



# Applying the Kano Model to User Experience Design

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# Outline



- ◆ Background
- ◆ What is the Kano Model?
- ◆ The Kano Model & User Experience
- ◆ Workshop
- ◆ Next steps?
- ◆ Q&A

# From Diversity...

- ◆ IAs/UEAs/Usability Engineers: Richly varied group of professionals
  - Common thread: Analyze user and business needs to architect/improve an interactive product
- ◆ Our Toolbox
  - Big enough? No!
  - Lots to learn from other disciplines
    - Kano Model from Business

# My Intro to the Kano Model

- ◆ An eCare Project
  - A brief recounting of that project...
- ◆ MBAs use this!
  - Relevance to User Experience?
- ◆ But dearth of information on it...
  - Let alone of relevance to UEAs

# Advantages of Kano Model

- ◆ Synthesis of user research
  - Better client communication
- ◆ Experience = product
  - User experience design is fundamentally (interactive) product design
  - Product development prioritization
    - Better trade-off decisions
  - Success = implementation + differentiation
- ◆ Persona targeting

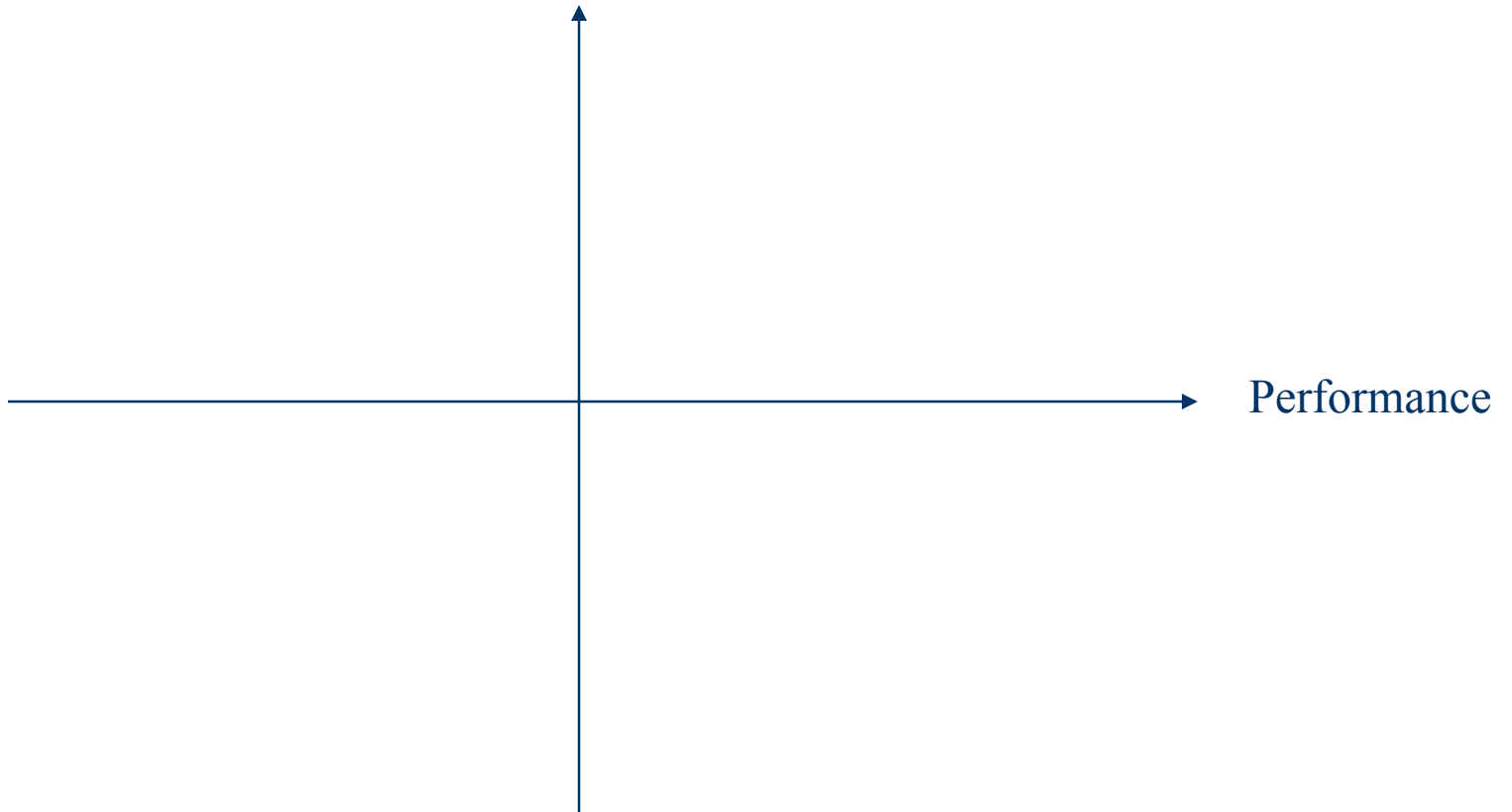
# The Secret Origins

- ◆ Noriaki Kano, Professor, Tokyo Rika University
  - Research areas: quality → customer satisfaction
  - “Voice of the Customer”
- ◆ Konica
  - New SLR: “Radically differentiate”?
  - Sales & marketing groups stumped
- ◆ Kano: find the *latent* needs
  - Auto-focus, built-in flash, auto-film winding...

