

# Contents

<b>1</b>	<b>Integrated Product Design .....</b>	<b>1</b>
1.1	Introduction .....	1
1.2	Determination of Importance of Customer Requirements .....	4
1.3	Identification of New Product Opportunities.....	9
1.4	Functional Modeling of the Relationships between Customer Requirement and Design Attributes.....	11
1.4.1	Linear Modeling Methods.....	14
1.4.2	Nonlinear Modeling Methods .....	15
1.5	Maximization of Overall Customer Satisfaction and Determination of Design Attribute Setting of a New Product .....	15
1.6	Development of Manufacturing Process Models for Quality Prediction of Manufactured Products .....	19
1.7	Conclusion.....	21
	References .....	22
<b>2</b>	<b>Computational Intelligence Technologies for Product Design.....</b>	<b>25</b>
2.1	Introduction.....	25
2.2	Modeling Approaches .....	26
2.2.1	Fuzzy Regression .....	28
2.2.1.1	Tanaka's Fuzzy Regression .....	30
2.2.1.2	Peters' Fuzzy Regression.....	30
2.2.2	Neural Networks.....	33
2.2.2.1	Different Configurations of Neural Networks .....	34
2.2.2.2	Learning Algorithms for Neural Network Weights .....	40
2.3	Stochastic Optimization Approaches .....	43
2.3.1	Simulated Annealing .....	43
2.3.2	Evolutionary Algorithm.....	46
2.3.3	Particle Swarm Optimization.....	48
2.4	Summary of This Chapter .....	52
2.5	Application of Computational Intelligence Techniques to Product Design within This Book .....	53
	References .....	55

<b>3 Determination of Importance of Customer Requirements Using the Fuzzy AHP Method.....</b>	<b>59</b>
3.1 Introduction.....	59
3.2 Hierarchical Structure for the Development of Customer Requirements .....	60
3.3 Fuzzy Representation of Pairwise Comparison .....	61
3.4 Fuzzy AHP.....	63
3.5 Case Study: Removable Mountain Bicycle Splashguard .....	65
3.5.1 Developing a Hierarchical Structure of Customer Requirements for Bicycle Splash-Guard Design.....	65
3.5.2 Constructing Fuzzy Comparison Matrices .....	66
3.5.3 Computing Importance Weights of Customer Requirements.....	68
3.7 Conclusion .....	75
References .....	76
<b>4 An Enhanced Fuzzy AHP Method with Extent Analysis for Determining Importance of Customer Requirements .....</b>	<b>79</b>
4.1 Introduction.....	79
4.2 Overall Customer Satisfaction on Hair Dryer Design.....	79
4.2.1 Development of the Fuzzy Matrix.....	80
4.2.2 Pairwise Comparison of Customer Requirements .....	81
4.2.3 Calculation of the Consistency Index and Consistency Ratio .....	85
4.2.4 Determination of Weight Vectors for Customer Satisfaction .....	86
4.2.5 Comparison of Fuzzy Numbers.....	87
4.3 Conclusion .....	92
References .....	92
<b>5 Development of Product Design Models Using Classical Evolutionary Programming.....</b>	<b>95</b>
5.1 Introduction .....	95
5.2 Classical Genetic Programming .....	96
5.2.1 Model Representation .....	98
5.2.2 Fitness Function.....	99
5.2.3 Crossover and Mutation .....	100
5.2.4 Selection and Convergence .....	101
5.3 A Case Study of Digital Camera Design .....	102
5.4 Conclusion.....	107
References .....	107

