort is required to consider these interactions and to integrate the hardware and software aspects. In many cases, emulation can be used to evaluate the software aspects without the final version of the hardware but, rather, an existing hardware platform modified to behave like and substitute for the hardware.

The second House of Quality, as shown in Figure 10.5, is one of several methods to flow down requirements. Other methods can use a P-diagram, as discussed in the next section, or brainstorming session with a set of engineers, including system engineers, to

System Requirements	Importance Score	Antenna				Receiver					Transmitter											
		Antenna Gain	Antenna NF	Antenna Interface	Antenna Cost	Antenna Weight	Receiver Gain	Receiver Cascaded Noise	Receiver Cascaded	Receiver Current Drain	PLL Lock Time	Receiver Cost	Receiver Weight	Transmitter Gain	Transmitter	Output Power	Transmitter	Power Added	Transmitter	Current Drain	Transmitter Cost	Transmitter Weight
Display Size	4																					
Talk Time	8	M		M			M			H	L			H	H	H	H					
Standby Time	8	L	L							H	L			H	H	H	M					
Camera Resolution	2																					
Removable Memory Capacity	1																					
Application Processor MIPS	2																					
Bit Error Rate	10	M	M	M			H	H	M							M						
(T.I.S.)	10	H	H	H			H	H	L													
Accurate Identification (Prob)	0																					
Baseband Processor (MIPS)	5																					
Phone Weight	5					M									M						M	
BOM Cost	0													M							M	
Total Radiated Power (T.R.P.)	8	H		M					M							H	H	M				
Turn-On Time	2									M					H							
Scoring Totals	224	128	168	0	15	204	186	40	144	34	0	15	246	216	168	96	0	15				
Normalized Scores	9	5	7	0	1	8	8	2	6	1	0	1	10	9	7	4	0	1				
Target Values																						
Units		dB	dB	dB	\$	g	dB	dB	dBm	mA	sec	\$	g	dB	dBm	%	mA	\$	g			

Figure 10.5 Second or subsystem-level House of Quality, focusing on the radio frequency (RF) subsystems including the antenna, receiver, and transmitter for a cell phone

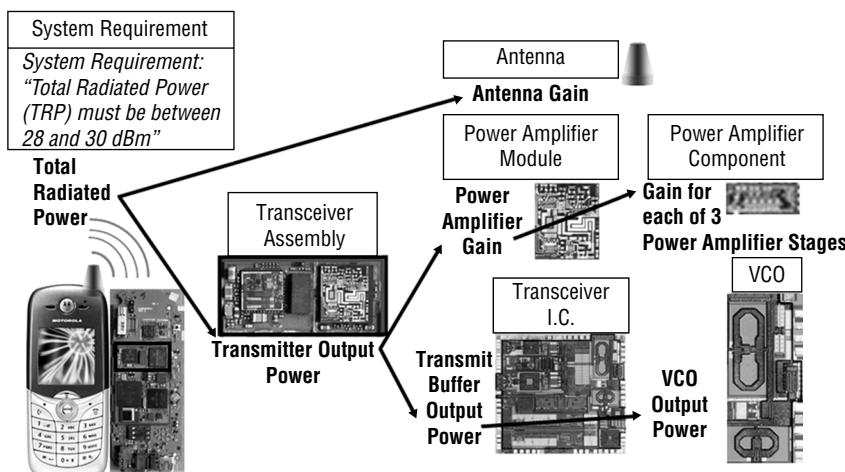


Figure 10.6 Flow-down of the total radiated power requirement for a cell phone to measurable requirements on the antenna and for the transmitter within the transceiver assembly

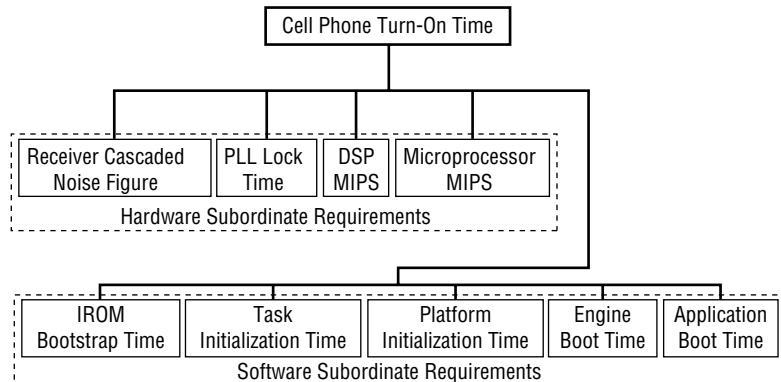


Figure 10.7 Flow-down of cell phone turn-on time to hardware and software requirements

identify indirect or intermediate requirements (subordinate y 's), control factors (x 's), and noises (n 's) that affect the critical parameter, as discussed in the flow-down section later in this chapter.

ANTICIPATION OF POTENTIAL PROBLEMS: P-DIAGRAMS AND DFMEA

System requirement flow-down also involves anticipation of potential problems. At the system level, a P-diagram and FMEA can be part of the concept generation and selection process for the system, as described in Chapter 8, and the system-level FMEA is included in the flowchart for identification of critical parameters, as described in Chapter 9.

As the flow-down proceeds iteratively, similar anticipation of potential problems should be subsequently applied for each critical parameter, or at the subsystem/subassembly level and the component level—and possibly at the manufacturing process level. Some perspectives should underline the importance of this anticipation as the flow-down proceeds: the system level flow-down will naturally involve a bird's-eye view of failure modes, and will involve a broader cross section of expertise for this purpose—but anticipation of failure modes and mechanisms at subsystem and module/component levels will involve a more focused set of experts to dissect the potential problems involved at that deeper, more detailed level. Essentially, at these subsequent iterations, the subsystem and component under consideration becomes “the system” for

Summary: Robust Design method to identify noises that affect whether the performance is less than ideal, and control factors that could affect the sensitivity to the noises.

