# Learning Album: Kano Prioritization

**February 2015**

# Kano Model

Based on work of Noriaki Kano, Japanese researcher and consultant

- Determine which features will lead to more satisfied users and use that information to help prioritize development

- Users' **satisfaction** with our product's features depends on the level of **functionality** provided ( how well/much they're implemented)

- Features classified into four categories – Must-Be, Performance, Attractive, Indifferent

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# Must Be Features

Satisfaction

Functionality

**Must Be**
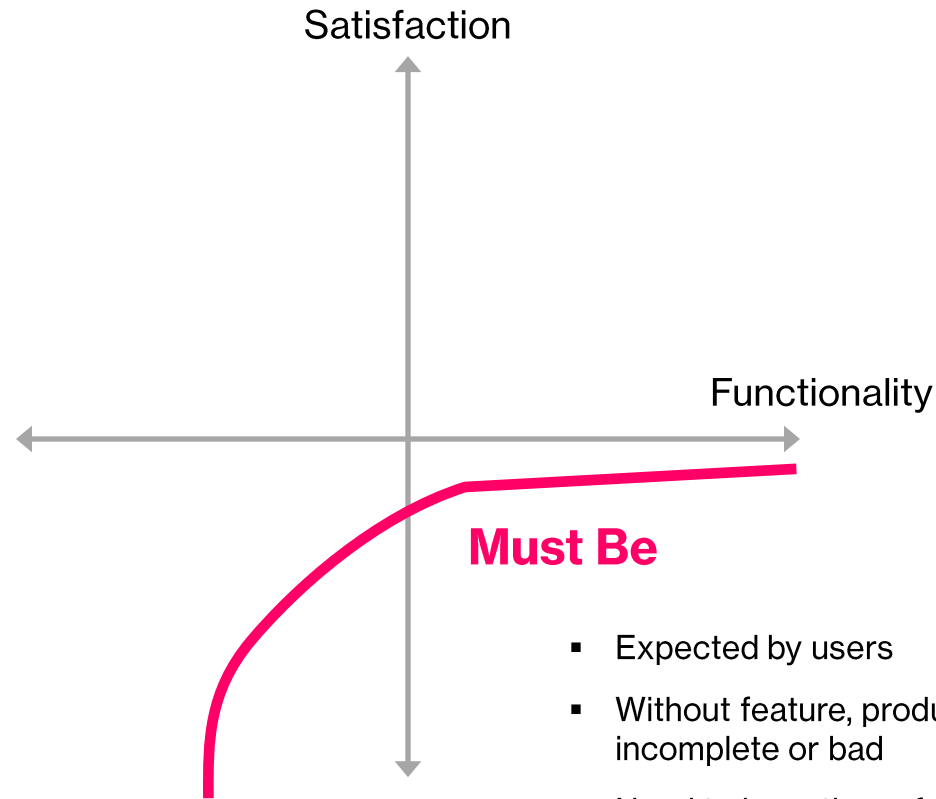
- Expected by users

- Without feature, product considered incomplete or bad

- Need to have these features, but they won't make our users more satisfied – just means they won't be as dissatisfied

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# Performance Features

- The more we provide, the more satisfied our users become

- Proportional relation between functionality and satisfaction – every increase in functionality leads to greater satisfaction

Satisfaction

Performance

Functionality

# Attractive Features

- Unexpected and cause positive reaction from mild attractiveness to absolute delight

