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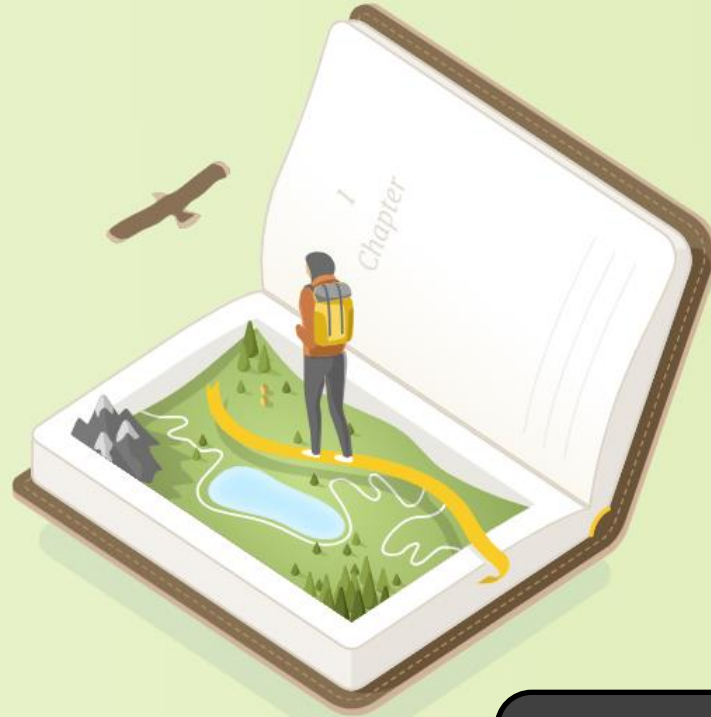
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Practice Activity

*Reedsy, aspiring authors, and
the Kano model*

Practice activity

Reedsy, aspiring authors, and the Kano model

The challenge



Background

You joined the London-based startup Reedsy (www.reedsy.com) as a product manager a few months ago and want more insight on the user needs of this site's customers.

Reedsy offers a marketplace for aspiring authors to get help—copy editing, cover design, ebook formatting, press tours, email marketing, even ghostwriting. Freelance editors and designers join this site and can bid on specific projects requested by authors.

For new authors, Reedsy is a good place to start.

You recently interviewed authors who used Reedsy (or competitors) for editing, design, and marketing services, plus authors who went fully DIY (do-it-yourself).

Practice activity

Reedsy, aspiring authors, and the Kano model

The challenge



From these interviews, you discovered seven author needs:

1. A **broad spectrum of services** to choose from—copy editing, proofreading, illustration, cover design, interior design, etc.
2. A **large choice of editors and designers** to work with (and pick from)
3. Editors/designers **experienced with my type of book** (business management, science fiction, romance novels, etc.)
4. The ability to **compare bids** from different freelancers
5. **Competitive prices**
6. **Privacy protections** – no manuscript is plagiarized or released in an unauthorized fashion
7. **Secure and predictable payments** (no surprises)

Practice activity

Reedsy, aspiring authors, and the Kano model

The challenge



Your challenge: Use the Kano model to analyze author needs. Place each of the seven needs into one of the three Kano model categories: basic, performance and attractive.

- **Basic needs:** *Need 1, need 2, need 3*
- **Performance needs:** *Need 1, need 2, need 3*
- **Attractive needs:** *Need 1, need 2, need 3*

Practice activity

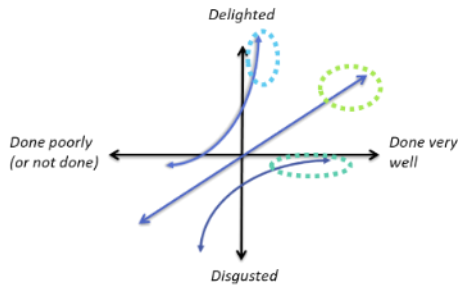
Reedsy, aspiring authors, and the Kano model

The challenge



Note: Reedsy needs to attract freelancer editors and designers—and we could do a separate Kano model for freelancer needs. For this exercise, just focus on authors.

Tip: Note that attractive needs (delighters) are unstated and unexpected—you may not hear these in customer interviews. For this exercise, see if you can come up with one or two attractive needs.



Place each of these seven needs into one of the three Kano model categories

Author needs from interviews

1. Broad spectrum of services
2. large choice of editors and designers
3. Editors/designers experienced with my type of book
4. The ability to compare bids
5. Competitive prices
6. Privacy protections
7. Secure and predictable payments (no surprises)

3 Attractive needs (delighters)

Unspoken, not expected

- Needs...

2 Performance needs

Stated, more is better

- Needs...

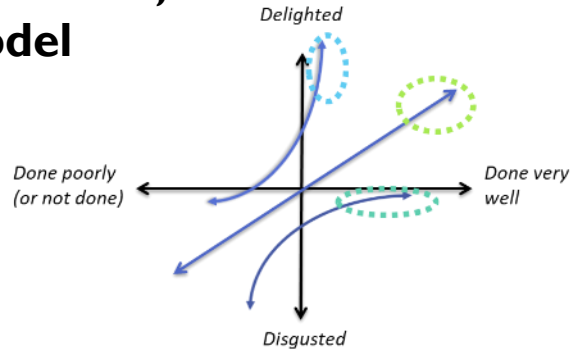
1 Basic needs

"Must be" requirements

- Needs...

Practice activity

Reedsy, aspiring authors, and the Kano model



Instructor's
answer

3 Attractive needs (delighters)

Unspoken, not expected

- Webinars with famous authors

2 Performance needs

Stated, more is better

- Broad spectrum of services
- Large choice of editors and designers
- Editors and designers experienced with my type of book*
- Ability to compare bids
- Competitive prices

1 Basic needs

“Must be” requirements

- Privacy protections
- Secure and predictable payments

* “Editors and designers experienced with my type of book” could also be an attractive need (delighter), especially if an author is writing a book in a very niche category