Introduction

When working on creating a new product, everyone on the team has their own ideas and opinions on what features there should be in the product. This usually ends up with the team having too many features to consider, not knowing which feature has priority over others and subsequently not knowing where to start. Also, customers don’t really know what exactly they want vs need unless told, so we need a way to reveal the customers’ wants and needs to be able to prioritise the important features and filter out non-essential ones.

Kano Model

The Kano model, also known as the “Customer Delight vs. Implementation Investment” approach, is an analysis tool that enables you to understand how customer emotional responses to products or features can be measured and explored. A Kano model questionnaire can be used to categorise product features across two-axis scales:

A diagram of a diagram of a function

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Functionality (the horizontal axis), which goes from *the feature isn’t implemented* to *the feature is implemented very well.*

A diagram of customer satisfaction

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Satisfaction (the vertical axis), which goes from *total dissatisfaction* with the product to *total satisfaction* with the product.

Based on responses from the questionnaire, the features can be plotted on the kano reaction graph based on its satisfaction and function level:

A diagram of a customer satisfaction

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| --- | --- |
| Requirements Type | Definition |
| Must Be | Expected requirements that can that can dissatisfy if absent |
| Performance | The more of these requirements that are met, the more a client is satisfied |
| Delighters | It does not cause dissatisfaction if absent, but delights clients if present. |
| Indifferent | Client is indifferent to whether the feature is present or not. |
| Reverse | Features that cause dissatisfaction. |

Given this information, businesses would know what features are necessary and essential to the customers and what aren’t.

Elicitation Techniques

Conclusion