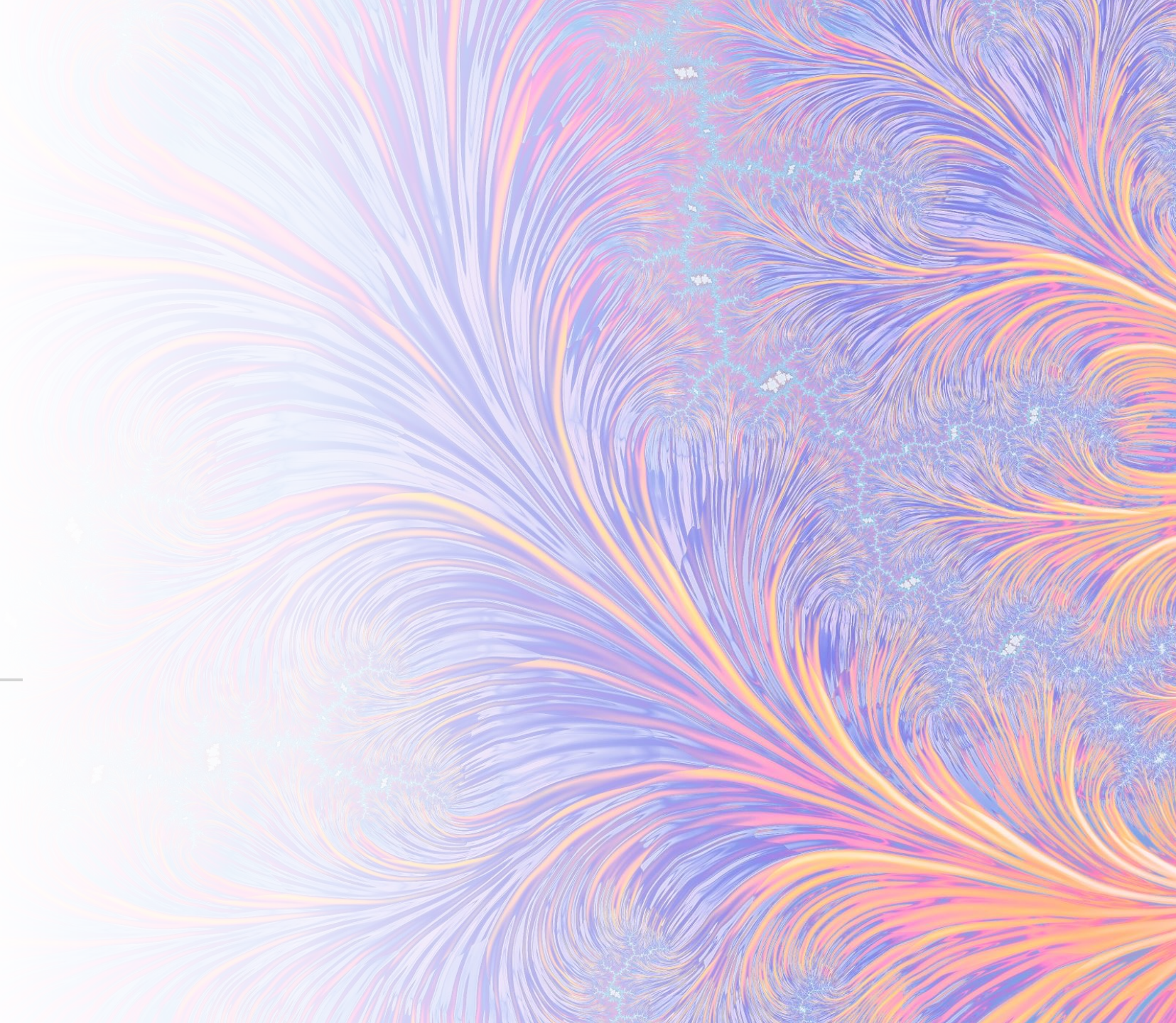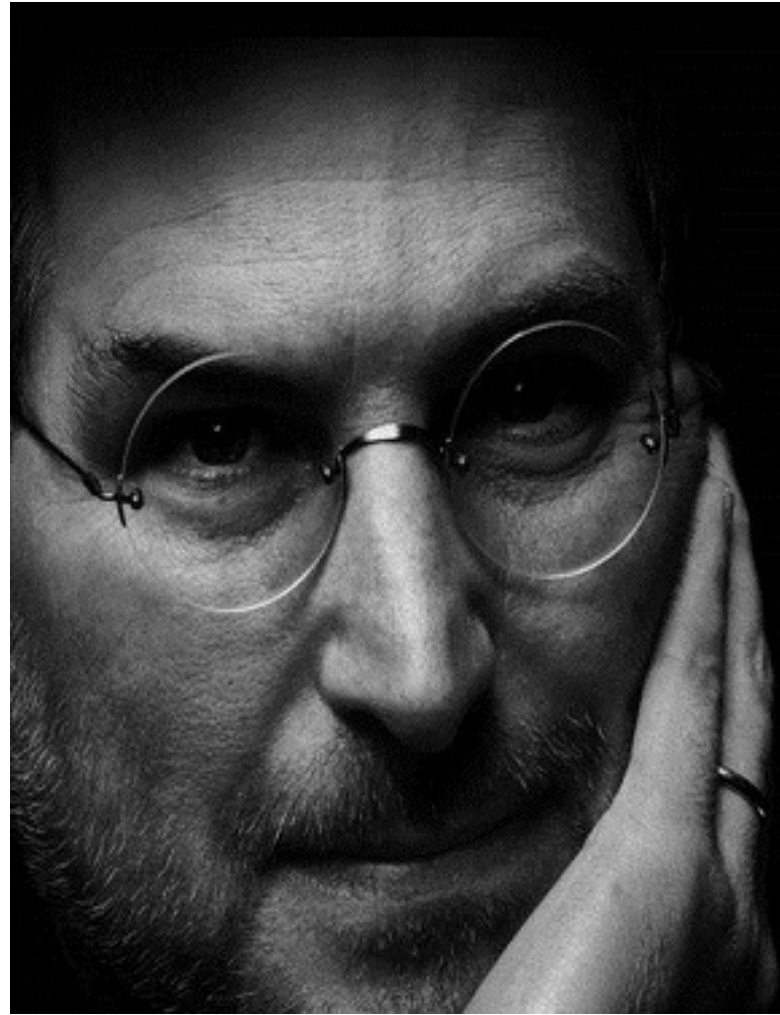# Design for Delight