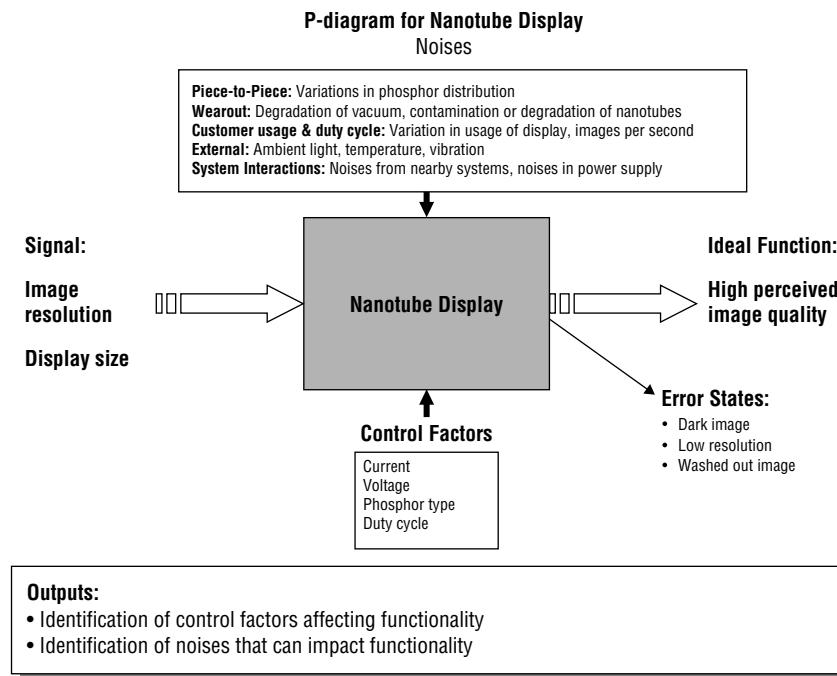


Figure 10.8 Tool summary for P-diagram

the team. It is worth noting that many of the subsystems for complex electronic products could literally *be* the “system” or product in other situations. For example, many cellular phones include digital cameras—but digital cameras are separate products or systems for camera manufacturers. Many cell phones (“music phones”) incorporate music players, which also exist as separate products. In turn, many music players as products include flash drives, and some companies sell flash drives as products.

Either as an integrated subsystem, or as a separate product, anticipation of potential problems is a vital step toward prevention of problems. The P-diagram (Figure 10.8) and DFMEA (Figure 10.9) can be useful for the module and component-level concept generation and selection process described in Chapter 8, and also valuable in anticipating and preventing problems with aspects that were not selected as critical parameters (or flowed-down from critical parameters) but that could impact the success of the product if not adequately addressed.

Summary: A structured method for identifying and ranking the significance of various failure modes of the program and their effects on the product or customer

Failure Modes and Effects Analysis (FMEA):												Revised RPN				
System, Subsystem or Component	Parameter at System, Subsystem, Module, Assembly or Component Level	Potential Failure Mode / Effect	Potential Effects of Failure	SEVERITY	Potential Cause	OCCURRENCE	Current Controls	DETECTION	RISK PRIORITY NUMBER (RPN)	Action	Responsibility	Due Date	Severity Occurrence	Detection	Risk Priority	
				9		7		3	189				6	5	3	90
				8		7		4	224				6	6	2	72
				9		7		3	189				5	4	2	40
				9		7		3	189				5	3	2	30
				9		7		3	189				4	2	3	24
				9		7		3	189				4	4	1	16

1. List Functions and Interfaces or Subsystems.
2. List Potential Failure Modes.
3. List Potential Effects.
4. Assign Severity Rating.
5. List Potential causes.
6. Assign Occurrence Rating. (Probability rating for Software)
7. List current controls.
8. Assign detection rating.
9. Calculate Risk Priority Number.
10. Use RPNs to help decide on high priority failure modes.
11. Plan to reduce or eliminate the risk associated with high priority failure modes.
12. Re-compute RPN to reflect impact of action taken on failure mode.

Output:

- Ranked group of failure modes
- Impacts of failures
- Risk Priority Numbers (RPN) before and after corrective action
- Corrective actions, controls to remove or reduce the risk or impact of a failure mode

Figure 10.9 Tool summary for design failure modes and effects analysis (DFMEA)

A P-diagram (Figure 10.8) offers several benefits. It can help with the development of the DFMEA, in which the error states or deviations from the ideal function (at the lower right of P-diagrams) could suggest failure modes to be included in the DFMEA, and the noises (at the top of the P-diagrams) could suggest potential causes for the failure modes.

As will be seen later in this chapter, the team approach for identifying control and noise factors used in developing the P-diagram can be leveraged in flowing down requirements to the next level. The control factors portion of the P-diagram generally are the *x*'s in the flow-down, and the noises in the P-diagram obviously are the noises in

the flow-down. The missing pieces are the subordinate y 's—subrequirements that can be flowed down to other subordinate y 's, x 's, and n 's. If the critical parameter does not involve subordinate y 's, then the P-diagram can be used for the flow-down. However, many critical parameters cannot be directly flowed down to the final control factors with one P-diagram, and the P-diagram just provides a good start.

The P-diagram can also prove useful in generation and subsequent evaluation of alternative concepts for the subsystem, module, or component, particularly in terms of considering the noises that can affect performance when brainstorming potentially robust design approaches—the relative insensitivity of the alternative concepts to those noises can and should be considered in selecting a superior concept for the subsystem, module, or component.

