

Using the Kano Model to Balance Delight and Frustration for an Enterprise Application

How do you get your team to invest in usability issues?

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About the Kano Model

a multi-dimensional model to define product feature value

- The Kano's model of customer satisfaction was first introduced in the 1980s.
- It aims to provide information about the quality of customers' perceptions on system functionality.
- The Kano model enriches the traditional linear view of the relationship between customer satisfaction and fulfillment of product features.

A Two-Dimensional Survey

Dysfunctional Questions

If the image quality of your television were good, how would you feel?

- I like it that way
- I expect it that way
- I am neutral
- I can tolerate it
- I dislike it that way

Functional Questions

If the image quality of your television were good, how would you feel?

- I like it that way
- I expect it that way
- I am neutral
- I can tolerate it
- I dislike it that way

Resulting Categorization

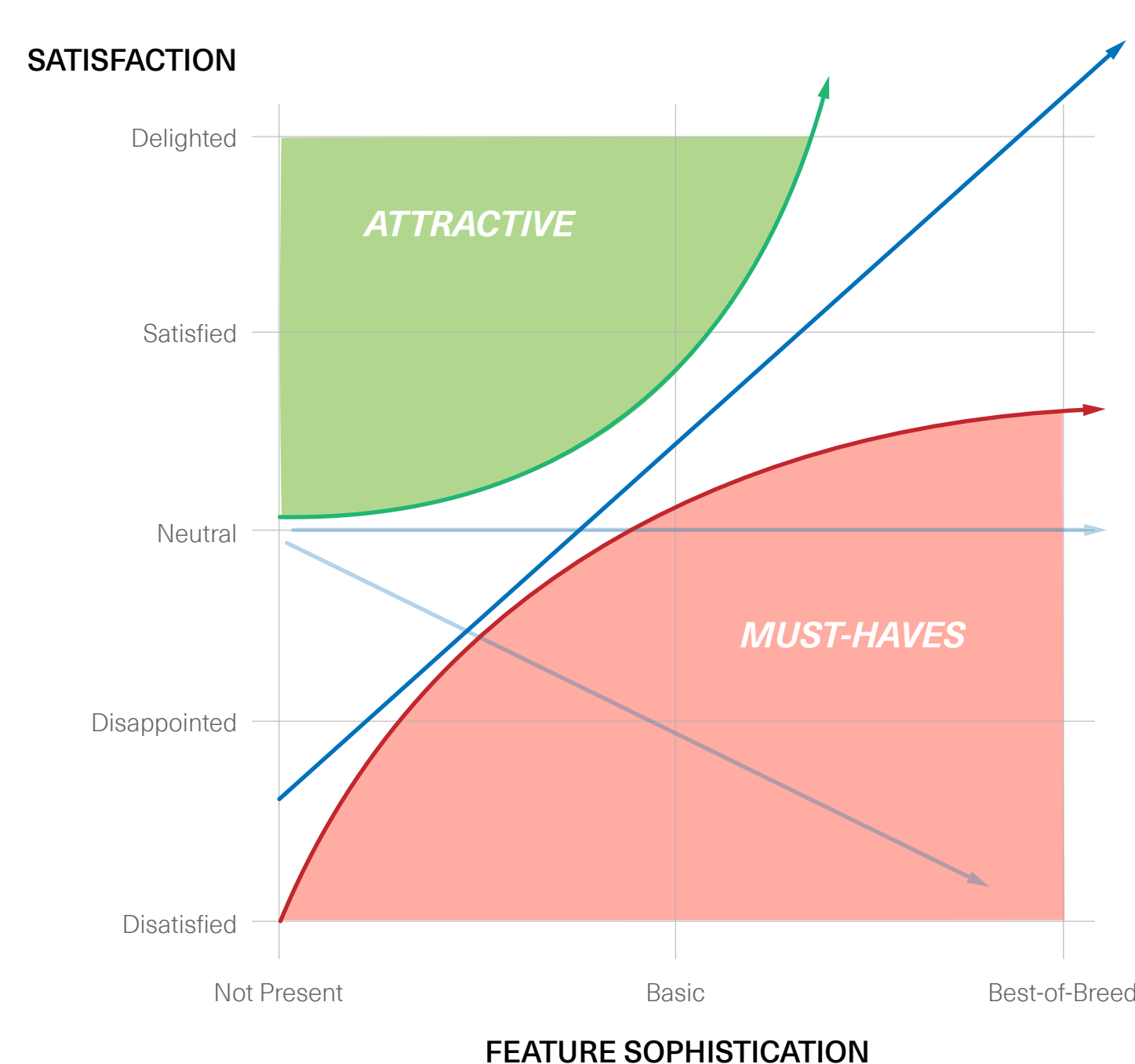
by mapping this relationship into five categories:

- Attractive** features: provide satisfaction when fully achieved, but do not cause dissatisfaction when not fulfilled
- One-dimensional** features: provide satisfaction when fully achieved; also cause dissatisfaction when not fulfilled
- Must-have** features: are taken for granted when fulfilled but result in dissatisfaction when not fulfilled
- Reversal** features: cause dissatisfaction when implemented
- Indifferent** features: do not affect customer satisfaction

Survey Scoring

		DYSFUNCTIONAL				
		1	2	3	4	5
FUNCTIONAL	1	X	A	A	A	O
	2	R				M
	3	R				M
	4	R				M
	5	R	R	R	R	X

2-Dimensional Comparison

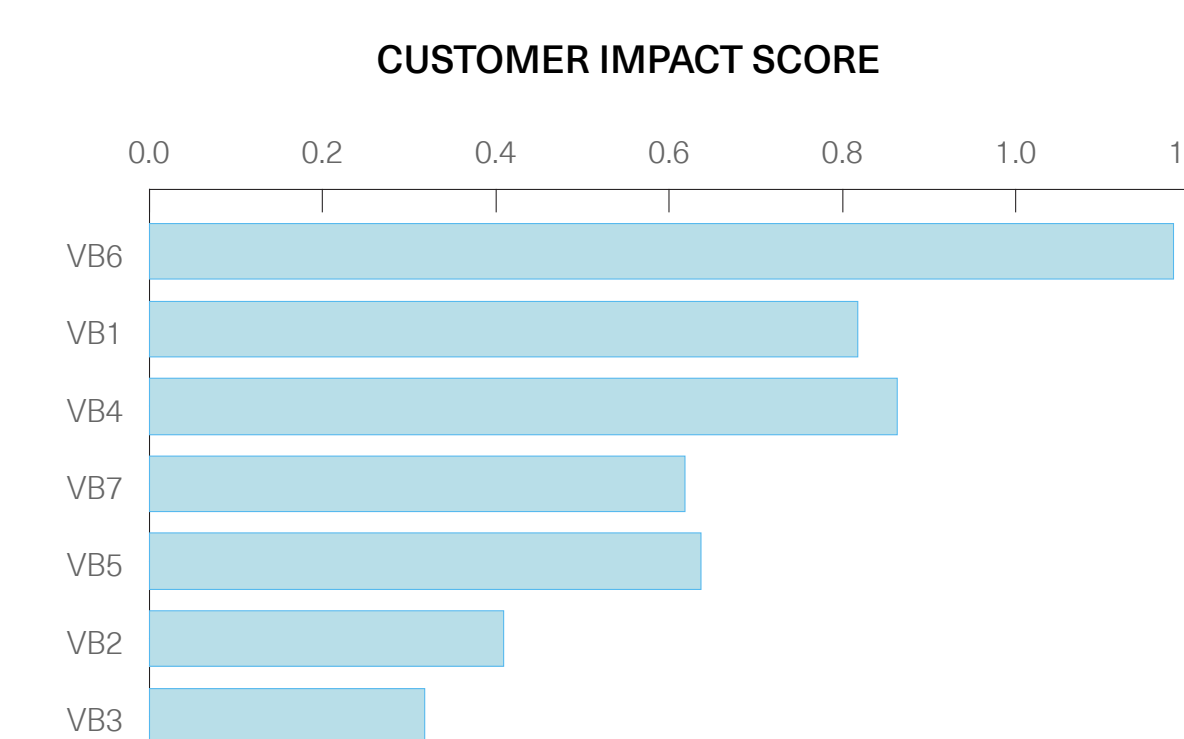
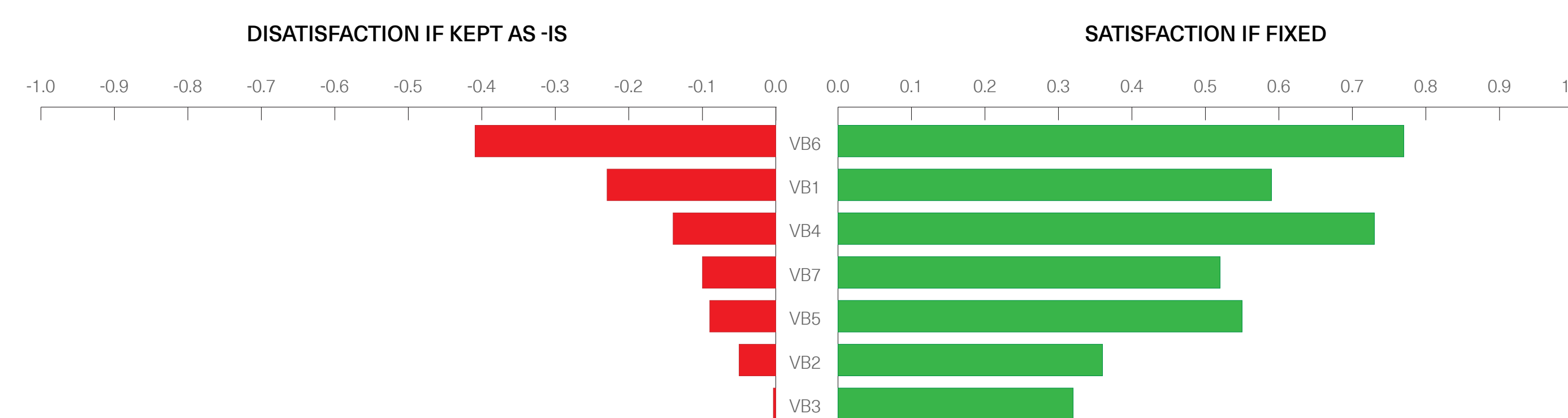


