# Design Matrix Requirements

1. Complete the Design Matrix
   1. Identify One “Service-Base” Operation and One “Product-Based” Operation
   2. Identify the relationships between the “Operational Structures” and the “Design Aspects”

Use the following list as a guide to complete the “Design Matrix” and “Executive Summary.”

|  |  |
| --- | --- |
| 1. Product vs. Service Design | Ch. 3 and 7 |
| 2. Product vs. Service Development | Ch. 3 and 7 |
| 3. Product vs. Service Organization | Ch. 6 |
| 4. Product vs. Service Variability | Ch. 3 and 7 |
| 5. Product vs. Service Quality | Ch. 3 and 7 |

**Example: Service-Based Operation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Service-Based**  **Operation**  **Selected** | **Operational**  **Structures** | **What are the operational relationships to each design aspect?** | **Reference**  **Chapter Page** | |
| **Pizza Emporium** | **Design** | Self-Serve Approach | 7 | 227 |
| **Development** | Make-to-Order | 3 | 42 |
| **Organizational**  **Structure** | Service package based on a bundle of various goods and services | 6 | 219 |
| **Variability** | Output is not consistent because of customer-introduced variability. For example, arrival variability | 7 | 331 |
| **Quality** | Quality standards may be difficult to maintain because of the nature of human interaction with the production process | 7 | 233 |
|  | | | |

# Design Matrix

# Service-Based Operation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Service-Based**  **Operation**  **Selected** | **Design**  **Structures** | **What are the operational relationships to each design structure?** | **Reference**  **Chapter Page** | |
|  | **Design Approach** |  |  |  |
| **Development** |  |  |  |
| **Organizational**  **Structure** |  |  |  |
| **Variability** |  |  |  |
| **Quality** |  |  |  |
|  | | | |

# Production-Based Operation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Production-Based**  **Operation**  **Selected** | **Design**  **Structure** | **What are the operational relationships to each design structure?** | **Reference**  **Chapter Page** | |
|  | **Design** |  |  |  |
| **Development** |  |  |  |
| **Organizational**  **Structure** |  |  |  |
| **Variability** |  |  |  |
| **Quality** |  |  |  |