

Kano-based Design For B-to-B Customized Product Configuration Service

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Abstract. With the arrival of industry 4.0, it is possible to transform from traditional factories to smart factories. During the transformation, building a communication channel between customer requirements and production capacity in the product manufacturing stage, realizing the customized order service with low volume and high-mix production are critical. To achieve this potential, this study aims to understand the requirements of customers through the Kano model, which can classify the product attributes into one-dimensional, attractive, must-be, indifferent, reverse, and questionable requirements. Then, a design strategy for a conceptualization of the "Quick customized order configuration system" was proposed based on the Kano analysis results. Thus, an empirical case study of this product configuration system is illustrated as verification in this work.

Keywords. Customer requirement analysis; Kano model; Design strategy; Industry 4.0.

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