

## Methodology

A quantitative analysis that categorizes customer satisfaction with different product features using the Kano model. Designed to help prioritize which features to focus on in product development.

## Our Approach



Define your target audience, min. 200 respondent views per feature

### Features

1. All wheel drive
2. Inflatable rear seat belts
3. LED Headlights
4. 25 MPG Highway
5. 8" Productivity Screen



Provide a set of product features to test



Align on final feature language for testing

## Deliverables in 5-7 days

### METHODOLOGY: Kano Method

Respondents are asked two questions about each feature and then classified based on their responses.

What are your feelings if this feature is included in the final product?

What are your feelings if this feature is NOT included in the final product?

Indicator	Quality Element Name	Definition
A	<b>Attractive</b>	Presence of these features leads to an increase of satisfaction. But, if they aren't present the customer isn't dissatisfied.
M	<b>Must-Be</b>	These are features that the customer takes for granted. Customers may not tell you that they need these attributes, but is dissatisfied if they are not present.
O	<b>One-Dimensional</b>	Presence of these features increases satisfaction. Excluding these features decrease satisfaction.
I	<b>Indifferent</b>	Customers don't care if features of this type are present or absent.
R	<b>Reverse</b>	These are features which customers actively dislike. The presence of these features decreases their satisfaction level with your product.
Q	<b>Questionable</b>	The feature was misunderstood or confusing

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### OVERALL KEY FINDINGS

Some features are classified differently across groups of people who do and those who do not currently use a security system. Those who are not currently using a system find additional features like calendar events, garage monitoring and professional installation attractive.

Feature	Overall	Currently Using a Security System	Not Currently Using a Security System
Voice recognition and activation	A	A	I
Control home lighting from mobile app	A	A	A
Control temperature settings from mobile app	A	A	A
Monitor harmful gas levels	O	M	O
No fees or penalties for stopping service	I	I	I
24/7 continuous home security monitoring by trained security professionals	M	M	M
Calendar alerts for events (Waste-pickup, bill payments, etc.)	I	I	A
Wi-Fi garage monitoring (open and close remotely)	I	I	A
Professional hardware installation	I	O	A
One-time up-front fee to purchase and own the (security and monitoring) hardware	I	I	I
Compatible with WiFi enabled smoke detector	I	I	I
Flooding Alert	I	I	I
Front door remote video monitoring	I	I	I
Robotic dog barking	I	I	I
Remote doorbell notifications	R	R	I

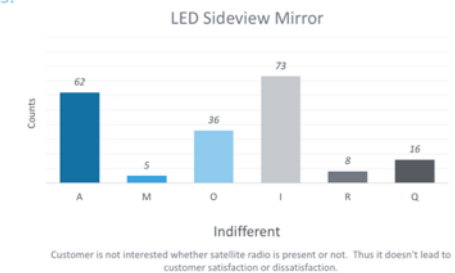
Note: Features for which classification differs between groups are highlighted in blue. Key: A=Attractive, O=One Dimensional, M=Must Be, I=Indifferent, R=Reverse, Q=Questionable

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### SATELLITE RADIO (N=100)

Most respondents felt indifferent towards LED Sideview Mirror spotlights.



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