

Kano

What is it?

Created in the early 1980s by Japanese Professor Noriaki Kano, this matrix enables you to categorise customer needs by importance to them. By doing this, you can understand whether the changes you are making will meet their expectations or not, and also plan to exceed their expectations.

By engaging with your customers it is important to understand:

- **Basics** - what their fundamental expectations are
- **Satisfiers** - features that will increase their satisfaction
- **Delighters** - what they don't expect but would surprise and delight them

Benefits at a glance....

- a visual tool to help discussion regarding customer needs
- enables you to analyse if you are currently meeting customer's needs
- helps you to prioritise improvements
- learn how to delight your customers!



Figure 1: The Kano categories

When to use it?

- When there is a lack of understanding or consensus about what your customers value.
- When you are planning changes to a service or product and need to check that it will still meet your customer needs.
- To keep up-to-date with changing customer needs – beware that delighters can quickly become basics.

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- **Tip:** When anyone can express their opinions or dissatisfaction instantly online, it is even more important to know to delight your customers.
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How to use it?

As with **Voice of the Customer (VOC)**, data can be collected through a variety of qualitative, quantitative or mixed methods using workshops, interviews, observations and surveys. Ask questions about the customer experience and how they utilise your product or service.

The needs should be captured as brief statements.

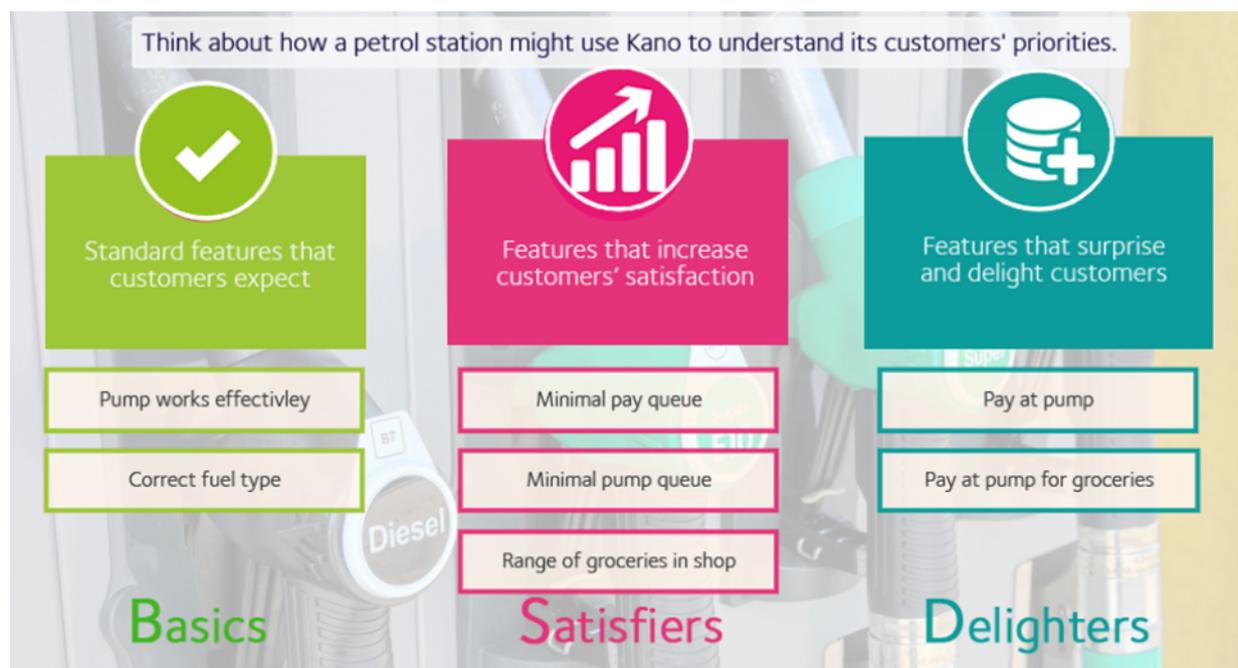


Figure 2: Example of Kano for a petrol station

TIP: If you have different customer groups, e.g. undergraduates and postgraduates, you may want to collect the data on separate Kano boards. Alternatively find a way to colour code the requirements captured by each different customer group.
