| Functional (Y) | | Dysfunctional (X) | | | | |
|---|---|---|---|---|---|---|
| | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | Q | A | A | A | P |
| I expect It | 2 | R | Q | I | I | M |
| I am neutral | 0 | R | I | I | I | M |
| I can tolerate it | -1 | R | I | I | Q | M |
| I dislike it | -2 | R | R | R | R | Q |

| Code | Result |
|---|---|
| M | Must-Be |
| P | Perfomance |
| A | Attractive |
| I | Indifferent |
| R | Reverse |
| Q | Questionable |

| Feature | | Dysfunctional / Absent (X) | Functional/ Present (Y) | Importance (Z) | Category |
|---|---|---|---|---|---|
| Watch App | F1 | 0.77 | 2.92 | 4.10 | A |
| Widget on iPhone home screen | F2 | 0.92 | 1.77 | 3.70 | I |
| Location Tracker | F3 | 1.46 | 2.54 | 4.60 | A |
| Diet Tracking | F4 | 0.15 | 1.00 | 2.50 | I |
| Menstruation Tracking | F5 | 0.23 | 0.62 | 2.80 | I |
| Process Journal | F6 | 0.77 | 2.23 | 3.60 | A |
| Stride Tracker Feature | F7 | 0.92 | 2.23 | 3.60 | A |
| Body Status Warning Notification | F8 | 0.38 | 1.62 | 3.50 | I |
| Goal Setting and Tracking | F9 | 1.08 | 3.15 | 4.40 | A |
| Daily Feeling Check-In | F10 | 1.08 | 2.08 | 4.10 | A |
| Trainer access to Lucid stats | F11 | 0.62 | 2.84 | 4.20 | A |
| Share Lucid stats to social media | F12 | 0.42 | 0.92 | 2.70 | I |
| Lactic Threshold | F13 | 1.08 | 3.38 | 4.90 | A |

| Kano Result | Feature | Importance Score AVG |
|---|---|---|
| A | Watch App | 4.1 |
| I | Widget on iPhone home screen | 3.7 |
| A | Location Tracker | 4.6 |
| I | Diet Tracking | 2.5 |
| I | Menstruation Tracking | 2.8 |
| A | Process Journal | 3.6 |
| A | Stride Tracker Feature | 3.6 |
| I | Body Status Warning Notification | 3.5 |
| A | Goal Setting and Tracking | 4.4 |
| A | Daily Feeling Check-In | 4.1 |
| A | Trainer access to Lucid stats | 4.2 |
| I | Share Lucid stats to social media | 2.7 |
| A | Lactic Threshold | 4.9 |

Watch App

| Feature Present | | Feature Absent | | | | |
|---|---|---|---|---|---|---|
| | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | | | 6 | 3 | |
| I expect It | 2 | | | | 1 | 1 |
| I am neutral | 0 | | | 1 | | |
| I can tolerate it | -1 | | | | | |
| I dislike it | -2 | 1 | | | | |

| Code | Result |
|---|---|
| M | Must-Be |
| P | Perfomance |
| A | Attractive |
| I | Indifferent |
| R | Reverse |
| Q | Questionable |

Importance AVG: 4.1

ATTRACTIVE

| Code | Result | # |
|---|---|---|
| M | Must-Be | 1 |
| P | Perfomance | 0 |
| A | Attractive | 9 |
| I | Indifferent | 2 |
| R | Reverse | 1 |
| Q | Questionable | 0 |

# Widget on iPhone home screen

| Feature Present | | Feature Absent | | | | |
|---|---|---|---|---|---|---|
| | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | | 1 | 1 | 3 | 1 |
| I expect It | 2 | | | | | 1 |
| I am neutral | 0 | | | 3 | 1 | |
| I can tolerate it | -1 | | 1 | | | |
| I dislike it | -2 | 1 | | | | |

Importance AVG: 3.7

INDIFFERENT

| Code | Result | # |
|---|---|---|
| M | Must-Be | 1 |
| P | Perfomance | 1 |
| A | Attractive | 5 |
| I | Indifferent | 5 |
| R | Reverse | 1 |
| Q | Questionable | 0 |

# Location Tracker

| Location Tracker<br>**Feature Present** | | Feature Absent | | | | |
|---|---|---|---|---|---|---|
| | | **I like it** | **I expect It** | **I am neutral** | **I can tolerate it** | **I dislike it** |
| | | -2 | -1 | 0 | 2 | 4 |
| **I like it** | 4 | | | 3 | 2 | 2 |
| **I expect It** | 2 | | | | 2 | 1 |
| **I am neutral** | 0 | | | 2 | | |
| **I can tolerate it** | -1 | | 1 | | | |
| **I dislike it** | -2 | | | | | |

| Code | Result |
|---|---|
| M | Must-Be |
| P | Perfomance |
| A | Attractive |
| I | Indifferent |
| R | Reverse |
| Q | Questionable |

