

KANO ANALYSIS

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / CONTEXT & AUDIENCE

Which service situation and people should the result describe?

02 / ATTRIBUTE & WORDING

One condition, stated without bundling or a preferred answer.

03 / FUNCTIONAL QUESTION

How will the same condition be described when provided?

04 / DYSFUNCTIONAL QUESTION

How will it be described when absent? Pilot interpretation.

05 / RESPONSES & CONVENTION

Document the response options, table version and complete pairs.

06 / DISTRIBUTION & IMPLICATION

Category variation, missing pairs and the decision context.

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / PROMISE EVALUATED

Exact description and what respondents understood.

02 / VARIATION

Which audience or situation changes the response pattern?

03 / IMPLEMENTATION LIMIT

Can delivery support the condition as described?

04 / OBLIGATION & DEPENDENCY

What must be addressed regardless of satisfaction category?

05 / FURTHER EVIDENCE

What would help distinguish preference from delivery risk?

06 / DECISION & OWNER

Revise, investigate or implement? Record the rationale.