

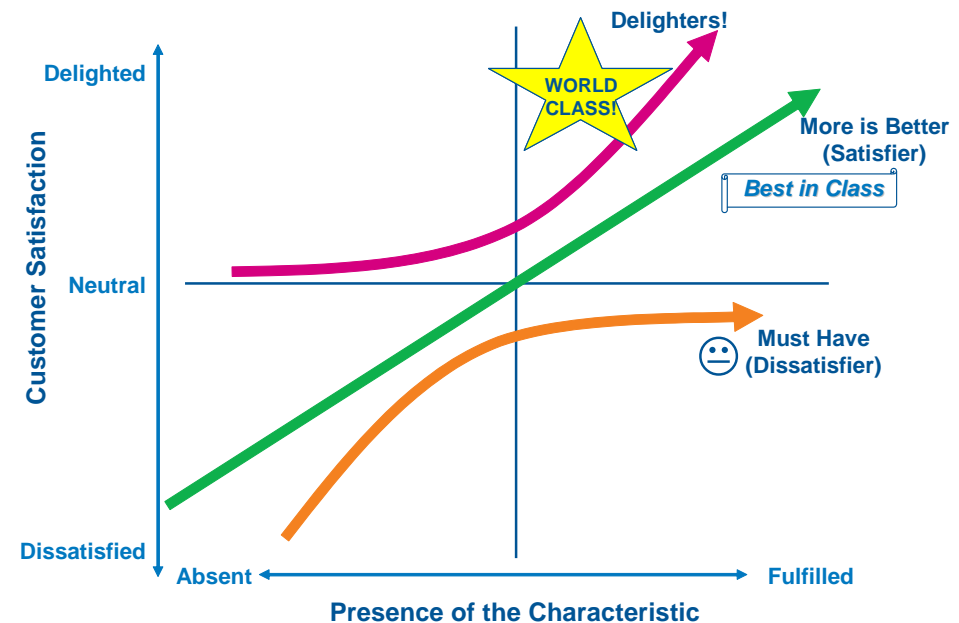
SixSigmaTV.Net
THE NETWORK FOR SIX SIGMA

