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Abstract
With the shortening of the life cycle, the development of the new products is getting more and more important. Quality Function Deployment (QFD), which connecting the customers' demands with the attributes of the products at the developing stage is an effective tool and extensive used in the recent years. The outcome of the traditional QFD is often subjective due to the dependence on a large number of experts' opinions. At present, most domestic researches correlate QFD with Analytic Hierarchy Process (AHP) for objective assessments. Because the considerations of the reciprocations among the products' attributes can't be put into AHP, the researches using QFD combined with AHP is different from the reality. For this reason, this research puts the considerations of the reciprocation between the roof parts of the quality house on Analytic Network Process (ANP), based on network structure.
In an industry with highly competition, the market segmentation is one of the necessary competitive strategies. This study uses Conjoint Analysis to find out the specific preferences for market segmentation. The QFD use the market segmentation as a starting role to increase the flexibility of the adopted strategy and fix the criticism of lacking specific results.
The on-line game industry, an oncoming market with huge market potentials, is a part of "Two Trillion and Twin Star" program in Taiwan. In the past, the domestic study on the online game industry leant to simple statistical analysis. This research puts the analysis on systematic structure of the methodology. From the cluster analysis of the specific Part Worth Utilities, the subjects could be classified into three types, "respect to art styles", "respect to game styles", and "respect to battle/story equally". In order to satisfy the different requirements of these three types, the first three key points that the on-line game companies should consider when developing a new product are " entertainmental design", "play rules", and "art design".
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