



Product Quality Validation Case Study

THE CLIENT:

The client is a large, international company with a long history of product innovation and market leadership. The company planned to significantly increase their market share, but faced strong competitive cost and quality pressures.

THE ISSUE:

The client needed quality validation of products in varying stages of development. The client required both ad hoc testing and a consistent quality comparison across various models and previous product introductions. The testing needed to represent the customer's requirements and forecast the eventual customer satisfaction with the product.

This product validation effort required a partner with extensive testing experience across a wide variety of brands and product types. The testing partner needed significant knowledge of the end user's requirements and expectations in order to project the effect of quality on future customer satisfaction.

The client wanted to compare its quality not only against its own current and previous products, but against products throughout the industry, as well.

THE SOLUTION:

QualityLogic developed a portfolio of tests varying in complexity and cost:

- Verification tests to quickly and efficiently compare product readiness against previous products in development.
- Comprehensive tests to discover as many product issues as possible.
- Focused tests to quantify product improvement in problem areas.
- Competitive tests to represent the customer's experience.

QualityLogic performed numerous tests from this portfolio ensuring that the client had a clear picture of product readiness. With this comprehensive portfolio of tests, QualityLogic was able to quickly respond to the changing needs of both R&D and marketing groups.

THE OUTCOME:

QualityLogic was able to document product improvement, not only over the development cycle, but from previous product releases, as well. The client received timely product issue information in order to implement fixes.

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