STUDENTI: BODOVI:



1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Na primeru proizvoljno definisanih 6 potreba korisnika usluge restorana, primeniti Kano upitnik, koristeći smernice iz tabele:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Potrebe korisnika | | Disfunkcionalno pitanje | | | | |
| Oduševljen sam | Zadovoljan sam | Svejedno mi je | Ne dopada mi se | Neprihvatljivo mi je |
| Funkciona-lno pitanje | Oduševljen sam | D | A | A | A | O |
| Zadovoljan sam | S | I | I | **I** | P |
| Svejedno mi je | S | I | I | I | P |
| Ne dopada mi se | S | I | I | I | P |
| Neprihvatljivo mi je | S | S | S | I | D |

*P = podrazumevana O = očekivana A = atraktivna I = indiferentna D = diskutabilna* *S = suprotna*

A) PRIPREMA UPITNIKA:

|  |  |  |  |
| --- | --- | --- | --- |
| Potrebe korisnika usluge restorana |  | Odgovori na pitanja iz upitnika: | |
|  |  | Funkcionalna pitanja | 1-  2-  3-  4-  5- |
|  |  |
|  |  |
|  |  | Disfunkcionalna pitanja | 1-  2-  3-  4-  5- |
|  |  |
|  |  |

B) PREBROJAVANJE ODGOVORA ISPITANIKA:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Potreba: | P | O | A | I | D | S |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |
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B) ODREĐIVANJE KATEGORIJA POTREBA:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Potreba: | P | O | A | I | D | S | Kategorija potrebe |
|  |  |  |  |  |  |  |  |
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ZAKLJUČAK:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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*REŠENJE:*

*Moguće potrebe:*

1. *Sveža hrana (P)*
2. *Bezglutenska hrana (O)*
3. *Čist pribor (P)*
4. *Česma na senzor (A)*
5. *Prostor za nepušače (I)*
6. *Digitalni meni (S)*