Importance AVG: 4.6

Indifferent

| Code | Result | # |
|---|---|---|
| M | Must-Be | 1 |
| P | Perfomanc | 2 |
| A | Attractive | 5 |
| I | Indifferent | 5 |
| R | Reverse | 0 |
| Q | Questional | 0 |

## Diet Tracking

| Feature Present | | Feature Absent | | | | |
|---|---|---|---|---|---|---|
| | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | | 1 | 2 | | 1 |
| I expect It | 2 | | | | | |
| I am neutral | 0 | | | 6 | | |
| I can tolerate it | -1 | 1 | 1 | | 1 | |
| I dislike it | -2 | | | | | |

| Code | Result |
|---|---|
| M | Must-Be |
| P | Perfomance |
| A | Attractive |
| I | Indifferent |
| R | Reverse |
| Q | Questionable |

Importance AVG: 2.5

Indifferent

| Code | Result | # |
|---|---|---|
| M | Must-Be | 0 |
| P | Perfomance | 1 |
| A | Attractive | 3 |
| I | Indifferent | 7 |
| R | Reverse | 1 |
| Q | Questional | 1 |

Should be   X = 0.00

y = 1.17

# Menstruation Tracking

| Feature Present | | Feature Absent | | | | |
|---|---|---|---|---|---|---|
| | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | | | 1 | 1 | |
| I expect It | 2 | | | | | |
| I am neutral | 0 | | 1 | 9 | 1 | |
| I can tolerate it | -1 | | | | | |
| I dislike it | -2 | | | | | |

INDIFFERENT

| Importance Avg: 2.8 | |
|---|---|
| User | Rating |
| 1 | No Answer |
| 2 | 1 |
| 3 | 1 |
| 4 | 5 |
| 5 | 5 |
| 6 | 3 |
| 7 | 2 |
| 8 | 4 |
| 9 | 5 |
| 10 | 2 |
| 11 | 2 |
| 12 | 1 |
| 13 | 2 |

| Code | Result | # |
|---|---|---|
| M | Must-Be | 0 |
| P | Perfomanc | 0 |
| A | Attractive | 2 |
| I | Indifferent | 11 |
| R | Reverse | 0 |
| Q | Questional | 0 |

# Prompted Process Journal

| Feature Present | | Feature Absent | | | | |
|---|---|---|---|---|---|---|
| | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | | | 2 | 4 | 1 |
| I expect It | 2 | | 1 | | | |
| I am neutral | 0 | | | 4 | | |
| I can tolerate it | -1 | | 1 | | | |
| I dislike it | -2 | | | | | |

| Code | Result |
|---|---|
| M | Must-Be |
| P | Perfomance |
| A | Attractive |
| I | Indifferent |
| R | Reverse |
| Q | Questionable |

Importance AVG: 3.7
ATTRACTIVE

| Importance Avg: 2.8 | |
|---|---|
| User | Rating |
| 1 | No Answer |
| 2 | 1 |
| 3 | 1 |
| 4 | 5 |
| 5 | 5 |
| 6 | 3 |
| 7 | 2 |
| 8 | 4 |
| 9 | 5 |
| 10 | 2 |
| 11 | 2 |
| 12 | 1 |
| 13 | 2 |

| Code | Result | # |
|---|---|---|
| M | Must-Be | 0 |
| P | Perfomanc | 1 |
| A | Attractive | 6 |
| I | Indifferent | 5 |
| R | Reverse | 0 |
| Q | Questional | 1 |

Should be      x = 0.92
               y = 2.25

| Feature Present | | Feature Absent | | | | |
|---|---|---|---|---|---|---|
| | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | | | 1 | 6 | 1 |
| I expect It | 2 | | | | | |
| I am neutral | 0 | | | 3 | | |
| I can tolerate it | -1 | 1 | | | | |
| I dislike it | -2 | 1 | | | | |

| Code | Result | |
|---|---|---|
| M | Must-Be | 0 |
| P | Perfomance | 1 |
| A | Attractive | 7 |
| I | Indifferent | 3 |
| R | Reverse | 2 |
| Q | Questionable | 0 |

