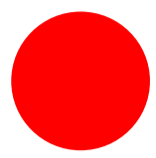


KANO ANALYSIS



Threshold

Expected Features
Minimum Expectation
Have to Have



Linear

Known Features
More Features => More Value
Value Added



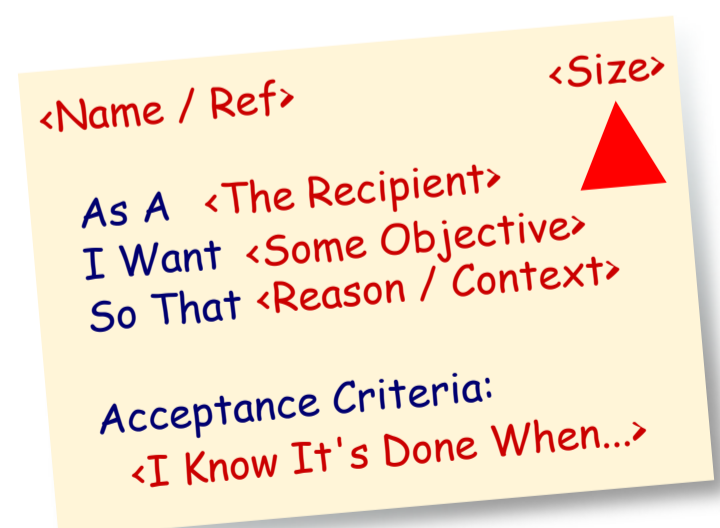
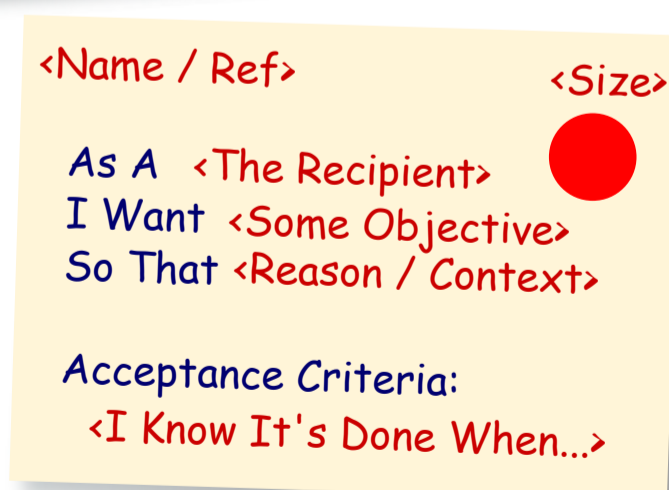
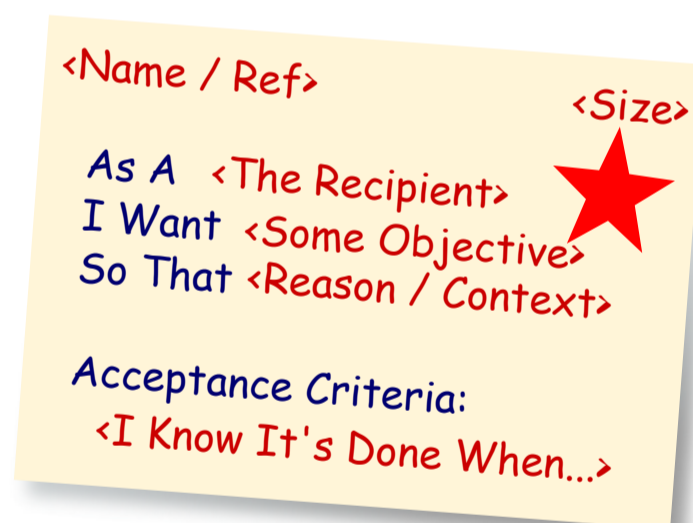
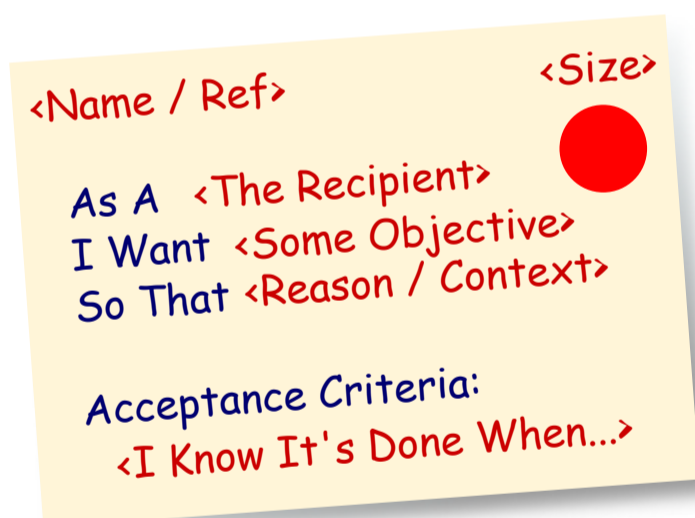
Exciter

Unexpected Features
'X' Factor
Differentiator



Detractor

Distracting Features
'Compromising User Experience'
Not Cohesive



1. Categorise the items on the backlog between those features that are Threshold, Linear or Exciter
2. Add a legend to indicate which symbols relate to which categorisation
3. Add a corresponding symbol to the items for quick reference
4. Rearrange your backlog to form a release plan with highest priority items first
Can you trade off a few Linears to include an Exciter in your release?