TT5L_G8_KanoModel

1. Kano Model Overview

The Kano Model is used to classify requirements based on how they affect user satisfaction. It divides features into three categories:
- Dissatisfiers (Must-Haves): Basic features users expect.
- Satisfiers (Should-Haves): The better they are, the more satisfied users are.
- Delighters (Nice-to-Haves): Unexpected features that pleasantly surprise users.

2. Elicitation Techniques Used

To identify and classify features, we used the following elicitation techniques:

2.1 Observation:

We studied existing club management systems including ClubExpress, Hello Club, CampusGroups, WildApricot, and GroupSpaces. The goal was to identify common, essential, and extra features offered by these platforms.

Key observations:

1. **ClubExpress**
   ClubExpress is tailored for nonprofit organizations and clubs. It provides a broad range of built-in features including member directories, online payments, event calendars, document storage, and communication tools such as newsletters and forums. Event creation is comprehensive, allowing for custom registration forms, payment integration, and visibility settings. However, the interface feels dated, and configuration requires some technical familiarity. Budget tracking is limited to basic income/expense logs. There's also no native support for venue availability or campus-specific needs.

2. **Hello Club**
   Hello Club offers a clean and modern user interface focused on ease of use. It's particularly strong in managing member check-ins using RFID, recurring payments, and automated invoices. Event booking is flexible and integrated with member communication. However, Hello Club lacks advanced budget proposal workflows and does not have university-specific integrations like academic-calendar sync or admin approval routing. It focuses more on operational clubs, like sports/recreation than universities societies.

3. **CampusGroup**

   CampusGroup is a university-focused platform widely used by higher education institutions. It covers every major feature our project aims to include membership management, event creation, RSVP, budgeting, room booking, reporting, and even mobile access. It allows role-based access (student, leader, admin), file uploads, feedback collection after events, and real-time integration with the university's student info system. However, it can be overwhelming due to its complexity and may require institutional licensing or IT support to implement.

4. **WildApricot**

   Wild Apricot is a platform designed for associations, nonprofits, and clubs, with a strong emphasis on managing member databases, event registrations, and online payments. It supports customizable membership levels, automated renewals, and self-service portals, making it convenient for both administrators and users. The system also includes basic budgeting tools such as invoice tracking and donation management. While the interface is user-friendly, it lacks features specific to academic or campus-based environments, such as integration with university systems or venue booking. However, calendar integrations can be added through third-party tools, offering some flexibility.

5. **GroupSpaces**

   GroupSpaces was a platform previously popular among university clubs and societies for its simplicity and ease of use. It mainly focused on essential functions such as email lists, member management, event invitations, and document sharing. While its interface was user-friendly, the platform lacked innovation and did not offer robust features for budgeting or approval workflows. Over time, its failure to evolve with user needs—particularly the absence of strong mobile support—led to a decline in usage and eventual obsolescence.

Insights gained:

- **CampusGroup** provides the closest match to our vision but is too large-scale and institutionally dependent.
- **Hello Club** offers excellent usability and check-in features, which we can consider for improving event attendance tracking.
- **ClubExpress** gives us insight into building a modular system that can include communications, document, uploads, and financial logs – but needs a better use experience.

- **WildApricot** strikes a balance between usability and functionality for general club or nonprofit needs. Its member self-service portal and automated workflows simplify administration. While it lacks academic-focused integrations, its modularity and API access provide customization opportunities. It's a solid reference for scalable membership and payment systems, though not ideal for a campus-specific deployment.
- **GroupSpaces** highlighted the importance of a clean, intuitive user interface and simplicity in core features. Its downfall stresses the risk of stagnation and lack of innovation. We can take inspiration from its early usability strengths while ensuring continuous updates and mobile-first design to maintain relevance.

Table 1: Comparison Table of Observed Platform

Feature/Platform	ClubExpress	Hello Club	CampusGroup	WildApricot	GroupSpaces
Member Management	Yes	Yes	Yes	Yes	Yes
Event Creation & Editing	Yes	Yes	Yes	Yes	Yes
RSVP / Registration	Yes	Yes	Yes	Yes	Yes
View Past Activities	No	No	Yes	No	No
View Upcoming Events	No	Yes	Yes	Yes	Yess
Event Location Display	Text	Yes	Yes	Text	Text
Budget Proposal Submission	Yes	No	Yes	Limited (invoices)	No
Budget Tracking & Status	Basic	No	Yes	Yes (basic invoicing)	No
Venue Booking	No	Manual	Yes	No	No
Upload Documents	Yes	Yes	Yes	Yes	Yes
Notifications & Announcements	Yes	Yes	Yes	Yes	Yes
Feedback Collection & Ratings	No	Manual	Yes	Manual (forms)	No
Reports (Activity & Financial)	Yes	Limited	Yes	Yes	Limited
Role-based Access Control	Partial	Yes	Yes	Yes	No
Auditing (Logs & Transaction)	No	No	Yes	Partial (financial logs)	No

2.2 Questionnaire

A Google Form was created and distributed to students to understand their expectations, needs, and frustrations with current club systems. The questionnaire includes both multiple-choice and open-ended questions. It aims to identify the must-have, should-have, and nice-to-have features from the user perspective.

1. **Sample Questions:**
- How would you feel if you had the ability to manage your club members by adding, removing, or searching for them directly through the system?
- How would you feel if the system didn't allow you to manage your club members at all?
- How would you feel if you could search all clubs at MMU and view their profiles in one place?
- How would you feel if you could not search any clubs in MMU and view their profiles?
2. **Survey Link:** https://forms.gle/NyLPUwJhHcN66XkD8
3. **Number of Reponses:** 31 respondents
4. **Summary of Result:**
   - Most requested features:

Table 2: Insights from Questionnaire

Feature	Insights
Venue Booking (Real-Time)	100% "Very excited"; 62.5% frustrated if unavailable → Must-Be Feature
Submit Budget & Track Spending	100% "Very excited"; 62.5% frustration if absent → Must-Be Feature
Send Event Invitations & Announcements	100% "Very excited"; 75% frustration if unavailable → Must-Be Feature
Generate Financial/Activity Reports	100% "Very excited"; 87.5% frustrated/disappointed if missing → Performance/Expected
Upload Event Documents (Itinerary, Posters)	75% "Very excited"; 62.5% frustration if missing → Performance Feature
Submit Event Proposals	100% "Very excited"; 100% frustrated if blocked → Essential/Expected

- Common frustrations:
Not being able to:
Organize or propose events (62.5% very frustrated)
Upload documentation (62.5% very frustrated)
Monitor budgets (62.5% very frustrated)
Book venues (62.5% very frustrated)

Send event invitations (37.5% very frustrated, 37.5% disappointed)
Generate reports (50% very frustrated)

- Suggestions:

Table 3: Suggestions from respondents

Category	Examples
Communication & Collaboration	Group chat, messaging with team, public forum
Event Information & Transparency	Upcoming events display, latest announcements, event timeline
Data Management & Reporting	Store participant feedback, registration forms, past/present event history
System Accessibility & Usability	Improve awareness and marketing, system friendliness
Intelligent Suggestions	Recommend clubs based on student skills
Operational Features	Sponsorship options, club collaborations

5. Supporting Screenshot:

The figures below show the screenshots of the full questionnaire with the graph and summary of responses for each question.

1. Club Leader
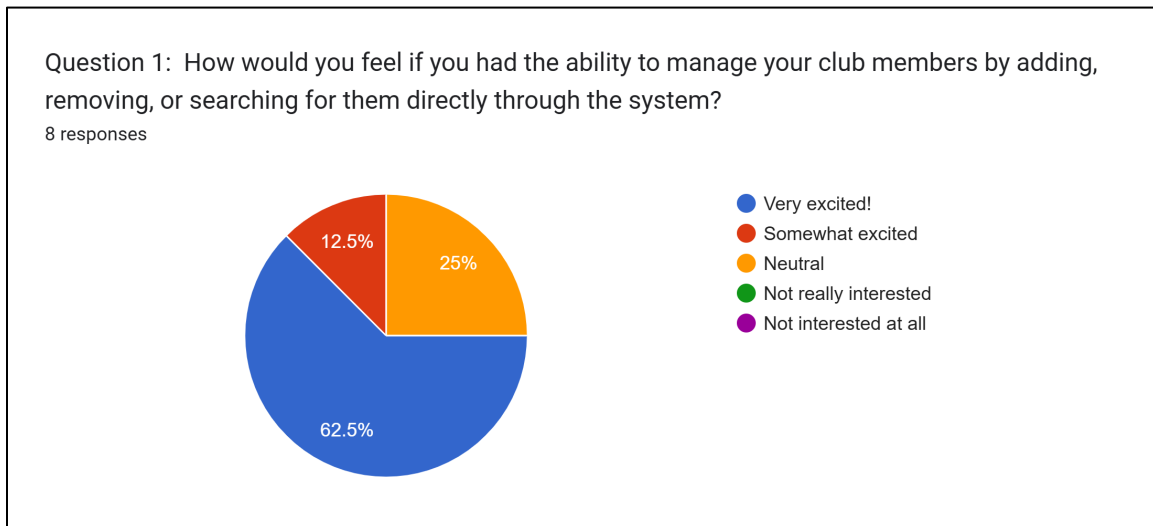
Figure 1: Screenshot of question 1 and graph of response from club leader

