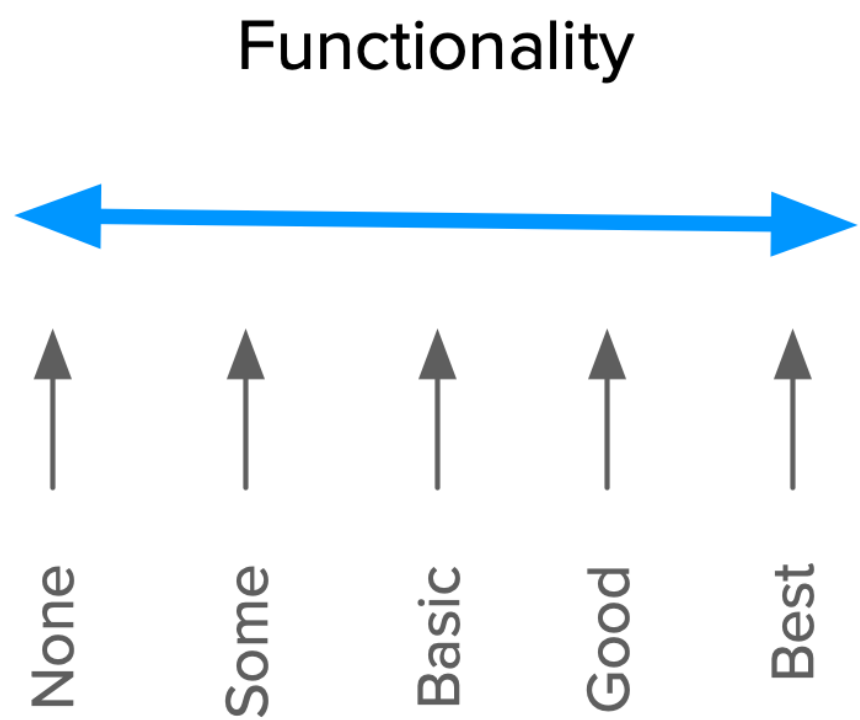
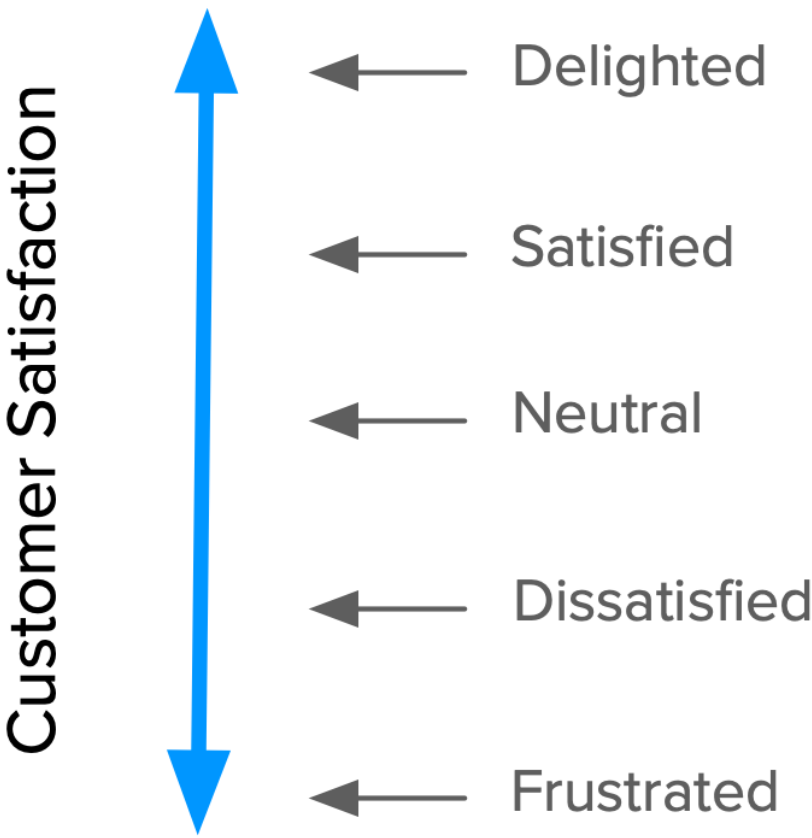
