

# Kano Model Template

Prioritize feature ideas according  
to their business impact and expected  
customer satisfaction - in 5 steps.





Kano Model Guide: [www.designwithvalue.com/the-kano-model](http://www.designwithvalue.com/the-kano-model)

# 1. Brainstorm feature ideas

Make a list of possible features for your product. Collect them in the list below.  
You can generate feature ideas by brainstorming with your team, interviewing customers, analyzing the competition, or reviewing feature requests from existing customers.

Nr.	Feature	Feature Description	Feature Type*
1			
2			
3			
4			
5			
6			

\* Fill in the feature type (e.g. basic feature, performance feature, etc.). Complete this after step 3

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## 2. Conduct a Kano Model survey

Create a survey, present each feature idea to your interviewees and ask them the following 2 questions:

- 1. Dear customer, how will you feel if this feature is implemented?
- 2. Dear customer, how will you feel if this feature is not implemented?

Customers then choose one of the following answers:

- I like it
- I expect it
- I’m neutral
- I can tolerate it
- I dislike it

Nr.	Feature is implemented	Feature is not implemented
1		
2		
3		
4		
5		
6		

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3. Analyze the results with the Kano Evaluation Table

Match the results of the questionnaire to the Kano Evaluation Table.  
Go back to step 1 and add the feature type to the respective feature.

		Feature is not implemented				
		I like it	I expect it	Neutral	I can tolerate it	Dislike
Feature is implemented	I like it	Q	E	E	E	P
	I expect it	R	I	I	I	B
	Neutral	R	I	I	I	B
	I can tolerate it	R	I	I	I	B
	Dislike	R	R	R	R	Q

B = Basic  
P = Performance  
E = Excitement  
I = Indifferent (Customers do not care)  
R = Reverse (Feature absence brings delight)  
Q = Questionable (Unclear results)

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## 4. Prioritize your features

Make sure you have implemented all the must-have features, that your performance features are well executed and that you have added excitement features to create customer loyalty. Avoid indifferent features and reverse features at all costs.

Prioritize the must-have features (the basic features). Since your performance features should be well executed anyway, go for the attractive features afterwards. These will help you stand out from the crowd.

Ranking	Feature	Additional Notes
1		
2		
3		
4		
5		
6		

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## 5. Implement and monitor

Once you have prioritized your features, start developing and implementing them. Then monitor customer satisfaction. You can measure customer satisfaction through NPS surveys, for example, or simply by gathering customer feedback directly.

### Here is another pro tip:

After your customer interviews, ask your customers if you can contact them to get some immediate feedback as soon as you start developing the new features. Customers really appreciate it when you show them that you care about their feedback. They are happy to help you improve your service.

When they later see that their feedback has been implemented, they are likely to become raving fans.



