

Kano Analysis

Measure user satisfaction. Invest only in remarkable features.

Why? ✨

Add new features knowing users will adopt them

Avoid unnecessary work and save money by dismissing features users don't need or desire



Expand the project/product capabilities

Answer strategic questions about where to invest design and development resources

What? ✨



- The Kano Analysis measures emotional reactions to discover which attributes have the greatest impact on customer satisfaction.

This quantitative research method was proposed in Japan by Professor Noriaki Kano in the 1980's.

How? ✨

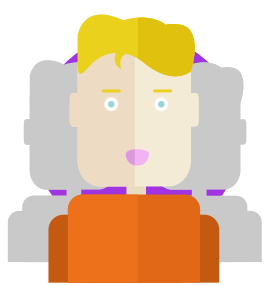
Scope

Kano Analysis is useful to determine how to better invest time and budget on desirable features given the scope and deadline of a project.



Before you start

List the features that will be tested and draw simple paper prototypes for each one. Visual references are easier to explain.



How many users should I include in the test?

Conduct personal interviews with 12 to 24 users, one at a time. This is enough to differentiate their feedback with statistical coincidence.

The Questionnaire

- 1 Explain and demonstrate a feature using wireframes or a visual aid.
- 2 Ask the users how would they feel if the feature was provided.
- 3 Ask them how would they feel if the feature was not provided.
- 4 These questions will help us understand what emotional reaction users will have when experiencing the feature.



Kano Evaluation Table

The questions are tailored so the collected feedback provides insights into the user's expectations.

| | | NEGATIVE QUESTION (IF FEATURE IS NOT PRESENT) | | | | |
|--|----------|---|-------------|-------------|-------------|-----------------|
| | | Like | Expect | Neutral | Tolerate | Dislike |
| POSITIVE QUESTIONS (IF FEATURE IS PRESENT) | Like | - | Attractive | Attractive | Attractive | One Dimensional |
| | Expect | Undesired | Unimportant | Unimportant | Unimportant | Must-be |
| | Neutral | Undesired | Unimportant | Unimportant | Unimportant | Must-be |
| | Tolerate | Undesired | Unimportant | Unimportant | Unimportant | Must-be |
| | Dislike | Undesired | Undesired | Undesired | Undesired | - |

Data Analysis

The analysis ranks features into five different types of responses which have a very steady behavior over time.



- **ATTRACTIVE**
Basic Attractive features trigger delight
Not including Attractive features doesn't disappoint
- **ONE-DIMENSIONAL**
Sophisticated one-dimensional qualities trigger satisfaction
Flawed one-dimensional qualities are disappointing
- **MUST-HAVE**
The ROI of improving must-have features tapers off
Not including must-have features is dissatisfying
- **UNIMPORTANT**
Users are ambivalent about unimportant features
- **UNDESIRED**
Not including undesired features triggers is preferred
Including undesired features yields dissatisfaction

Key Insights

- 1 Over time Attractive features become Must-Haves. When something is popular competitors tend to immitate the innovation.
- 2 Attractive features are the truly differentiators of your product, invest on them if you want to attract new customers.
- 3 Invest money on One-Dimensional features because they are the core qualities of your product, make sure to reinforce their performance, they build user's trust.
- 4 The ROI of Must-Have features diminishes if they are continuously improved for they are the basic qualities your users expect.
- 5 Avoid Unimportant and Undesired features, they're just a waste of resources.

References ✨

Jan Moorman: Measuring User Delight using the Kano Methodology
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The Kano Model "How to Delight Your Customers"
<http://www.slideshare.net/LawrencePhillips/kano-model-rev-1>