The P-diagram can also prove valuable during transfer function determination (Chapter 13), in terms of initializing the identification of control and noise factors to use in an experimental design approach. The P-diagram will also prove valuable during optimization (Chapter 14), for evaluating and optimizing robustness against the noises. Some of the noises from the P-diagram can also be used as stress factors or for verification of reliability (Chapter 17).

FMEA (including system FMEA and design FMEA or DFMEA) has been discussed in Chapter 9, but it will be briefly reviewed here. The objective of DFMEA (summarized in Figure 10.9) is to consider the ways a product, subsystem, function, or interaction can fail, then analyze the risks, and take action where warranted. Typical applications include preventing defects, improving processes, identifying potential safety issues, and increasing customer satisfaction. It can be applied throughout the development life cycle. To be more effective, the DFMEA should relate to the nature of the development process itself. In either case, it considers overall architecture and functionality problems while at the same time addressing process problems. Therefore, DFMEA is an effective engineering tool for evaluating systems at a number of stages in the design process.

DFMEA evaluates risks posed by potential failure modes by considering the severity of the impact if the failure mode occurred, the probability that the failure mode could occur (based upon the probabilities for occurrences of potential causes of the failure mode), and the possibility that the problem would be detected in time. These three aspects of the risk are rated on a scale of 1 to 10, and then multiplied to provide RPN indices (on a scale of 1 to 1000) that can be treated as numerical assessments of risk. DFMEA and associated assessments are performed in a team setting, the atmosphere for which can become rather intense. It has been suggested that the DFMEA process be broken into two to three shorter sessions, during which the team is locked in a meeting room, and necessities (drink, raw meat . . .) are tossed over the wall.

There are systems that are heavily software oriented and that could benefit from a software DFMEA effort. The objective of a software DFMEA is to identify all failure

modes in a software artifact. Its purpose is to identify all catastrophic and critical failure probabilities so they can be minimized as early as possible. For example, a common problem in software involves memory leaks. A memory leak is an unintentional memory consumption by a computer program where the program fails to release memory when no longer needed. Memory is allocated to a program, and that program subsequently loses the ability to access it due to program logic flaws. A memory leak can diminish the performance of the computer by reducing the amount of available memory. Eventually, too much of the available memory may become allocated and all or part of the system or device stops working correctly, the application fails, or the system slows down unacceptably. For example, code that has a “*malloc*” (a subroutine for dynamic memory allocation) or a “*new function constructor*,” which is evaluated each time it is encountered, can increase the risk of creating a memory leak. Memory leaks can corrupt and misalign pointers (which reference values stored elsewhere in memory), and may cause part or all of the system to go down; the system may have difficulty recovering, and in severe cases, key data may be lost.

DFMEA and P-diagrams can be used and reused through many of the subsequent steps of DFSS. This continuing value is realized because DFMEA and P-diagrams, in concert, help the team conceptualize and share an understanding of the risks by assessing the risks in terms of the severity or impact, the probability of occurrence, and the opportunities for errors. The team can also gain insight into noises as potential sources of variation, stresses, and failures.

TARGET AND SPEC LIMITS

Target values or specification limits for the critical parameters might have been developed as part of the QFD/first House of Quality effort, as discussed in Chapter 7. The specification limits are involved in the calculation of the P/T ratio in the measurement system analysis, the design capability analysis, and the tolerance allocation topics discussed in later sections of this chapter.

If the critical parameter is a lower-is-better type parameter, then it will generally just have one specification limit, the maximum. Examples of such one-sided parameters include leakage currents, defects or defect densities, costs, weight, delay times, and power consumption. The target in this situation could be half of the specification limit or maximum, or perhaps an achievable low value that would represent a value considered desirable for the customers.

Similarly, if the critical parameter is a higher-is-better type parameter, then it will have one specification limit corresponding to the minimum. Examples include battery life, drops-to-failure, mean-time-to-failure (MTTF), efficiency, and resolution. Some of these

examples are bounded on both sides by the nature of the metric or by physics; for example, percent efficiency is bounded by 0 and 100 percent, even though it is considered a higher-is-better type parameter. The target in this situation could be twice the lower specification limit, or an achievable high value that would be considered desirable for the customers.

If the critical parameter is a target-is-best type parameter, then it will have both an upper and a lower specification limit. Examples could include total radiated power (TRP) for a transmitted signal and some timing requirements in a clocked system constrained by issues such as race conditions. Generally, for two-sided limits, the target will be midway between the upper and lower specification limits; however, there will be exceptions to this, such as situations where the critical parameter is believed to follow a lognormal distribution, in which case the target might be the geometric average of the upper and lower specification limits (that is, the square root of the product of the upper and lower specification limits). Alternatively, the target is an achievable value that would be considered desirable by most of the customers; ideally, if the manufacturer could produce all parts with exactly that value, the customers should be satisfied (if not downright ecstatic).

Companies are rife with examples of problems with measurement systems analysis (MSA), capability indices, SPC, and customer issues that trace back to specification limits set arbitrarily, such as to some target ± 10 percent. The specification limits should be based on what is needed to meet the customers' expectations—and, subject to that consideration, the spec limits should be as wide apart or as generous as reasonable for the design team. This enables the design team to have the best chance of success in meeting the specifications with high confidence, and creates a high likelihood that the customers will be satisfied by the result of the design teams' innovation, optimization, and robust design of the product.

