

# HOW TO USE THE KANO MODEL TO ENSURE CUSTOMER SATISFACTION



## What?

The Kano Model is a set of ideas and techniques that help market researchers determine customers' satisfaction with product features.

## Why?

To help product managers identify what customers expect in regard to products, to understand which features lead to more satisfied customers, and to anticipate ways to go above and beyond to delight customers.

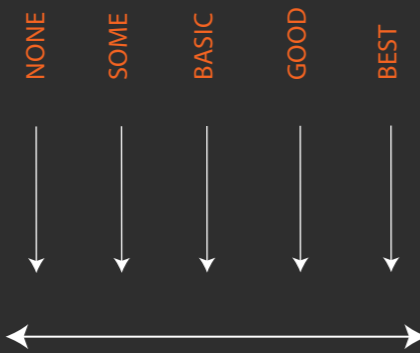
## Part 1: Dimensions

### SATISFACTION



Satisfaction is measured on a scale from frustrated (low satisfaction) all the way to delighted (highest satisfaction).

### FUNCTIONALITY

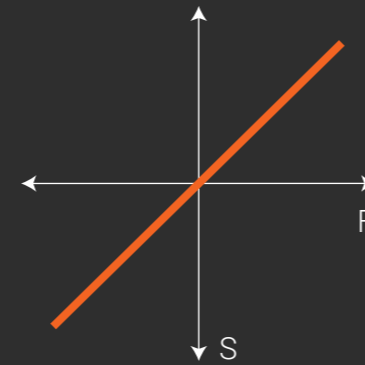


Functionality is measured by how sophisticated a feature is, how well a feature has been implemented it, or how much has been invested into a feature. This ranges from zero to hero, or none to best.

## Part 2: Features

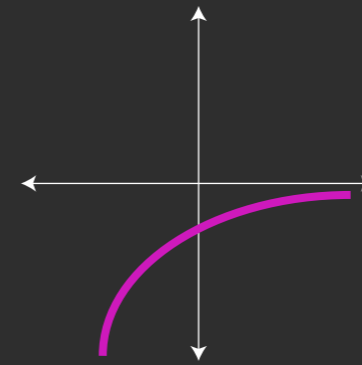
Kano also classifies features into categories, depending on how customers rate functionality.

### PERFORMANCE



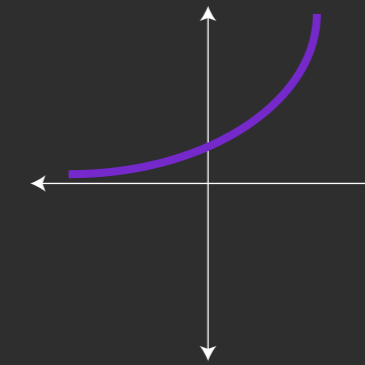
The better it works, the more satisfied customers will be.

### MUST-BE



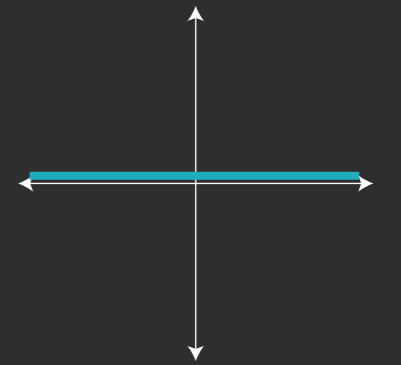
Features a product must have, but doesn't improve satisfaction.

### ATTRACTIVE



Customers aren't expecting features & are excited

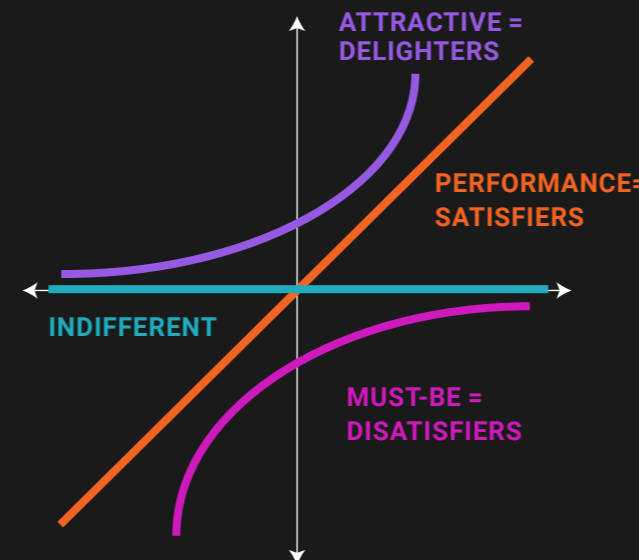
### INDIFFERENT



Customers don't care about a feature one way or the other.

## Part 3: Dimensions + Features = Customer Satisfaction Levels

By creating a study that operates under the Kano Model premises, product managers can determine which features help surprise and delight customers.



**Delighters** are features that go above and beyond customer expectations. They deliver the WOW factor.

**Satisfiers** are when an increase in functionality leads to an increase in satisfaction. This helps product marketers understand when to improve the functionality of a feature.

**Dissatisfiers** are the must-haves, or basic expectations, of a product. If you don't have these features, customers will be dissatisfied. If you do have these features, it won't affect the satisfaction levels of customers.