

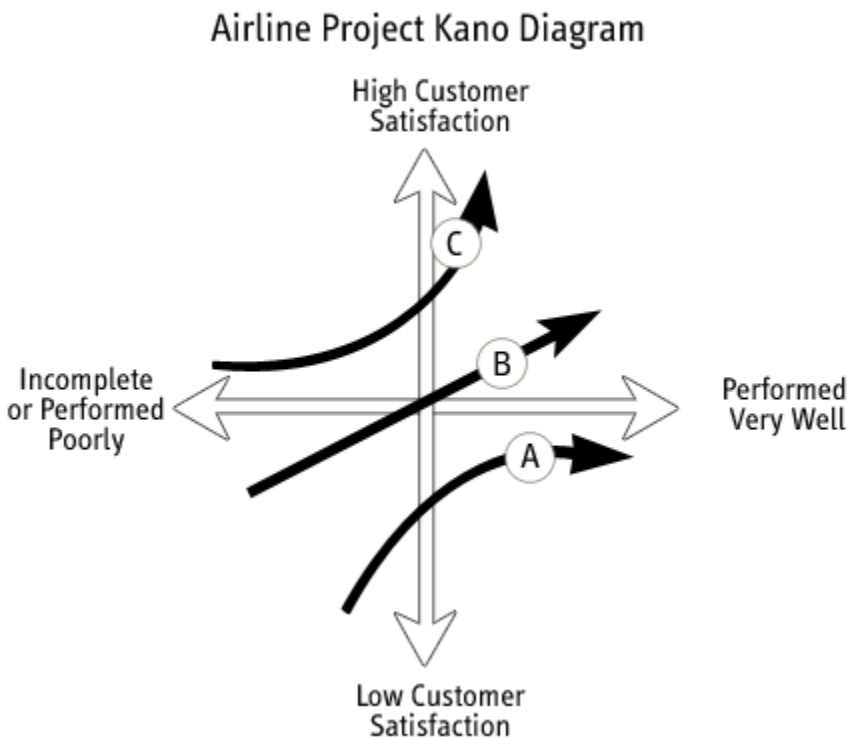
Learning Aid



Airline Project

Purpose: Use this learning aid to identify where various need-level examples are plotted on a Kano analysis diagram.

A Six Sigma team at a major airline is prioritizing customer needs. In the resulting Kano diagram, each point represents a feature of their service.



Airline Project Kano Diagram

Course: Processes and Customer Analysis in Six Sigma Projects

Topic: Kano Analysis and CTQ Analysis

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