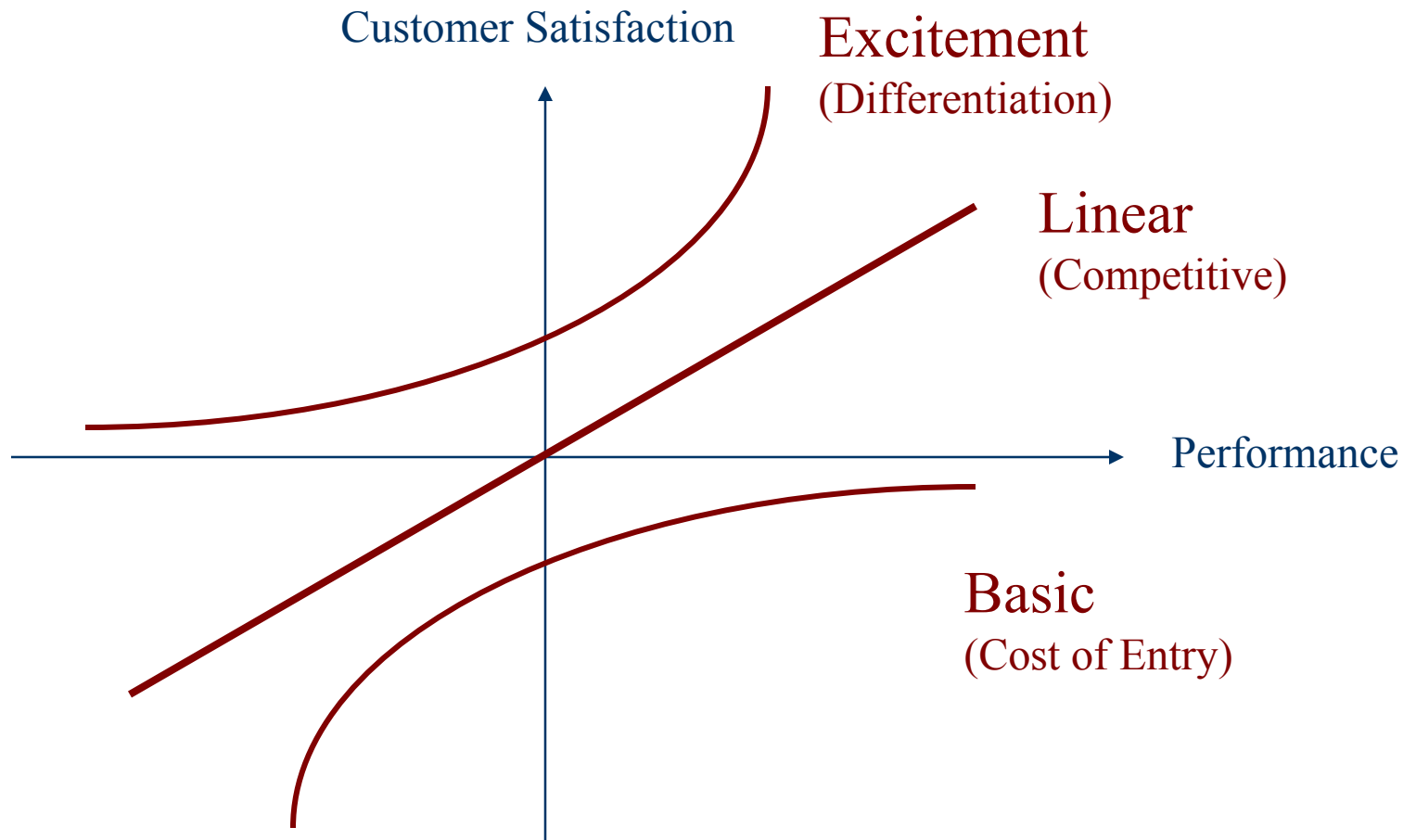


# The Kano Model

Customer Satisfaction

