

Using a special survey technique, the Kano Model sorts product features into different categories:

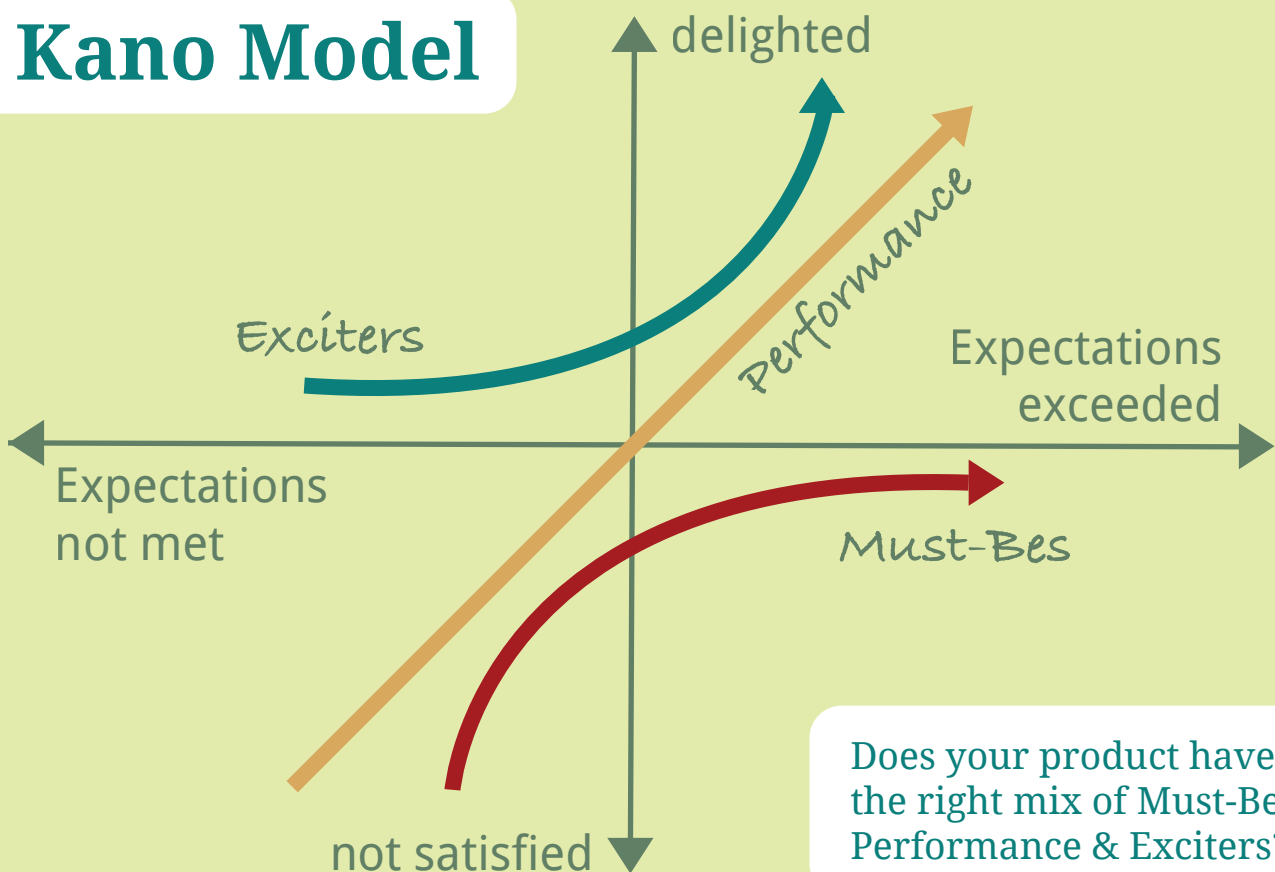
Must-Bes - Basic features that customers expect implicitly. Absence leads to dissatisfaction but presence goes unnoticed and doesn't lead to satisfaction. Example: You expect a car to drive.

Performance - Linear features for which more is better. Customers demand these explicitly. Example: Faster car that needs less gas.

Exciters - Unexpected. Customers tell their friends about them, because they're so cool! They set you apart from the competition. Example: The first cup holders in cars, USB chargers now.

Changing customer expectations let features wander through categories: Hotel Wifi used to be an exciter, then was about price and bandwidth. It's becoming basic. The opposite way is rarer, but happens: Food on flights.

Kano Model



Does your product have the right mix of Must-Bes, Performance & Exciters?

The above categories are commonly cited. There's 2 more: **Indifference** and "features" which lead to **Rejection**, when present.

