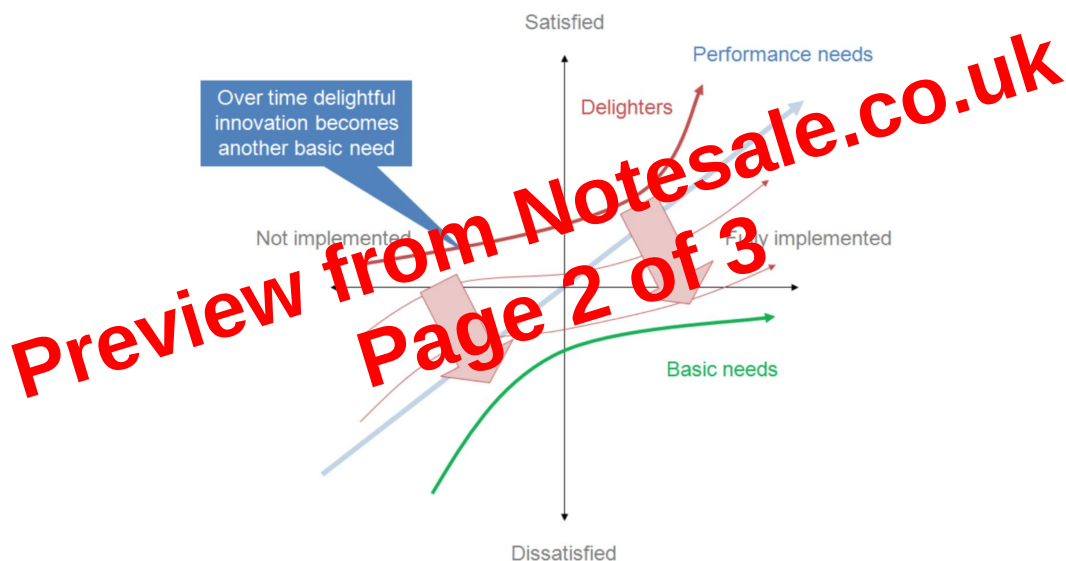


5. The Kano Model:

- The Kano Model of product development and customer satisfaction was published in 1984 by Dr Noriaki Kano, professor of quality management at the Tokyo University of Science.
- Kano says that a product or service is about much more than just functionality. It is also about customers' emotions. For example, all customers who buy a new car expect it to stop when they hit the brakes, but many will be delighted by its voice-activated parking-assist system.
- The model encourages you to think about how your products relate to your customers' needs, while moving from a "more is always better" approach to product development to a "less is more" approach.
- Constantly introducing new features to a product can be expensive and may just add to its complexity without boosting customer satisfaction. On the other hand, adding one particularly attractive feature could delight customers and increase sales without costing significantly more.



Key Points for the Midterm Quiz - Understand the fundamentals of a start up business

- fundamental capital
- resources utilization
- hiring of staff, the balance between a sales team (revenue) and engineering (creation)
- burning rate
- simulation is based on quarters (3 months)
- 2 mains options of raising money: VC (ct. equity) which you can accept/reject/counter-offer, IPO (cash preferred) which requires you to check the updates from SEC (securities exchange).