In some instances, appropriate specification limits may be hard to pin down. One possible cause for this fuzziness might be that different customers or sets of customers may have different expectations. There are at least three alternative approaches that can be used to deal with this issue: the best and widest-spaced compromise can be selected to satisfy the largest groups of key customers, the product can become multiple products each tuned to the expectations of different customers, or the characteristic can be designed to be tunable, programmable, or selectable by the customers.

MEASUREMENT SYSTEM ANALYSIS

Once the critical parameters have been selected, and specification limits have been set, it seems reasonable that the next steps might be to set things up so that progress towards achieving expectations can be monitored. As discussed in Chapters 7 and 9, the critical parameters have been defined in measurable terms. The next logical step is to set up the

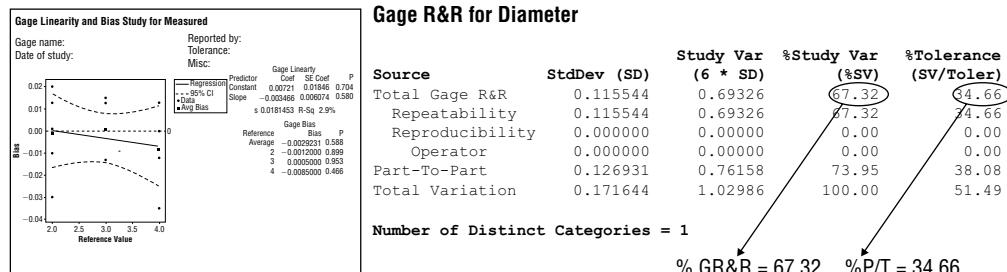
measurement systems and determine whether each is capable of measuring appropriate critical parameters.

Figure 10.10 summarizes the purpose, results, and outputs from measurement system analysis, focusing on MSA for critical parameters that are continuous rather than discrete. There are several indices used to determine if the measurement system is adequate for the purposes of optimization and validation of the critical parameters, including assessments of stability, linearity, accuracy, and measurement error. MSA is discussed further in Chapter 16.

The assessment and estimate of measurement error is a key, recurring topic in DFSS, and this is an appropriate point to begin that discussion. The measurement error is one of several “noises” that can be flowed down, as discussed later in this chapter, and that will be encountered along the way as the design team uses approaches such as design of experiments (DOE) and response surface methodology (RSM).

This aspect of the flow-down process is illustrated in Figure 10.11, which starts with the concept of squared deviation from the target. If the target is the desired value, as discussed in the previous section, then one can define a statistical index, the second moment about the target, which can represent the degree of customer satisfaction.

Summary: Statistical analysis of the variation caused by a measurement system and documenting Precision, Accuracy, and Capability of measurement systems.



Outputs:

- Assessment of Stability
- Estimate of Accuracy (Bias)
- Estimate of Linearity
- Estimate of Measurement error, Std dev of Repeatability (within same conditions) and Reproducibility (operator-to-operator)
- Assessments of Precision: Precision-to-Tolerance (P/T) Ratio and Gage R&R

Figure 10.10 Summary for measurement system analysis

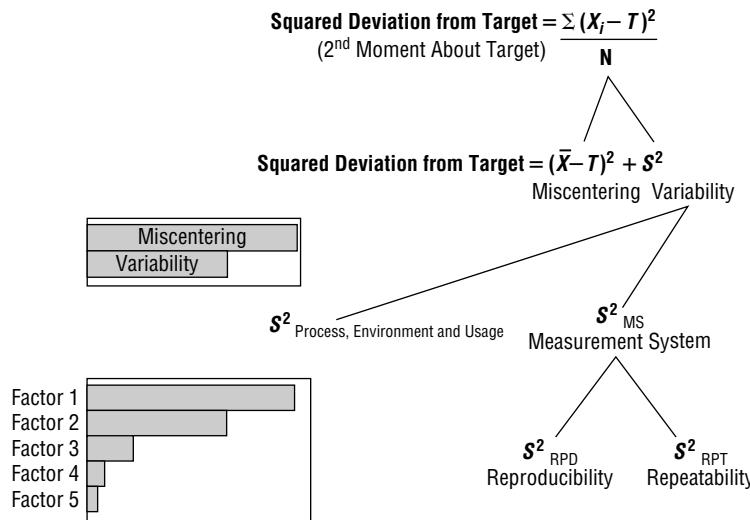


Figure 10.11 Partitioning of squared deviation from the target, including variance associated with the measurement system

The ideal case, in which every product is exactly on target with no variation, would have a value of zero for this statistical index. As further illustrated in Figure 10.11, this squared deviation from (or second moment about) the target corresponds to the Taguchi Loss Function for a target-is-best situation. A useful aspect of this equivalence is that the deviation from the ideal situation can be partitioned into two parts: the degree to which the deviation is a result of the average being off-target, and the variance about the mean. This variance can be further partitioned into variance as a result of the measurement system (discussed here) and variance as a result of manufacturing variation and variations in usage and environment (including system interactions).

MSA for continuous parameters provides an estimate for the variance caused by the measurement system, and compares it to the tolerance in terms of the precision to tolerance ratio (P/T ratio), and to the total observed variance in terms of the GR&R ratio (gauge repeatability and reproducibility). The P/T ratio is defined as six times the standard deviation of the measurement system divided by the difference between the upper and lower specification limits. The GR&R ratio is defined as the standard deviation of the measurement system divided by the total observed standard deviation, combining sources of variation including measurement error, variation from manufacturing, variation from how the customers use it, variations from the environments where the product will be used, and variations in how the interactions among the subsystems and the product with other systems affect the parameter.

