What you get with our Kano Survey “5 step Full Service” ...

(Contact us at info@kanomodel.com with any questions or to get started on your project)

**Step 1:** We will work with you (the client) to decide on the “features/needs” to test and who to survey.

**Step 2:** We will design the online Kano Survey (Content and Questions) for your review.

**Step 3:** We will test and modify the Kano Survey (Content and Questions)

**Step 4:** We will conduct the Kano Survey (via email)

**Step 5:** We will extract, organize, analyze and summarize the data and results into a Final Report that includes all the below data.

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**Relative Importance’s of Features**

**Graphical plots of Kano’s Categories 3 ways!**

**Statistics on all Survey Questions**

**Other custom requests, data, charts, etc.**

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**KS Method #1** (Mode / Frequency)

**KS Method #2** (Sat./DisSat. Coef. Plot)

**KS Method #3** (DuMouchel’s Plot)

**Derived Imp. Rating**

**% People that have seen feature before**

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**C-Sat **

**Competitive Gap **

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**F01** Apple P P E 8.90 29% 3 -3

**F02** Watermelon E E E 8.50 29% 6 2

**F03** Banana P E I 3.50 19% 2 -1

**F04** Peach E E E 5.80 13% 5 -5

**F05** Pineapple I B E 6.50 12% 2 2

**F06** Cherry I I I 3.00 10% 8 5

**F07** Kiwi E E E 9.00 8% 5 2

**F08** Orange E E E 4.50 2% 7 4