The pie chart in Figure 1 illustrates how club leaders would feel about having the ability to manage club members through a system. Out of 8 responses, the majority (62.5%) would feel "Very excited" to have this feature. While 25% of the responses were "Neutral" and 12.5% were "Somewhat excited". No respondents selected "Not really interested" and "Not interested at all". This indicates overall positive interest toward the system functionality.
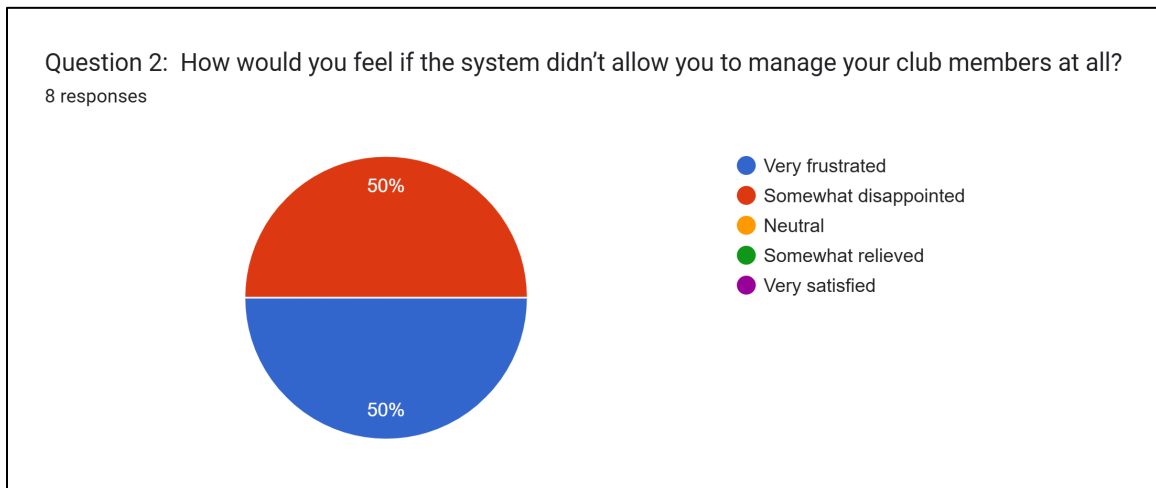

Figure 2: Screenshot of question 2 and graph of response from club leader

The pie chart in Figure 2 shows that 50% of the respondents would feel "Very frustrated" if the system does not allow them to manage their club members and 50% would feel "Somewhat disappointed". None of the respondents choose "Neutral", "Sometimes relieved" and "Very satisfied". These responses suggest that managing club members is considered a critical feature that would likely lead to dissatisfaction.
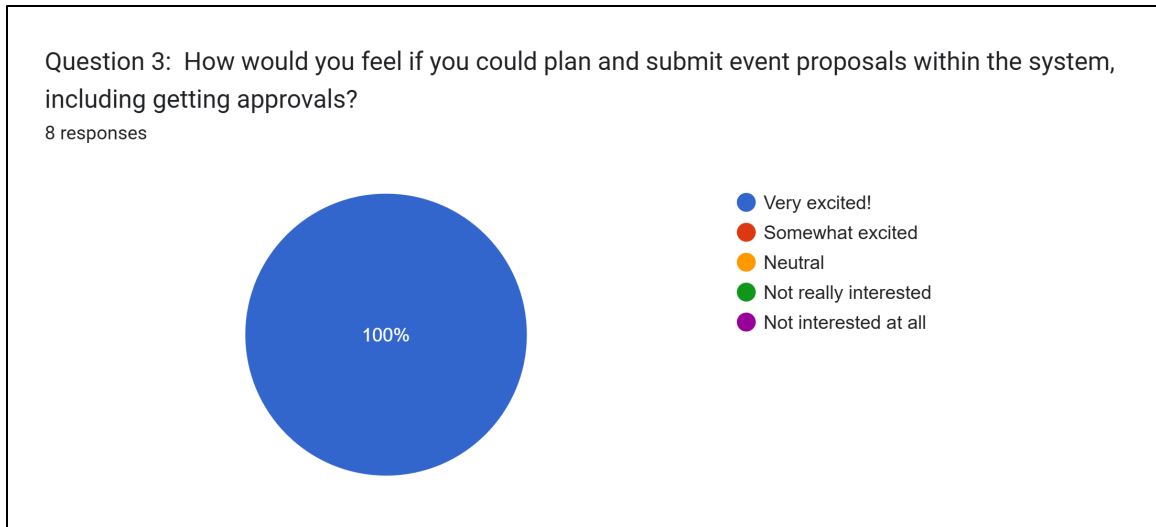
Figure 3: Screenshot of question 3 and graph of response from club leader

According to the data shown in Figure 3, 100% of the respondents would feel "Very excited" to have feature that allow them to plan and submit event proposals through the system. None of the respondents select "Somewhat excited", "Neutral", "Not really interested" and "Not interested at all". The results clearly demonstrate a high level of interest in this functionality.
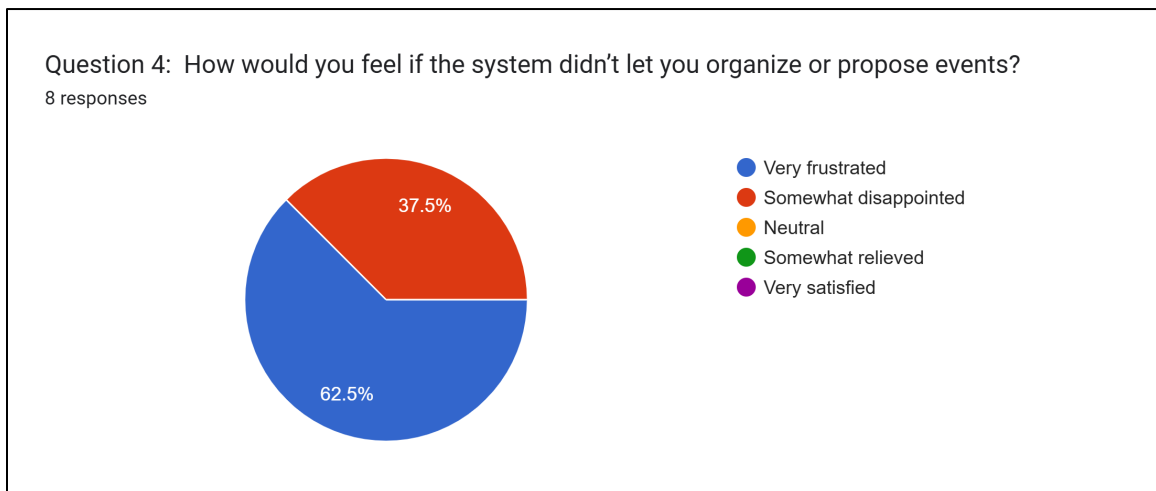

Figure 4: Screenshot of question 4 and graph of response from club leader

According to the pie chart in Figure 4, the respondents' expectations for creating a proposal through a system are high. More than half of respondents (62.5%) reported that they would "Very frustrated" without this functionality and 37% indicated that they would be

