

***– Kano Analysis To Discover Game-Changing Features –***

Kano modeling and analysis is ideal when it is necessary to both understand feature importance and their implications for market positioning, as well as identify groundbreaking features for consumers that will set the product or brand apart.

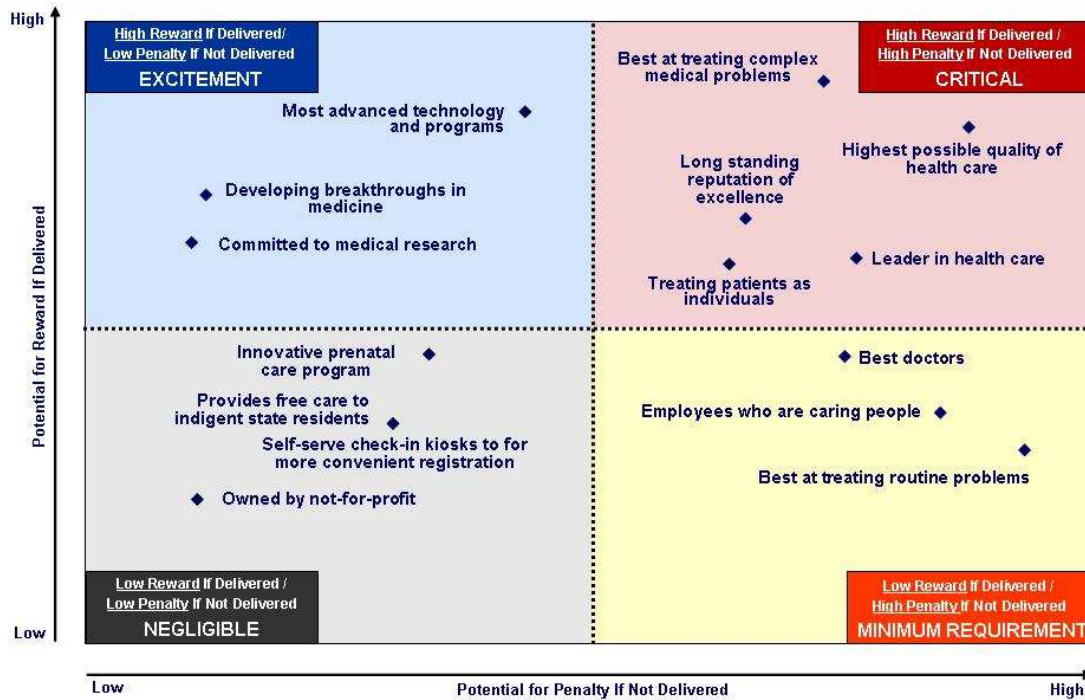
Kano is also an excellent choice when low brand/product awareness – which precludes consumers from being able to assess brand/product performance within a category – means that other methods of obtaining derived importance cannot be used.

While Kano questions are relatively simple to ask, StrataMark incorporates some additional unique enhancements to yield deeper insights with this technique.

Please see analysis reporting examples included in this document.

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# Kano Analysis Summary Matrix



NOTE: Fictional brand and data.

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## How Kano Classifies Attributes

- Direct questions are asked to assess and then classify product or service attributes with respect to the following taxonomy:

### MINIMUM REQUIREMENT Attributes

Increasing the performance of these attributes provides diminishing returns in terms of satisfaction or appeal, however the absence of or poor performance on these attributes results in extreme dissatisfaction. A simple example of a Minimum Requirement attribute would be that a restaurant must be clean. (Also called “Must-Have” or “Basic” attributes).

### CRITICAL Attributes

Attributes that increase or decrease satisfaction or appeal. These are linear in the sense that if the quality of performance on the attribute is improved, there is a proportionate *increase* in satisfaction, and likewise there is a proportional *decrease* in satisfaction as performance weakens. Examples of these are cell phone reception clarity or automobile fuel economy. (Also called “Linear”, “One-Dimensional”, or “Performance” attributes).

### EXCITEMENT Attributes

Attributes that, when provided, generate disproportionately high levels of enthusiasm. Their absence however does not lead to dissatisfaction – it just fails to tip the scale in the favor of that particular product. An example of this might be a restaurant tucking fresh bread and a thank you note from the server into a customer’s take-home container of leftovers. Kano asserts that consumers are more engaged when these “Excitement” features are present and satisfaction increases exponentially as their functionality increases. (Also called “Attractive” or “Bonus” attributes).

### NEGLECTIBLE Attributes

Those attributes that consumers value least compared to all others examined; thus their fulfillment has no substantive impact on satisfaction. (Also called “Indifferent” attributes).



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