If the measurement variance consumes too much of the tolerance window, or obscures the ability to assess the other sources of variation, then the measurement system is not acceptable. For many situations, the rule of thumb is that both the P/T ratio and the GR&R ratio should be less than 30 percent; for other situations, a rule that both should be less than 10 percent is imposed. Acceptable values for the P/T ratio derive from statistical analyses that indicate that a P/T ratio more than 30 percent corresponds to a very high risk of incorrectly passing bad parts or incorrectly rejecting good parts.

The measurement system for critical parameters at the system or product level will generally link to the test and evaluation plan for the product, as illustrated by the arrow to the deliverable initial critical parameter (CP) test plan in Figure 10.2. This deliverable is a starting point for the verification of capability discussed in Chapter 16, and summarized in Figure 10.12. Clearly, the preparation of the measurement systems to be used

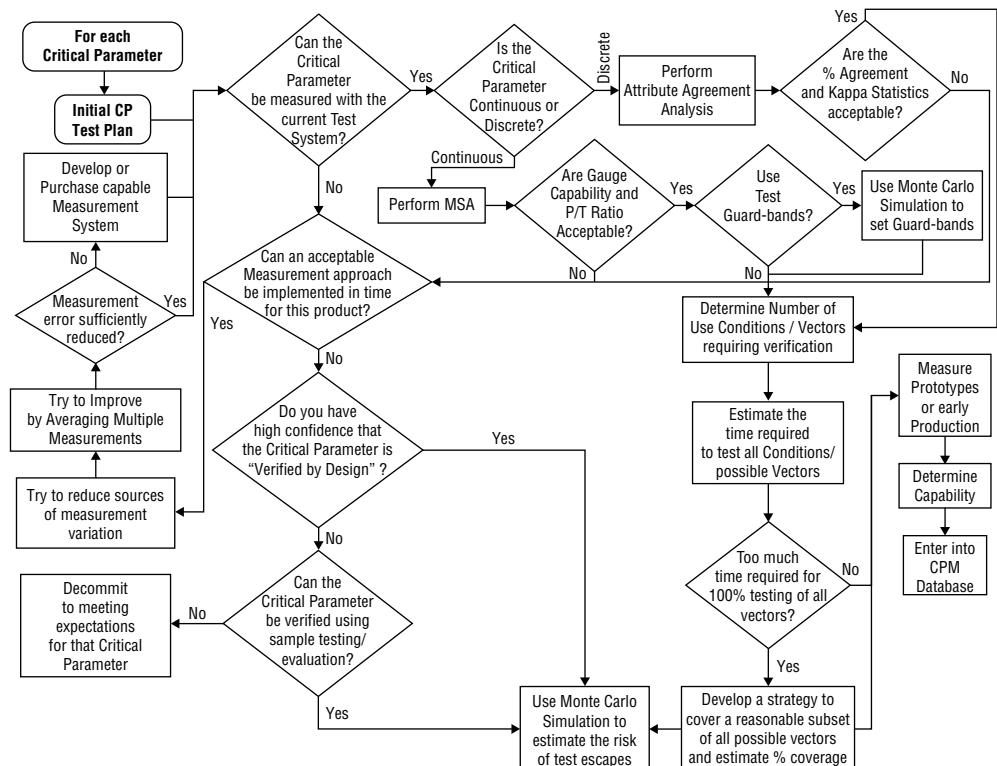


Figure 10.12 DFSS flowchart, drilled down to detailed flowchart that includes actions for improving the measurement system if MSA results are unacceptable

for verification do not need to wait, and should not wait, but should be initiated with the initial measurement systems analysis effort.

If the GR&R or the P/T ratio, or both, fail to meet acceptable guidelines, then there are a series of actions for improving the measurement system that are summarized in Figure 10.12 and discussed in Chapter 16.

CAPABILITY ANALYSIS

The next step shown in Figure 10.2 involves preliminary assessment of design capability. The design capability is a predicted capability, as opposed to the measured capability assessed on existing products or processes in the DMAIC process improvement flow. The preliminary assessment is performed in the Design phase of RADIOP (corresponding to the Measure phase of DMADV); if it is inadequate, then later steps (largely in the Optimize phase of RADIOP or Analyze through Design phases of DMADV) will improve the capability and a new assessment of the design capability will presumably be reflected in an improved value for the design capability indices. Later, in the Verify phase, the actual capability will be assessed on prototypes or early production samples, as discussed in Chapter 16.

As a predicted capability, the design capability might be assessed using predictive methods such as Monte Carlo simulation or a method referred to as the propagation of errors or system moments method in some situations and the root sum of squares method in other situations. These predictive engineering methods are discussed in Chapter 14.

There are two key indices used to assess design capability: the C_p (also known as P_p) and the C_{pk} (also known as P_{pk}). Equations for these two indices are given here:

$$C_p = \frac{USL - LSL}{6s} \quad (10.1)$$

$$C_{pk} = \min \left[\frac{USL - \bar{x}}{3s}, \frac{\bar{x} - LSL}{3s} \right] \quad (10.2)$$

Six Sigma performance is defined as having a C_p greater than or equal to 2 and a C_{pk} greater than or equal to 1.5. It is possible that the initial design capability assessment will forecast C_p and C_{pk} values that meet Six Sigma performance expectations at the get-go. If the team has confidence in this initial estimate, the design team can breathe a sigh of relief, celebrate, party, and paint the town red as appropriate to their personalities and local laws and customs. In addition to this emotional reaction, the design team need not expend any further effort on this critical parameter unless something changes

that would jeopardize this pleasant state of affairs. Consequently, the detailed flowchart in Figure 10.2 shows that the flow-down for that critical parameter can be considered complete, and the design can move on to the efforts for the next critical parameter.

In those cases in which the initial assessment of the design capability do not provide sufficient confidence that the initial design is capable, the next step would entail flow-down or decomposition, as discussed in the next section.