"Somewhat disappointed". These findings highlight the importance of including create proposal event in the system, as its absence may lead to significant user dissatisfaction.
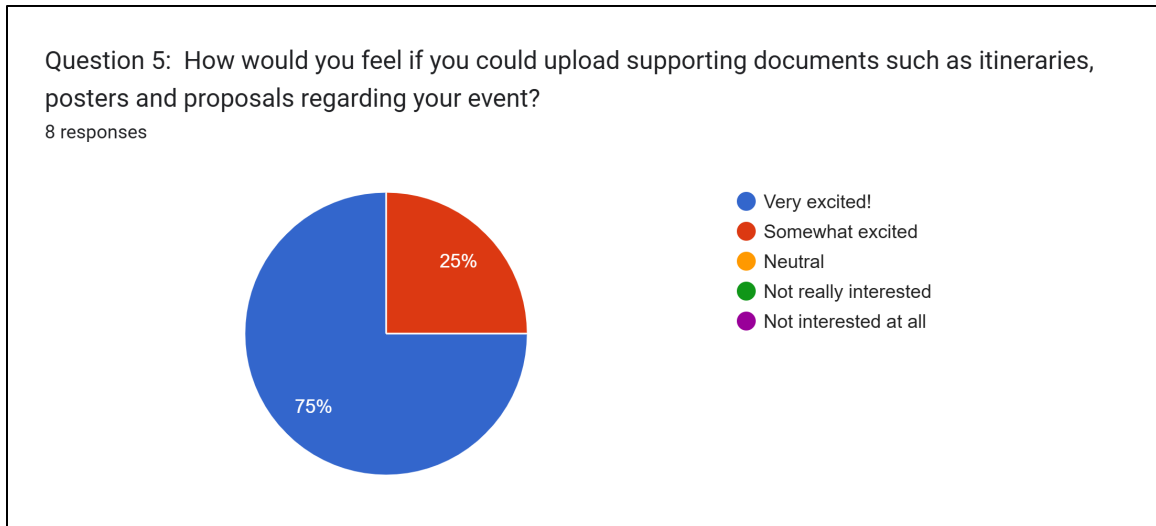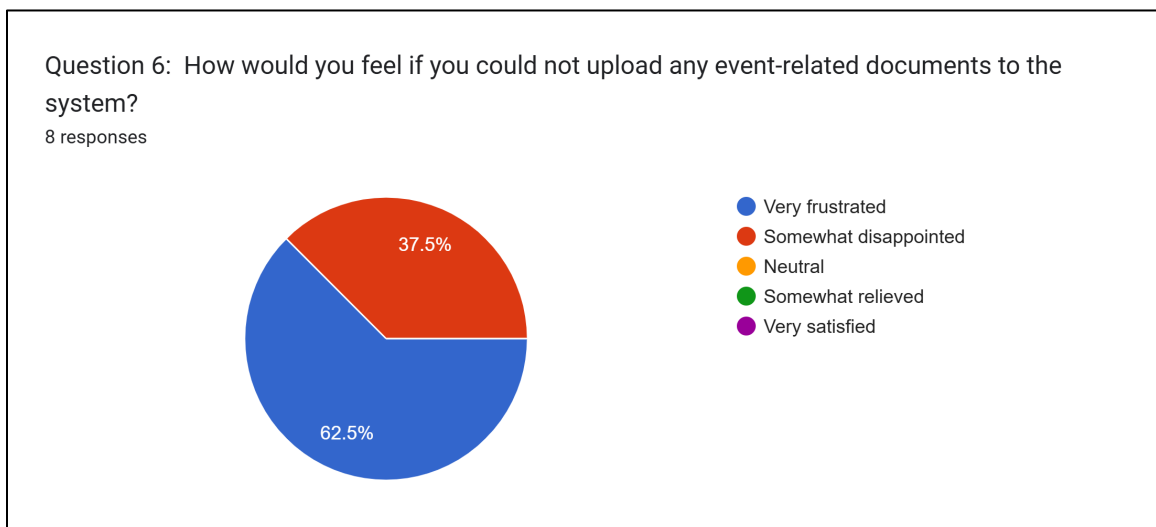

Figure 5: Screenshot of question 5 and graph of response from club leader

Based on the data presented in Figure 5, most respondents (75%) would feel "Very excited" about the ability to upload supporting documentation within the system and 25% of them would feel "Somewhat excited". This response shows strong positive reception towards integrating such a feature.

Figure 6: Screenshot of question 6 and graph of response from club leader

Based on the data presented in Figure 6, the absence of uploading documents feature would negatively impact the user's experience. The majority (62.5%) of respondents would be "Very frustrated" without this feature and 37.5% of respondents would be "Somewhat disappointed". None of the respondents select "Neutral", "Somewhat relieved" and "Very satisfied". This result highlights the essence of this feature in the student club management system.
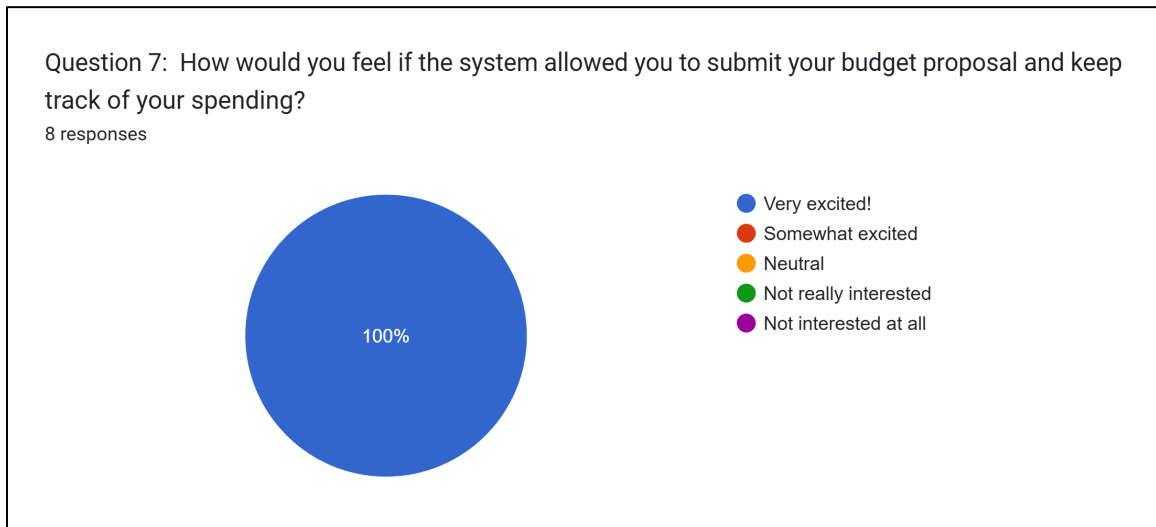

Figure 7: Screenshot of question 7 and graph of response from club leader

According to the data shown in Figure 7, 100% of the respondents would feel "Very excited" to have feature that allow them to submit event budget proposals and keep track of their club spending through the system. None of the respondents select "Somewhat excited", "Neutral", "Not really interested" and "Not interested at all". The results clearly demonstrate a high level of interest in this functionality.
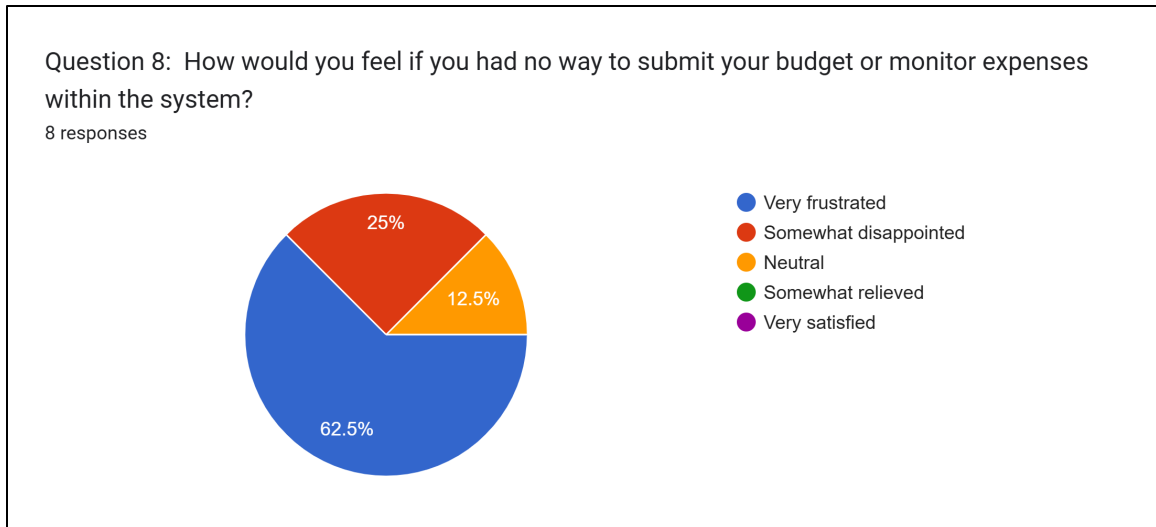
Figure 8: Screenshot of question 8 and graph of response from club leader

