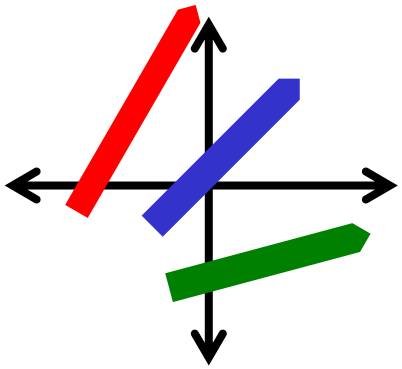
Continuous Improvement Toolkit

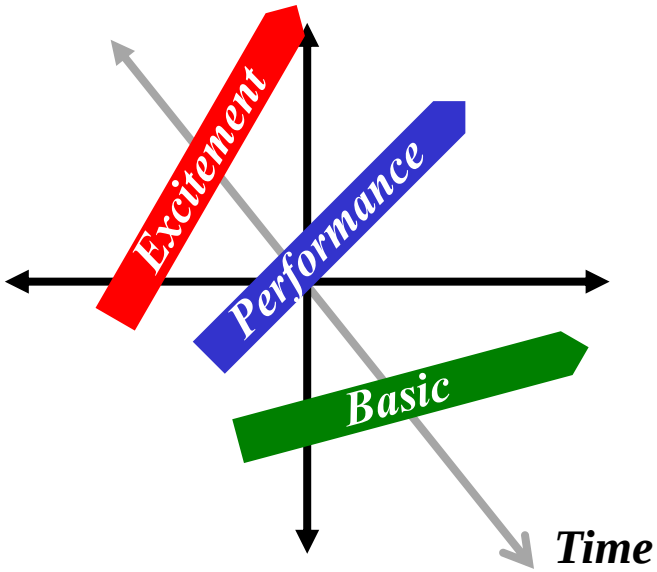
Kano Analysis




Managing Risk
PDPC
FMEA
RAID Logs
Fault Tree Analysis
Risk Assessment*
Traffic Light Assessment
Deciding & Selecting
Pros and Cons
Importance-Urgency Mapping
Break-even Analysis
Cost -Benefit Analysis
Force Field Analysis
Voting
Pugh Matrix
Decision Tree
TPN Analysis
QFD
Matrix Diagram
Kano Analysis
Prioritization Matrix
Paired Comparison
Critical-to Tree
Planning & Project Management*
RACI Matrix
Stakeholders Analysis
PEST
PERT/CPM
Activity Diagram
SWOT
Roadmaps
Project Charter
Gantt Chart
PDCA
Control Planning
Gap Analysis
Hoshin Kanri
Kaizen
How-How Diagram
Tree Diagram**
Standard work
Lean Measures
KPIs
OEE
Capability Indices
MSA
RTY
Descriptive Statistics
Cost of Quality
Reliability Analysis
Graphical Analysis
Cause & Effect Matrix
Pareto Analysis
Confidence Intervals
Understanding Cause & Effect
Probability Distributions
ANOVA
Hypothesis Testing
Design of Experiments
Scatter Plot
Correlation
Regression
5 Whys
Chi-Square Test
Multi-Vari Charts
Relations Mapping*
Identifying & Implementing Solutions***
Simulation
TPM
Mistake Proofing
Pull Systems
JIT
Ergonomics
Work Balancing
Automation
Bottleneck Analysis
Visual Management
Flow
Value Analysis
5S
Understanding Performance
Run Charts
Control Charts
Benchmarking
Sampling
Fishbone Diagram
TRIZ***
Brainstorming
Analogy
SCAMPER***
Nominal Group Technique
Mind Mapping*
Affinity Diagram
Attribute Analysis
Lateral Thinking
Visioning
Creating Ideas**
Wastes Analysis
SMED
Time Value Map
Process Redesign
IDEF0
Value Stream Mapping
SIPOC
Flow Process Chart
Process Mapping
Flowcharting
Service Blueprints
Designing & Analyzing Processes
Data Collection
Focus groups
Interviews
Photography
Check Sheets
Measles Charts
Surveys
Critical Incident Technique
Observations

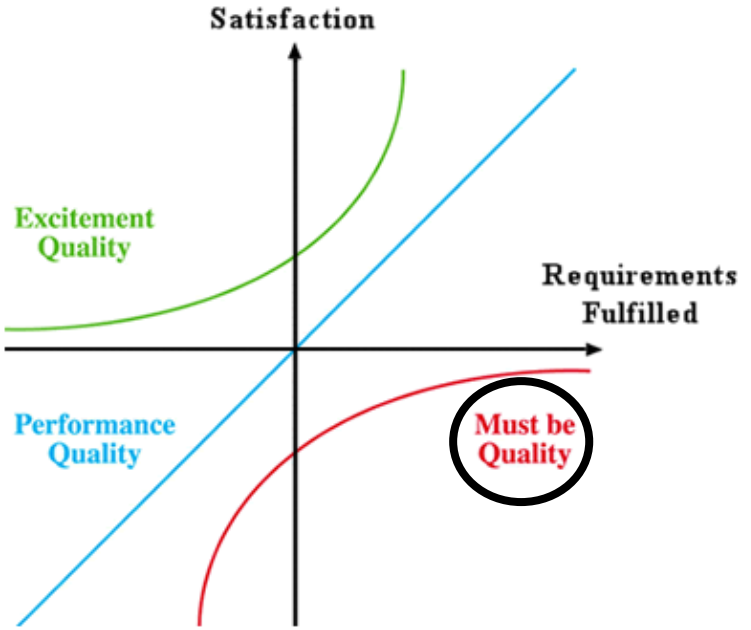
- Kano Analysis

- Translates VOC information into actionable opportunities for improvement.
- Prioritizes customer requirements based on their impact to customer satisfaction.
- **Three types of Quality:**
  - Basic Quality – The **"Must Be"** factors.
  - Performance Quality – The **"Satisfiers"** factors.
  - Excitement Quality - The surprise and delight factors.