FLOW-DOWN OR DECOMPOSITION

If the initial design capability analysis does not provide high confidence that the critical parameter will reside comfortably and consistently within the specification window, robust against noises ranging from manufacturing variation through variations in use conditions, environments, system interactions and measurement error, then the team will need to engage in robust design and optimization efforts that will generally be performed at the subsystem, module, subassembly and/or component levels. Consequently, the next steps involve identifying the parameters at these levels that are affecting the performance of the critical parameter at the system level. This is referred to as the critical parameter flow-down process.

A valuable tool for critical parameter management in general, and for this critical parameter flow-down and the later process for critical parameter flow-up (Chapter 14) is called Cognition Cockpit (<http://www.cognition.us>). This software tools provides an easy-to-use, Web-based interface that handles virtually all aspects of critical parameter management and provides interfaces to other software commonly used in DFSS and in product development.

The critical parameter flow-down is a team activity involving the appropriate expertise to identify x 's, n 's, and subordinate y 's that affect the performance of the system level critical parameter. The second House of Quality can help with this flow-down. The approach used previously in the system-level or first House of Quality, described in Chapter 7, would be used again at the subsystem level or the next level down in the product hierarchy, but with the measurable system-level parameters along the left side and subordinate measurable technical parameters for the subsystem described across the top, as in Figure 10.5. Although this approach tends to provide a useful set of subordinate y 's for each subsystem, the control factors (x 's) and noises (n 's) are a bit more difficult to obtain from this method.

The term “ x 's” refers to factors that are under the design engineers' control: design choices, component choices, or settings of continuous variables, like the choice of a resistor or capacitor value or for a voltage-controlled oscillator or the setting on a voltage supply.

The term “ n 's” refers to noises: factors that will not be under the design engineers' control when the product is operating out in the field among customers. Noises like

environmental temperature might be controllable in the lab environment, which will be useful for evaluation purposes, but cannot be controlled once it leaves the controlled environment—a customer may use the product during a summer in Phoenix, Arizona, or Riyadh, Saudi Arabia, and the same or a different customer may use the product during winter in Alaska or Sweden.

The term “subordinate y ’s” refers to measurable parameters at a lower level in the flow-down that affect the system-level performance for the critical parameter and are in turn affected by other factors and parameters at an even lower level in the flow-down.

A mechanical example of this might be the water resistance of the system being flowed down to subordinate y ’s representing the water resistance of various inserts, holes, and user interfaces that cannot be affected directly but can be affected indirectly through the choices of O-rings and dimensions that can ensure acceptable water resistances for those subordinate y ’s. An electronic example might be the total isotropic sensitivity, corresponding to the weakest signal strength that the system can dependably handle, which can be flowed down to subordinate y ’s representing the antenna gain and the LNA (low noise amplifier) gain at the component level, which cannot be directly affected but can in turn be affected by decisions about the design of the antenna and selection of the LNA part or components in the LNA.

The flow-down effort can be facilitated by the use of the P-diagram (Figure 10.3) discussed earlier in this chapter, which could already have identified the noises and may simply require differentiation between the subordinate y ’s and the x ’s. Alternatively, the team can use a second House of Quality approach or participate in a meeting to brainstorm the factors that affect the critical parameter and subsequently differentiate the factors as noises, x ’s, or subordinate y ’s, with an additional step to further explore the subordinate y ’s to complete the flow-down to x ’s and n ’s.

The process described here has proven very efficient at quickly generating a more thorough first-pass flow-down, which can subsequently be refined and expanded or “fleshed out.” It also can be used to quickly generate P-diagrams and subsystem or component Houses of Quality or entered into the Cognition Cockpit database.

PROCEDURE FOR CRITICAL PARAMETER FLOW-DOWN OR DECOMPOSITION

1. Ask the critical parameter owner to describe the critical parameter, how it’s measured, current estimates about its most likely value and possible distribution, and any progress that’s already been made towards developing confidence that the critical parameter will be capable.
2. Discuss with the team:
Is the critical parameter clearly measurable as-is? How would it be measured?
If the measurement approach is clearly defined, would meeting that measurable

requirement fulfill customer and business expectations? If not, develop an operational definition, a measurable definition for the critical parameter.

3. Brainstorm subrequirements with the team, first pass. The template shown in Figure 10.13, available for download at <http://www.sigmaxexperts.com/dfss/>, can help with this process.
4. Classify the subrequirements into subordinate y 's, x 's, and noises.

Subordinate y 's are measurable, but not directly controllable (i.e., there is not a "knob" to change the value of the subordinate y to a selected value).

Control factors or x 's are directly controllable and affect the value of the critical parameter or a subordinate y to the critical parameter.

Noises or n 's are factors that affect the critical parameter or a subordinate y , but that the team does not control in normal usage (although the team might be able to control a noise like temperature in a lab).

Subordinate y 's (Subsystem, Module, or Component)—Measurable Requirements:	Priority	Units	y, x or n	Continuous or Ordinal Subrequirements:	Binary or Obligatory Subrequirements:	Is this Necessary to Fulfill the Requirement?	Is this Set Sufficient?
						Yes	Yes
						Yes	
						Yes	
						Yes	No
						No	
						Yes	
						Yes	Yes
						No	
						No	

Figure 10.13 Template for critical parameter flow-down process and for associated P-Diagrams; this template can be downloaded at <http://www.sigmaxexperts.com/dfss/chapter10flow-down>

5. Classify the subordinate y 's into continuous requirements, ordinal requirements, and binary discrete or obligatory requirements (pass/fail or meets/doesn't meet requirements).