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### Marketing Channels

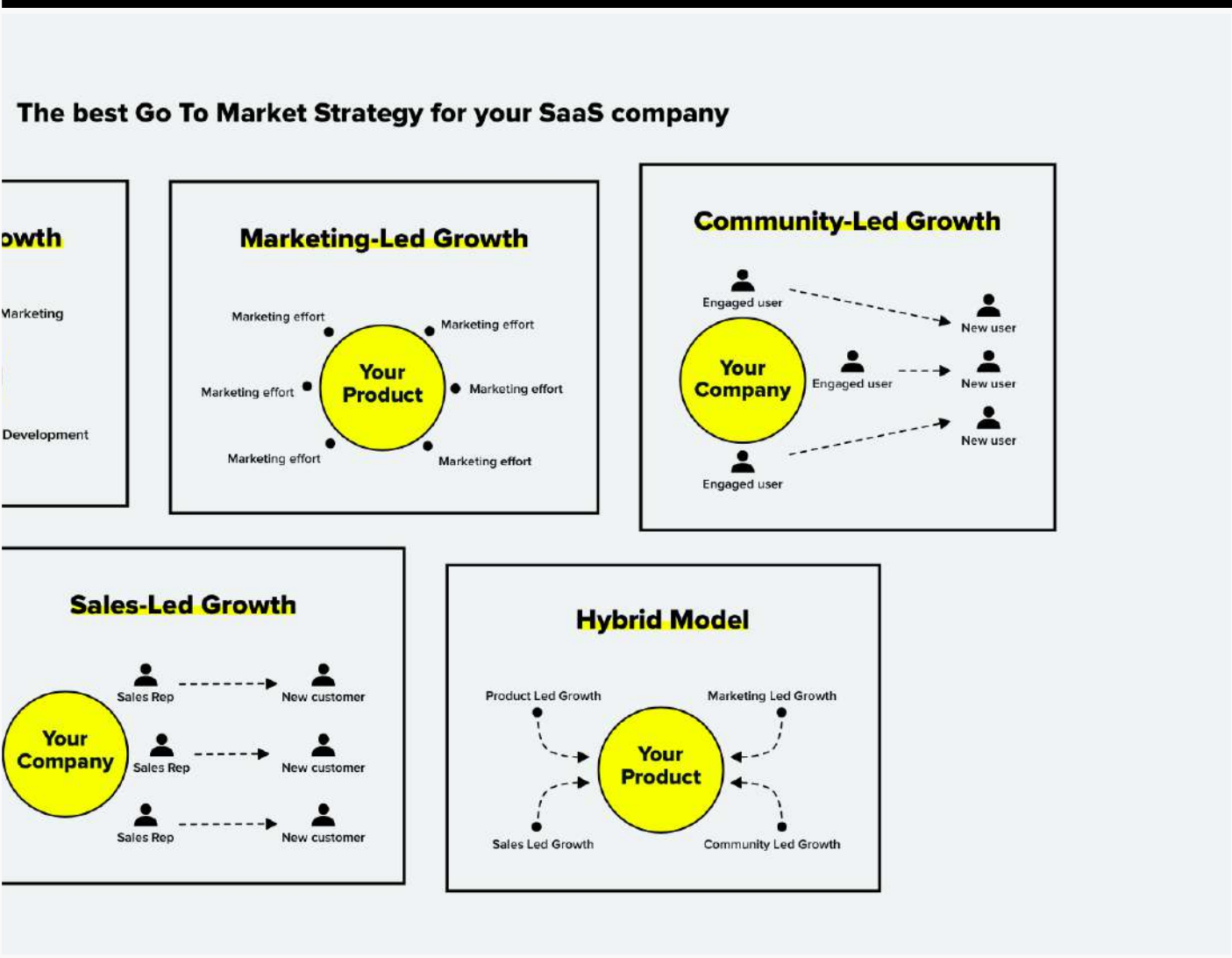
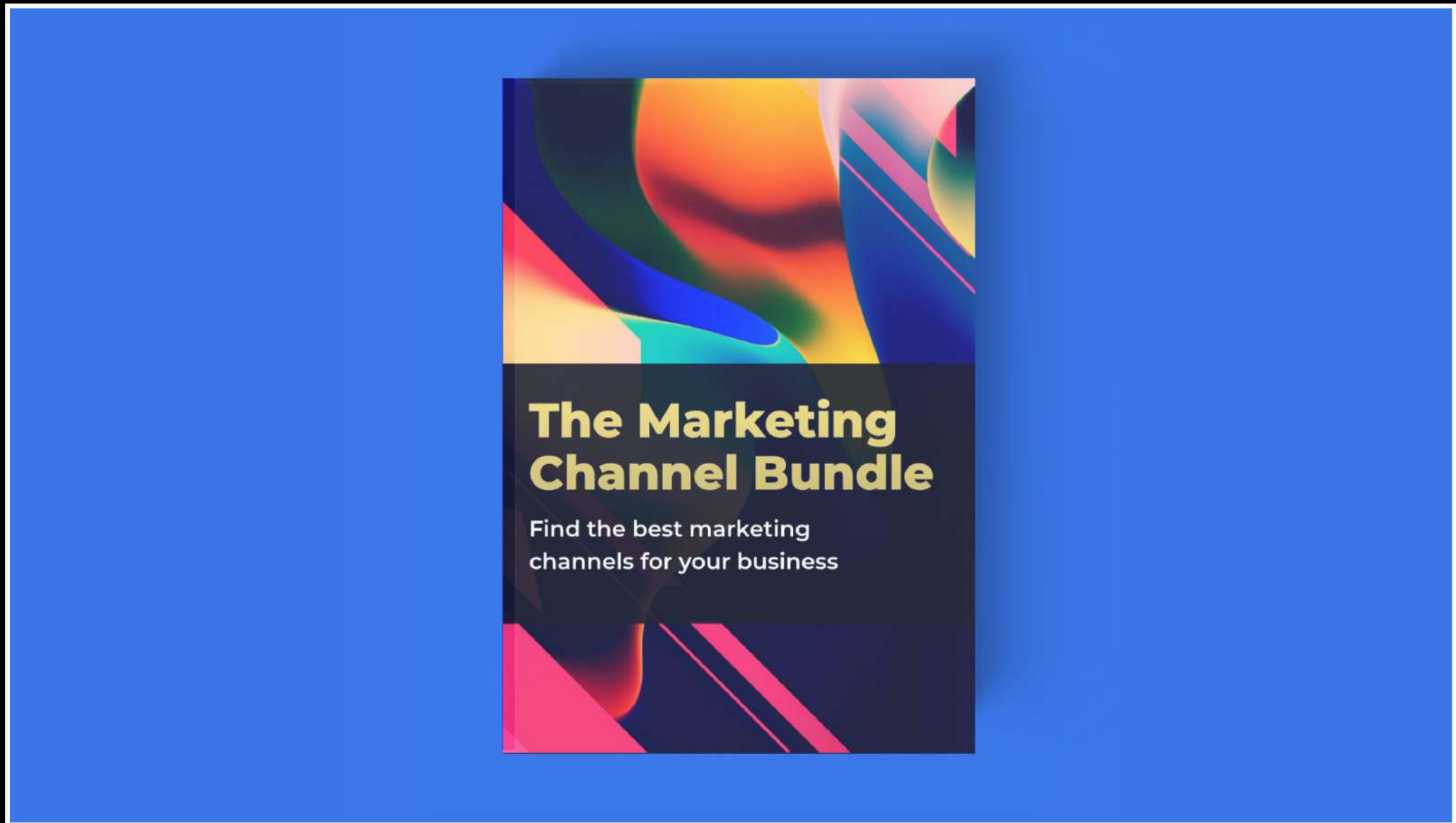
5. Create ideas for each marketing channel  
All in all, there are 19 marketing channels that have helped Startups & SaaS companies to get traffic and reach customers. This however does not mean that each channel works for you as well. Start by brainstorming ideas (for each marketing channel) that can help you reach your goal. Make sure to not judge your ideas upfront, but rather write down each possible idea, no matter how unlikely they might sound.