Approach

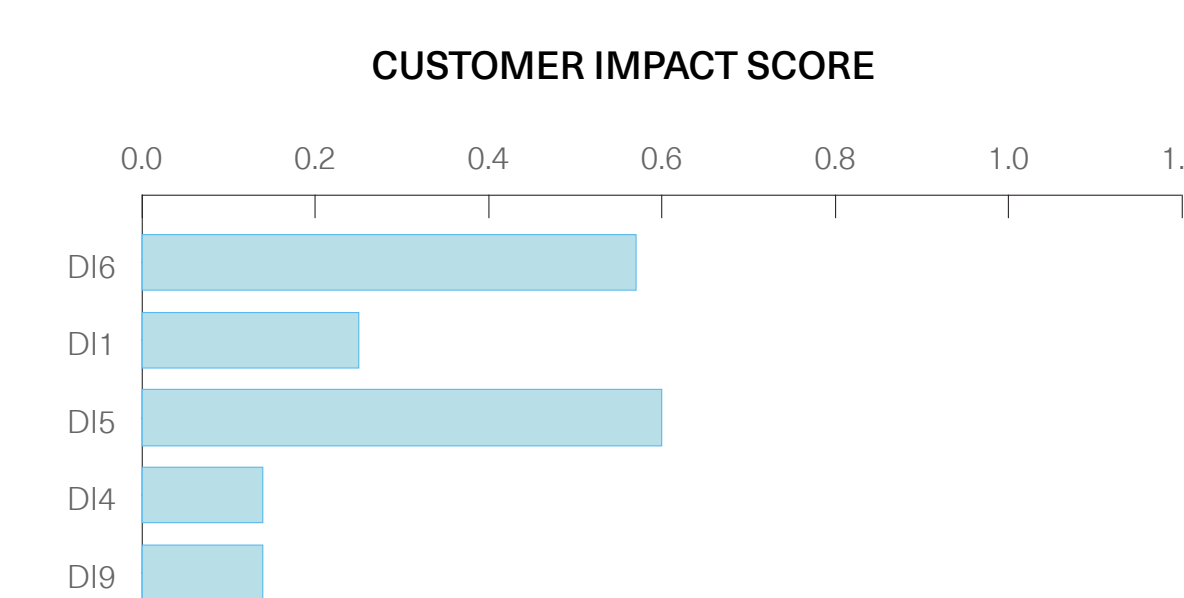
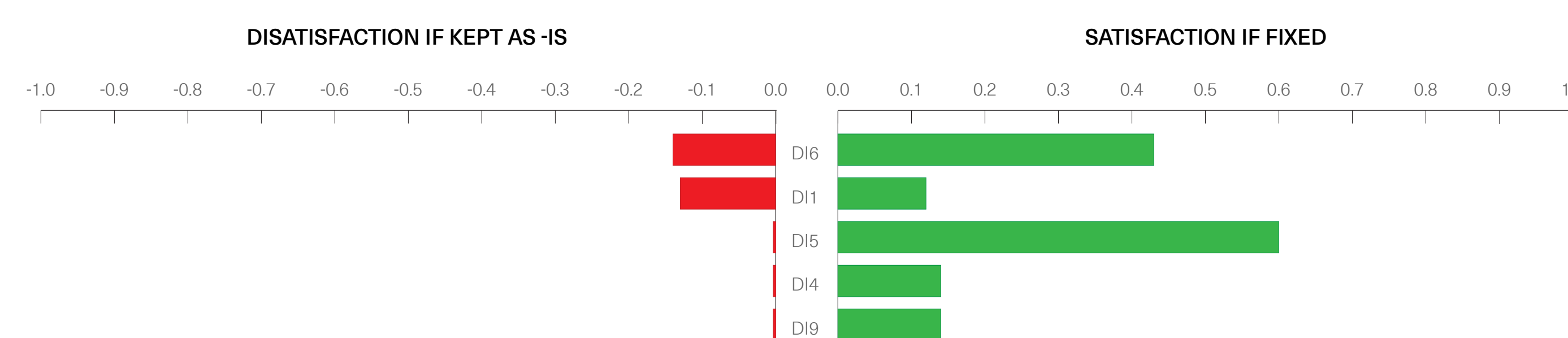
- In the current research, the Kano questionnaire is used after the usability issues were identified but before a solution was proposed — to prioritize those issues.
- We used Kano model to prioritize usability issues in two major components of Platfora.
- For each feature that is affected by the usability issues, we asked participants to answer two Kano questions and rate their perceived importance of fixing the issues.