Continuous requirements have a full range of possible values—like a voltage measurement; ordinal requirements have integer values, where higher or lower is better—like a score of 1 to 7 on a Likert survey form, or the number of drops to failure, or the number of clicks to get to a certain screen.

Binary requirements are either acceptable or unacceptable—like whether an Excel-compatible table of data is output from the software or not.

6. For each subordinate y , ask the team—is each subrequirement necessary?

If this set of subrequirements was satisfactorily met, would that provide sufficient confidence that the product will meet expectations for the critical parameter? If not, brainstorm what additional subordinate y 's are needed to have sufficient confidence that the customers will be satisfied that this critical parameter has been fulfilled.

7. For each necessary subordinate y that is continuous or ordinal, the team should discuss their confidence. If the team is highly confident that a subordinate y will be satisfactorily achieved, then it need not be flowed down further, but otherwise the team would brainstorm other lower level subordinate y 's, control factor (x 's) and noises (n 's) that affect that subordinate y . Continue until the lowest level of the flow-down consists of only x 's, n 's, and subordinate y 's that the team is highly confident will be satisfactorily achieved.
8. For each necessary subordinate that is binary or obligatory, ask the team: What are the goals? Should we consider a Pr (success) metric (as discussed in Chapter 14)? Would fault tree analysis be helpful for this obligatory requirement? (Fault tree analysis is discussed in Chapter 9.)
9. Put the results of the flow-down of the critical parameter into a diagram, with the critical parameter or Y placed at the top or left side of the diagram, and the subordinate y 's, x 's, and n 's linked by lines or arrows. If appropriate, capture this flow-down in a database such as the critical parameter management database associated with Cognition Cockpit. If appropriate, capture part or all of the flow-down as a P-diagram.
10. Ask the team or assign team members to obtain goals/preliminary spec limit(s) for the continuous and ordinal requirements.

Flow-Down Examples

The flow-down described in this chapter can be applied to a variety of parameters, including mechanical, electrical, and software parameters. In Figures 10.14, 10.15, and 10.16, qualitative flow-down will be applied to three critical parameters for a set of

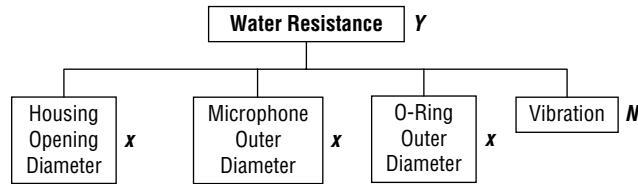


Figure 10.14 Critical parameter flow-down of water resistance for “Simon” communication device

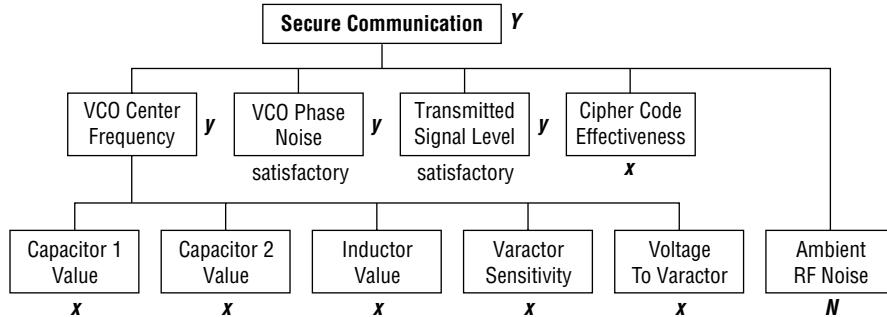


Figure 10.15 Critical parameter flow-down of secure communication for “Simon” communication device

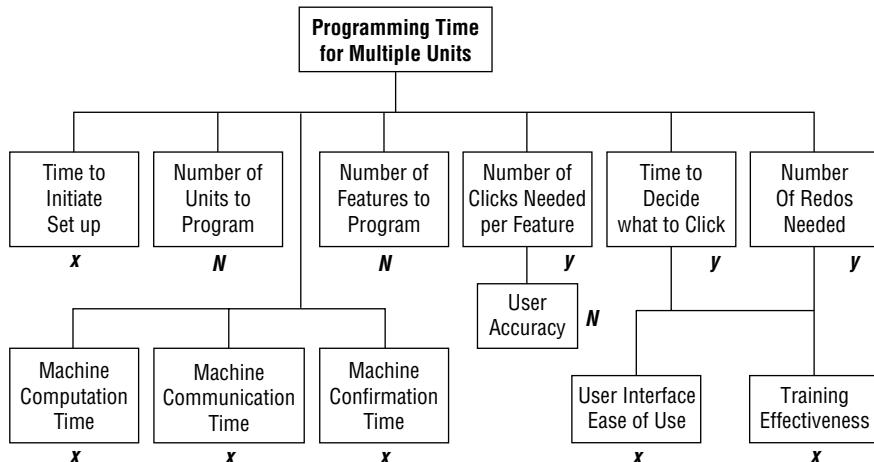


Figure 10.16 Critical parameter flow-down of programming time for multiple units

communication devices for secret agents; the device is code-named “Simon.” These critical parameters are water resistance, secure communication, and programming time for multiple units. By sheer coincidence, the first critical parameter is primarily a mechanical engineering example, the second is a combined software and electrical engineering example, and the third is primarily a software example.

