

The KANO model framework

Need to prioritize your work based on the features your users are most likely to love? No problem...

The Kano Model (pronounced “Kah-no”) is engineered to help you achieve just that. This prioritization framework helps product teams rank each initiative on a product roadmap according to its likelihood to satisfy users.

Using this model, you can compile a priority list of all the potential new features vying for roadmap space and development resources. The model works by allowing you to accurately weigh any potential feature according to a couple of competing criteria:

- How likely the feature is to completely satisfy users.
- The resources and investment required to implement it.

You’re essentially taking a “user satisfaction vs. investment required” approach while focusing on three categories of initiatives that you’ll want to develop.

1. Basic features	2. Performance features	3. Excitement features
These are features needed to be competitive. Users expect these. Without them, they won't even consider the product as a solution.	The more investment you pour into these features, the higher level of user satisfaction you'll get in return. These types of features can be seen as quite "one-dimensional". Due to the linear correlation between investment and the amount of satisfaction delivered.	These features and initiatives can be seen as "nice-to-haves." They yield a disproportionate increase in user satisfaction based on the investment. Users might not even notice these missing features, but they can generate excitement and dramatic user delight if you choose to invest.

Decide which new feature belongs in which category. Once you've done this, go ahead and take the issue directly to users/potential users with surveys, questionnaires, and other feedback methods.

This model is super effective if your team is in need of a little guidance when it comes to:

- Deciding on the minimum-threshold features you *have* to build,
- choosing which performance features to immediately start investing in,
- and which exciting features will deliver the most satisfaction for your money.

The Kano Model is a super useful framework for product teams with limited time and resources who are looking for an effective approach to feature prioritization.