By Jared Spool
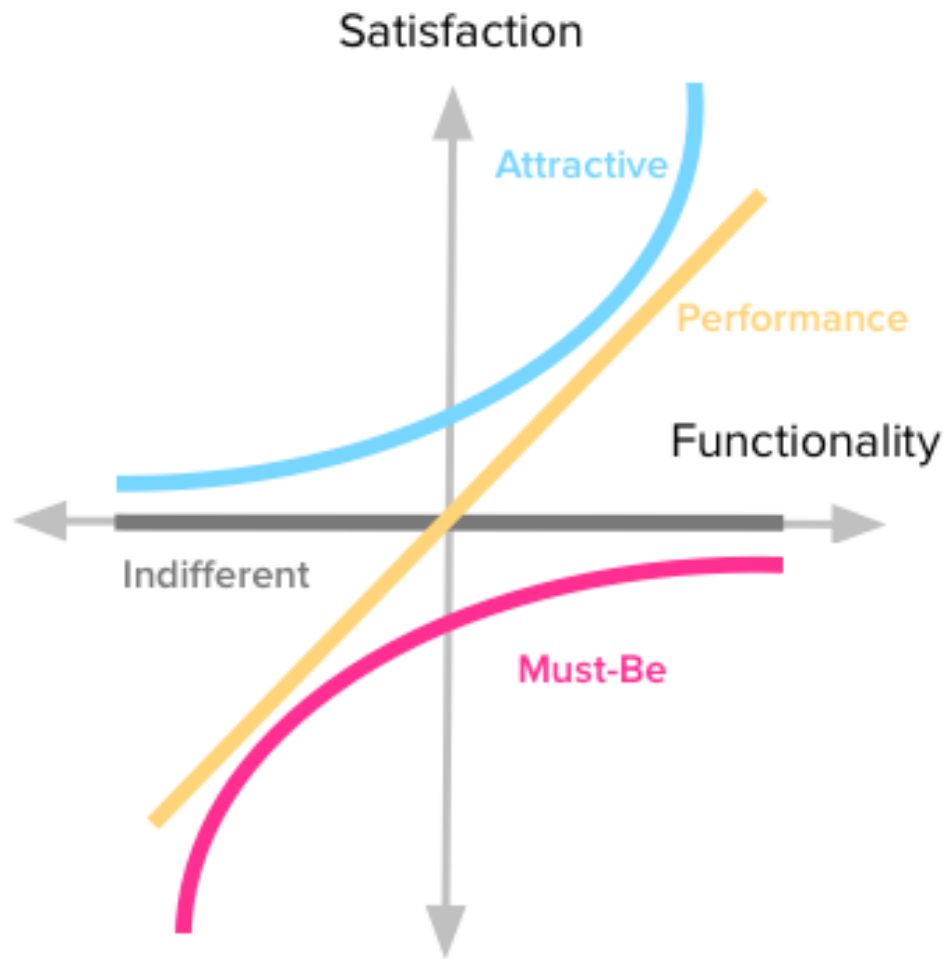
" It's not the customer's job to know what they want "