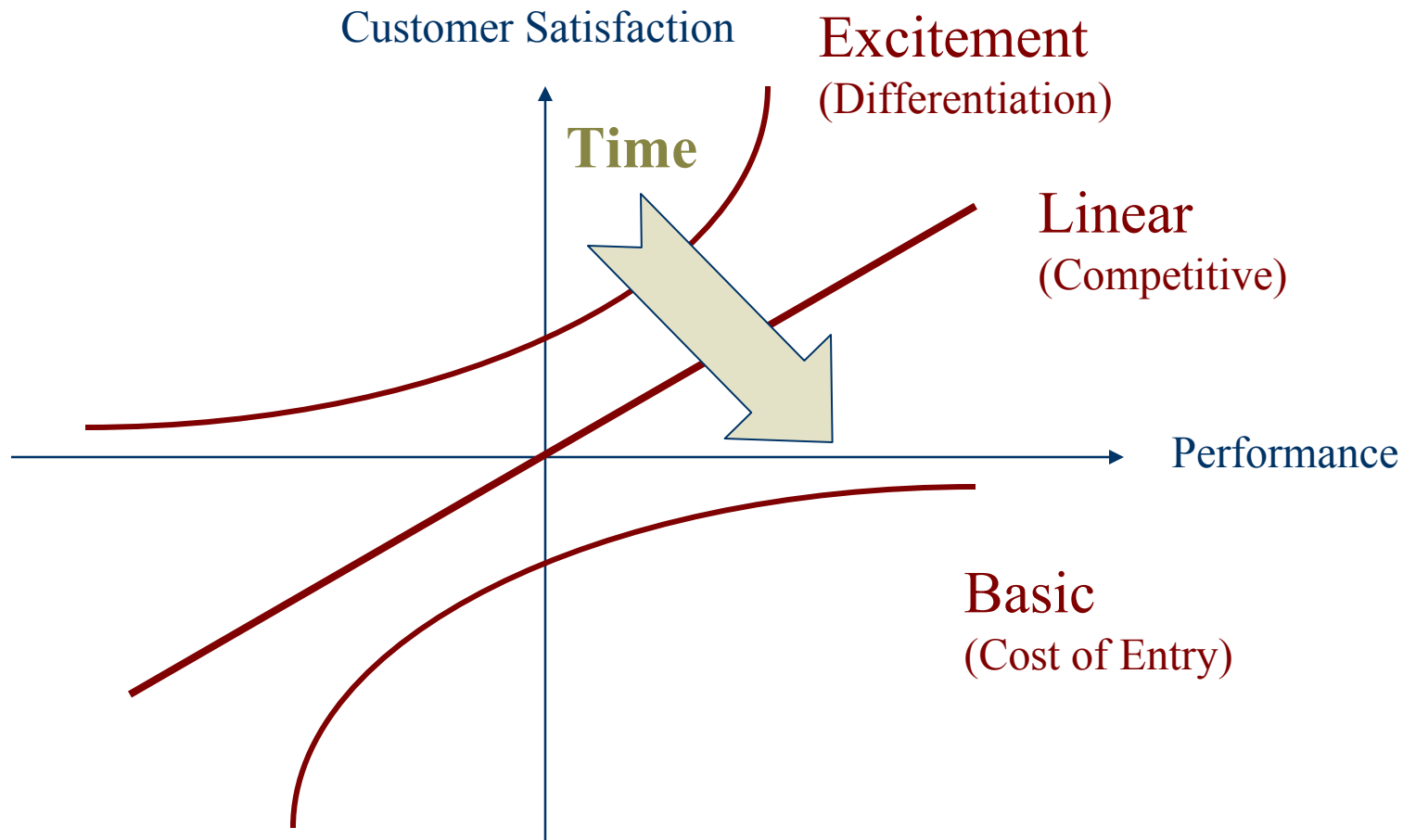


# The Kano Model





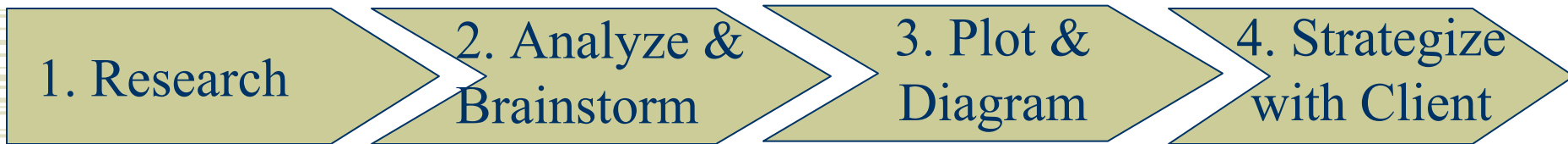