The pie chart in Figure 8 illustrates how club leaders would feel if the system does not have the ability to submit event budget proposals and keep track of their club spending. Out of 8 responses, the majority (62.5%) would be "Very frustrated" without this feature. While 25% of the responses were "Somewhat disappointed" and 12.5% were "Neutral". No respondents selected "Somewhat relieved" and "Very satisfied". These responses suggest that this feature is considered a critical feature that would likely lead to dissatisfaction.
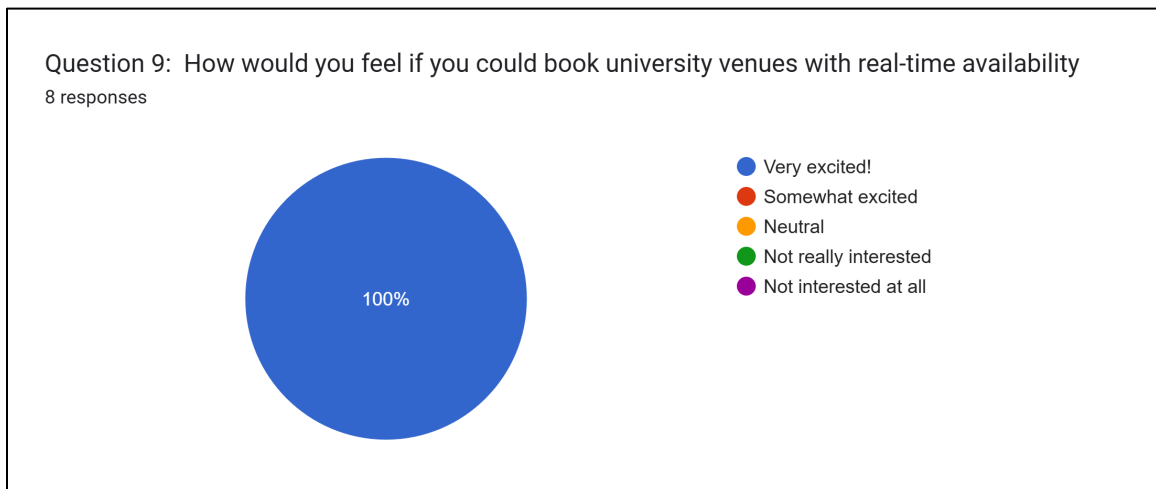

Figure 9: Screenshot of question 2 and graph of response from club leader

Based on the data shown in Figure 9, 100% of the respondents would feel "Very excited" to have feature that allow them to book university venue through the system. None of the respondents select "Somewhat excited", "Neutral", "Not really interested" and "Not

interested at all". The results clearly demonstrate a high level of interest in this functionality.
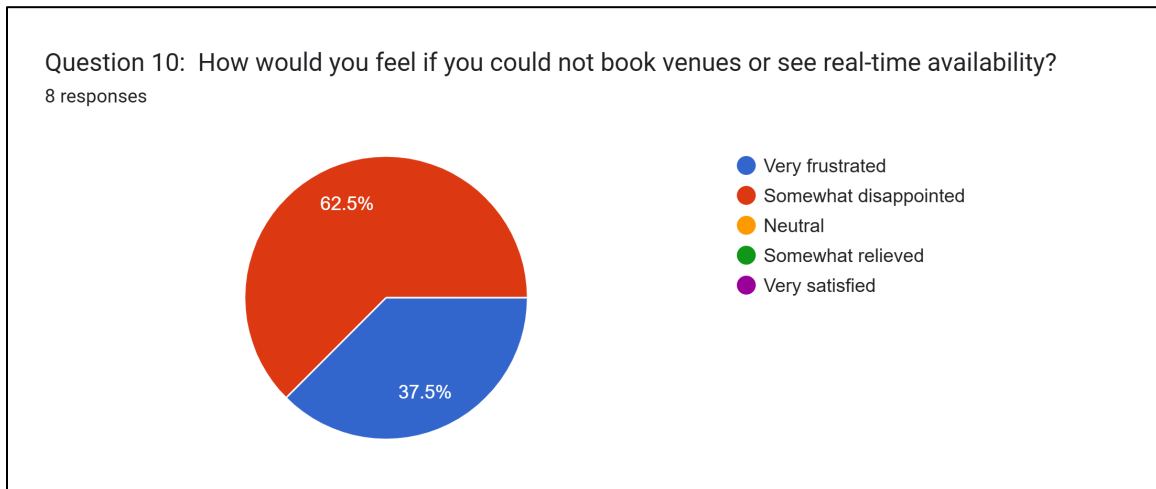

Figure 10: Screenshot of question 10 and graph of response from club leader

Based on the data presented in Figure 6, the absence of uploading documents feature would negatively impact the user's experience. The majority (62.5%) of respondents would be "Somewhat disappointed" without this feature and 37.5% of respondents would be "Very frustrated". None of the respondents select "Neutral", "Somewhat relieved" and "Very satisfied". This result highlights the essence of this feature in the student club management system.
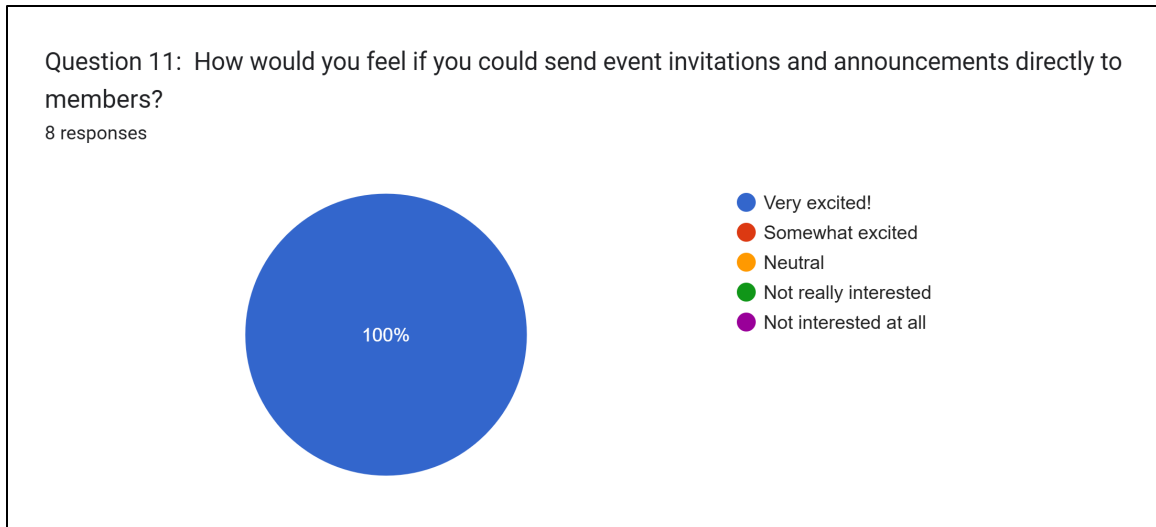
Figure 11: Screenshot of question 11 and graph of response from club leader

According to the data shown in Figure 3, 100% of the respondents would feel "Very excited" to have a feature that allows them to send event invitations and announcements directly to the members through the system. None of the respondents select "Somewhat excited", "Neutral", "Not really interested" and "Not interested at all". The results clearly demonstrate a high level of interest in this functionality.
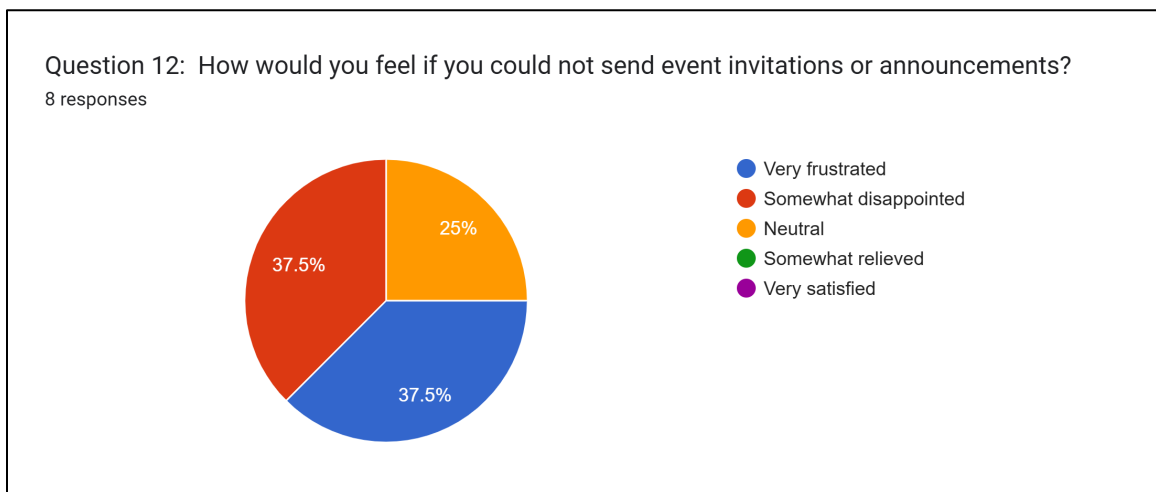

Figure 12: Screenshot of question 12 and graph of response from club leader

The pie chart in Figure 12 illustrates how club leaders would feel if the system does not have the ability to send event invitations and announcements directly to the members. Out

of 8 responses, an equal proportion of respondents (37.5%) reported they would feel "Very frustrated" and "Somewhat disappointed" without this feature and 25% were "Neutral". No respondents selected "Somewhat relieved" and "Very satisfied". These responses suggest that this feature is considered a critical feature that would likely lead to dissatisfaction.

