



Research design for generation overload

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**Go down
the road of
simplicity ...**

**... but keep the
complexity of your
business in mind**



Simplicity

vs

Substance



Simple
at the front-end



Advanced
at the back-end

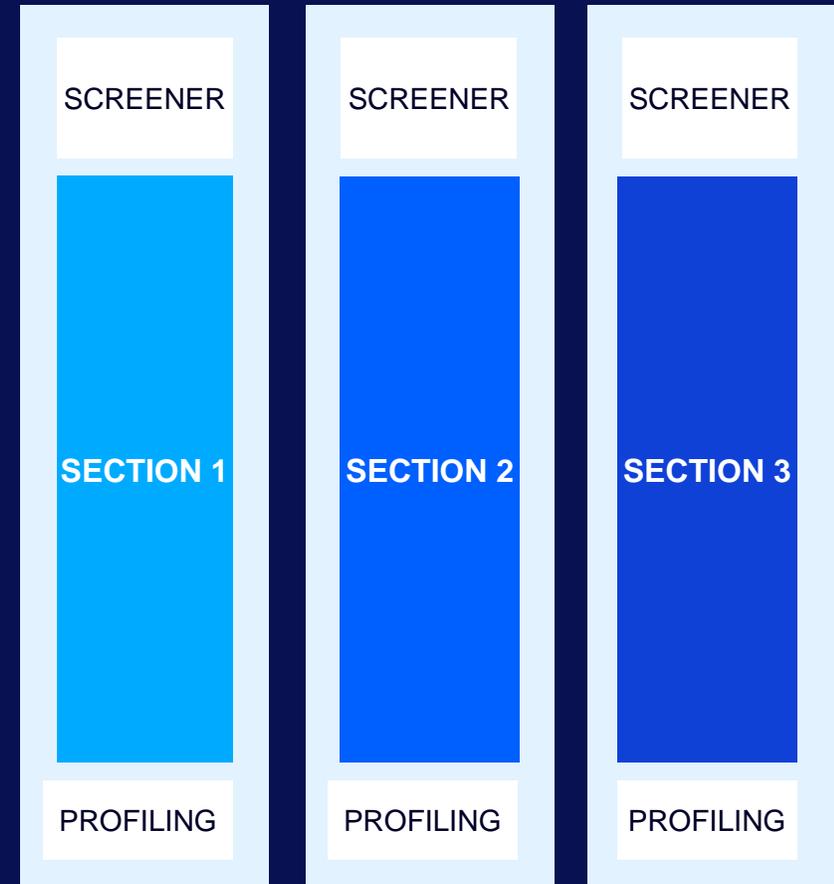
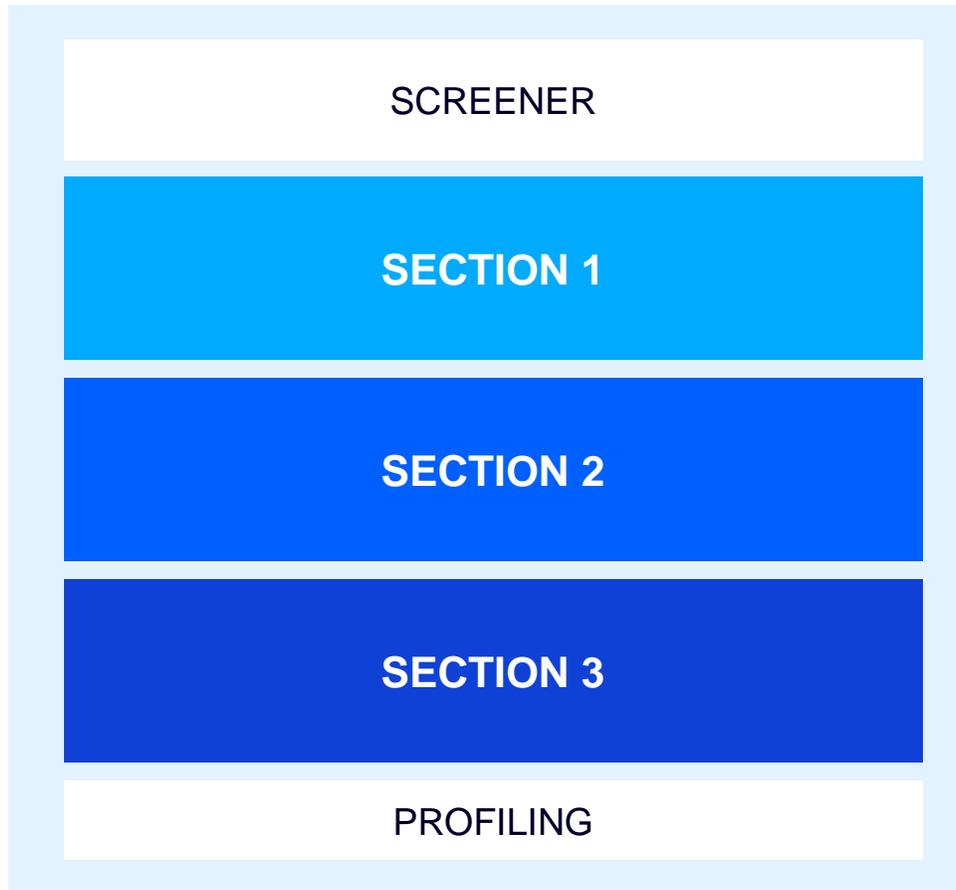
Let's start with the obvious ...