- Even some level of functionality provides satisfaction

- Today's Attractive features can become tomorrow's Performance or Must Be

Satisfaction

**Attractive**

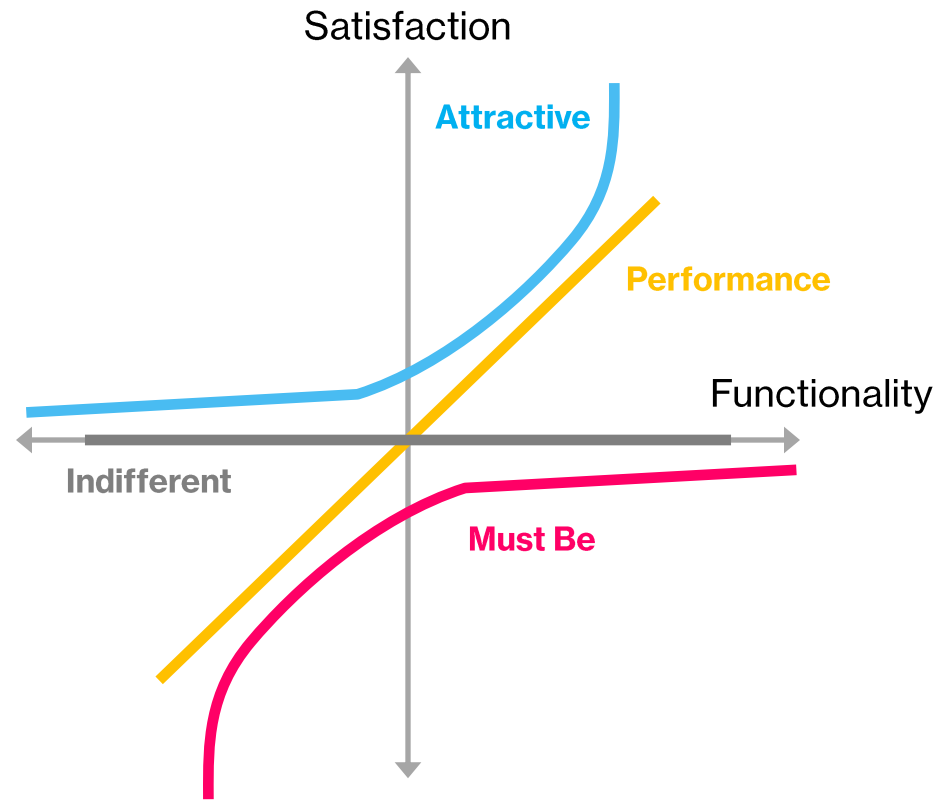Functionality

# Indifferent Features

Satisfaction

Functionality
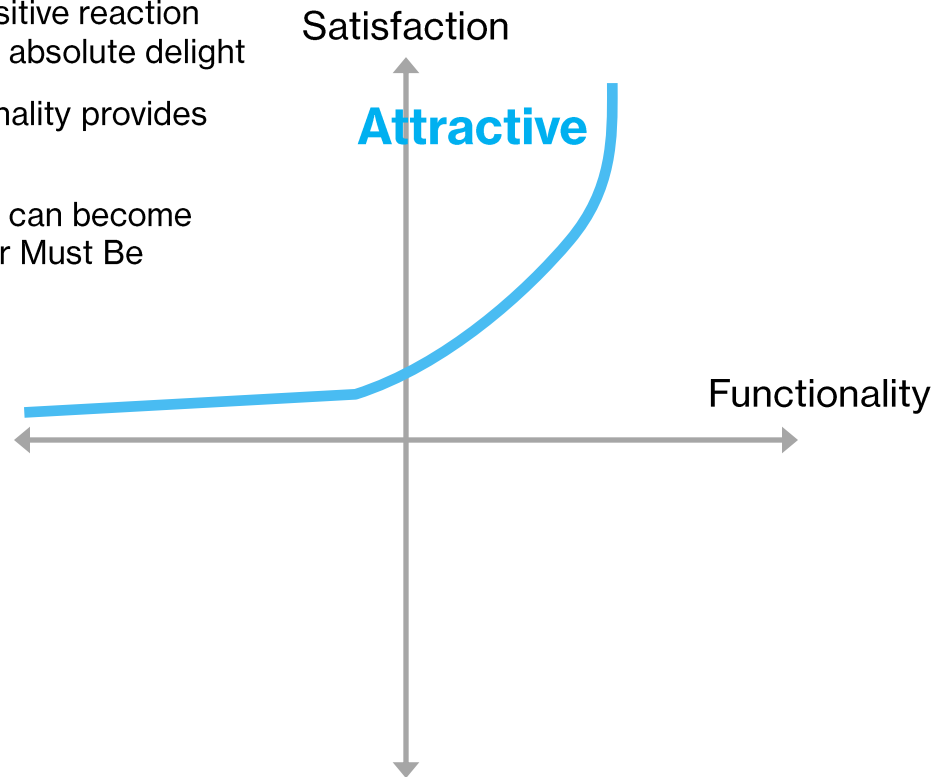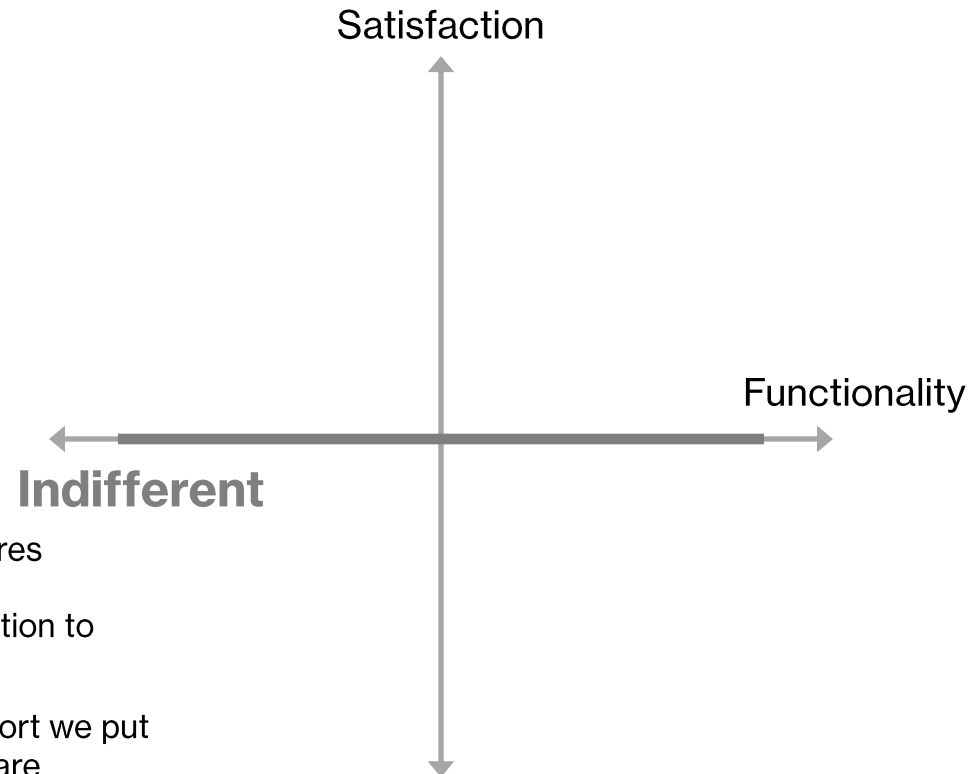
**Indifferent**