Question 13: How would you feel if you could generate activity and financial reports easily?
8 responses

- Very excited!
- Somewhat excited
- Neutral
- Not really interested
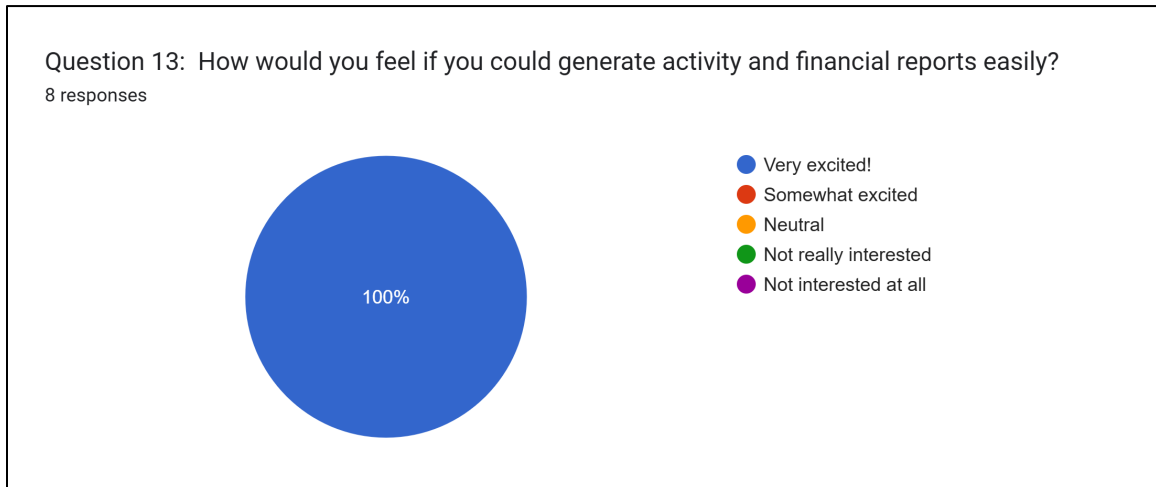- Not interested at all

100%

Figure 13: Screenshot of question 13 and graph of response from club leader

According to the data shown in Figure 3, 100% of the respondents would feel "Very excited" to have feature that allow them to generate activity and financial reports through the system. None of the respondents select "Somewhat excited", "Neutral", "Not really interested" and "Not interested at all". The results clearly demonstrate a high level of interest in this functionality.

Question 14: How would you feel if you could not generate such reports?
8 responses

- Very frustrated
- Somewhat disappointed
- Neutral
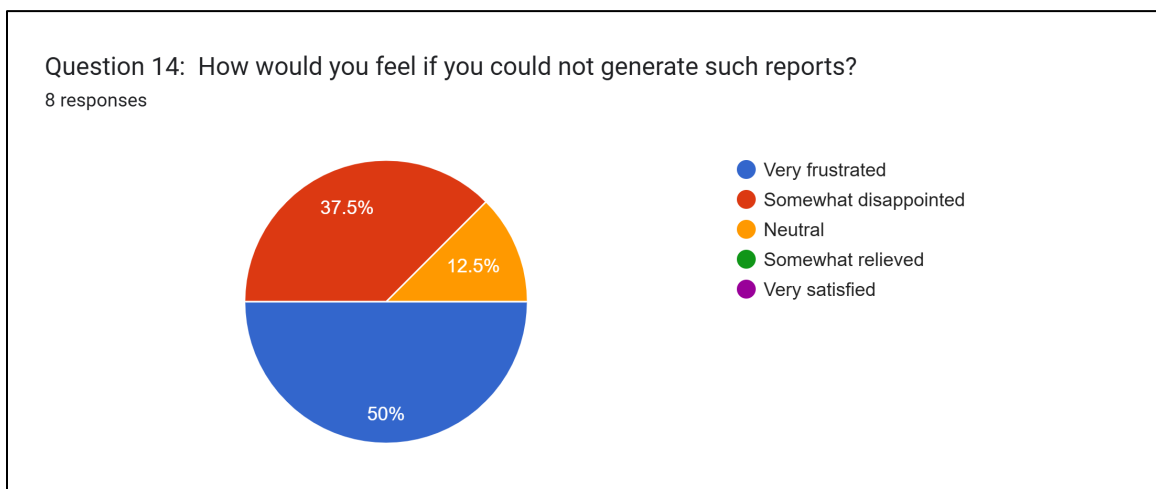- Somewhat relieved
- Very satisfied

37.5%
12.5%
50%

Figure 14: Screenshot of question 14 and graph of response from club leader

The pie chart in Figure 8 illustrates how club leaders would feel if the system did not have the ability to generate activity and financial reports. Among the 8 respondents, the majority (50%) would be "Very frustrated" without this feature. While 37.5% of the responses were "Somewhat disappointed" and 12.5% were "Neutral". No respondents selected "Somewhat relieved" and "Very satisfied". These responses suggest that this feature is considered a critical feature that would likely lead to dissatisfaction.
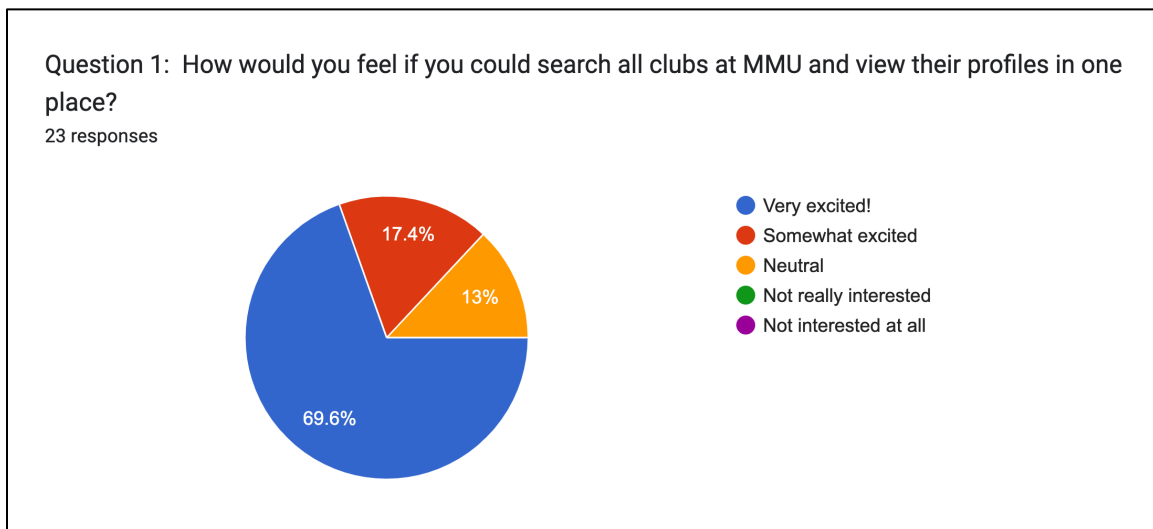
2. Student

Figure 1: Screenshot of question 1 and graph of response from the student

Based on the pie chart on Figure 1, A strong majority of respondents (69.6%) reported being "Very excited" about this feature, while 17.4% selected "Somewhat excited" and 13% were "Neutral." This overwhelmingly positive response indicates that the ability to search and view all clubs centrally is an **attractive feature** that would significantly enhance user engagement with the system.
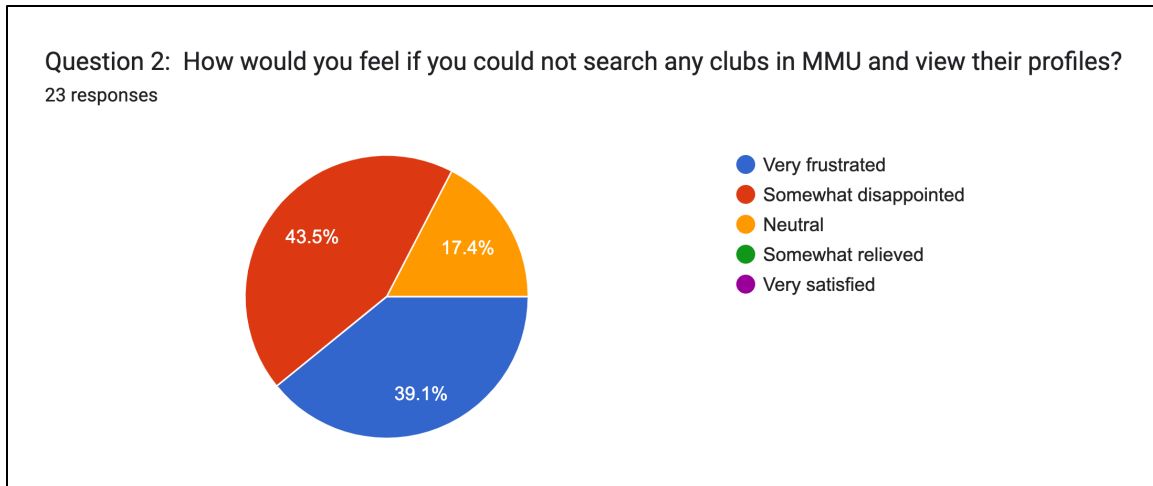
Figure 2: Screenshot of question 2 and graph of response from the student