# The Kano Model



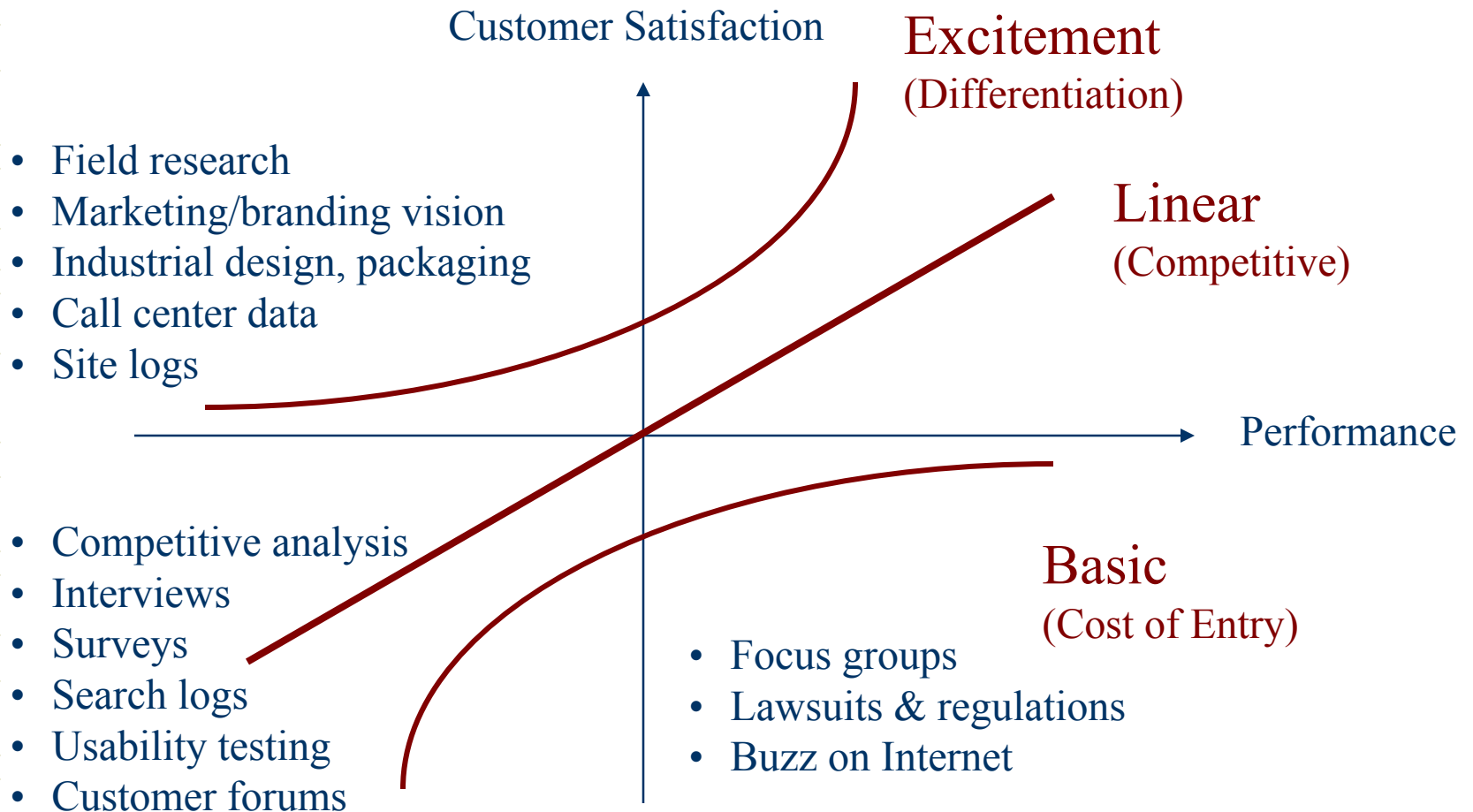
# So Now What?

