

KANO MODEL

Based on our customer complaints and containing system, we developed a Kano model to help identify potential delighting features.

Question	Response (Symbol)
<i>How would you feel if . . .</i>	
you had a functional sight? the hopper blocked the sight?	Like (S) Normal
the hopper is secure on the marker? the hopper is loose on the marker?	Normal (Ho) Don't Like
there is an additional handle? there is just one handle?	Like (Ha) Normal
the grip is made from a soft material? the grip is made from hard plastic?	Like (G) Don't Like
the CO2 tank is on the extra handle? the CO2 tank is at the bottom of the handle?	Like (C) Normal
the safety does lock the trigger? the safety does not lock the trigger?	Like (T) Don't care
the velocity knob can be adjusted by hand? the velocity has to be adjusted with a tool?	Like (V) Normal

		Negative Question Answers			
		Like	Normal	Don't Care	Don't Like
Positive Question Answers	Like		(S) (Ha) (C) (V)	(T)	(G)
	Normal				(Ho)
	Don't Care				
	Don't Like				

Figure 1.3: Kano Matrix Feature Key: ■ Expected ■ Normal ■ Delightful