Based on the pie chart on Figure 2, This question measured the negative side of the same feature. A combined 82.6% of participants would be either "Very frustrated" (39.1%) or "Somewhat disappointed" (43.5%) without it. Only 17.4% selected "Neutral." These results confirm that this feature is not only desired but also expected by users, making it a **must-be requirement** in the system.
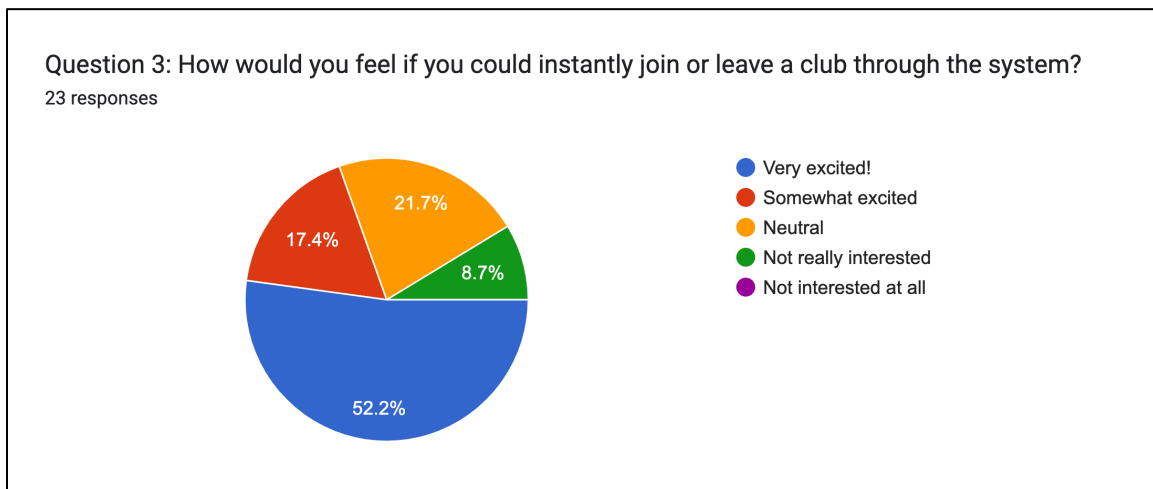

Figure 3: Screenshot of question 3 and graph of response from the student

Based on the pie chart on Figure 3, More than half of the respondents (52.2%) would be "Very excited," with an additional 21.7% "Somewhat excited." Only 8.7% were "Not really interested," and 17.4% were "Neutral." These results suggest this is a **one-dimensional or performance feature**: the better it works, the more satisfied users become.
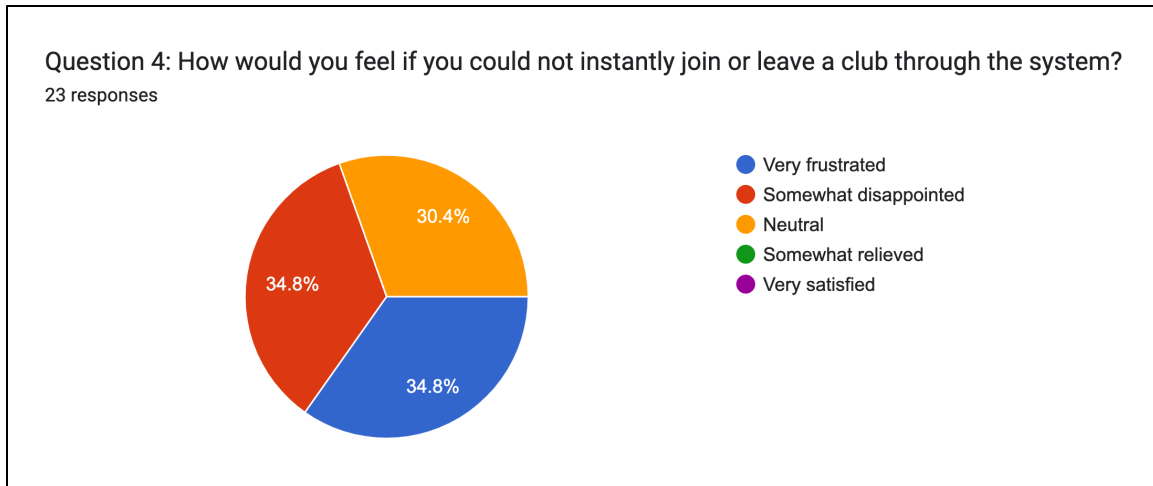
Figure 4: Screenshot of question 4 and graph of response from the student

Based on the pie chart on Figure 4, An equal number of users (34.8%) selected "Very frustrated" and "Somewhat disappointed," while 30.4% were "Neutral." This split implies that while the feature is important, it may not yet be universally expected. It can be classified as a **performance feature trending toward a must-be feature** as user expectations grow.
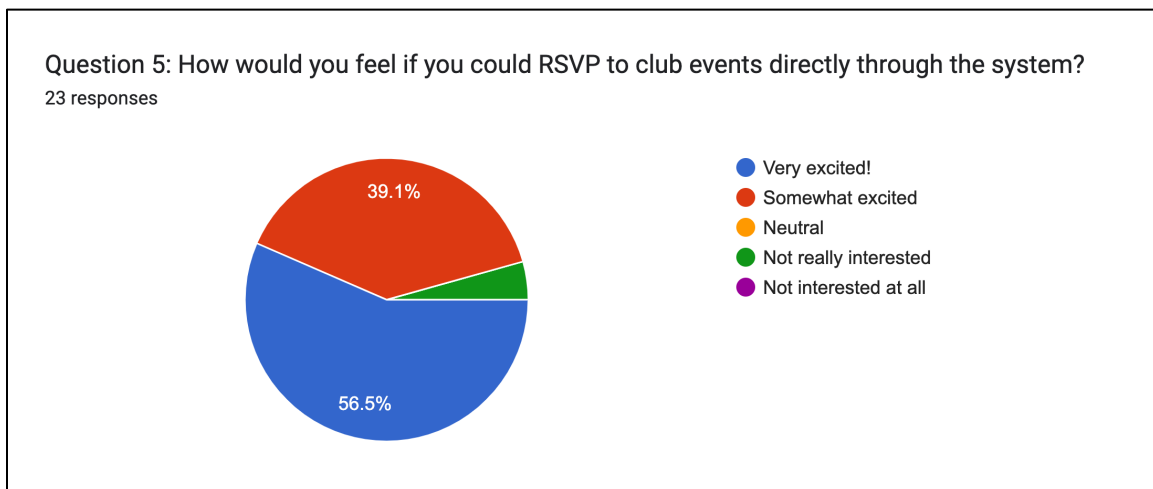

Figure 5: Screenshot of question 5 and graph of response from the student

Based on the pie chart on Figure 5, A majority of 56.5% would be "Very excited," with another 39.1% "Somewhat excited." Only 4.3% indicated disinterest. This clearly highlights RSVP functionality as a **highly attractive and expected feature** in any event-oriented system.
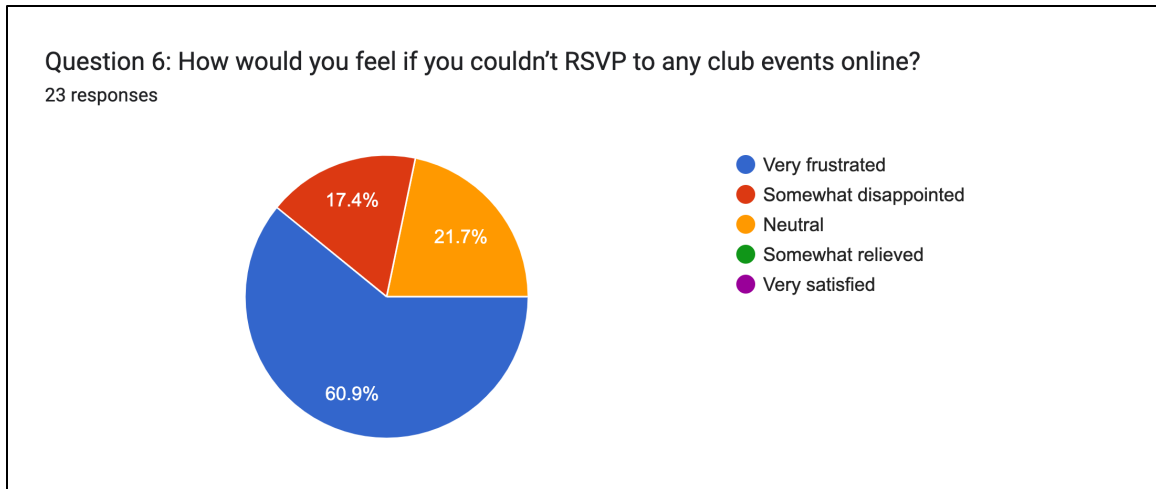
Figure 6: Screenshot of question 6 and graph of response from the student

