

Kano Evaluation Table

Customer Requirements		Dysfunctional Form				
		1. I like it that way	2. It must be that way	3. I'm neutral about it	4. I can live with that	5. I dislike it that way
Functional Form	1. I like it that way	Q	A	A	A	O
	2. It must be that way	R	I	I	I	M
	3. I'm neutral about it	R	I	I	I	M
	4. I can live with that	R	I	I	I	M
	5. I dislike it that way	R	R	R	R	Q

A = Attractive

O = One-Dimensional

M = Must-Be's

R = Reverse

I = Indifferent

Q = Questionable