**Kano Model – Template**

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| **1. All the features or attributes that could possibly be included in a new product or service are brainstormed.** |
| 1. Click or tap here to enter text.  2. Click or tap here to enter text.  3. Click or tap here to enter text.  4. Click or tap here to enter text.  5. Click or tap here to enter text. |

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| **2. Customers are selected to complete a questionnaire where both ‘functional’ and ‘dysfunctional’ questions are asked for each feature or attribute. Specifically, they ask how the respondent would feel if the feature or attribute was present or not present. Five response options should be provided. 1. I like it that way; 2. It must be that way; 3. I am neutral; 4. I can live with it that way; and 5. I dislike it that way.** |

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| **3. Label each attribute on the basis of the customer responses obtained. These correspond to the response options in the previous step. A: Attractive; M; Must-be; I: Indifferent; O: One-dimensional; and R: Reverse. An additional label, Q: Questionable result, is included also. Populate the results on the table below.** | | | | | | |
| Customer requirements | | Dysfunctional answer | | | | |
| Like | Must-be | Neutral | Live with | Dislike |
| Functional answer | Like | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| Must-be | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| Neutral | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| Live with | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| Dislike | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |

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| **4. Make a determination on the basis of the frequency with which labels are used, the attributes that should be selected for inclusion. All ‘must-be’ attributes should be included, the remainder are selected according to customer preferences and the discretion of decision makers.** |
| **1.** Click or tap here to enter text.  **2.** Click or tap here to enter text.  **3.** Click or tap here to enter text. |