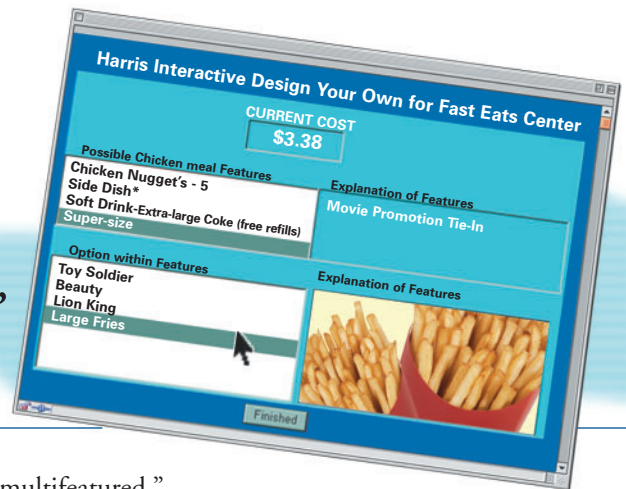


Design Your Own

Product and Service Feature

Optimization using “Build Your Own”

Product Research



Create Custom Feature Bundles and Pricing Online

The Harris Interactive Design Your Own tool is a powerful method that allows survey respondents to create virtual products with custom feature bundles and pricing – all online. The Design Your Own tool is especially valuable in showing respondents potential choices, like trim packages for a new automobile or items in a fast-food kid's meal. It's accurate, fast and easy to use.

For more information on the Design Your Own tool please contact us:

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or visit our website at

www.harrisinteractive.com

Many products and services are “multifeatured,”

presenting some degree of customization (through optional features) to meet specific buyer requirements. The Design Your Own tool allows survey respondents to select a product or service platform (e.g., make and model of automobile) and then add or delete specific features. For a customer buying a personal computer system, for example, the optional feature choices could include a variety of upgrades (video card, memory, DVD drive, etc.). Each optional feature may or may not have an impact on the total product price.

The Design Your Own tool displays the optional features (which may be grouped into categories or “attributes,” such as engine options for an automobile) and, if appropriate, the incremental cost associated with the option. When combined with a choice-based conjoint exercise, the Design Your Own tool provides additional information above “ideal” bundles of features.

At the top of the screen, we display the total price for the product as defined by the respondent. Below this, the screen is divided into four sections. The upper left section lists the different features. Highlighting a feature will display additional information about that feature in the upper right section. At the same time, the available options will be displayed in the lower left section. Highlighting an option will display any descriptive information (including graphics) about the level in the lower right section.

The respondent selects a feature and option, then moves to another feature. Any feature-specific changes in price are reflected in the price displayed at the top. When the respondent is satisfied with the levels for each feature and the total price, clicking on the “finish” button will submit the data to the survey engine.

The “design your own” question can be formatted to prohibit specific combinations of levels across different features. We can also let the respondent set a budget for the product, with either a warning that the budget is exceeded, or a constraint that prevents the respondent from going over budget. The budget may be a function of prior survey questions.

Analysis and Deliverables

Depending on the specific research requirements, we may use any one of these methods for analyzing the Design Your Own results:

- Simple frequency counts of the choices that consumers make for each attribute
- Cross-classification analysis of combinations of features
- Searching for optimal combinations