Based on the pie chart on Figure 6, The majority (60.9%) of respondents would be "Very frustrated" and 17.4% "Somewhat disappointed." This reflects a high reliance on this feature. As no respondent reported being "Somewhat relieved" or "Very satisfied," the RSVP option emerges as a **must-have capability** for a seamless club experience.
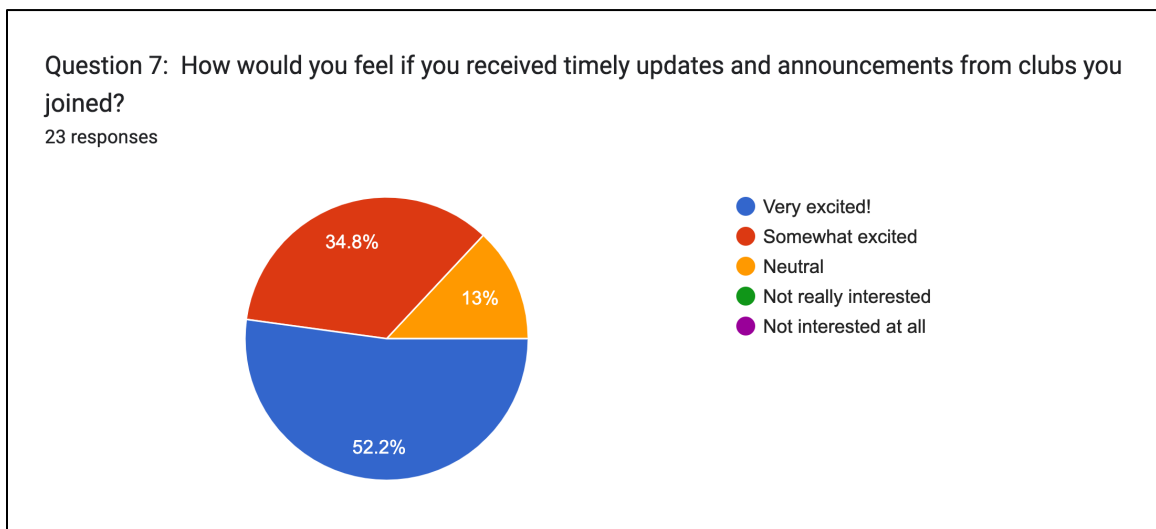

Figure 7: Screenshot of question 7 and graph of response from the student

Based on the pie chart on Figure 7, A combined 87% of respondents were "Very excited" (52.2%) or "Somewhat excited" (34.8%). The rest were "Neutral" (13%). This feature can be classified as an **excitement or performance feature**, contributing significantly to user satisfaction.
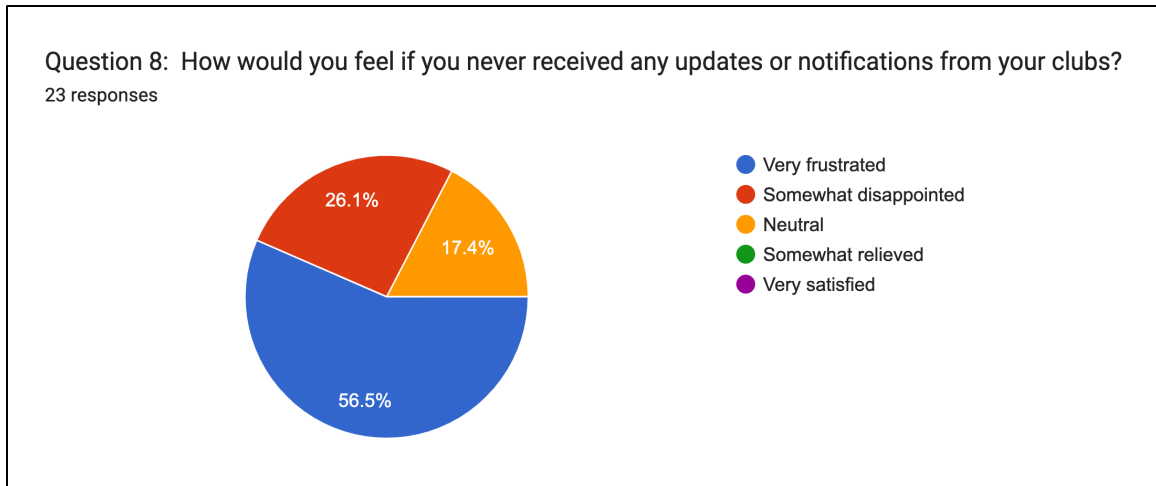
Figure 8 : Screenshot of question 8 and graph of response from the student

Based on the pie chart on Figure 8, More than half of users (56.5%) would be "Very frustrated" if this feature was absent, with 26.1% "Somewhat disappointed." These scores emphasize that timely updates are **expected features** whose absence results in dissatisfaction.

Figure 9: Screenshot of question 9 and graph of response from the student

Based on the pie chart on Figure 9, Over half of the respondents (52.2%) said they would be "Very excited," with an additional 30.4% "Somewhat excited." This feedback feature appears to be an **attractive or delightful feature**, particularly for users who value post-event interaction.
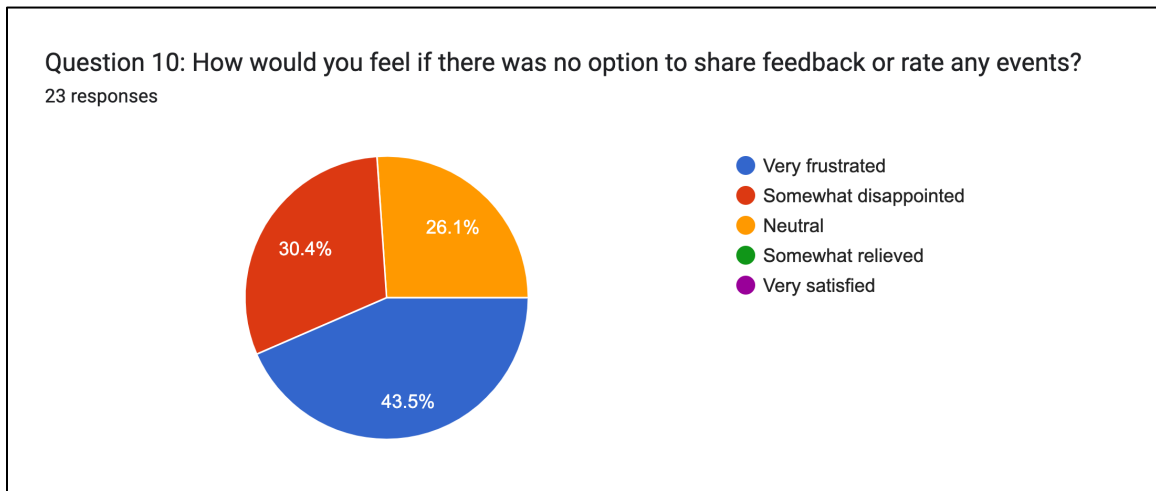
Question 10: How would you feel if there was no option to share feedback or rate any events?
23 responses

- Very frustrated
- Somewhat disappointed
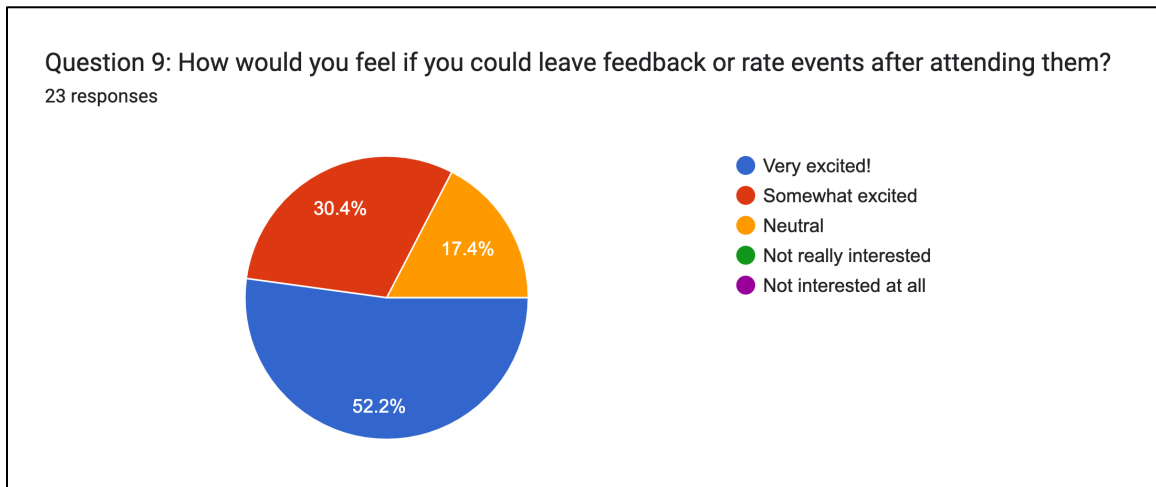- Neutral
- Somewhat relieved
- Very satisfied

26.1%
30.4%
43.5%

Figure 10 : Screenshot of question 10 and graph of response from the student

Based on the pie chart on Figure 10, The majority (43.5%) would be "Very frustrated," while 30.4% would be "Somewhat disappointed." Only 26.1% were "Neutral." These results indicate that while not universally essential, the absence of feedback features negatively affects user experience, positioning it as a **performance feature with growing expectations**.