<b>6 Development of Product Design Models Using Fuzzy Regression Based Genetic Programming</b> .....	<b>111</b>
6.1 Introduction .....	111
6.2 Fuzzy Regression Based Genetic Programming.....	112
6.2.1 Specification of the Form of the Fuzzy Regression Model.....	112
6.2.2 Determination of Fuzzy Coefficients .....	113
6.2.3 Pseudocode of Algorithm.....	113
6.2.3.1 Functional Model Representation.....	115
6.2.3.2 Fitness Function .....	116
6.2.3.3 Evolutionary Operations.....	117
6.3 An Illustrative Example.....	117
6.3.1 Mobile Phone Design.....	117
6.3.2 Functional Model Development.....	120
6.3.3 Optimization of Affective Design .....	124
6.4 Conclusion.....	125
References .....	126
<b>7 Generalized Fuzzy Least Square Regression for Generating Customer Satisfaction Models</b> .....	<b>129</b>
7.1 Introduction.....	129
7.2 Theoretical Background of Generalized Fuzzy Least Squares Regression .....	130
7.3 Modeling Functional Relationships Using Generalized Fuzzy Least-Squares Regression (GFLSR) .....	133
7.4 An Illustrative Case: Packing Machine Design.....	138
7.4.1 Establishing a HOQ for Packing Machine Design .....	138
7.4.2 Normalizing Engineering Performance Values of Engineering Characteristics .....	138
7.4.3 Development of Functional Models Regarding QFD.....	140
7.5 Conclusion .....	142
References .....	142
<b>8 An Enhanced Neuro-fuzzy Approach for Generating Customer Satisfaction Models</b> .....	<b>145</b>
8.1 Introduction .....	145
8.2 An Enhanced Neural Fuzzy Network Approach.....	145
8.2.1 Development of Neural Fuzzy Network Models.....	146
8.2.2 Extraction of Significant Fuzzy Rules and the Corresponding Internal Models Using a Proposed Rule Extraction Method .....	148
8.3 Case Study: Notebook Computer.....	150
8.4 Conclusion .....	160
References .....	161

<b>9 Optimization of Customer Satisfaction Using an Improved Simulation Annealing .....</b>	<b>163</b>
9.1 Introduction .....	163
9.2 Development of Neighbourhood Function Based on Orthogonal Experimental Design for Product Design Purposes .....	164
9.2.1 Orthogonal Array Based Neighbourhood Function (ONF) .....	164
9.2.2 An Improved Orthogonal Array Based Neighbourhood Function .....	166
9.3 A Case Study: Emulsified Dynamite Packing Machine .....	168
9.4 Conclusion .....	173
References .....	174
<b>10 An Enhanced Genetic Algorithm Integrated with Orthogonal Design .....</b>	<b>177</b>
10.1 Introduction .....	177
10.2 Orthogonal Array Based Crossovers .....	178
10.2.1 Orthogonal Crossover (OC) .....	179
10.2.2 Main Effect Crossover (MC) .....	182
10.3 Interaction Crossover (IC) .....	184
10.4 A Case Study: Car Door Design .....	186
10.5 Conclusion .....	194
References .....	195
<b>11 A Nonlinear Fuzzy Regression for Developing Manufacturing Process Models .....</b>	<b>199</b>
11.1 Introduction .....	199
11.2 Nonlinear Fuzzy Regression .....	200
11.2.1 Model Representation .....	202
11.2.2 Fitness Function .....	203
11.2.3 Crossover and Mutation .....	204
11.2.4 Selection and Convergence .....	204
11.3 Validation of Genetic Programming Based Fuzzy Regression Approach to Modeling Manufacturing Processes .....	205
11.4 Conclusion .....	210
References .....	211
<b>12 Rule Extraction from Experimental Data for Manufacturing Process Design .....</b>	<b>213</b>
12.1 Introduction .....	213
12.2 Fluid Dispensing for Microchip Encapsulation .....	214
12.3 GA-Based Rule Discovery System .....	215
12.3.1 Generation of Random Strings .....	216
12.3.2 Fitness Evaluation .....	216
12.3.3 Selection and Convergence .....	218
12.3.4 Crossover and Mutation .....	219

12.3.5	Rule Induction .....	220
12.4	Results Verification .....	221
12.5	Conclusion .....	226
	References .....	226
<b>13</b>	<b>Conclusion and Future Work .....</b>	<b>229</b>
13.1	Conclusions .....	229
13.1.1	Determination of Importance Weights for Customer Requirements .....	230
13.1.2	Development of Customer Satisfaction Models .....	231
13.1.3	Optimization of Overall Customer Satisfaction .....	233
13.1.4	Development of Manufacturing Process Models for Quality Prediction of Products .....	233
13.2	Future Works .....	234
13.2.1	Collection of Customer Survey Data Using Web Mining .....	234
13.2.2	Investigation of Innovative Computational Intelligence Approaches .....	235
	References .....	235
	<b>Index .....</b>	<b>237</b>