TIP 1

**Don't create
monsters**



Divide and conquer



TIP 2

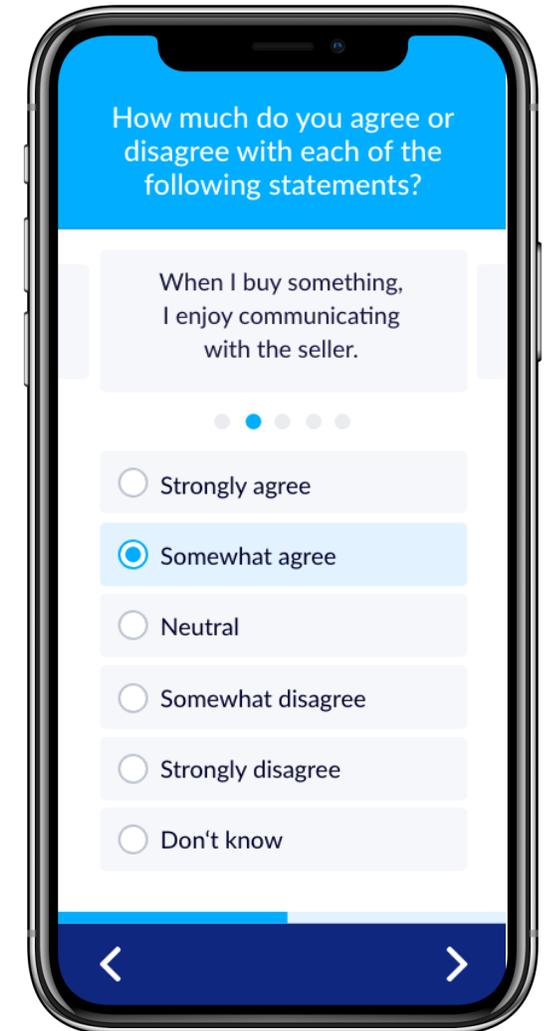
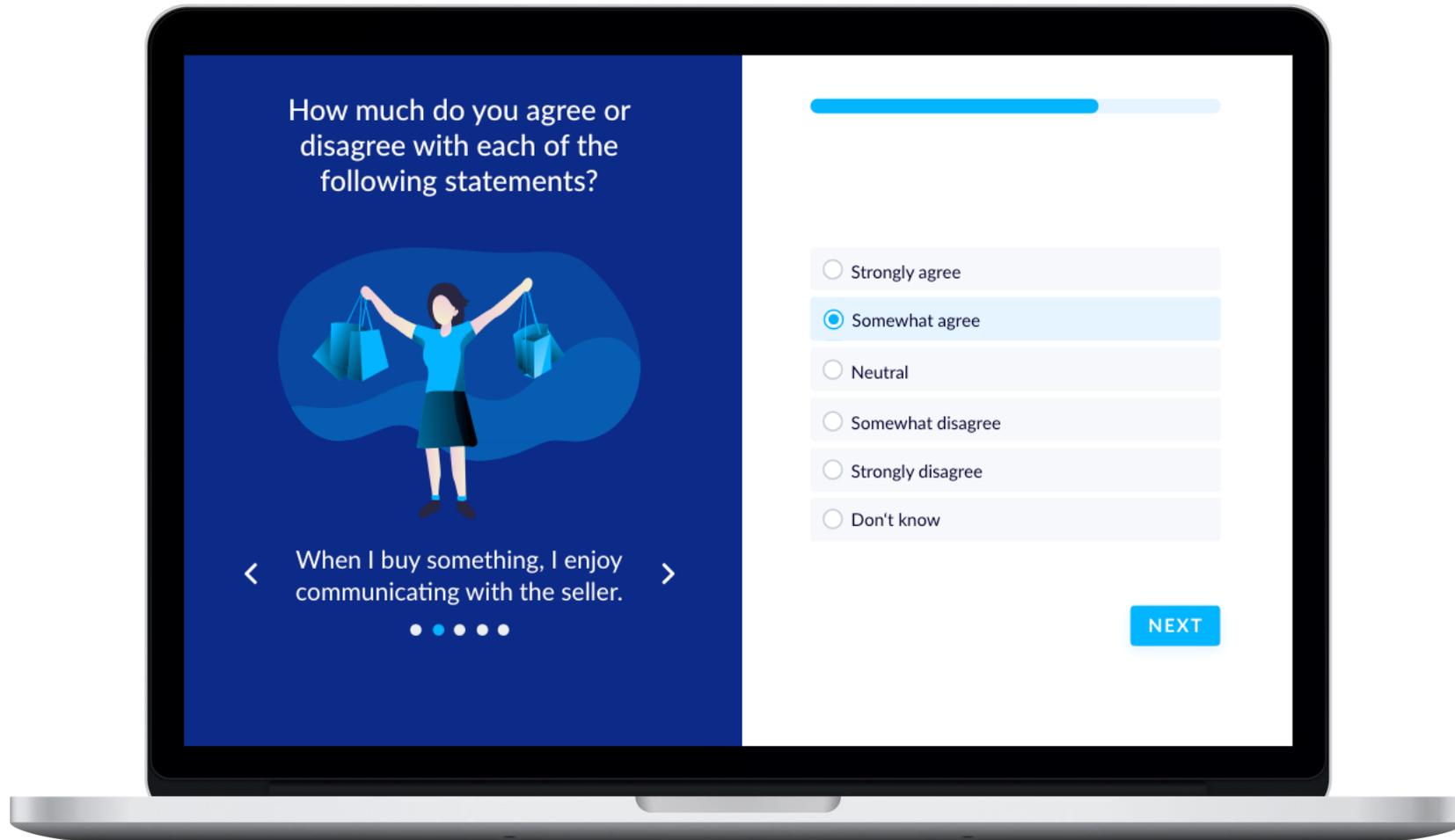
**Really be
mobile first**



