

Deming Cooperative Puzzle

ACROSS

2. The main use of consumer research should be in the _____ of the product or service.
8. Consumer research is a process of _____ between the manufacturer, users and potential users of the product.
10. Quality must be measured by the _____ of the product itself, the user and how he uses the product, and the instructions for use.
11. _____ of any product or service has many faces.
12. Some definitions of quality are antithetical, difficult to _____ whether a high score is good or bad.

DOWN

1. _____ come in too late.
3. Design, production, sale, and test in service, getting user and nonuser feedback to redesign product lead to a helix of continual _____.
4. Impressions of _____ are not static.
5. A suitable _____ for quality is a challenge, in almost any industry.
6. Product must stand up in _____.
7. The _____ is in a better position than the consumer to invent new design.
9. Profit comes from _____ customers.

(if you get stuck, see Chapter Six of *Out of the Crisis*)