Design for Six Sigma (DFSS) Workshop

Kano Analysis

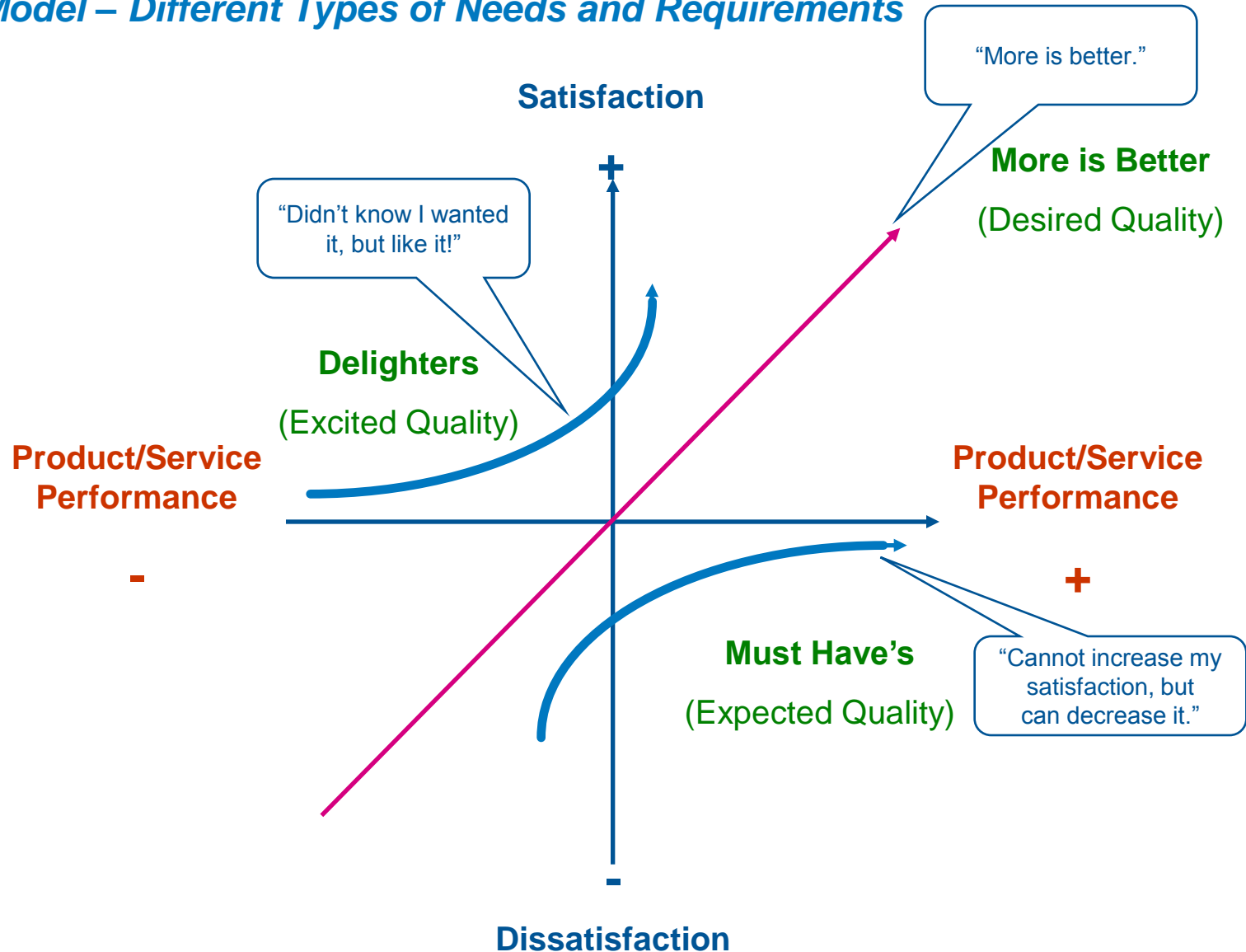
CTC Selection: Kano Analysis

- A tool used for prioritizing Customer Requirements.
- Identifies three categories of customer needs.
 - **Must Have:** Meets minimum requirements and expectations.
 - **More is Better:** Increases satisfaction by doing more.
 - **Delighter:** Meets needs that customers are not typically aware of, that may help distinguish HMC from the competition.



