‘DESIGN THINKING & KANO MODEL – REVOLUTIONALIZING AGILE DELIVERY’

Catalyzing Innovation In fast-changing Ecosystems.

Achinto Sengupta
Deloitte

This presentation contains general information only and Deloitte is not, by means of this presentation, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This presentation is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this presentation.

Copyright © 2016 Deloitte Development LLC. All rights reserved.

Achinto Sengupta
Executive Manager and USI BSA CoP Lead
Global Technology Services
Deloitte Support Services India Private Limited
acsengupta@deloitte.com
Agenda

- Design Thinking and Agile Delivery Process
- Kano Model – *product development theory*
- Industry trends revolutionizing Design Thinking
- Q&A
Application(s) Designed with Design Thinking Process
Application(s) Designed with Design Thinking Process
Agile meets Design Thinking
Design Thinking Process

### Activities

- **Project Discovery & Alignment**
  - Gain insights to problem area; interview stakeholders
  - Establish process & project plan
  - Align stakeholders / buy-in

- **Brainstorming & Requirements Gathering**
  - Interview stakeholders, end users;
  - Research user behavior, number of potential users, survey results, etc.
  - Create User Stories and Epics

- **Design Thinking Session**
  - Finalize Functional Requirements following iterative process that involves user personas, technology analysis, and feature prioritization.

- **MVP, Project Plan & Design Concepts**
  - Obtain sign off on MVP user stories
  - Create plan for wireframes, full-fidelity designs, front end and back end development
  - Full-fidelity design for 2-3 key views to establish creative direction

- **Production Design, Build and Integration**
Kano Model

Catalyzing Innovation and Delighting Customers
Kano Model - Overview

Developed by Dr. Noriaki Kano in 1980’s

- A powerful analytical technique used to address the Revolutionary ever-changing customer needs
- way of requirements elicitation and analysis
- Analysis is based on customer satisfaction, rather than priority

VALUE ADD FOR FIRMS

- How does a company analyze customer needs?
- How can it easily determine what delights customers or what their basic needs are?
Why Kano Model

Traditional

• Based off priority
• Some items don’t get implemented (or for a while)
• Homogenous requirements

Vs

Kano model:

• Based off customer satisfaction
• Younger user stories
• “Mixed bag” of requirements

Key message:-
• what delighted customers in the past is now expected; and
• what is expected today will not meet minimum customer expectations in the future.
The Kano Model addresses three types of requirements:

- **Satisfying basic needs**: Allows a company to get into the market, cost of entry.
- **Satisfying performance needs**: Allows a company to remain in the market, to be competitive.
- **Satisfying excitement needs**: Allows a company to excel, to be world class.
The Kano Model **seamlessly integrates with** the Agile Methodology since they **are both addressing ever-changing needs.**

- Within Agile methodology, **Sprint 0**
- Evaluating requirements from SOW, Charter, etc.
- Grooming the **Product Backlog**
- Prioritization based on customer satisfaction
Basic Requirements

Dissatisfiers or Basic Needs or Cost of Entry into the Market or Givens

- **Expected** features or characteristics of a product or service
- Typically a “unspoken”
- If **not fulfilled**, customer will be **extremely dissatisfied**.

![Diagram showing satisfaction and functionality with examples of must-be and must-have features.](https://example.com/diagram.png)
Performance Requirements

Satisfiers or Linear or One-dimensional or Remain competitive in the market

- Standard characteristics that increase/decrease by their level
- Typically “spoken”
- More typically is better
Delighter Requirements

Attractive or Exciter or Unique Selling Proposition or Differentiates in the market

- Satisfies latent needs, or needs that are needed, but unknown to the customer
- Features that impress customers and earn “extra credit”
- Typically “unspoken” since they are unknown by the customer
Current Industry Trends in Design Thinking
Eye Tracking Technology – *Enabling Usability Testing*

Helps understand how people look at website, app, or content.

Generate behavioral data and test new ideas before going to market.

Customer Empathy

Provides Business insights on items that ‘delight’ end user.

Develop a Product or an Application that are immersive.

Enable better User retention

Thank You!
References

- http://www.kanomodel.com/
- http://people.ucalgary.ca/~design/engg251/First%20Year%20Files/kano.pdf
- http://www.tobii.com/
- http://www.macquarium.com/
- http://www.konradgroup.com/