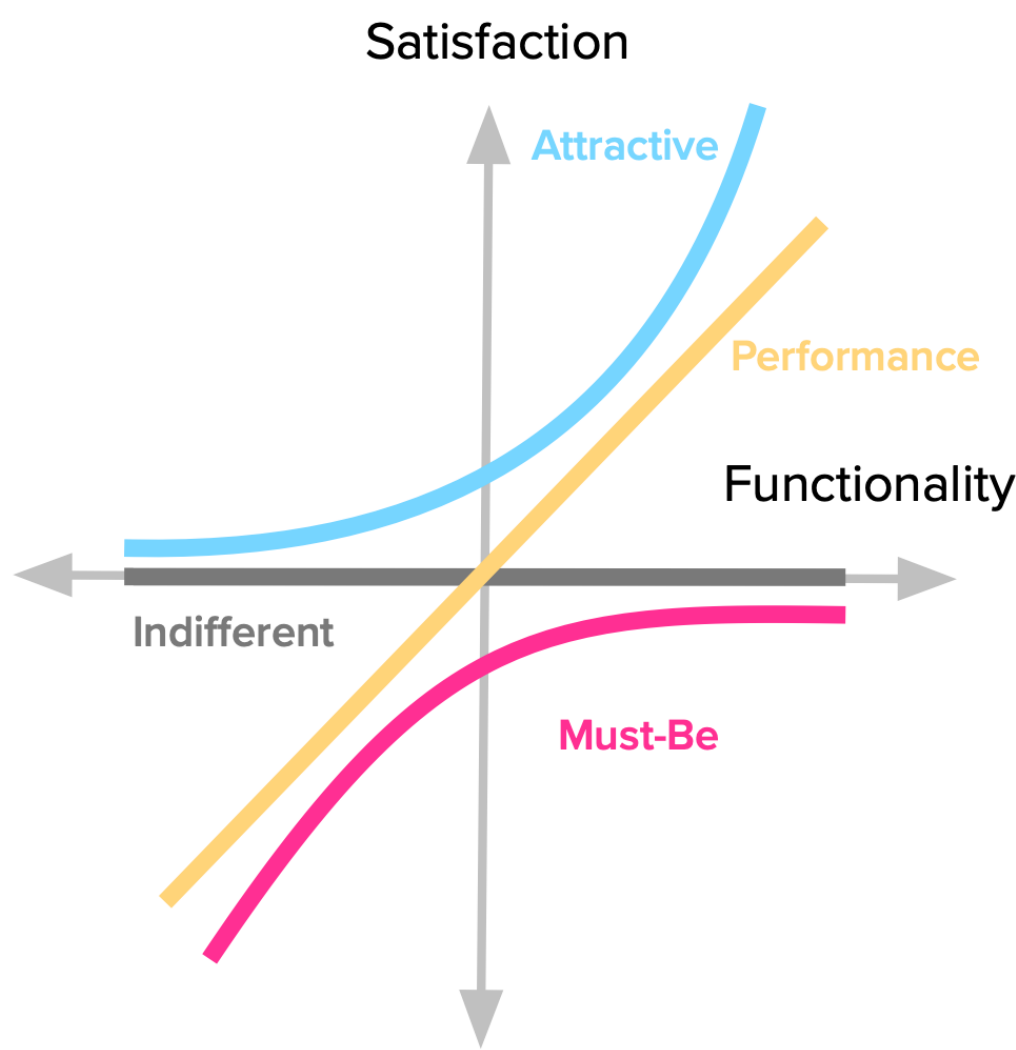
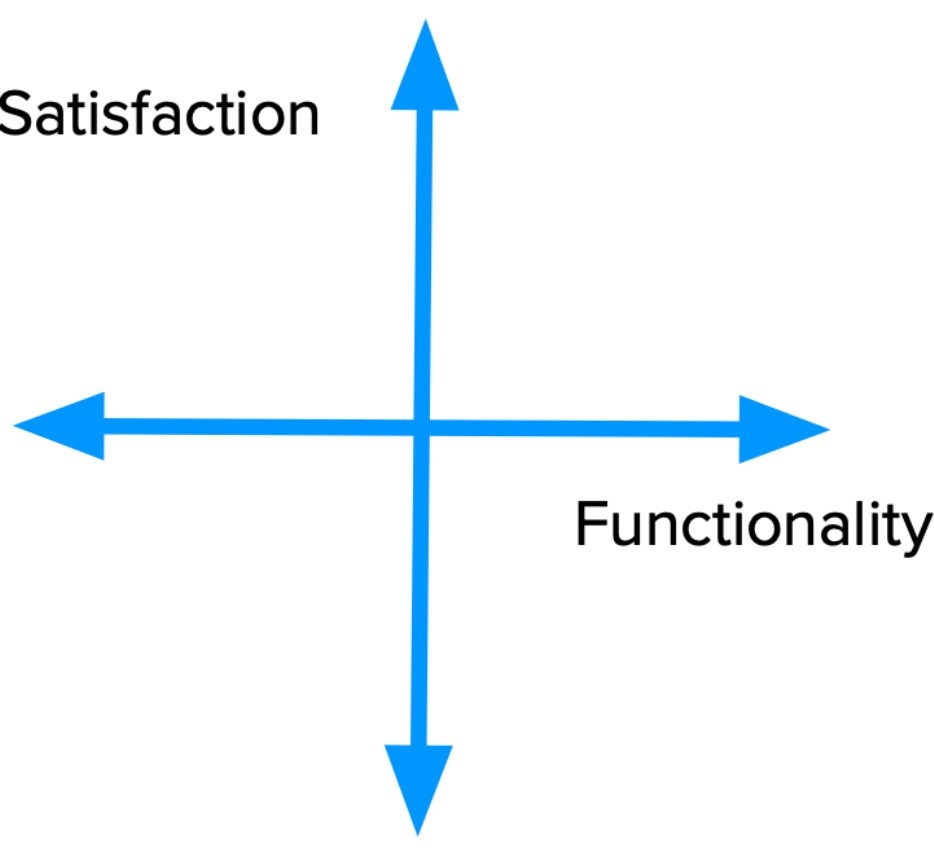