Steve Jobs

A good design is usable,
useful, and effective.

A great design **delights** its users.

Building a Winning UX Strategy Using the Kano Model - Jared Spool, at USI

KANO Model

- **Satisfaction**. Kano proposes a dimension that goes from total satisfaction (also called Delight and Excitement) to total dissatisfaction (or Frustration).

- **Functionality** presents how much of **a given feature** the customer gets, how well we have implemented it, or how we have invested in its development.
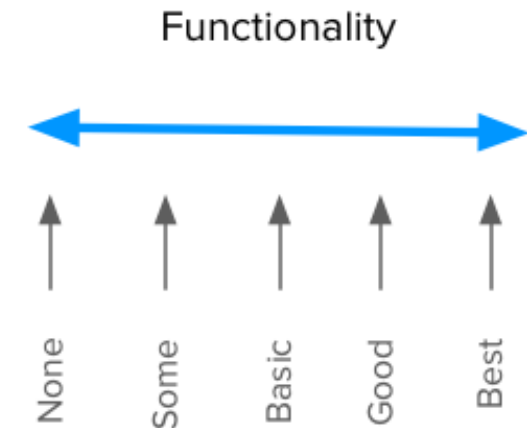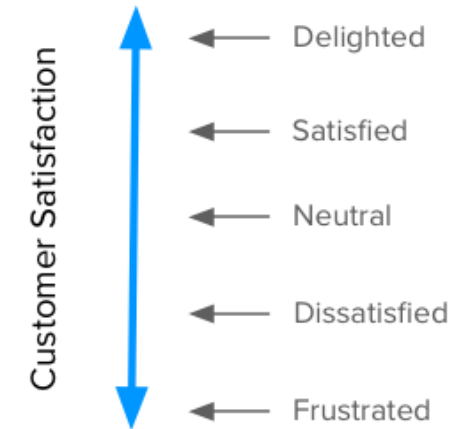
KANO Model : Performance

- [Desired Quality, Satisfiers, Normal Quality]

- Ex. A **car** has **fuel mileage**, it is usually a **performance** attribute.

- Ex. Internet connection speed, Google drive capacity, cell phone battery life. The more customers have, the greater their **satisfaction**.

- Increasing in functionality leads to increased satisfaction. It is also important to keep in mind that the more functionality we add, the bigger investment there.

KANO Model : Must-be
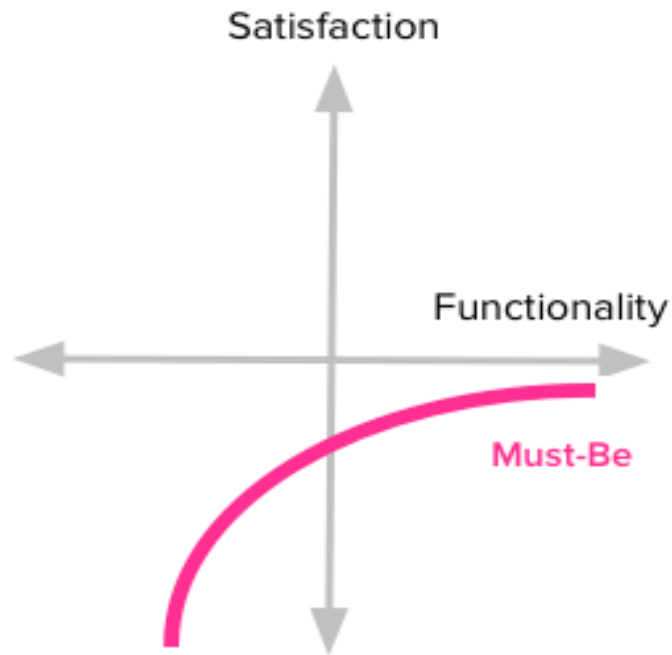
- [Dissatisfier, taken for granted]