- ◆ “We’ve seen what it is. But what can it do for me?”
  - A Framework
  - Choices: Qualitative or Quantitative

# Kano Experience Framework



# 1. Research: Getting the Data



## 2. Analyze & Brainstorm

- ◆ Analyze all available raw data
- ◆ Brainstorm a list of features and functionality
  - From major to minor, be thorough!
- ◆ Decide for next step, user-driven or professional evaluation?



# 3. Plot & Diagram: User Driven

- ◆ Part A: User Survey
  - “Functional form” vs. “Dysfunctional Form”
    - “How would you feel if the product *had* feature X?”
    - “How would you feel if the product *didn't have* feature X?”
  - Kano Questionnaire Answers:
    1. I like it.
    2. I expect it.
    3. I'm neutral.
    4. I can tolerate it.
    5. I dislike it.

# 3. Plot & Diagram: User Driven

## ◆ Part A (cont.)

### ■ Best practices:

- Write questions using appropriate language
- Not too long

### ■ Distribute: perfect for Web!

### ■ Plot results in a matrix (next slide)

- Multiple statistical methods available
- Customer Satisfaction coefficient

## ◆ Part B: Plot points on Kano Model

# Kano Questionnaire Matrix

## Functional Question Responses

### Dysfunctional Question Responses

	1. I like it	2. I expect it	3. I'm neutral	4. I can tolerate it	5. I dislike it
1. I like it	Q	R	R	R	R
2. I expect it	E	Q	R	R	R
3. I'm neutral	E	I	Q	R	R
4. I can tolerate it	E	I	I	Q	R
5. I dislike it	L	B	B	B	Q

- ◆ E = Excitement
- ◆ L = Linear
- ◆ B = Basic
- ◆ Q = Questionable result
- ◆ I = Indifferent
- ◆ R = Reversed



# 3. Plot & Diagram: Professional Evaluation

- ◆ Part A: Professional Evaluation
  - Consider a formalized approach for evaluating each feature
  - Plot results in a matrix (next slide)
  
- ◆ Part B:
  - Plot points on Kano Model

# Professional Evaluation Kano Matrix

		<b>Satisfaction Level</b>	
		High	Low
<b>Dissatisfaction Level</b>	High		
	Low		

# Professional Evaluation Kano Matrix

**Dissatisfaction Level**

High

Low

**Satisfaction Level**

High

Low

Linear	Basic
Excitement	Indifferent

## 4. Strategize with Client

- ◆ Discuss findings with client
- ◆ Agree on features to include in product
- ◆ Continue with project lifecycle



# A Quick Workshop

- ◆ “Granola Books & Cafe”
  - Alternative books & local music, small-batch gourmet roasted coffee, poetry readings, performances
- ◆ We are on the IA team of a larger project team
  - Our focus: The shopping cart
  - Let’s start brainstorming...

# Extending the Kano Model

- ◆ Kano Model + Personas
  - Especially for widely divergent user populations
  - Add the dimension of Market Analysis
    - Market Size
    - Revenue Potential
  - Leverage data for targeting marketing messages
- ◆ Kano Model + Use Cases

# Next Steps...

- ◆ Give it a try!
  - Experiment, put it through its paces
  - And let us know how it worked for you
- ◆ Q & A

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# Thank you!

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For links and to download this presentation, please visit my web site:

[www.handaweb.com/anthony/portfolio/kano/](http://www.handaweb.com/anthony/portfolio/kano/)

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