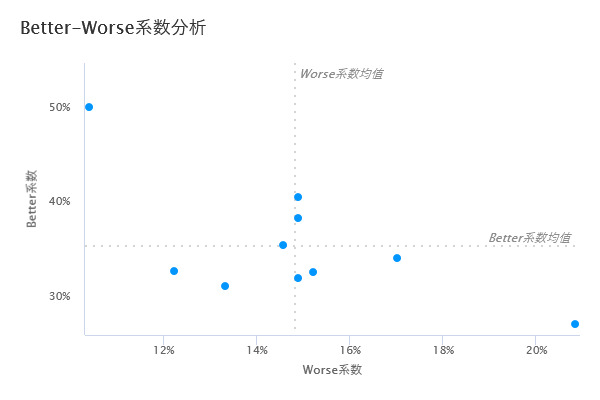
**知识型产品-课程类服务调研——KANO数据**

**汇总数据**

|  |  |  |  |
| --- | --- | --- | --- |
| **功能** | **KANO属性** | **Better系数** | **Worse系数** |
| 19.提供由专家讲评.../20.不提供由专家讲... | 无差异 | 50% | -10.42% |
| 1.提供每天讲述某一.../2.不提供每天讲述某... | 无差异 | 40.43% | -14.89% |
| 7.提供由专家讲述某.../8.不提供由专家讲述... | 无差异 | 38.3% | -14.89% |
| 15.提供由专家讲述.../16.不提供由专家讲... | 无差异 | 35.42% | -14.58% |
| 9.提供由专家讲述某.../10.不提供由专家讲... | 无差异 | 34.04% | -17.02% |
| 11.提供专家讲述某.../12.不提供专家讲述... | 无差异 | 32.65% | -12.24% |
| 13.提供由专家讲述.../14.不提供由专家讲... | 无差异 | 32.61% | -15.22% |
| 17.提供由专家讲述.../18.不提供由专家讲... | 无差异 | 31.91% | -14.89% |
| 5.提供由专家讲述某.../6.不提供由专家讲述... | 无差异 | 31.11% | -13.33% |
| 3.提供每天或科技，.../4.不提供每天或科技... | 无差异 | 27.08% | -20.83% |



1.提供每天讲述某一头条事件的内在逻辑和衍生知.../2.不提供每天讲述某一头条事件的内在逻辑和衍生...

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| --- | --- | --- | --- | --- | --- | --- |
| **KANO属性名称** | 必备 | 期望 | 魅力 | 无差异 | 反向 | 可疑 |
| **KANO属性值** | 4% | 10% | 28% | 52% | 6% | 0% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **具备\不具备** | **爱了爱了** | **基本操作，理应如此** | **无所谓，No care** | **勉勉强强能接受吧** | **我不欣赏(喜欢)** |
| 爱了爱了 | 0% | 4% | 16% | 8% | 10% |
| 基本操作，理应如此 | 0% | 2% | 12% | 6% | 4% |
| 无所谓，No care | 0% | 0% | 26% | 4% | 0% |
| 勉勉强强能接受吧 | 0% | 2% | 0% | 0% | 0% |
| 我不欣赏(喜欢) | 2% | 4% | 0% | 0% | 0% |

3.提供每天或科技，或文化，或认知的陪伴性服务.../4.不提供每天或科技，或文化，或认知的陪伴性服...

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| --- | --- | --- | --- | --- | --- | --- |
| **KANO属性名称** | 必备 | 期望 | 魅力 | 无差异 | 反向 | 可疑 |
| **KANO属性值** | 14% | 6% | 20% | 56% | 4% | 0% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **具备\不具备** | **爱了爱了** | **基本操作，理应如此** | **无所谓，No care** | **勉勉强强能接受吧** | **我不欣赏(喜欢)** |
| 爱了爱了 | 0% | 0% | 4% | 16% | 6% |
| 基本操作，理应如此 | 0% | 0% | 6% | 6% | 14% |
| 无所谓，No care | 0% | 2% | 28% | 8% | 0% |
| 勉勉强强能接受吧 | 0% | 0% | 4% | 2% | 0% |
| 我不欣赏(喜欢) | 0% | 4% | 0% | 0% | 0% |

5.提供由专家讲述某一技术操作方法的短期课程 .../6.不提供由专家讲述某一技术操作方法的短期课程...