Survey Results

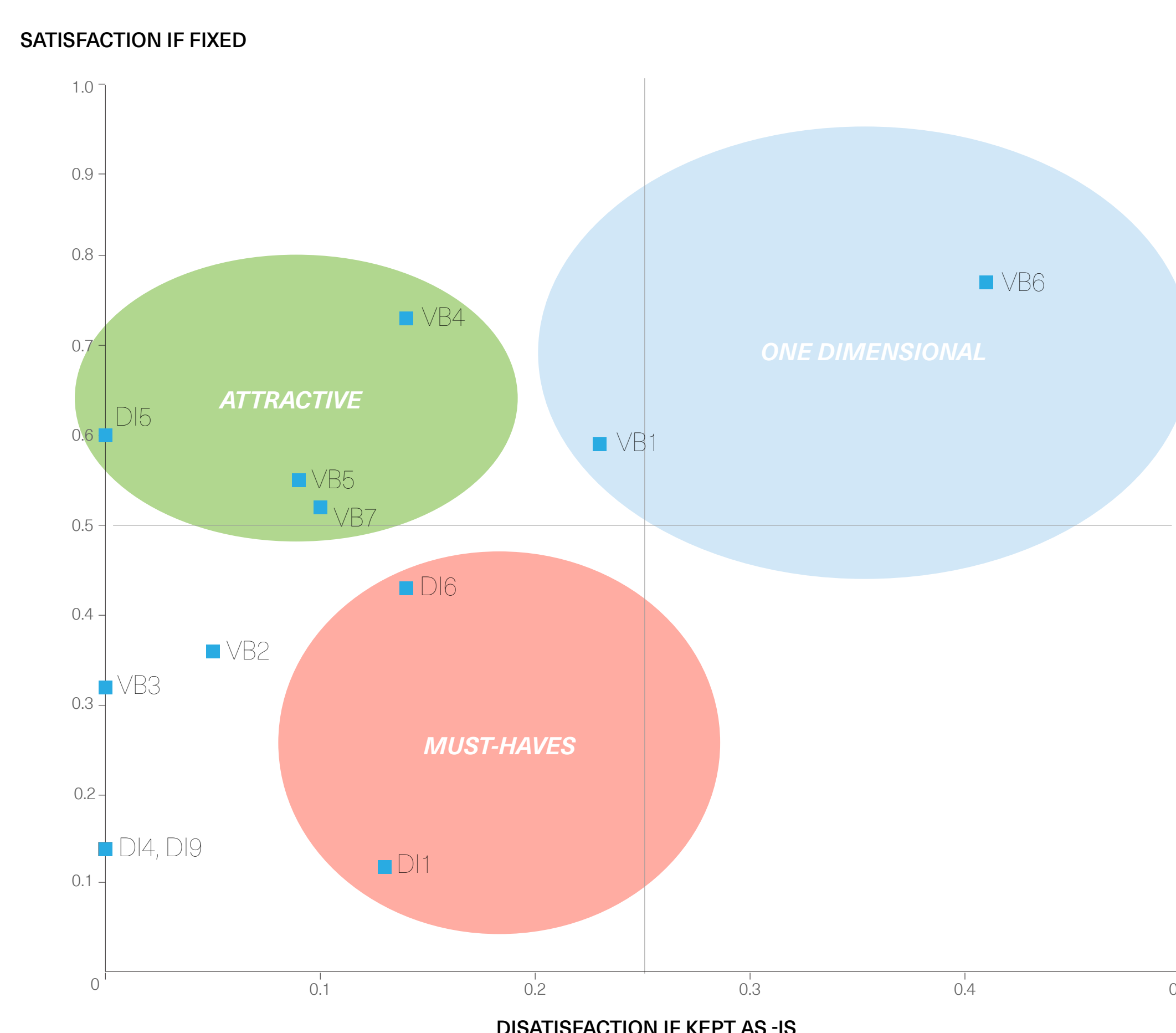
Issues Set 1



Issues Set 2



Summary Comparison

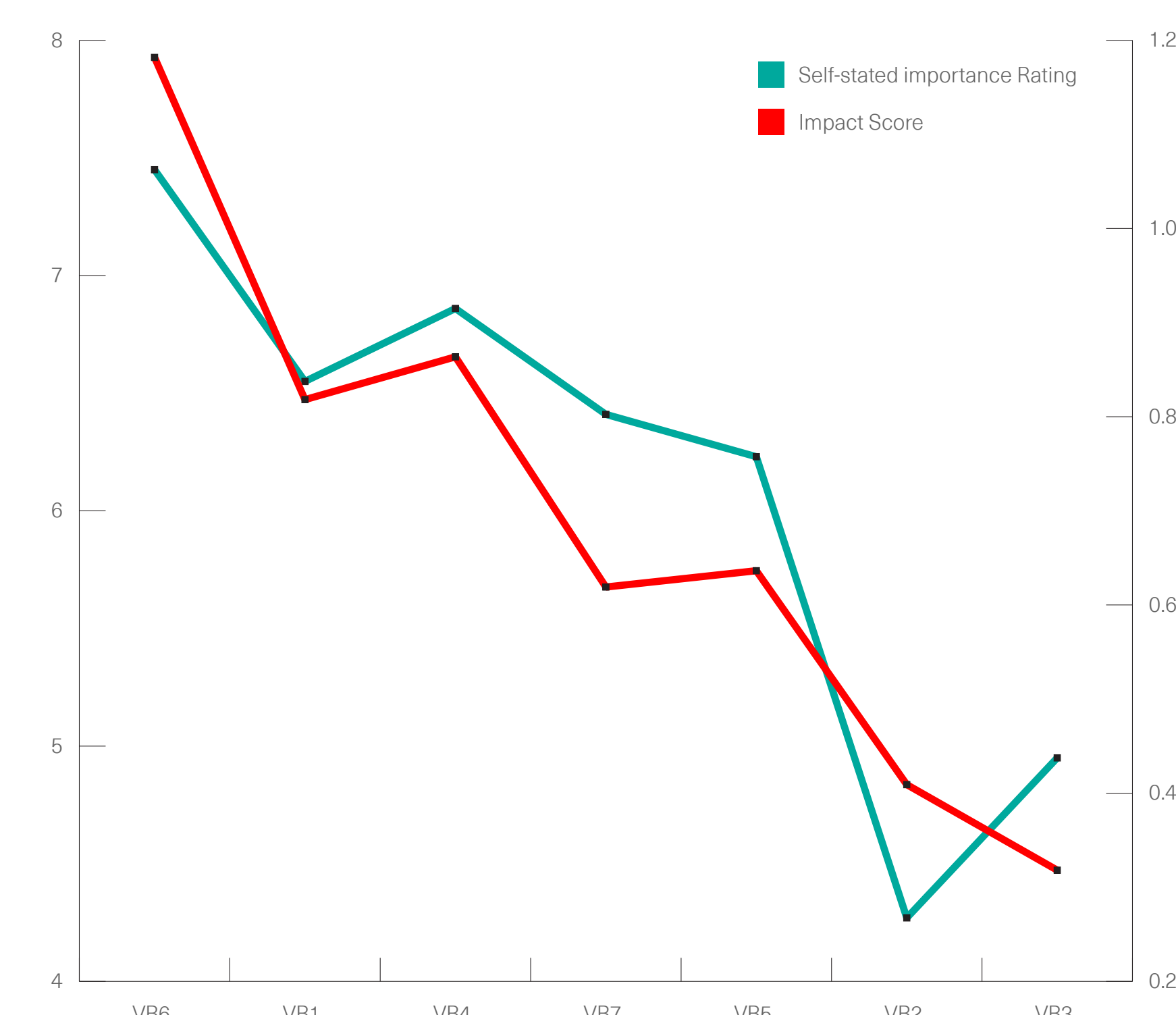


Findings

- Kano measure of delight versus frustration provided richer and more actionable information when compared to traditional usability metrics based on severity.
- Kano method's two-dimensional view of user satisfaction was able to create richer conversation when analyzing the value of fixing the usability issues.

Validation

- Kano measure of delight versus frustration provided richer and more actionable information when compared to traditional usability metrics based on severity.
- Kano method's two-dimensional view of user satisfaction was able to create richer conversation when analyzing the value of fixing the usability issues.



Take-Aways

- Perceived value of usability issues can be evaluated by using the Kano model
- Usability issues can be integrated more easily into conversations about new features and tradeoffs by modeling them similar to new features, as delighters and frustrators.