Importance AVG: 3.6

ATTRACTIVE

x = 0.92

y = 2.23

Zach

# Body Status Warning Notification

| Feature Present | | Feature Absent | | | | |
|---|---|---|---|---|---|---|
| | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | | | 4 | 2 | |
| I expect It | 2 | | | | 1 | |
| I am neutral | 0 | | | 2 | 1 | |
| I can tolerate it | -1 | | | 1 | | |
| I dislike it | -2 | 1 | 1 | | | |

ATTRACTIVE

| Importance Avg: 3.5 | |
|---|---|
| User | Rating |
| 1 | No Answer |
| 2 | 5 |
| 3 | 7 |
| 4 | 4 |
| 5 | 5 |
| 6 | 4 |
| 7 | 1 |
| 8 | 5 |
| 9 | 3 |
| 10 | 2 |
| 11 | 4 |
| 12 | 1 |
| 13 | 1 |

| Code | Result | # |
|---|---|---|
| M | Must-Be | 0 |
| P | Perfomance | 0 |
| A | Attractive | 6 |
| I | Indifferent | 5 |
| R | Reverse | 2 |
| Q | Questionable | 0 |

x = 0.38
y = 1.62

# Goal Setting and Tracking

| Feature Present | | Feature Absent | | | | |
|---|---|---|---|---|---|---|
| | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | | | 5 | 5 | |
| I expect It | 2 | | | | | 1 |
| I am neutral | 0 | | | 1 | | |
| I can tolerate it | -1 | | | 1 | | |
| I dislike it | -2 | | | | | |

ATTRACTIVE

| Importance Avg: 4.4 | |
|---|---|
| User | Rating |
| 1 | No Answer |
| 2 | 4 |
| 3 | 7 |
| 4 | 6 |
| 5 | 4 |
| 6 | 4 |
| 7 | 5 |
| 8 | 6 |
| 9 | 4 |
| 10 | 3 |
| 11 | 4 |
| 12 | 5 |
| 13 | 1 |

| Code | Result | # |
|---|---|---|
| M | Must-Be | 1 |
| P | Perfomance | 0 |
| A | Attractive | 10 |
| I | Indifferent | 2 |
| R | Reverse | 0 |
| Q | Questionable | 0 |

x = 1.08
y = 3.15

**Daily Feeling Check In**

| Feature Present | | Feature Absent | | | | |
|---|---|---|---|---|---|---|
| | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | | | 2 | 4 | 1 |
| I expect It | 2 | | 1 | | | |
| I am neutral | 0 | | | 3 | | |
| I can tolerate it | -1 | | 1 | | | |
| I dislike it | -2 | | | | 1 | |

ATTRACTIVE

| Importance Avg: 4.1 | |
|---|---|
| User | Rating |
| 1 | 3 |
| 2 | 3 |
| 3 | 6 |
| 4 | 4 |
| 5 | 5 |
| 6 | 1 |
| 7 | 6 |
| 8 | 4 |
| 9 | 6 |
| 10 | 3 |
| 11 | 3 |
| 12 | 4 |
| 13 | 5 |

| Code | Result | # |
|---|---|---|
| M | Must-Be | 0 |
| P | Perfomance | 1 |
| A | Attractive | 6 |
| I | Indifferent | 4 |
| R | Reverse | 1 |
| Q | Questionable | 1 |

$x = 0.92$
$y = 2.08$

New
$x = 1.08$
$y = 2.08$

**Trainer access to Lucid stats**

| Feature Present | | Feature Absent | | | | |
|---|---|---|---|---|---|---|
| | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | | | 5 | 3 | 1 |
| I expect It | 2 | | | 1 | | |
| I am neutral | 0 | | | 2 | | |
| I can tolerate it | -1 | 1 | | | | |
| I dislike it | -2 | | | | | |

| Code | Result | # |
|---|---|---|
| M | Must-Be | 0 |
| P | Perfomance | 1 |
| A | Attractive | 8 |
| I | Indifferent | 3 |
| R | Reverse | 1 |
| Q | Questionable | 0 |

Avg      4.2

Attractive

$x = 1.63$
$y = 2.77$

$x = 0.62$
$y = 2.84$

| Importance | Avg: 4.2 |
|---|---|
| User | Rating |
| 1 | 5 |
| 2 | 4 |
| 3 | 4 |
| 4 | 6 | New
| 5 | 1 |
| 6 | 5 |
| 7 | 6 |
| 8 | 5 |
| 9 | 4 |
| 10 | 4 |
| 11 | 4 |
| 12 | 4 |
| 13 | 2 |

