

# FEATURE PRIORITIZATION FOR A NEW CONSUMER GADGET USING THE KANO MODEL

## 1. Background and Problem Statement:

A consumer electronics startup launched a smart kitchen scale with built-in nutritional tracking, app syncing, and voice-guided instructions. While early adopters showed interest, reviews were mixed, and product iterations lacked strategic direction. The product team needed to understand **which features delighted customers, which were expected, and which were unnecessary or frustrating**. The goal was to apply the **Kano Model** to guide the next development cycle and clarify the value of each feature.

## 2. Objectives:

- To collect and analyze customer feedback using the Kano Model
- To categorize product features into Must-Haves, Performance Needs, and Delighters
- To identify features causing dissatisfaction or indifference
- To provide strategic recommendations for feature improvement, removal, or enhancement

## 3. Methodology:

### Data Collection and Tools:

- Online survey conducted with **256 early adopters** via Google Forms
- Survey structure followed the **Kano Question Format**:
  - Functional question: "How do you feel if [feature] is present?"
  - Dysfunctional question: "How do you feel if [feature] is absent?"
- Features evaluated:
  - App Sync
  - Portion Auto-Detection
  - Voice-Guided Mode
  - Nutrient Breakdown Display
  - Tare Memory Function

- Battery Life Indicator

#### Data Analysis:

- Responses categorized into Kano types: Must-Have, Performance, Delighter, Indifferent, Reverse
- Analyzed using Excel pivot tables and custom scoring matrix
- Plotted features on a 2x2 Kano grid to visualize strategic positioning

## 4. Results:

- **Must-Haves (Basic Needs):**
  - Tare Memory Function
  - Battery Life Indicator
- **Performance Features (Directly impact satisfaction):**
  - Nutrient Breakdown Display
  - Portion Auto-Detection
- **Delighters (Non-essential but increase satisfaction):**
  - Voice-Guided Mode
- **Indifferent:**
  - App Sync (surprisingly scored neutral for 48% of users due to pairing difficulty)

#### Customer Insights:

- 79% said they would **not recommend** the product if basic memory or battery display was missing
- Voice guidance was not expected but **boosted satisfaction for elderly users**
- Comments suggested app syncing was **too inconsistent** to feel valuable, requiring redesign

## 5. Interpretation and Insights:

- Focusing development on performance features like nutrient display will **directly boost satisfaction**
- Improving basic features will prevent negative reviews and returns

- Delighter features (like voice guidance) offer brand differentiation but must not distract from core usability
- The app feature needs stability and UX improvements before it becomes a reliable performance driver

## 6. Recommendations:

- Prioritize reliability and UX for Tare and App Sync
- Expand Nutrient Breakdown options (e.g., sodium, sugar alerts)
- Offer Voice Guidance as an optional mode in future versions
- Reduce emphasis on features customers find indifferent or confusing
- Use Kano Model insights to align feature marketing with actual value perception

## 7. Future Work:

- Conduct a follow-up Kano survey post-V2 launch to reassess satisfaction levels
- Integrate in-app feedback on feature usage to update the model dynamically
- Develop personas based on Kano segments (e.g., Utility Seekers vs. Feature Enthusiasts)

## 8. Stakeholder Relevance:

### Academic:

- A structured example of applying the Kano Model for product feature decision-making
- Relevant for courses in product management, customer satisfaction analysis, and innovation strategy

### Corporate:

- Offers consumer electronics teams a low-cost, high-impact framework to assess early feature reception
- Provides strategic clarity on what to improve, remove, or emphasize during product development