



PRIORITIZATION

# Learning prioritization schemes

**A** I'm building a CRM for real estate agents. The product team uses the KANO model to prioritize features. Can you give me examples of features that would qualify as "basic", "excitement" and "performance" according to Kano? Tabulate this.



Sure, here is a table that illustrates the KANO Model and the types of features that fall into each category:

Category	Description	Examples
Basic	These are features that are considered essential for a product or service to function. Customers expect these features to be present and will be dissatisfied if they are not.	Contact management, Communication tools, Calendar and task management
Performance	These features directly affect the quality and effectiveness of the product or service. Customers will be more satisfied as the level of performance increases.	Advanced reporting and analytics, Automation tools, Lead generation and tracking
Excitement	These are features that go beyond customer expectations and can create a "wow" factor. These features are not necessary for the product to function, but can greatly enhance the customer experience.	Virtual Reality tours, integration with smart home devices, virtual assistant to schedule visits, AI-based property recommendations, digital signature feature

It's important to note that the KANO Model is customer-focused and the prioritization of features will depend on the target market, customer's needs and preferences, and the overall business objectives.