

# A new fuzzy concept approach for Kano' s model

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## Abstract

In recent years, two-dimensional quality model addressed by Dr. Kano is proven to be effective. It meets the need of analyzing the requirement of customer. However, the questionnaires and classification evaluation table conducted by Kano in his model are criticized by certain experts. Therefore, this study will apply an approach of fuzzy questionnaires to modify Kano' s two-dimensional questionnaires which considered as subjective. Furthermore, this study will also develop a mathematical calculation performance according to the quality classification of Kano' s two-dimensional fuzzy mode. In the end, the service quality of a theme amusement park will be studied as an example.

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Keyword : Kano' s model

Fuzzy theory

Fuzzy mode

Fuzzy questionnaires