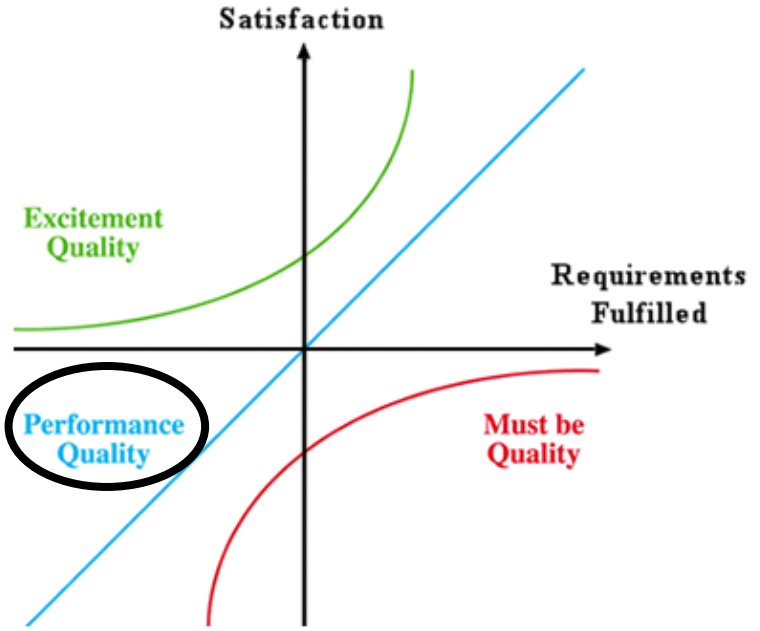
- Kano Analysis

- There is an 'expected' quality that customers take for granted.
- This is the minimum functionality.
- It will not satisfy the customers.
- Represents a reasonable level of quality.
- **Examples:**
  - Timely and responsive customer service.
  - Free of defects product.



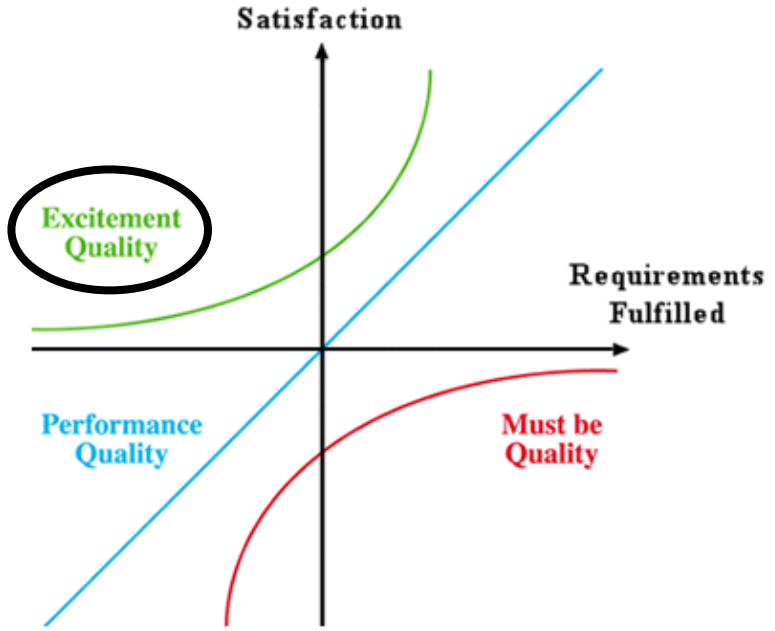
- Kano Analysis

- This need is more about meeting customer satisfaction.
- More is better.
- Satisfiers are not absolutely necessary.
- A more efficient service, for instance, is appreciated.
- **Example:** Speed of answering a phone and in receiving the service are parts of this category.



- Kano Analysis

- Organizations should aim for Exciting Quality.
- Giving customers more than they expected.
- These are features that distinguish your service or product.
- Often provided to the customers for no extra money.
- **Example:** If you book into a hotel and unexpectedly find a box of chocolates waiting for you that is Exciting Quality.



- Kano Analysis

Approach:

- Get customers to do the classification where possible.
- Brainstorm all of the possible features and attributes of the product or service.
- Brainstorm everything you can do to please your customers.
- Classify all items as "Threshold", "Performance", "Excitement" and "Not Relevant".
- Cut out attributes that are "Not Relevant".
- Select the appropriate Performance Attributes while still maintaining a good profit margin.
- Think how you can build some of the Excitement Attributes into the product or service.