Figure 5.1

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| Design Quality | Description | Cellphone Example |
| Performance | Primary operating characteristics | Clarity of sound, speed  of connection |
| Durability | Ability to withstand damage | A dropped phone  withstands damage |
| Reliability | Long lasting; how long before a breakdown occurs | Several years of trouble-free performance |
| Features | Extra characteristics, bells, and whistles | Extra storage space, long lasting battery |
| Serviceability | How easy it is to fix and how willing the organization is to repair the product | Same day repairs, large network of locations |
| Reputation | Perceived image in the marketplace | High scores on global  quality ratings |
| Aesthetics | The appearance of the product, feel, smell, taste | Sleek modern design,  large screen |

Figure 5.2

|  |  |
| --- | --- |
| Element | Description |
| Raw Materials | Quality level of purchased inputs |
| Equipment | Capability, well maintained, flexibility |
| Employees | Experience, training, ability level |
| Technology | Matches the application |

|  |  |
| --- | --- |
| Element | Description |
| Tangibles | Any physical products used during the service |
| Reliability | Capability, well maintained, flexibility |
| Convenience | Experience, training, ability level |
| Responsiveness | Matches the application |
| Time | how quickly the service is delivered |
| Courtesy | the politeness and friendliness of employees |
| Consistency | Repeated consistent performance without fail |
| Assurance | employees have a high level of expertise and trust |

Figure 5.3