



## FAB Feature Prioritization

**Objective :** Primary Strategy is aimed at developing User experience by refining the backlog UserStories

### About

FAB one of the largest bank in Gulf offers financial solutions, products and services through its Corporate and Investment Banking and Personal Banking franchises. Recently FAB has decided to come up with Low rate Credit card which will provide Balance /cash transfer facility to Consumers. FAB has identified there is an existing market where competitors like Mashreq, CBD are also launching same functionary Product. Fab decided to do come up with the following features which will benefit the customers on their daily savings.

### Feature Proposal

Code	Description	Benefit
F1	Low Rate Card	User acquisition , User Adoption
F2	Balance Transfer	Market capitalization and Penetration
F3	Cash Back Feature	Extended engagement ,Brand recognition
F4	Loan on Prepaid card	Brand Advocacy
F5	Rewards to Gold Members	Data driven personalization
F6	Membership Fee	Monetization
F7	0 % interest on Loan Repayment	Enhanced User Satisfaction

### Users :

User Id	User Name
user1@example.com	User 1
user2@example.com	User 2
user3@example.com	User 3
user4@example.com	User 4
user5@example.com	User 5
user6@example.com	User 6
user7@example.com	User 7
user8@example.com	User 8
user9@example.com	User 9
user10@example.com	User 10
user11@example.com	User 11
user12@example.com	User 12
user13@example.com	User 13
user14@example.com	User 14
user15@example.com	User 15

## Kano questionnaire

\* 1. How do you feel if we offer low rate card

☒ I Like it

☐ I might Like it

☐ I am neutral

☐ I dont Like it

☐ I can live with it

\* 2. How do you feel if we don't offer low rate card

☐ I like it

☐ I may like it

☐ I am neutral

☐ I dislike it

☒ I can live with it

\* 3. How do you feel if we offer 0 % interest Balance Transfer ?

☐ I Like IT

☒ I might Like it

☐ I am neutral

☐ I dislike it

\* 4. How do you feel if we don't offer 0 % interest Balance Transfer ?

☐ I Like IT

☐ I might Like it

☒ I am neutral

☐ I dislike it

☐ I can live with it

\* 5. How do you feel if we offer cash back on purchases ?

☒ I Like IT

☐ I might Like it

☐ I am neutral

☐ I dislike it

☐ I can live with it

\* 6. How do you feel if we don't offer cash back on purchases ?

☐ I Like IT

☐ I might Like it

☐ I am neutral

☒ I dislike it

☐ I can live with it

\* 7. How do you feel if we offer loan on Prepaid card ?

☐ I Like IT

☒ I might Like it

☐ I am neutral

☐ I dislike it

☐ I can live with it

\* 8. How do you feel if we dont offer loan on Prepaid card ?

- ☐ I Like IT
- ☐ I might Like it
- ☐ I am neutral
- ☐ I dislike it

☒ I can live with it

\* 11. How do you feel if we offer redemption to membership fees ?

☐ I Like IT

☒ I might Like it

☐ I am neutral

☐ I dislike it

☐ I can live with it

\* 9. How do you feel if we offer rewards to Gold members ?

☐ I Like IT

☒ I might Like it

☐ I am neutral

☐ I dislike it

☐ I can live with it

\* 10. How do you feel if we don't offer rewards to Gold members ?

☐ I Like IT

☐ I might Like it

☐ I am neutral

☐ I dislike it

☒ I can live with it

\* 12. How do you feel if we dont offer redemption to membership fees ?

☐ I Like IT

☐ I might Like it

☐ I am neutral

☒ I dislike it

☐ I can live with it

\* 13. How do you feel if we offer 0% interest on loan repayment ?

☒ I Like IT

☐ I might Like it

☐ I am neutral

☐ I dislike it

☐ I can live with it

\* 14. How do you feel if we don't offer 0% interest on loan repayment ?

☐ I Like IT

☐ I might Like it

☐ I am neutral

☒ I dislike it

☐ I can live with it

## STEP -2 EVALUATION TABLE

Customer Survey Responses		Dysfunctional Question Answer					Code	Result
		LIKE	MUSTBE	NEUTRAL	LIVE WITH IT	DISLIKE		
Functional Question Answer	LIKE	Q	A	A	A	P	M	Must-Be
	MUST BE	R	I	I	I	M	P	Perfomance
	NEUTRAL	R	I	I	I	M	A	Attractive
	LIVE WITH IT	R	I	I	I	M	I	Indifferent
	DISLIKE	R	R	R	R	Q	R	Reverse
							Q	Questionable

## Kano Evaluation Table

Customer requirements	<i>Delight</i>	<i>Performance</i>	<i>Mandatory</i>	<i>InDifferent</i>	<i>Reverse</i>	<i>Questionable</i>	Total	kano category
F1	2	5	2	<b>2</b>	2	1	15	Performance
F2	2	<b>4</b>	3	2	2	2	15	Performance
F3	3	3	<b>4</b>	2	2	1	15	Mandatory
F4	3	2	3	3	<b>4</b>	0	15	Reverse
F5	2	3	<b>4</b>	2	3	1	15	Mandatory
F6	3	3	2	<b>4</b>	2	1	15	InDifferent
F7	<b>4</b>	3	3	2	2	1	15	Delight