What do users want?
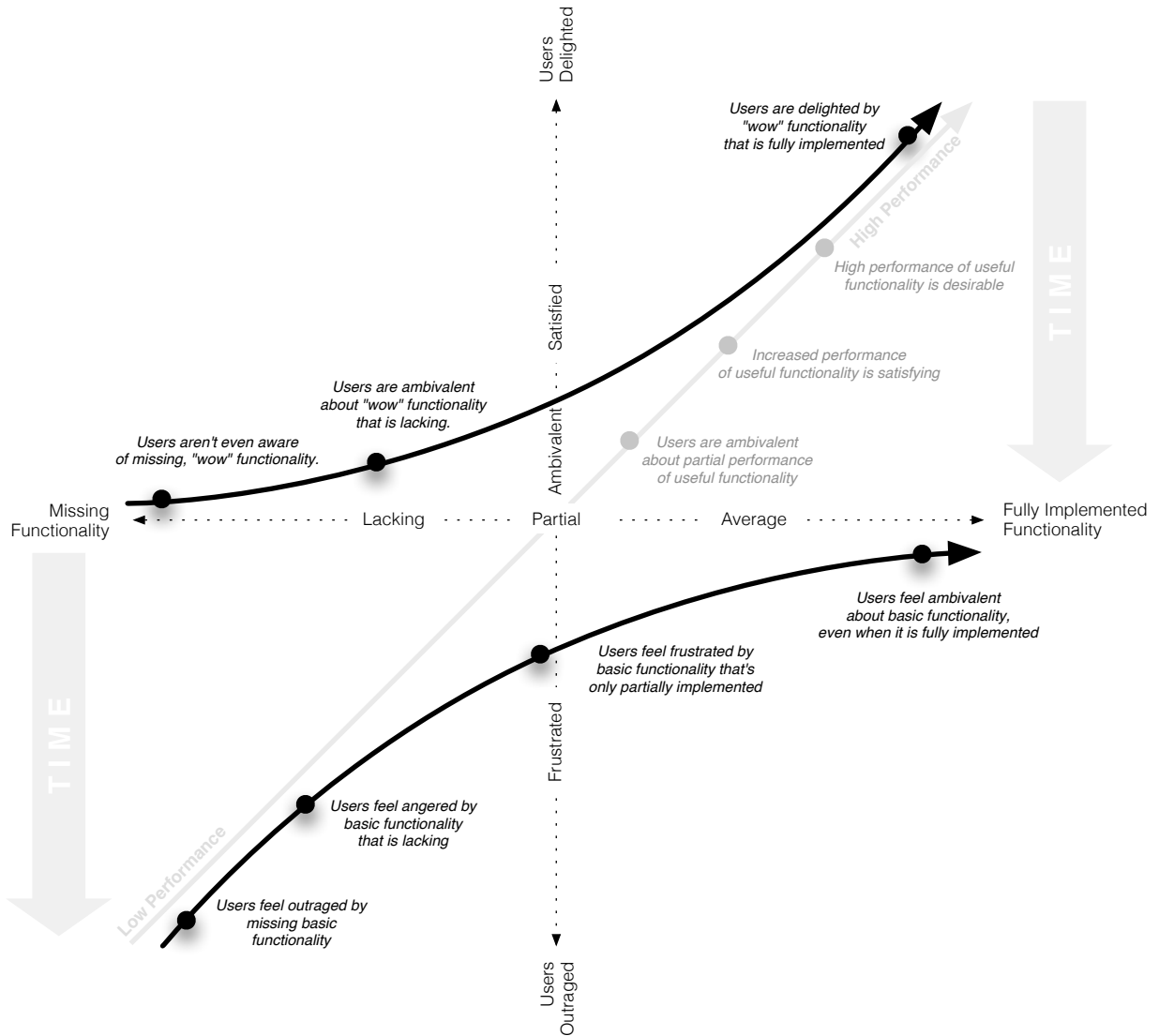
A Kano model of the relationship between users and software features.
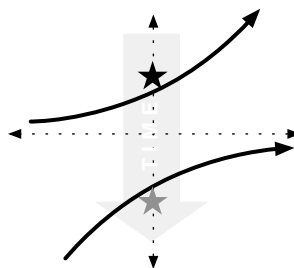

Users Delighted

Users are delighted by "wow" functionality that is fully implemented

High Performance

Satisfied

High performance of useful functionality is desirable

Increased performance of useful functionality is satisfying

Ambivalent

Users are ambivalent about "wow" functionality that is lacking.

Users aren't even aware of missing, "wow" functionality.

Users are ambivalent about partial performance of useful functionality

Missing Functionality · · · · · Lacking · · · · · Partial · · · · · Average · · · · · Fully Implemented Functionality

TIME

Users feel ambivalent about basic functionality, even when it is fully implemented

Frustrated

Users feel frustrated by basic functionality that's only partially implemented

TIME

Low Performance

Users feel angered by basic functionality that is lacking

Users feel outraged by missing basic functionality

Users Outraged

Unaware
"Wow" feature missing

TIME

Outraged
Basic feature missing
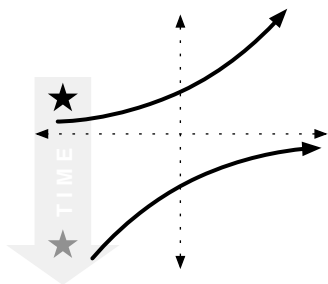
Satisfied
"Wow" feature partially implemented
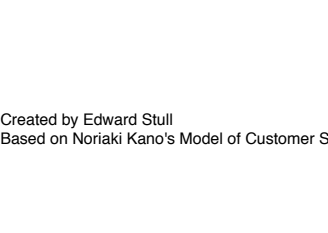
Frustrated
Basic feature partially implemented

Delighted
"Wow" feature fully implemented

TIME

Ambivalent
Basic feature fully implemented