

Software Quality Engineering - Monsoon 2024

Assignment 1 (Due 20th August, 8:29 am)

Objective: Perform a customer satisfaction survey using KANO's model.

Description: Dr. Kano's Model of customer satisfaction states that product, process or service attributes may be categorized as

- A - Attractive (Delighters)
 - M - Must-be (Basic/Unsaid)
 - O - One-dimensional (performance/Normal)
 - I - Indifferent
 - R - Reversed
 - Q - Questionable
- In this activity, you can choose a "Software Product" of your choice and identify at least 12-15 requirements. You can choose any physical product too, however it should have significant software component in it. Note that the requirements must not be too simple.
 - Prepare a questionnaire using Functional and Dysfunctional form of questioning and associate each of the identified list of requirements with the form of questioning. Make sure you provide the appropriate responses. Ideally, the responses to the questionnaire should be elicited from a minimum of 15-20 people who are not involved with framing of the questions. Please note that getting people to participate in surveys is not an easy task, so please be proactive and don't wait till the last minute
 - Analyze the responses to prepare an appropriate matrix. Make sure you map the tables properly.
 - Perform any other statistical analysis you want. (Identify any other patterns in responses) – Optional.
 - Submit the document (product details, survey Qs, response summary and analysis, results and conclusions) via courses.iiit.ac.in

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