

# Types of Kano Requirements and Definitions

Requirements	Kano Requirement Type	Definition
Basic	Must Be's	These requirements are basics of a product or service. If these requirements are not met, the situation is considered criminal. Absence of these requirements would directly make the customer dissatisfied.
Performance	One-Dimensional	The more of these requirements are met, the more a customer is satisfied. The extent of their presence is directly proportional to the satisfaction levels of the customer.
Delighters	Excitement	These requirements are delighters. They will excite the customers completely. If these requirements are absent, it will not have any impact on customer satisfaction levels.
Indifferent	Indifferent	Customer doesn't care if this feature is present or not present
Reverse	Reverse	Presence of this feature actually causes customer dissatisfaction