**Share Lucid stats to social media**

| Feature Present | | Feature Absent | | | | |
|---|---|---|---|---|---|---|
| | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | | | | 3 | |
| I expect It | 2 | | | | | |
| I am neutral | 0 | | | 8 | | |
| I can tolerate it | -1 | | 1 | | 1 | |
| I dislike it | -2 | | | | | |

| Code | Result | |
|---|---|---|
| M | Must-Be | 0 |
| P | Perfomance | 0 |
| A | Attractive | 3 |
| I | Indifferent | 9 |
| R | Reverse | 0 |
| Q | Questionable | 1 |

The wording is weird for these questions

Avg    2.7
Indifferent

| Importance | Avg: 2.7 |
|---|---|
| User | Rating |
| 1 | |
| 2 | 3 |
| 3 | 1 |
| 4 | 7 |
| 5 | 2 |
| 6 | 5 |
| 7 | 2 |
| 8 | 1 |
| 9 | 1 |
| 10 | 2 |
| 11 | 2 |
| 12 | 4 |
| 13 | 2 |

x = 1.86
y = 0.77

x = 0.54   New   0.42
y = 0.77           0.92

Missy

**Lactic Threshold**

| Feature Present | | I like it | I expect It | I am neutral | I can tolerate it | I dislike it |
|---|---|---|---|---|---|---|
| | | **Feature Absent** | | | | |
| | | -2 | -1 | 0 | 2 | 4 |
| I like it | 4 | | | 4 | 7 | |
| I expect It | 2 | | | | | |
| I am neutral | 0 | | | 2 | | |
| I can tolerate it | -1 | | | | | |
| I dislike it | -2 | | | | | |

| Code | Result | # |
|---|---|---|
| M | Must-Be | 0 |
| P | Perfomance | 0 |
| A | Attractive | 11 |
| I | Indifferent | 2 |
| R | Reverse | 0 |
| Q | Questionable | 0 |

| Importance | 4.9 |
|---|---|
| User | Rating |
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| 7 | |
| 8 | |
| 9 | |
| 10 | |
| 11 | |
| 12 | |
| 13 | |

Avg          4.9
Attractive

x = 1.08
y = 3.38

| | Continuous Analysis | | | | | Discrete Analysis | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Feature | Dysfunctional/ Absent (X) | Functional/ Present (Y) | Importance (Z) | Category | | M | P | A | I | R | Q | Total | Category |
| F1 | 0.77 | 2.92 | t | A | | 8.00% | 0.00% | 69.00% | 15.00% | 8.00% | 0.00% | 100.00% | A |
| F2 | 0.92 | 1.77 | 3.70 | I | | 8.00% | 8.00% | 38.00% | 38.00% | 8.00% | 0.00% | 100.00% | I |
| F3 | 1.46 | 2.54 | 4.60 | A | | 8.00% | 16.00% | 38.00% | 38.00% | 0.00% | 0.00% | 100.00% | A |
| F4 | 0.15 | 1.00 | 2.50 | I | | 8.00% | 0.00% | 23.00% | 53.00% | 8.00% | 8.00% | 100.00% | I |
| F5 | 0.23 | 0.62 | 2.80 | I | | 0.00% | 0.00% | 15.00% | 85.00% | 0.00% | 0.00% | 100.00% | I |
| F6 | 0.77 | 2.23 | 3.60 | A | | 0.00% | 8.00% | 46.00% | 38.00% | 0.00% | 8.00% | 100.00% | A |
| F7 | 0.92 | 2.23 | 3.60 | A | | 0.00% | 8.00% | 54.00% | 23.00% | 15.00% | 0.00% | 100.00% | A |
| F8 | 0.38 | 1.62 | 3.50 | I | | 0.00% | 0.00% | 46.00% | 39.00% | 15.00% | 0.00% | 100.00% | I |
| F9 | 1.08 | 3.15 | 4.40 | A | | 8.00% | 0.00% | 77.00% | 15.00% | 0.00% | 0.00% | 100.00% | A |
| F10 | 1.08 | 2.08 | 4.10 | A | | 0.00% | 8.00% | 46.00% | 30.00% | 8.00% | 8.00% | 100.00% | A |
| F11 | 0.62 | 2.84 | 4.20 | A | | 0.00% | 8.00% | 61.00% | 23.00% | 8.00% | 0.00% | 100.00% | A |
| F12 | 0.42 | 0.92 | 2.70 | I | | 0.00% | 0.00% | 23.00% | 69.00% | 0.00% | 8.00% | 100.00% | I |
| F13 | 1.08 | 3.38 | 4.90 | A | | 0.00% | 0.00% | 85.00% | 15.00% | 0.00% | 0.00% | 100.00% | A |



Kano Analysis