- If the product doesn't have them, it will be incomplete or bad. This feature is called Must-be or **Basic Expectations**.

- We need to have them. But they **won't make our customer more satisfied**. They just won't dissatisfied.

- Ex. Car break, TV in hotel, arrived luggage from air fly, etc.

- Note that the **satisfaction never even reaches the positive side** of the dimension.

KANO Model : Attractive
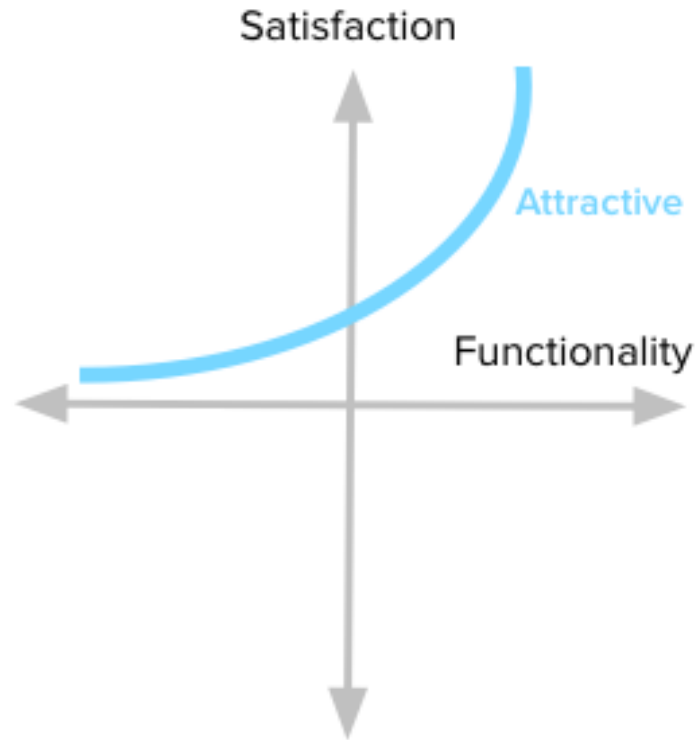
- Delighters, Wows

- Some **expectation** feature cause a **positive reaction**. These are called Attractive, Exciters or Delighters.

- Ex. The first-time using **touch screen** phone. Think of the first-time you used **Google Maps**.

- Keep checking on the investment we make on a given feature.

KANO Model : Indifferent
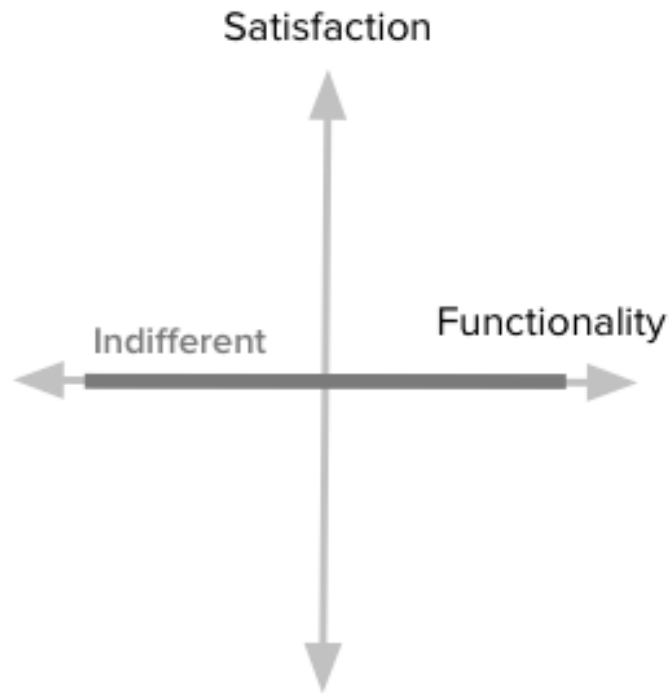
- Normally, there are features towards which we feel indifferent. Those which their presence (or absence) **doesn't make a real difference** in customer reaction to the product.

