

KANO ANALYSIS

Developed by Noriaki Kano in the 1980s, the Kano model allows a company to classify its product's features depending on the value they provide to their users.

In turn, this allows development teams to focus on optimizing the essential features of a given product and also to recognize when certain features are unnecessary or superfluous – and thus avoid wasting valuable time, money and energy to create/maintain them.

Questions:

1. How would you feel if process included (feature)?
2. How would you feel if process did not include (feature)?

Answers:

- a) I would enjoy it
- b) I expect it
- c) I am neutral (or I don't care)
- d) I would dislike it, but I can tolerate it
- e) I would dislike it, and I wouldn't use the product because of it

Now you will be asked about specific features that we believe our process could (or could not) include. For each feature you will be asked two questions. If the process included feature, and if the process did not include the feature. You can answer by using pre-made answers.

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