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Customer Oriented Product Design using Axiomatic Design Method -- Customer Oriented Product Design using Kano Model Method -- Customer Oriented Product Design using MCDM and Heuristics Algorithm -- Customer Oriented Product Design using Other Methods.

Sommario/riassunto	This book offers a comprehensive reference guide to customer-oriented product design and intelligence. It provides readers with the necessary intelligent tools for designing customer-oriented products in contexts characterized by incomplete information or insufficient data, where classical product design approaches cannot be applied. The respective chapters, written by prominent researchers, explain a wealth of both basic and advanced concepts including fuzzy QFD, fuzzy FMEA, the fuzzy Kano model, fuzzy axiomatic design, fuzzy heuristics-based design, conjoint analysis-based design, and many others. To foster reader comprehension, all chapters include relevant numerical examples or case studies. Taken together, they form an excellent reference guide for researchers, lecturers, and postgraduate students pursuing research on customer-oriented product design. Moreover, by extending all the main aspects of classical customer-oriented product design to its intelligent and fuzzy counterparts, the book presents a dynamic snapshot of the field that is expected to stimulate new directions, ideas, and developments. .