# Introduction to the Kano Model:

The Kano Model is a product development and customer satisfaction framework that classifies requirements into three main categories: Dissatisfiers (Must-be), Satisfiers (Performance), and Delighters (Exciters). This model helps prioritize features that will have the greatest impact on user satisfaction.

# List of elicited requirements classified by Kano Model:

|  |  |  |
| --- | --- | --- |
| Requirements | Classification | Justification |
| Digital ID verification | Dissatisfier | This is a **mandatory security feature**. Users expect secure authentication when accessing campus systems. If missing, users will **lose trust**. |
| User Profile Management | Dissatisfier | Users **expect to manage their personal information** like name, contact, or parking details. If not available, they’ll feel **frustrated**. |
| Estimated arrival time | Satisfier | The more accurate the estimate arrival time, the more satisfied users will be. It's also directly tied to **usability and planning**. |
| Carpool coordination scheduling | Satisfier | This is a **core functionality**. The more effectively it works, the more **satisfied** users will be. If it’s missing or faulty, it lowers value. |
| Real-time parking space availability | Dissatisfier | Users **expect** to see this as a **standard part** of any modern parking system. If this feature is not absent, users may experience frustration and perceive the system as **outdated**. |
| Display driver’s location | Delighter | Many users **wouldn’t expect** the real-time driver location in a campus-only app, so it **exceeds expectation**. |
| Interesting reward system for frequent carpoolers | Delighter | An **unexpected bonus**. Encourages carpooling behaviour. Users don’t expect it, but it will create **delight and engagement**. |
| Integration with campus payment systems | Delighter | **Innovative and smooth experience**. Simplifies user transactions. Users may not expect it, but it improves overall **app attractiveness**. |

# Proposed elicitation techniques:

|  |  |
| --- | --- |
| Technique | Justification |
| Surveys with Kano-style questions | Useful for capturing a wide range of user expectations and prioritizing features quantitatively. |
| Observation | Identifies real-world issues and user behaviour patterns not always expressed in words. |
| Document Analysis | Ensures that proposed features align with current campus operations and avoid redundancy. |

# Summary and future plan:

Using the Kano Model, we have categorized requirements to focus development efforts effectively. Next, we will conduct Kano surveys and stakeholder interviews to validate these classifications and refine requirements for the project roadmap.

# Kano Model Graph:

|  |  |  |
| --- | --- | --- |
| Colour | Classification | Feature |
| Purple | Dissatisfier | Digital ID verification |
| Red | Dissatisfier | User Profile Management |
| Yellow | Satisfier | Estimated arrival time |
| Blue | Satisfier | Carpool coordination scheduling |
| Brown | Dissatisfier | Real-time parking space availability |
| Black | Delighter | Display driver’s location |
| Green | Delighter | Interesting reward system for frequent carpoolers |
| Cyan | Delighter | Integration with campus payment systems |

Table 1. Kano Model Graph Table

A diagram of a function

AI-generated content may be incorrect.

Graph 1. Kano Model Graph