- How much we put effort into them, users won't really care. Then, we should **avoid working on these because of money sink.**

- Ex. Rug in hotel, fuel consumption of airline, color of internal cable of electronic devices, etc.

KANO Model : The Natural Decay of Delight

- What our customers feel about some product attribute now **is not what they will feel in the future.** That is called **Reverse quality**.

- Ex. Hotel Free Wi-Fi, Cell phone camera, etc.
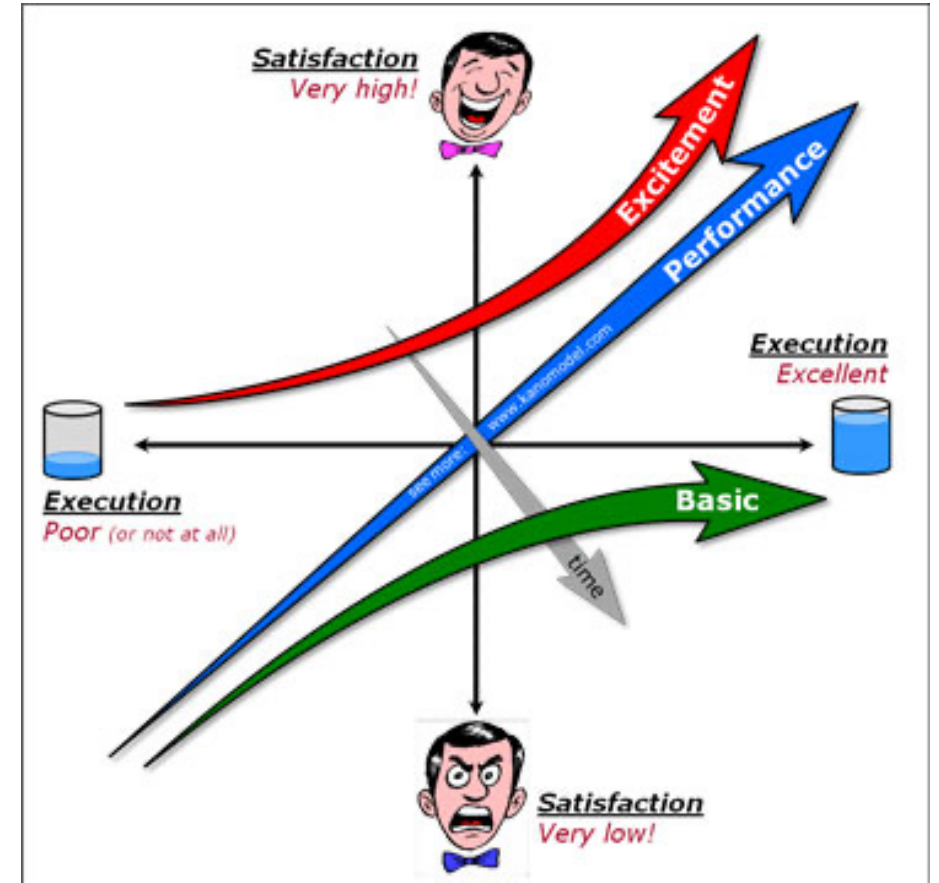
Excitement Generators

- The *Delighters* that go beyond user expectations.

- There are 3 approaches to creating Delighters: Pleasure, Flow, and Meaning.

- **Pleasure**: Exceeding user's expectations (does not need to be expensive!). This can be done through simple methods such as using clean language or understanding what people's questions are and having information to answer those questions.

- **Flow:** Making things faster, simpler by reducing the number of steps for the user to complete a task. (Removing friction) Ex. Check-in time.

- **Meaning**: Building something into the product that allows them to make somebody else delightful. For example: TOMS- When you buy a pair of shoes, they also give a pair to underprivileged children in developing countries. [Story]

References

- https://kanomodel.com/ https://www.career.pm/briefings/kano-model

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- https://uxplanet.org/kano-model-analysis-in-product-design-7a3cca3e51ed