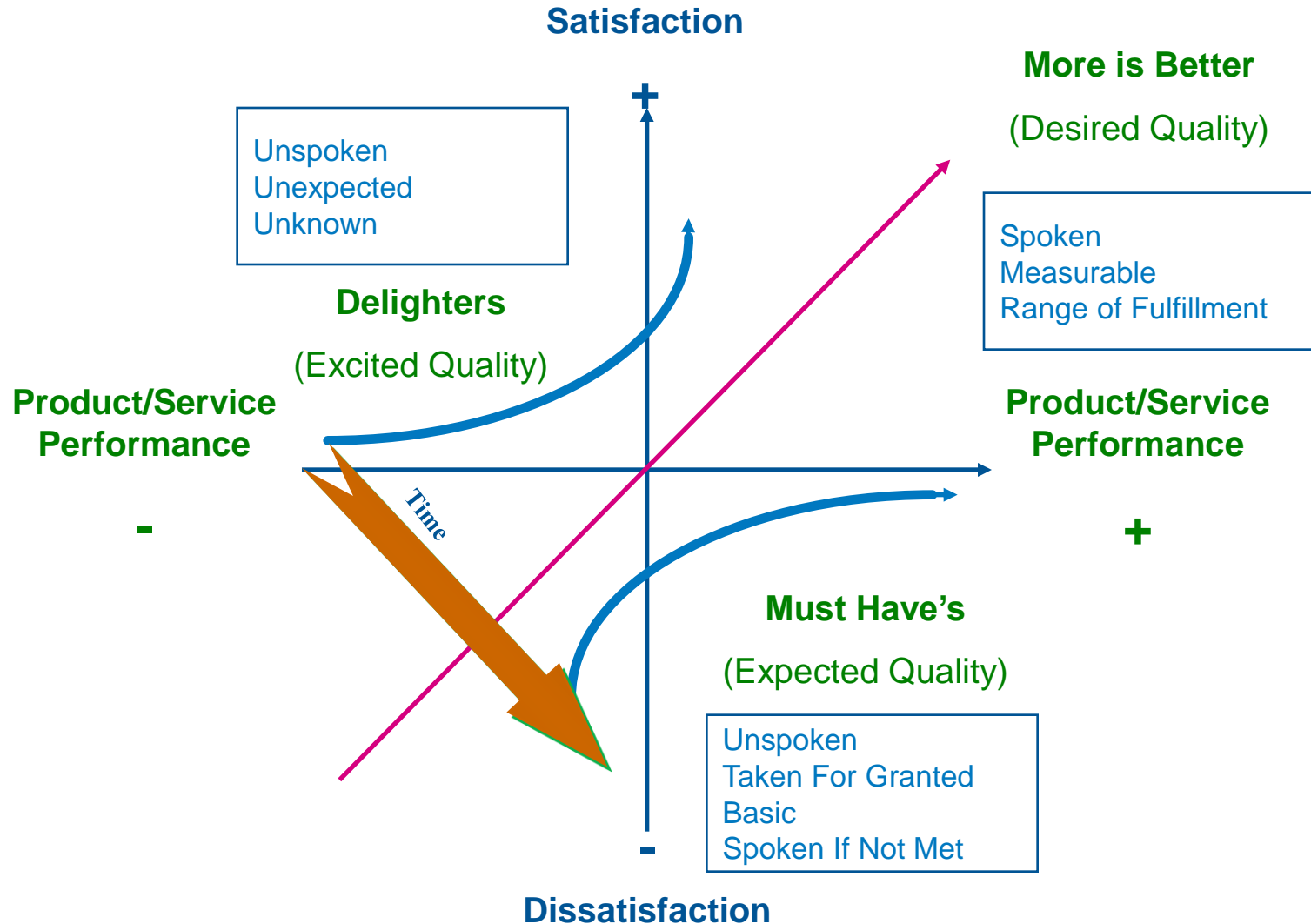
Kano Model

Kano Model – Different Types of Needs and Requirements



Kano Model

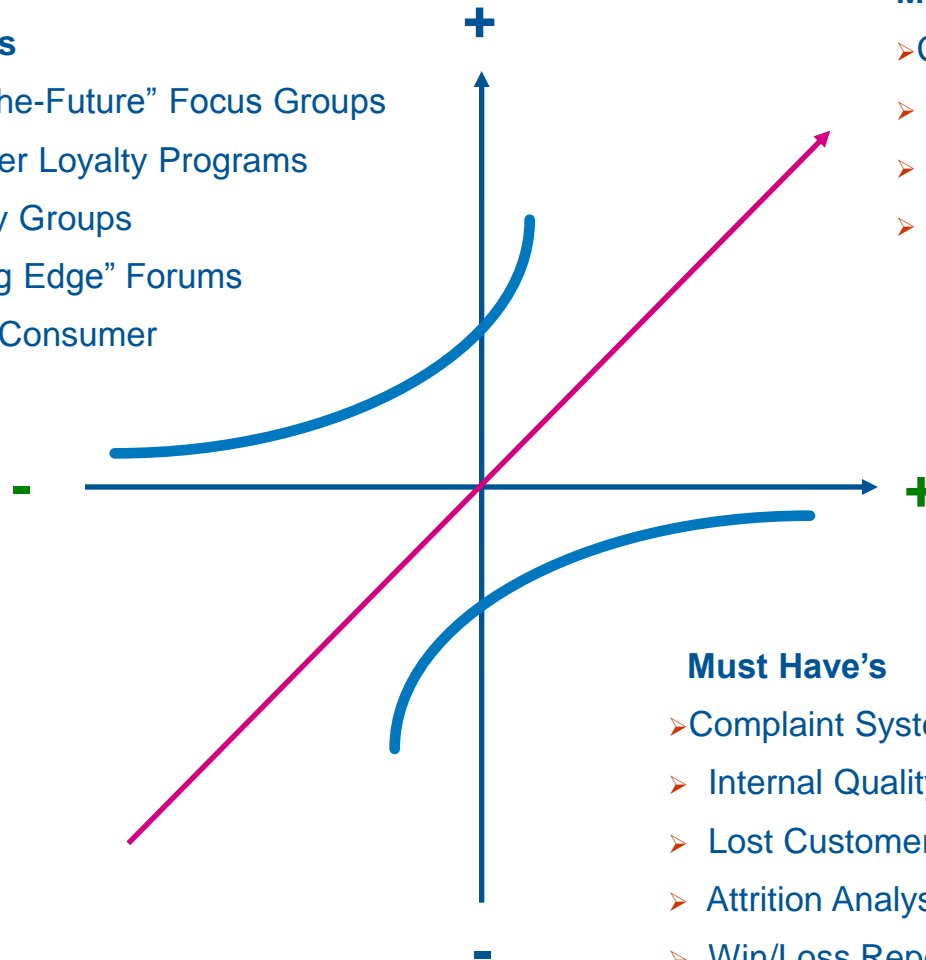
The Extended Kano Model



How Do You Identify Kano Requirements?

Delighters

- “Invent-the-Future” Focus Groups
- Customer Loyalty Programs
- Advisory Groups
- “Leading Edge” Forums
- Hidden Consumer



