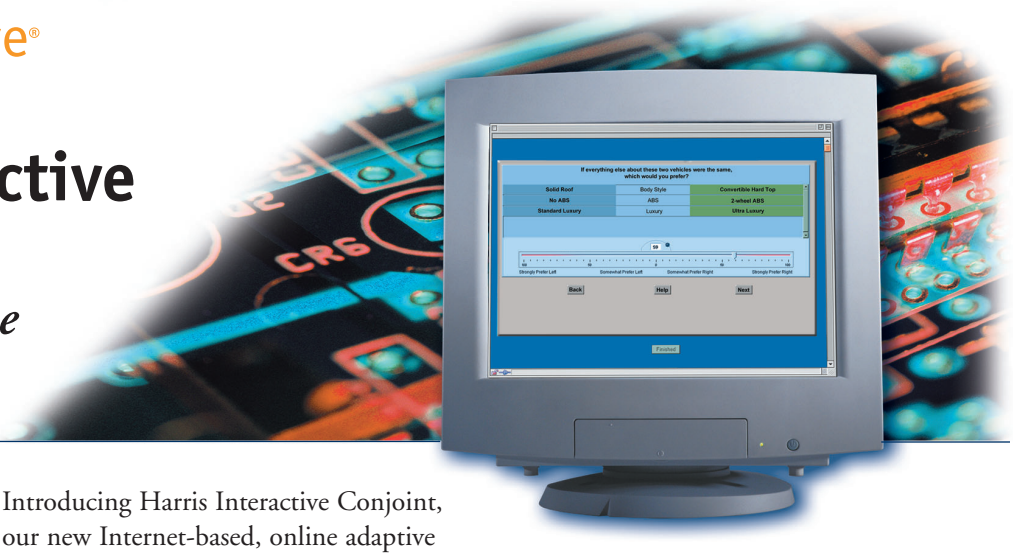
HarrisInteractive®

Harris Interactive Conjoint

A Powerful Online Ranking Tool



Market researchers have used adaptive conjoint analysis for many years as a powerful tool for understanding the dynamics of customer preferences. Conjoint analysis determines the value or utility that customers ascribe to different attributes and features of a product or service. A typical, full-profile study can analyze up to ten attributes. Later, partial profile adaptive conjoint was developed because many products have more than ten attributes to be tested. Harris Interactive has taken this evolution to the next step by developing Harris Interactive Conjoint.

Introducing Harris Interactive Conjoint, our new Internet-based, online adaptive conjoint methodology employing a number of powerful algorithms that can handle a large number of attributes. Harris Interactive Conjoint captures customers' evaluations of individual features and their relative importance to develop a preliminary set of utilities for each survey respondent. These preliminary utility estimates are then used to select a subset of features to be included in a series of "partial profile" trade-offs. Rather than present products defined in terms of the entire set of features, each partial profile trade-off presents a choice between alternatives with (typically) two, three, or four attributes each. Finally, respondents indicate their interest in purchasing one or more "calibration concepts"– product profiles that are constructed based on each individual's estimated utility values.

Our graphical user interface uses sliders and other controls to make the task easy and engaging for respondents. Graphics can also be incorporated into feature descriptions, to increase clarity and understanding.

Harris Interactive Conjoint incorporates two *different* methods for estimating individual utilities and automatically chooses the approach that will create the best fit of the estimated utilities with the data.

- **Traditional regression analysis,** with appeal ratings of the features as independent variables and the relative importance ratings for each feature as the dependent variable.
- **FastPace hybrid fast polyhedral estimation** – FastPace, developed at MIT's Sloan School of Management, is superior to the traditional methodology in both utility estimation and in lowering respondent burden.

All Harris Interactive Conjoint studies also include a market simulator – a decision tool that predicts the market response to different combinations of product or service features and pricing. The market simulator allows you to construct complete products from the tested attributes, predict the response to alternative product configurations. Based on experiment design, the market simulator may allow you to perform *what-if* scenario analysis on different customer segments to identify the market sweet spots for your products or services.

Although typically used to derive the importance of different product or service features and pricing, Harris Interactive Conjoint can also be utilized to rank:

- Consumer needs,
- Attitudes about a product or service category, or
- Benefits delivered by a product or service.

Call us today to learn more about how Harris Interactive Conjoint can help you determine the market response to your next product or service.

www.harrisinteractive.com Tel 877 919 4765