6. Select the best ideas from each channel  
Pick 1-3 top ideas from each marketing channel and write them down in the 'Most promising' section. You can do this ranking based on previous learnings or based on your experience.

7. Rank your ideas  
Rank the 'Most promising' ideas based on success probability from 1 to 10. 10 means very probable (in the specific timeframe you want to achieve your defined goal) and 1 means that the idea is unlikely to bring the results you want.

For example, despite SEO is a great way to get website traffic, if you want to see results fast, other channels are more suitable.

Product-Led Growth	Marketing-Led Growth	Sales-Led Growth	Community-Led Growth
of your business are driven by the product itself.	Hooking customers and keeping your service to your customer's minds with amazing content.	Sales-led growth is a growth strategy that relies on your sales team to be the key driver for revenue.	Using your community as the main driver for acquisition, retention and expansion.
	Marketing	Sales Team	Community
Product creates a user fit in the beginning. It dramatically be reduced.	• Reduces CAC once established • Helps you make people aware of your product right in the beginning	• Allows you to close high lifetime value customers • Helps you building long-term relationships with customers	• Enables you to interact personally with customers • Helps you to get early feedback for your service
with, if people cannot immediately value in your product.	Marketing-led growth is a marathon, not a sprint. If you are looking for immediate results, MQLs not your way to go.	• Major dependencies on how well your marketing and sales team work together • More revenue means more sales people	• Takes time to build a strong and engaging community
at onboarding to get people fast to convert & make it easy for us to upgrade to higher plans.	Start to share your journey early on – even before your product is finished – and be consistent with your marketing.	Combine sales-led growth with marketing-led growth or product-led growth to enable scalability.	• Make the community a part of the central customer experience • Offer valuable, exclusive content • Have a shared mission within the community



### The six parts of an excellent go-to-market strategy

A go-to-market strategy is like a business plan, but much narrower. In a business plan, you have factors like funding, investments, and 5-year forecasts. All these things are unnecessary for a go-to-market strategy. There is no one-size-fits-all solution, but in general, a go-to-market plan includes these six factors:

- Product-market fit
- Market definition
- Target audience
- Distribution
- Messaging
- Price