Water resistance is largely dependent on the materials used in the housing (outer shell) of the communication device and the effectiveness of the seals involved in the opening in the housing to accommodate a microphone. The mechanical engineering design team is confident that the housing itself is impervious to water intrusion, and the primary risk is seal for the microphone. The team has identified the x ’s as the housing opening diameter, the microphone outer diameter, and the outer diameter of an O-ring that must not exhibit excessive compression. The design team is also concerned with vibration as a noise. The ultimate customers (spies, secret agents, and informers) are prone to considerable vibration in the usage environment, as the team ascertained through exhaustive research (watching James Bond movies; popcorn optional). This example is similar to an actual DFSS project, which is shared as an example for optimization and flow-up in Chapter 14.

The design team flowed-down secure communication (measured by a secure communication effectiveness metric) to a software parameter (cipher code effectiveness) and several subordinate y ’s, including the center frequency of the voltage-controlled oscillator (VCO). This subordinate y was flowed down to parameters associated with the two capacitors, an inductor, a varactor, and the voltage applied to the varactor, as shown in Figure 10.15.

The team also flowed down the requirement for the time required to program a set of communication devices, as shown in Figure 10.16.

INITIAL TOLERANCE ALLOCATION

After the flow-down has been completed in a qualitative respect and specification limits and a target value for a system-level critical parameter have been set, the next step is to allocate tolerances from the critical parameter to the subordinate y ’s and x ’s involved in the flow-down.

Initial tolerance allocation is the quantitative part of the critical parameter flow-down. Tolerances may be available from suppliers for some of the subordinate y ’s and x ’s. For others, the initial tolerance may be the start of communication with the suppliers and assembly and manufacturing areas involved in the supply chain. If the supplier already has a proposed tolerance, it could be helpful for the engineering team to compare the tolerances proposed by the suppliers to a baseline to ascertain whether the suppliers’ tolerances align with reasonable or expected tolerances.

	Units	LSL	Target	USL	kmin	kmax	
Frequency	MHz	2.4	2.5	2.7	0.07	0.13	
Subordinate y's	Units	Slope	Target		Allocated LSL	Target	Allocated USL
Capacitor 1	pF	-0.24793	2		1.9	2.0	2.3
Capacitor 2	pF	-0.24793	1		0.9	1.0	1.1
Varactor Sensitivity	pF/V	-0.48868	1		0.9	1.0	1.1
Inductor	nH	-0.15582	8		7.5	8.0	9.0
Voltage	V	-0.24793	2		1.9	2.0	2.3

Figure 10.17 Excel worksheet for quantitative flow-down of allocated tolerances

The approach described in this section can be used for a variety of situations:

- **Schedule allocation:** Starting with best case/most likely/worst case durations for developing features, and allocating these to subtasks required to develop the feature.
- **Timing/delay allocation:** Starting with a range or mean and standard deviation for overall timing for a feature or function, and allocating the total timing or delay to the individual tasks.
- **Mechanical tolerance allocation:** Allocating tolerances that are additive, like tolerances for components in a gap analysis.
- **Electrical tolerance allocation:** Allocating tolerances for a function to its subfunctions when the transfer function is not necessarily additive and some of the subordinate y's or x's might be in different units than the Y (for example, the Y may be frequency in MHz and the x's might be capacitance in pF and inductance in nH).

A step-by-step approach for allocating tolerances to the subordinate y's and x's is provided here. The Excel template shown in Figure 10.17 can be downloaded to assist with these calculations. The subordinate y's and x's are both referred to as subordinate y's and treated the same in this approach. If the transfer function is a simple additive or sum of terms function, then the slopes will be set to unity. If the transfer function is a simple multiplicative or product of terms function, then a logarithmic transform could allow the same approach to be used, with the slopes similarly set to unity.

1. Determine Tolerance for Y: Target, USL and LSL.
2. Determine Target or Most Likely Values for subordinate y's: $Y_{T,i}$ and slopes:
 $b_i = dY/dy_i$

3. Estimate the constant percent tolerance for each subordinate y_i :

$$k_{\max} = \sqrt{\frac{(USL - T)^2}{\sum (b_i y_{T,i})^2}}$$

4. For each subordinate y , set $USL(y_i) = y_{T,i} (1 + k_{\max})$.
5. If the Tolerance for Y is symmetrical, set $LSL(y_i) = y_{T,i} (1 - k_{\max})$.
6. If the Tolerance for Y is not symmetrical:

- a. Determine the constant percent tolerance for each subordinate y to its lower limit:

$$k_{\min} = \sqrt{\frac{(T - LSL)^2}{\sum (b_i y_{T,i})^2}}$$

- b. Set $LSL(y_i) = y_{T,i} (1 - k_{\min})$.

As illustrated in Figure 10.2, these allocated tolerances should be shared with suppliers and manufacturing and assembly engineers, or with supply chain experts who can work with suppliers and manufacturers.

The quantitative aspect of the flow-down described in the previous section will be applied through an Excel worksheet set up as a template, as shown in Figure 10.17. Figure 10.15 includes a subordinate y called “center frequency.” The quantitative flow-down for the subordinate y of center frequency for the VCO is illustrated in Figure 10.17, using the template that can be downloaded from <http://www.sigmaxexperts.com/dfss/chapter10allocation>. The transfer function for the center frequency is not additive; it is a constant divided by the square root of the product of the inductor value and the sum of the capacitances for the two capacitors and the varactor. This transfer function was evaluated to obtain slopes for frequency versus each factor for use with the spreadsheet template.

SUMMARY

The system requirements flow-down is the beginning of the Design phase of the RADIOV DFSS process, initiating activities for predictive engineering: to design and optimize the flowed-down parameters at the subsystem, subassembly, module, and component level in order to provide high confidence that expectations for the system-level critical parameters will be successfully met. The systems (software and hardware) requirements flow-down also initiates focused activities in the systems/field test and supply chain to help develop confidence in meeting the flowed-down requirements.

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