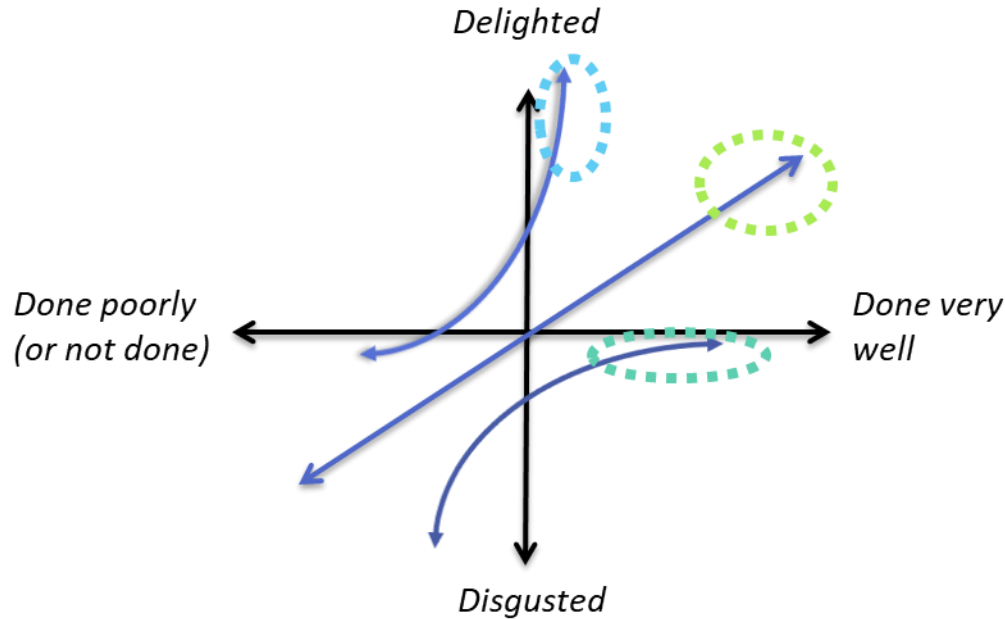


# User needs (Kano model)



## 3 Attractive needs (delighters)

*Unspoken, not expected*

- Need 1
- Need 2
- Need 3

## 2 Performance needs

*Stated, more is better*

- Need 1
- Need 2
- Need 3

## 1 Basic needs

*"Must be" requirements*

- Need 1
- Need 2
- Need 3