4

The 2 Kano Dimensions



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How To Choose The Right Design Idea (https://lnkd.in/e9sas_Bi), a case study on how to use the Kano model to decide how much potential an idea has — with real users and with real market in mind. Put together by [Eva Hörner](#) and [Joshua Ariga](#), UI/UX.

- ❌ We don't always need more functionality to improve satisfaction.
- ✅ We prioritize ideas and features based on their UX impact.
- ✅ The Kano model has 2 dimensions: Functionality and User Satisfaction.
- ✅ Each idea/feature finds its place on that 2-dimensional map.
- ✅ To find that spot, we map each feature to one of the key categories.

- ✅ 5 categories: Must-Have, Performance, Excitement, Indifferent, Reverse.
- ✅ Must-have features are user's basic expectations.
- ✅ Performance features are things users know they want.
- ✅ Excitement features are things users don't know they want.
- ✅ Reverse features are things that people know they don't want.
- ✅ Indifferent features have little or no impact on user satisfaction.

- ✅ Users map features on the Kano map with a Kano questionnaire.
- ✅ Each feature gets 2 questions to learn how customers feel about it.
- ✅ We analyze results to decide where our effort should be.
- ✅ Whenever possible, show the feature instead of explaining it.
- ✅ Users' expectations and perception of features change over time.

The Kano model focuses on customer-facing product features, but sometimes we need to focus our efforts on internal work — be it cleaning up design debt, improving design system or leaving legacy behind. We could still apply the Kano model to our own design teams to learn what they need to work efficiently.

Ultimately, to create a successful product, we need to keep investing in our must-haves, compete in performance attributes, excel at excitement attributes — and not waste time with indifferent attributes.