



Kano Analysis Template

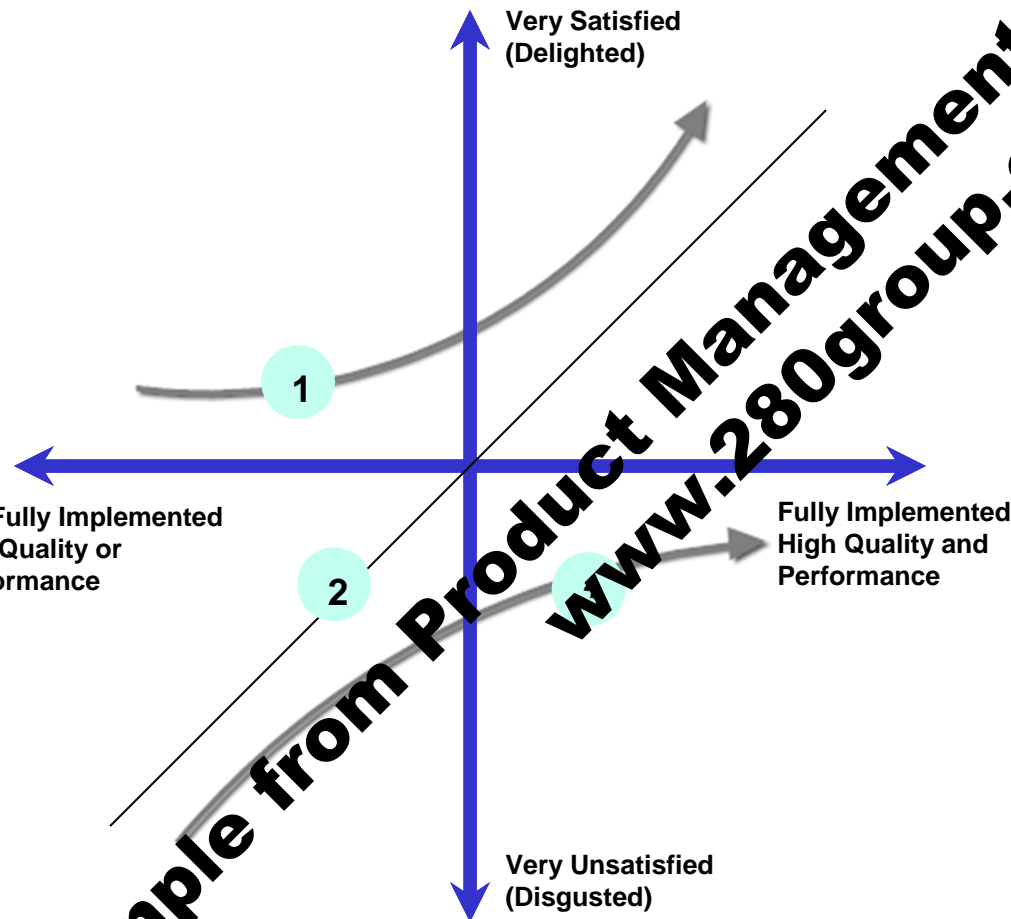


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Kano Analysis



- 1. **Surprise and delight.** Differentiate a product from competition
- 2. **More is better.** Continue to increase utility
- 3. **Must have.** Without these customers won't use the product