The results from this questionnaire will be categorized using the Kano model.

1. Session Overview

Date: 13/05/2025

Time: 8:30pm – 9:25pm

Duration: 55 minutes

Platform: Figma and teams

Facilitator (Moderator): Adriana

Minute-Taker: Amirah

Topic: Identify additional features not captured through observation or questionnaire

2. Brainstorming Rules Presented

1. Quantity over quality.

2. Free association and visionary thinking are encouraged.

3. Building on others' ideas is welcomed.

4. No criticism of ideas.

5. Questions for clarification are allowed.

6. Long pauses are okay; the moderator will stimulate discussion.

7. Session ends naturally after an idea flows slowly.

3. Collected Ideas / Attachment

Figma Screenshot
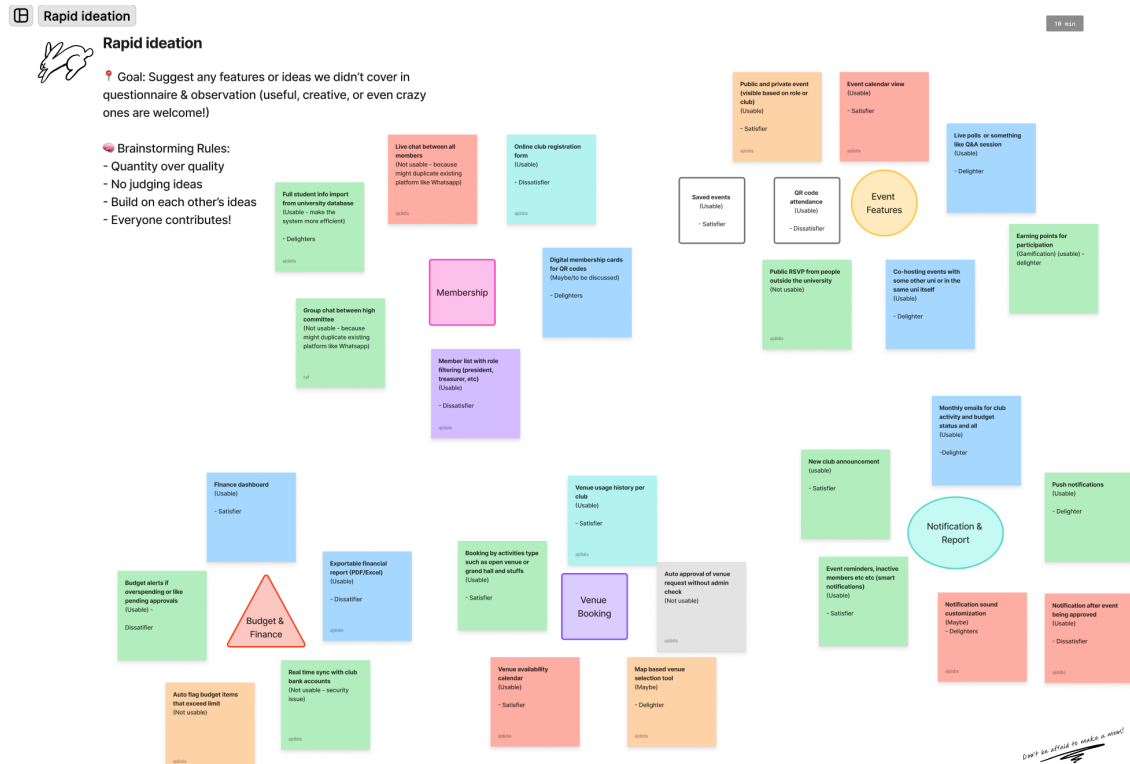
Figure 11: Brainstorming Screenshot

4. Idea Categorization

Usable Ideas:

Table 4: Usable ideas from brainstorming

Idea	Kano Label	Status
Finance dashboard	Satisfier	Approved
Exportable financial report (PDF/Excel)	Satisfier	Approved
Budget alerts (overspending or pending approvals)	Dissatisfier	Approved
Booking by activity type	Satisfier	Approved
Venue usage history per club	Satisfier	Approved
Venue availability calendar	Satisfier	Approved
New club announcement	Satisfier	Approved
Event reminders (e.g., inactive members)	Satisfier	Approved
Push notifications	Delighter	Approved

Notification after event approval	Dissatisfier	Approved
Live polls / Q&A session	Delighter	Approved
Saved events	Satisfier	Approved
Event calendar view	Satisfier	Approved
Public/private event visibility	Satisfier	Approved
Co-hosting events within same unit	Delighter	Approved
Monthly summary email (activity + budget)	Delighter	Approved
Notification sound customization	Delighter	Approved
Member list with role filtering	Dissatisfier	Approved
Online club registration form	Dissatisfier	Approved

To Be Decided:

Table 5: Ideas to be decided from brainstorming

Idea	Kano Label	Status
Full student info imports from university database	Delighter	Policy-dependent
Map-based venue selection tool	Delighter	Needs evaluation
Digital membership card with QR	Delighter	UX + privacy review

Unusable Ideas:

Table 6: Unusable ideas from brainstorming

Idea	Kano Label	Status
Auto-approval of venue request without admin check	Not usable	Rejected
Real-time sync with club bank accounts	Not usable	Rejected (security)
Live chat between members	Not usable	Rejected (redundant)
Group chat between high committee	Not usable	Rejected (redundant)
Public RSVP from people outside university	Not usable	Rejected (security)

3. Kano Feature Classification

3.1 Kano Feature Classification (Based on Observation Only)

Table 7: Kano Classification for Observation

Kano Category	Features
Dissatisfiers	Member management, Event creation and editing, RSVP, Notifications and announcements, Upload documents
Satisfiers	Budget tracking and status, Venue booking, Role-based access control, Reports of activity and financial, Automated Renewals & Invoicing, Email List Integration
Delighters	Event location with map, View upcoming or past events, Feedback Collection and ratings, Auditing of logs and transactions, Mobile-friendly UI, Self-service Member Portals, Third-party Integration Capability, Simple, Intuitive User Interface

3.2. Kano Feature Classification (Based on Questionnaire Only)

Table 8: Kano Classification for Questionnaire

Kano Category	Features
Dissatisfiers	Notifications
Satisfiers	Manage Club Member, Upload Event Documents (Itinerary, Posters), Submit Event Proposals, Venue Booking (Real-Time), Submit Budget & Track Spending, Club Search/View, Join/Leave Club, RSVP,
Delighters	Send Event Invitations & Announcements, Generate Financial/Activity Reports, Feedback/rating, Club suggestions, Group chat, Complaint forum

3.3. Kano Feature Classification (Based on Brainstorming Only)

Table 9: Kano Classification for Brainstorming

Kano Category	Features
Dissatisfiers	Budget alerts, Notification for event approval, Member list with role filtering, Online club registration form
Satisfiers	Finance dashboard, Exportable financial report, booking by activity type, Venue usage history per club, Venue availability calendar, new club announcement, Event reminders, saved events, Event calendar view, Public/private event visibility
Delighters	Push notification, Co-hosting event with same unit, Monthly summary email, Notification sound customization

3.4. Final Kano Feature Classification (Combined)

This table combines all findings from the observation, questionnaire, and brainstorming assistance technique.

Table 10: Final Kano Classification

Kano Category	Features
Dissatisfiers	Member management, Event creation and editing, RSVP, Receive notifications and announcements, Upload documents, Join/Leave Club, Club Search/View, Online club registration form, Member list with role filtering
Satisfiers	Venue booking, Role-based access control, Submit budget & track spending, Submit event proposals
Delighters	Feedback/rating, View upcoming or past events, Send event invitations & announcements, Generate reports, Complaint forum

The use of four separate classification tables—observation, questionnaire, brainstorming, and final combined—was intentional to demonstrate the evolution of feature discovery and categorization. Each technique revealed a different perspective on user expectations, allowing the team to make well-informed design decisions. Observation helped align with industry standards, questionnaires captured actual user needs, brainstorming exposed creative opportunities, and the final table synthesized these insights into a well-rounded requirement set.

By strategically incorporating features across all Kano categories, the system ensures that must-have functionalities are in place, key satisfaction drivers are prioritized, and delighters are introduced to exceed expectations. This balanced approach contributes to a user-centered, efficient, and forward-looking student club management platform.