- Presence of these features doesn't make much of a difference to users' reaction to product

- No matter how much effort we put into these, users don't care

# Four Categories of Features

# Uncover User Perceptions of a Feature

Users asked to rate:

- How they feel **if they have** the feature 1 – 5 (functional)
- How they feel **if they don't have** the feature 1 – 5 (dysfunctional)
- The **importance of having** the feature 1 – 9

# Evaluation Table

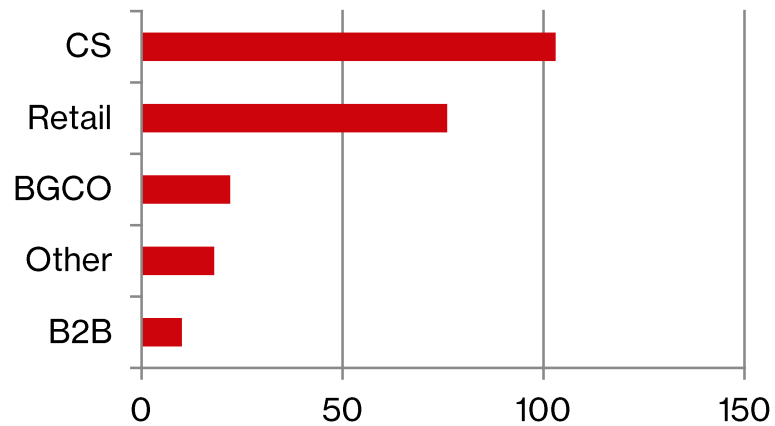| Functional (Y) | | Dysfunctional (X) | | | | |
|---|---|---|---|---|---|---|
| | | **Like** | **Expect It** | **Don't Care** | **Live With** | **Dislike** |
| | | -2 | -1 | 0 | 2 | 4 |
| **Like** | 4 | Q | A | A | A | P |
| **Expect It** | 2 | R | Q | I | I | M |
| **Don't Care** | 0 | R | I | I | I | M |
| **Live With** | -1 | R | I | I | Q | M |
| **Dislike** | -2 | R | R | R | R | Q |

**M** = Must-Be    **P** = Performance    **A** = Attractive    **I** = Indifferent    **R** = Reverse    **Q** = Questionable
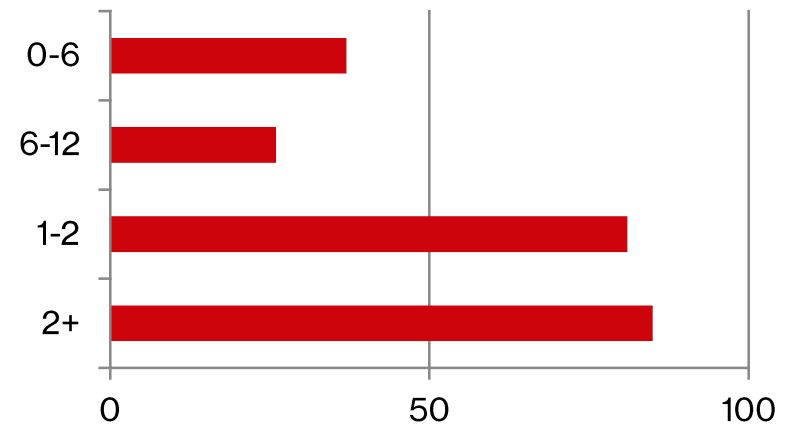
# Facilitator Survey