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **KANO属性名称** | 必备 | 期望 | 魅力 | 无差异 | 反向 | 可疑 |
| **KANO属性值** | 8% | 4% | 24% | 54% | 10% | 0% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **具备\不具备** | **爱了爱了** | **基本操作，理应如此** | **无所谓，No care** | **勉勉强强能接受吧** | **我不欣赏(喜欢)** |
| 爱了爱了 | 0% | 2% | 8% | 14% | 4% |
| 基本操作，理应如此 | 0% | 4% | 4% | 4% | 8% |
| 无所谓，No care | 0% | 0% | 34% | 6% | 0% |
| 勉勉强强能接受吧 | 0% | 0% | 2% | 0% | 0% |
| 我不欣赏(喜欢) | 0% | 2% | 6% | 2% | 0% |

7.提供由专家讲述某一种提高生活质量方法的短期.../8.不提供由专家讲述某一种提高生活质量方法的短...

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| --- | --- | --- | --- | --- | --- | --- |
| **KANO属性名称** | 必备 | 期望 | 魅力 | 无差异 | 反向 | 可疑 |
| **KANO属性值** | 2% | 12% | 24% | 56% | 6% | 0% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **具备\不具备** | **爱了爱了** | **基本操作，理应如此** | **无所谓，No care** | **勉勉强强能接受吧** | **我不欣赏(喜欢)** |
| 爱了爱了 | 0% | 2% | 20% | 2% | 12% |
| 基本操作，理应如此 | 0% | 2% | 10% | 12% | 0% |
| 无所谓，No care | 0% | 4% | 22% | 2% | 0% |
| 勉勉强强能接受吧 | 0% | 0% | 4% | 0% | 2% |
| 我不欣赏(喜欢) | 0% | 2% | 2% | 2% | 0% |

9.提供由专家讲述某一职场能力的短期课程 (2.../10.不提供由专家讲述某一职场能力的短期课程 ...

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| **KANO属性名称** | 必备 | 期望 | 魅力 | 无差异 | 反向 | 可疑 |
| **KANO属性值** | 6% | 10% | 22% | 56% | 6% | 0% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **具备\不具备** | **爱了爱了** | **基本操作，理应如此** | **无所谓，No care** | **勉勉强强能接受吧** | **我不欣赏(喜欢)** |
| 爱了爱了 | 0% | 0% | 14% | 8% | 10% |
| 基本操作，理应如此 | 0% | 2% | 8% | 8% | 4% |
| 无所谓，No care | 0% | 0% | 26% | 4% | 0% |
| 勉勉强强能接受吧 | 0% | 2% | 6% | 0% | 2% |
| 我不欣赏(喜欢) | 0% | 0% | 6% | 0% | 0% |

11.提供专家讲述某一新概念的短期课程 (2h.../12.不提供专家讲述某一新概念的短期课程 (2...

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| --- | --- | --- | --- | --- | --- | --- |
| **KANO属性名称** | 必备 | 期望 | 魅力 | 无差异 | 反向 | 可疑 |
| **KANO属性值** | 4% | 8% | 24% | 62% | 2% | 0% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **具备\不具备** | **爱了爱了** | **基本操作，理应如此** | **无所谓，No care** | **勉勉强强能接受吧** | **我不欣赏(喜欢)** |
| 爱了爱了 | 0% | 6% | 8% | 10% | 8% |
| 基本操作，理应如此 | 0% | 4% | 6% | 10% | 4% |
| 无所谓，No care | 0% | 0% | 28% | 2% | 0% |
| 勉勉强强能接受吧 | 0% | 0% | 10% | 2% | 0% |
| 我不欣赏(喜欢) | 0% | 0% | 2% | 0% | 0% |

13.提供由专家讲述某一小领域概况的短期课程 .../14.不提供由专家讲述某一小领域概况的短期课程...

