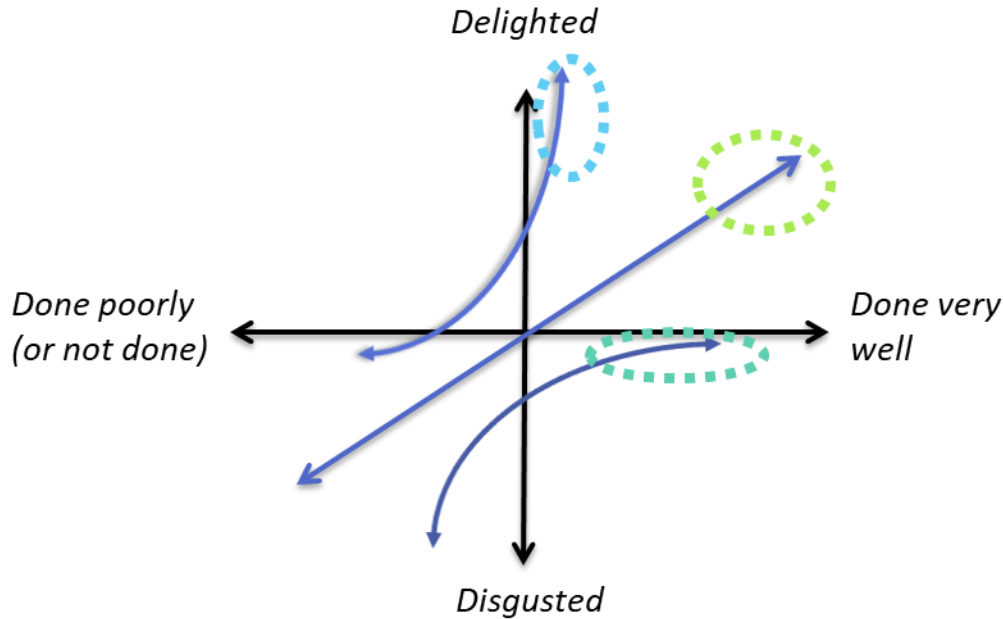# User needs (Kano model)

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

Delighted

Done poorly
(or not done)

Done very
well

Disgusted

Kano model

Noriaki Kano, 1984

Not all user needs are equal. Customers have different priorities and meanings attached to these needs, and as a product manager, you need to understand this. The Kano model can help.

Focusing on a single customer segment, the ***Kano model*** can help separated customer needs into:

3 **Attractive needs**
– The extra needs that customers don't articulate, but love when you deliver on them
– *Airline example:* getting upgraded to 1st class

2 **Performance needs**
– The areas that you typically compete on, like service quality, response time, pricing, etc.
– *Airline example:* seat comfort, movie selection, quality of snacks, etc.

1 **Basic needs**
– What you must do – these are table stakes to play in this market
– *Airline example:* getting your checked luggage to your destination