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 help you 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 allow testing and modification of the Kano Survey (Content and Questions)

**Step 4:** We will conduct the Kano Survey (via emails you provide)

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

- Statistics on all Survey Questions
- Relative Importance’s of Features
- Graphical plots of Kano’s Categories 3 ways!
- Other custom requests, data, charts, etc.

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**Kano Category Results**

**The 5 features under consideration:**

- 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
- C-Sat
- Competitive Gap

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**Final Report**

www.KanoModel.com