

Knowledge Discovery based Framework for Enhancing the House of Quality

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Abstract

Mining techniques proved to have a successful impact in different fields for many targets; one of these targets is to gain customers' satisfaction through enhancing the products' quality according to the voice of these customers. This research proposes a framework that is based on mining techniques and adopted Saaty method targeting to gain the customers' satisfaction and consequently a competitive advantage in the real estate market. The proposed framework is applied during the design phase of a real estate residential building project as an improvement tool to design the building according to the customers' requirements representing the voice of customers (VOC). The proposed Saaty method adaptation increased the number of the consistent sample which was incorrectly excluded using the traditional Saaty method. Saaty method adaptation has succeeded in enhancing the house of quality (HOQ) by achieving the consistent technical customers' requirements for residential buildings, while customers' segmentation succeeded in focusing on the homogeneous grouping of customers.

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