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| **KANO属性名称** | 必备 | 期望 | 魅力 | 无差异 | 反向 | 可疑 |
| **KANO属性值** | 4% | 10% | 20% | 58% | 8% | 0% |

|  |  |  |  |  |  |
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| **具备\不具备** | **爱了爱了** | **基本操作，理应如此** | **无所谓，No care** | **勉勉强强能接受吧** | **我不欣赏(喜欢)** |
| 爱了爱了 | 0% | 0% | 12% | 8% | 10% |
| 基本操作，理应如此 | 0% | 0% | 8% | 6% | 2% |
| 无所谓，No care | 0% | 0% | 36% | 2% | 0% |
| 勉勉强强能接受吧 | 0% | 0% | 4% | 2% | 2% |
| 我不欣赏(喜欢) | 0% | 2% | 6% | 0% | 0% |

15.提供由专家讲述某一领域前沿的短期课程 (.../16.不提供由专家讲述某一领域前沿的短期课程 ...

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **KANO属性名称** | 必备 | 期望 | 魅力 | 无差异 | 反向 | 可疑 |
| **KANO属性值** | 2% | 12% | 22% | 60% | 4% | 0% |

|  |  |  |  |  |  |
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| **具备\不具备** | **爱了爱了** | **基本操作，理应如此** | **无所谓，No care** | **勉勉强强能接受吧** | **我不欣赏(喜欢)** |
| 爱了爱了 | 0% | 2% | 12% | 8% | 12% |
| 基本操作，理应如此 | 0% | 0% | 6% | 8% | 0% |
| 无所谓，No care | 0% | 0% | 32% | 4% | 0% |
| 勉勉强强能接受吧 | 0% | 4% | 4% | 2% | 2% |
| 我不欣赏(喜欢) | 0% | 0% | 4% | 0% | 0% |

17.提供由专家讲述其对于全球趋势的解读或自行.../18.不提供由专家讲述其对于全球趋势的解读或自...

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **KANO属性名称** | 必备 | 期望 | 魅力 | 无差异 | 反向 | 可疑 |
| **KANO属性值** | 6% | 8% | 22% | 58% | 6% | 0% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **具备\不具备** | **爱了爱了** | **基本操作，理应如此** | **无所谓，No care** | **勉勉强强能接受吧** | **我不欣赏(喜欢)** |
| 爱了爱了 | 0% | 2% | 18% | 2% | 8% |
| 基本操作，理应如此 | 0% | 2% | 6% | 12% | 4% |
| 无所谓，No care | 0% | 0% | 28% | 6% | 2% |
| 勉勉强强能接受吧 | 0% | 0% | 2% | 2% | 0% |
| 我不欣赏(喜欢) | 0% | 0% | 6% | 0% | 0% |

19.提供由专家讲评某一历史人物的短期课程 (.../20.不提供由专家讲评某一历史人物的短期课程 ...

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **KANO属性名称** | 必备 | 期望 | 魅力 | 无差异 | 反向 | 可疑 |
| **KANO属性值** | 0% | 10% | 38% | 48% | 4% | 0% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **具备\不具备** | **爱了爱了** | **基本操作，理应如此** | **无所谓，No care** | **勉勉强强能接受吧** | **我不欣赏(喜欢)** |
| 爱了爱了 | 0% | 4% | 16% | 18% | 10% |
| 基本操作，理应如此 | 0% | 0% | 8% | 4% | 0% |
| 无所谓，No care | 0% | 0% | 28% | 0% | 0% |
| 勉勉强强能接受吧 | 0% | 4% | 2% | 2% | 0% |
| 我不欣赏(喜欢) | 0% | 0% | 4% | 0% | 0% |