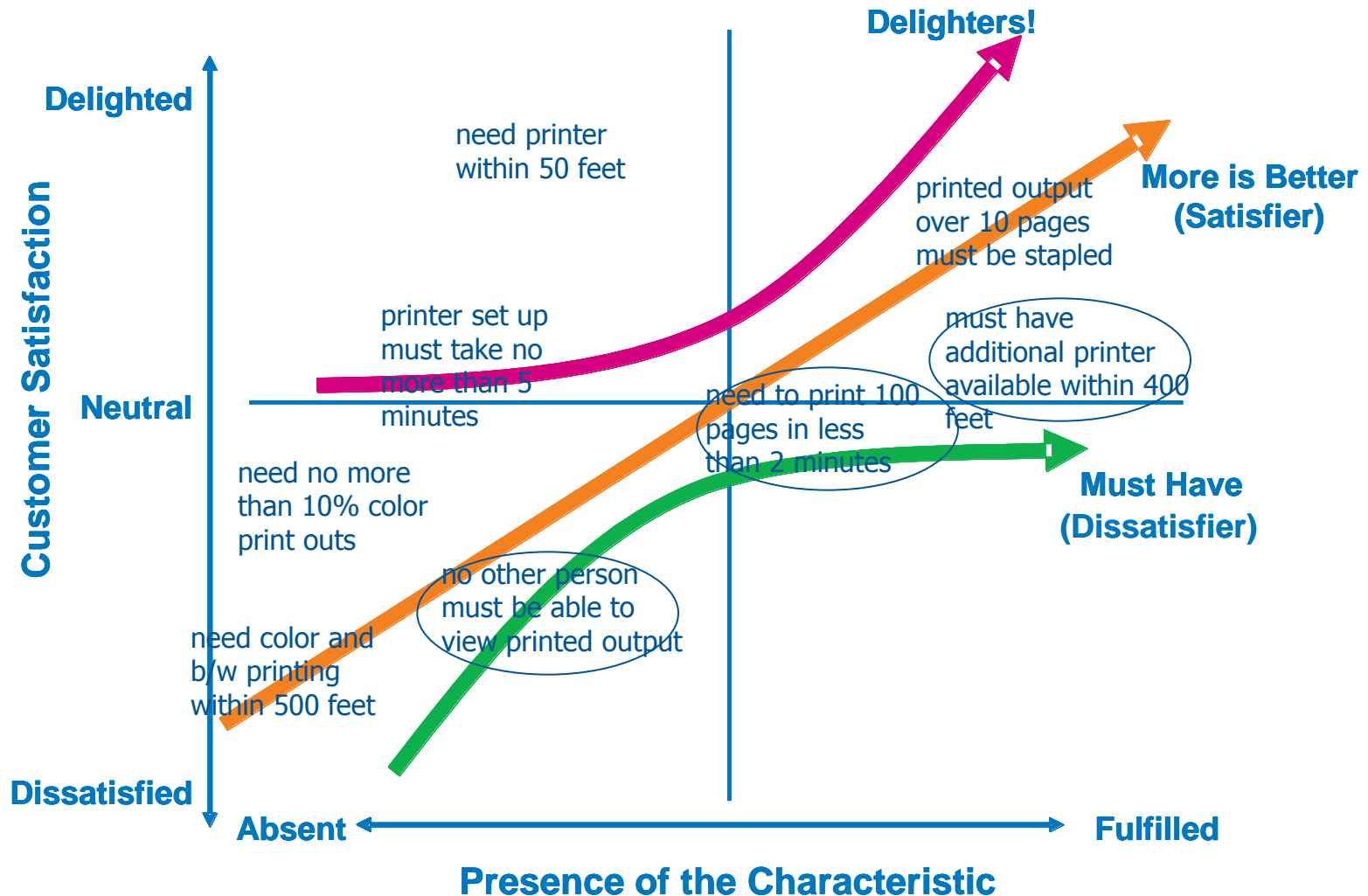
More is Better

- Customer Satisfaction Surveys
- Perceptual Surveys
- Transaction Reports
- Focus Groups

Must Have's

- Complaint Systems
- Internal Quality Process Measures
- Lost Customer Surveys
- Attrition Analysis
- Win/Loss Reports

Kano Analysis Example



Kano Analysis Steps

- For each VOC Customer Requirement, determine:
 - How the customer would feel if the need were addressed (positive)
 - How they would feel if the need were not addressed (negative)
- Classify each need as a Must Have, a More is Better, or a Delighter.
- Select 3 to 5 project CTCs based on the following criteria:
 - You must address all non-negotiable Must Haves that your process does not already deliver
 - When all Must Haves are addressed, determine how many More is Better issues you can address during each generation
 - Attempt to add or strengthen as many Delighters as possible

Summary of Kano Analysis

Kano Analysis

- Helps identify unspoken needs before prioritization
- Intended to help prioritize customer needs
- Should be linked to Multi-Generation Plan
 - Generation 1 – has to cover must Have's
- Realization that customer expectations vary over time
- There is a survey approach to defining the different type of needs

Kano Analysis Exercise

Kano Analysis

- For each Project Team, brainstorm as many VOC Customer Requirements, then determine:
 - How the customer would feel if the need were addressed (positive)
 - How they would feel if the need were not addressed (negative)
- Classify each need as a Must Have, a More is Better, or a Delighter.
- Select 3 to 5 project CTCs based on the following criteria:
 - You must address all non-negotiable Must Haves that your process does not already deliver
 - When all Must Haves are addressed, determine how many More is Better issues you can address during each generation
 - Attempt to add or strengthen as many Delighters as possible

Kano Analysis Exercise

