N. Kano Model: Selection of the Development Directions of Testing Laboratory

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key words

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We believe that in modern conditions, organizations, in order to remain competitive, must not only produce high-quality products or provide a service, but also anticipate the wishes of consumers, using various improvements, including innovations. We have shown the prospects of using the N. Kano method on the example of our testing laboratory. This laboratory has been operating since 2016, and we have already formed a circle of consumers, effective communication with whom was the result of effective work using the N. Kano method. We have considered the basic stages of realization of this method, namely: the preparation of the study, developing the questionnaire, conducting the survey, primary processing of results, the filling frequency tables, analysis of results and mapping of customer satisfaction. The analysis allowed us to identify promising areas of innovative development of our testing laboratory, which will undoubtedly contribute to the improvement of its activities.

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