- 5 features surveyed

- 3 questions each feature + free text comment

- Conceptual wireframe for each feature

- Sent to ~2K facilitators active in LA since Jan 1$^{st}$

- 5 days allowed for responses
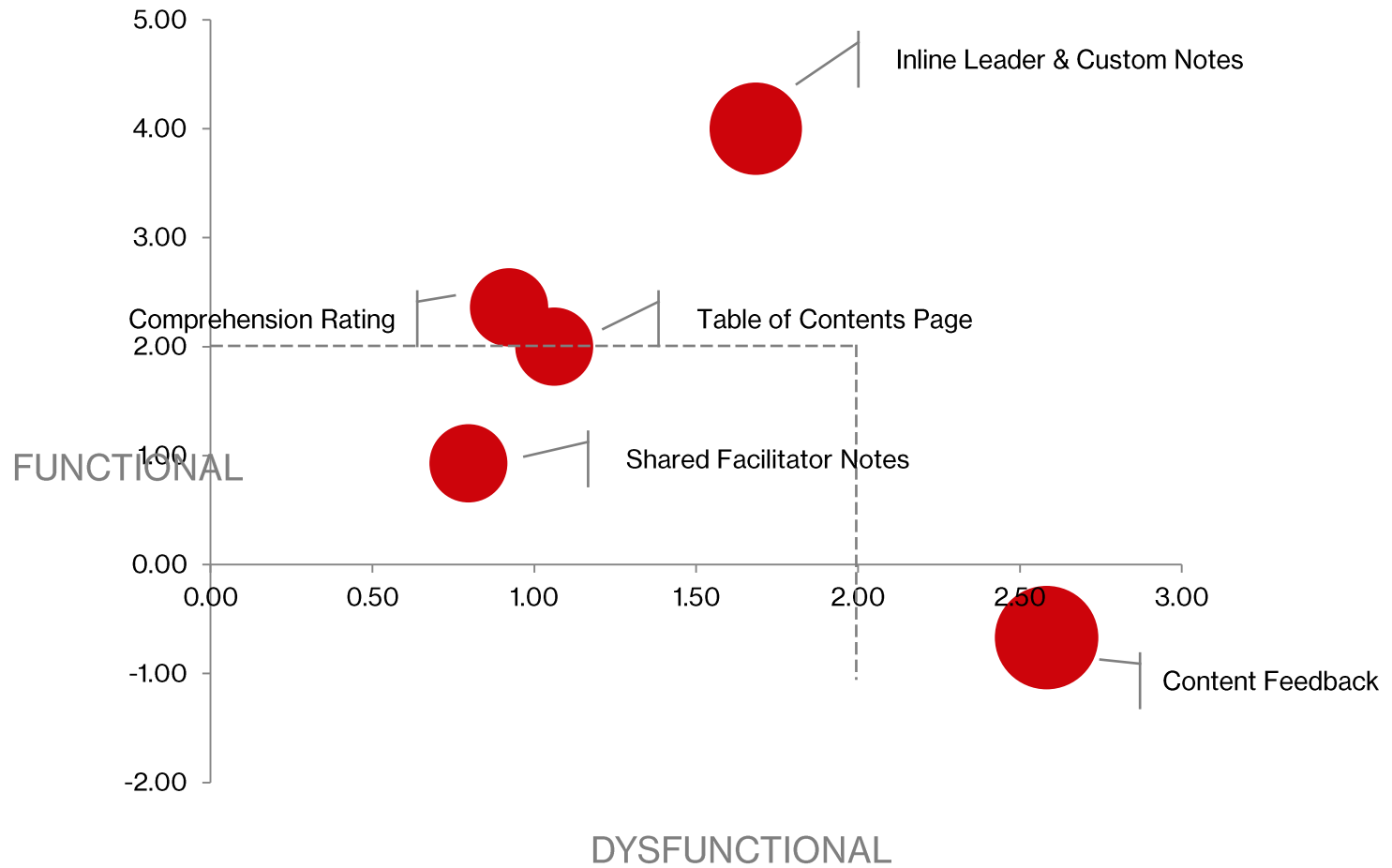
# Responses from 200+ facilitators

## Channel

| Category | Value |
|----------|-------|
| CS | ~103 |
| Retail | ~76 |
| BGCO | ~22 |
| Other | ~18 |
| B2B | ~9 |

## Tenure

| Category | Value |
|----------|-------|
| 0-6 | ~37 |
| 6-12 | ~27 |
| 1-2 | ~81 |
| 2+ | ~85 |

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# Results

# Modifications to Process

- Better define segments

- 20-30 responses per segment sufficient

- Questions should focus on benefits (for the survey's segment) and not what product will be able to do

- Clarify questions to avoid "Questionable" responses

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# Thank you.