

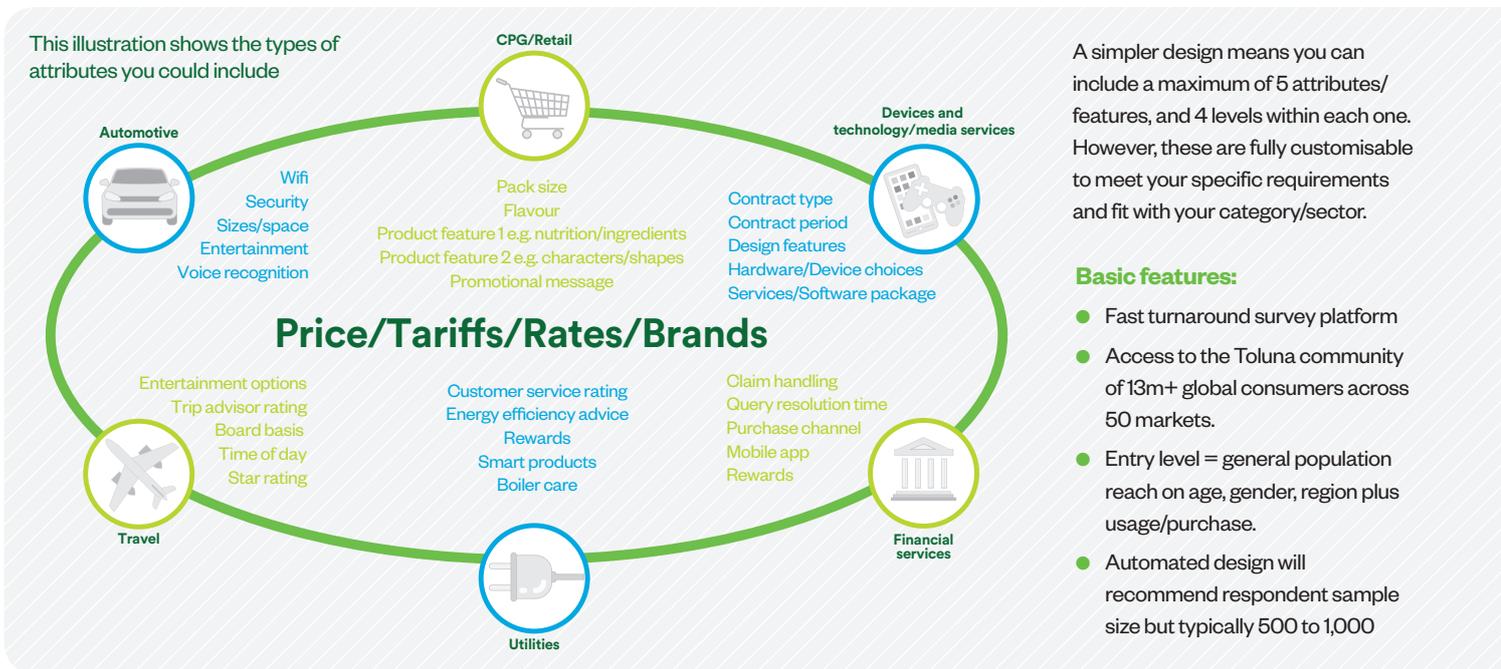
- Identify Needs
- Idea Screening
- Concept Testing
- Product Optimisation
- Product Tests
- Post Launch

Easier, faster, cost effective choice-based conjoint

A powerful technique for measuring consumer preferences and trade-offs for different product and service features, benefits and prices, to optimise the right combination to drive stronger purchase levels.

Choice Express is a standardised, yet high quality, actionable solution, designed by our experts to save you time and money in set-up and delivery. It can be delivered in around one week at half the price of a bespoke option.

- Find out which features influence choice and are necessary vs desired.
- What the optimal feature/price combination is.
- How much consumers will pay for a new feature.
- What the uplift in a new introduction will be/check it doesn't cannibalise the current line.
- How your offer compares against key competing brands.



At the end of the survey you will receive a simulator enabling you to run many different 'what if' scenarios. Our advanced methodologists and experts will help you to interpret the output and what it means for your business.

Bar chart showing change in consumer preference

Filter by standard demographics; age/gender/region

Filter by brand use & frequency of purchase.

Ability to play with different options and see how consumer preferences change



Sensitivity analysis i.e. when only one feature is changed what the impact is on the preference share

Attribute importance i.e. how important each attribute is in relation to the rest

A key indicator - **Preference shares** shows what proportion of respondents would prefer a given option or combination

If you need something more complex, we can create a bespoke virtual shelf or other DCM/conjoint approach for you.

For further information please contact your usual account manager or call us on the number below:

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