

2 Espresso Coffee

- 4 Shapes or geometric determination (square, circle, straight line, etc.).

These families can be classified as:

- attitudinal qualities, which include aptitudes, habits, abilities, virtues and tendencies, or all the 'possibilities' of the object;
- sensorial qualities, which can be perceived by our sense organs and include sounds, colours, smells, etc.;
- measurable qualities, which can be measured objectively, such as speed, length, intensity, mass, etc.

The attitudinal qualities refer to the identity attributes of an object, or what distinguishes it from another, without value hierarchies, whereas the sensorial and measurable qualities refer to all the value attributes, which make one thing better than another.

Identity and value are the two poles of meaning of the word 'quality'. In a critical analysis, the two poles must be compared with the episteme – the cognitive dimension of the certain knowledge – and with the taste – the subjective orientation of individual knowledge. This is of particular importance for the understanding of quality as innate excellence.

In the modern industrial application, measurable quality prevails: 'You can't have quality if you can't measure it' wrote Juran (1951), based on the scientific method. Alternative and complementary approaches can be applied based on the product, the user or the production, and the prevailing dimensions are performance, reliability, conformity, life and functional efficiency, each with its own units of measurement.

Two ways of considering quality will therefore be compared: the first is philosophical, where aesthetics concerns itself with sensorial qualities, and the second is scientific, where everything is related to the characterization and quantification of measurable qualities.

1.2 DEFINITION OF QUALITY

The range of the term 'quality', with all its applications and facets, makes an exact and concise definition difficult. This explains why there are so many.

The 'official' definition is provided by the International Organization for Standardization (ISO):

The extent to which a group of intrinsic features (physical, sensorial, behavioural, temporal, ergonomic, functional, etc.) satisfies the