**Just because it
works on mobile
doesn't mean it's
optimized**



Aim for device-optimized designs



TIP 3

Engage the respondent



Motivate and Close the Feedback Loop

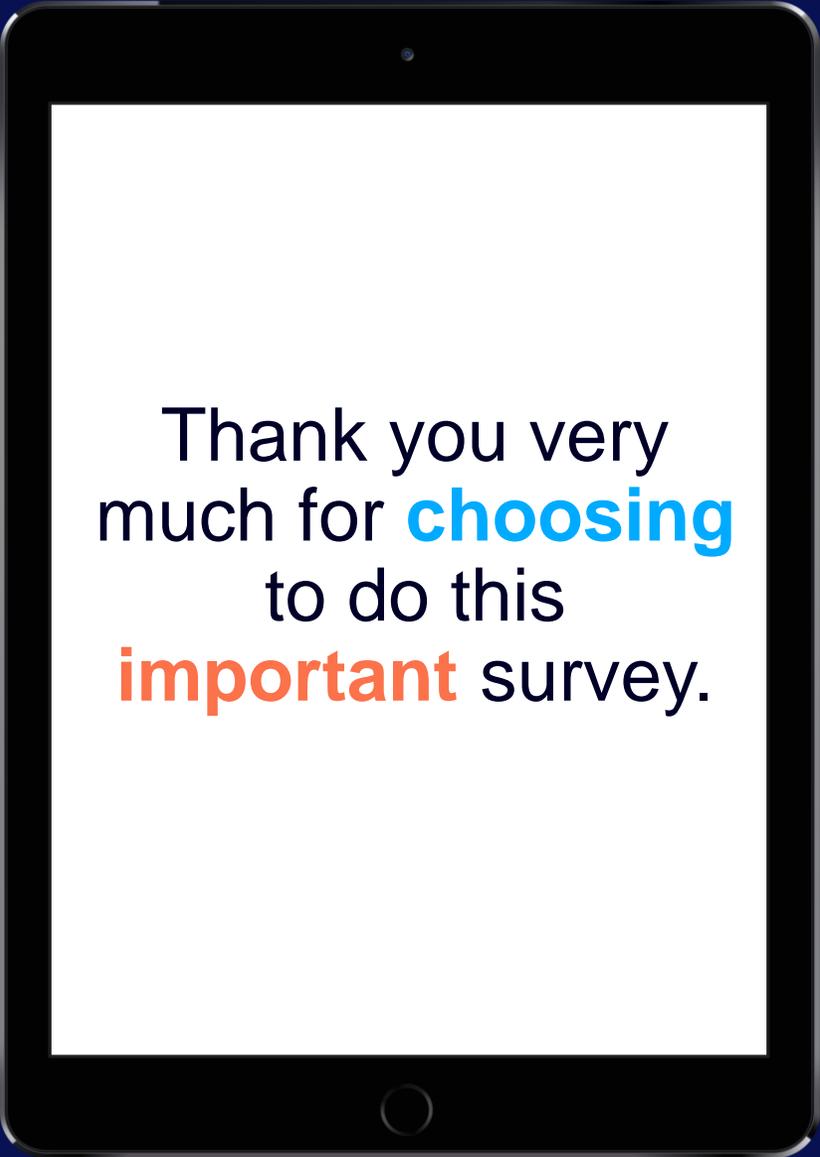
Motivate to foster feelings of:

Autonomy

Competence

Relatedness

Value



Thank you very
much for **choosing**
to do this
important survey.

Motivate and Close the Feedback Loop

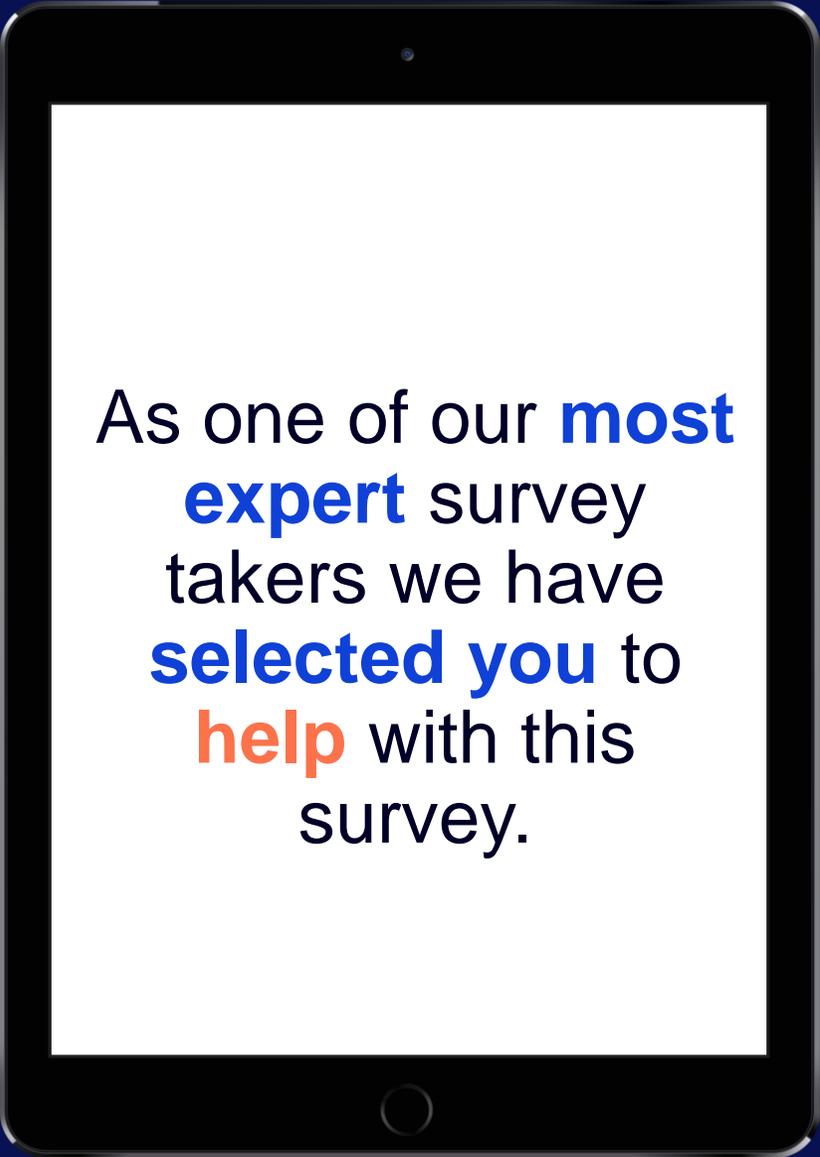
Motivate to foster feelings of:

Autonomy

Competence

Relatedness

Value



As one of our **most expert** survey takers we have **selected you** to **help** with this survey.

Motivate and Close the Feedback Loop

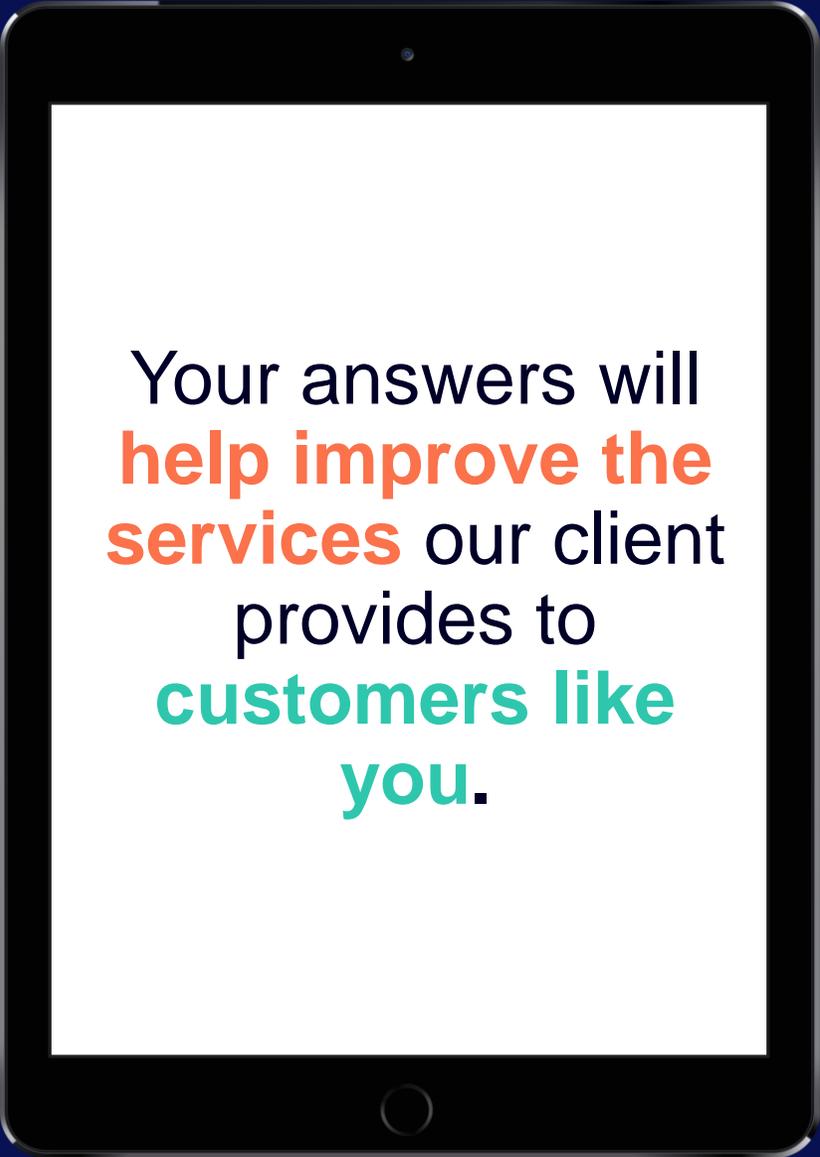
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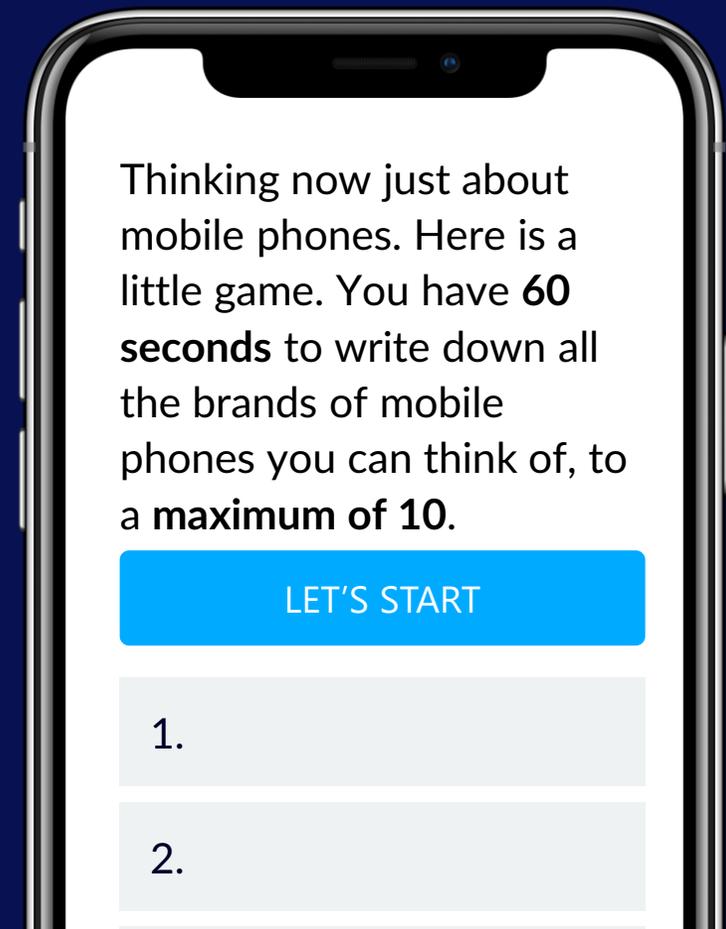
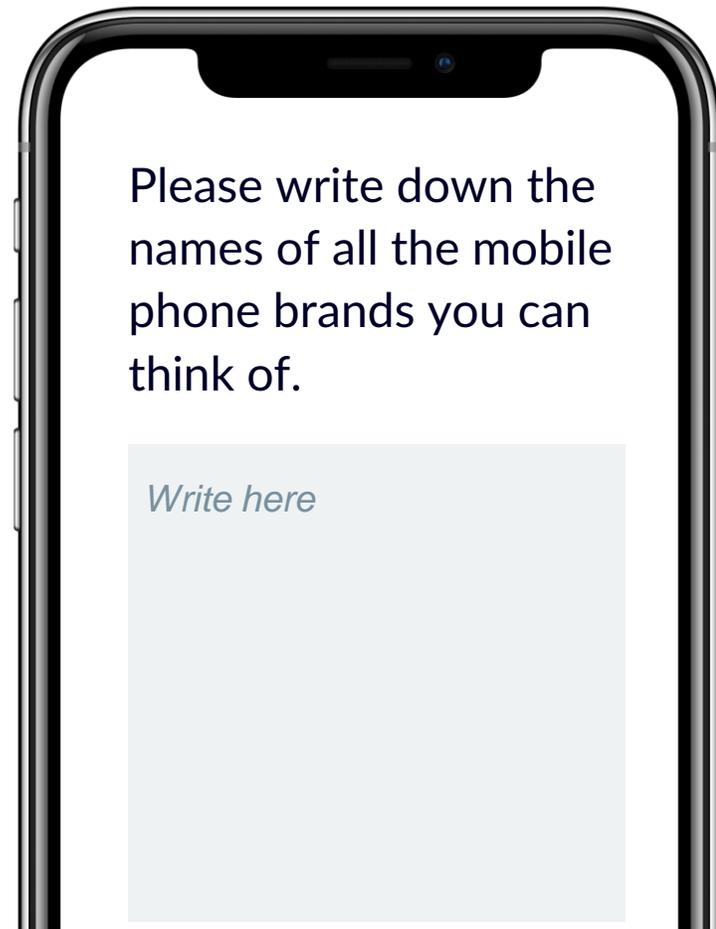
Relatedness

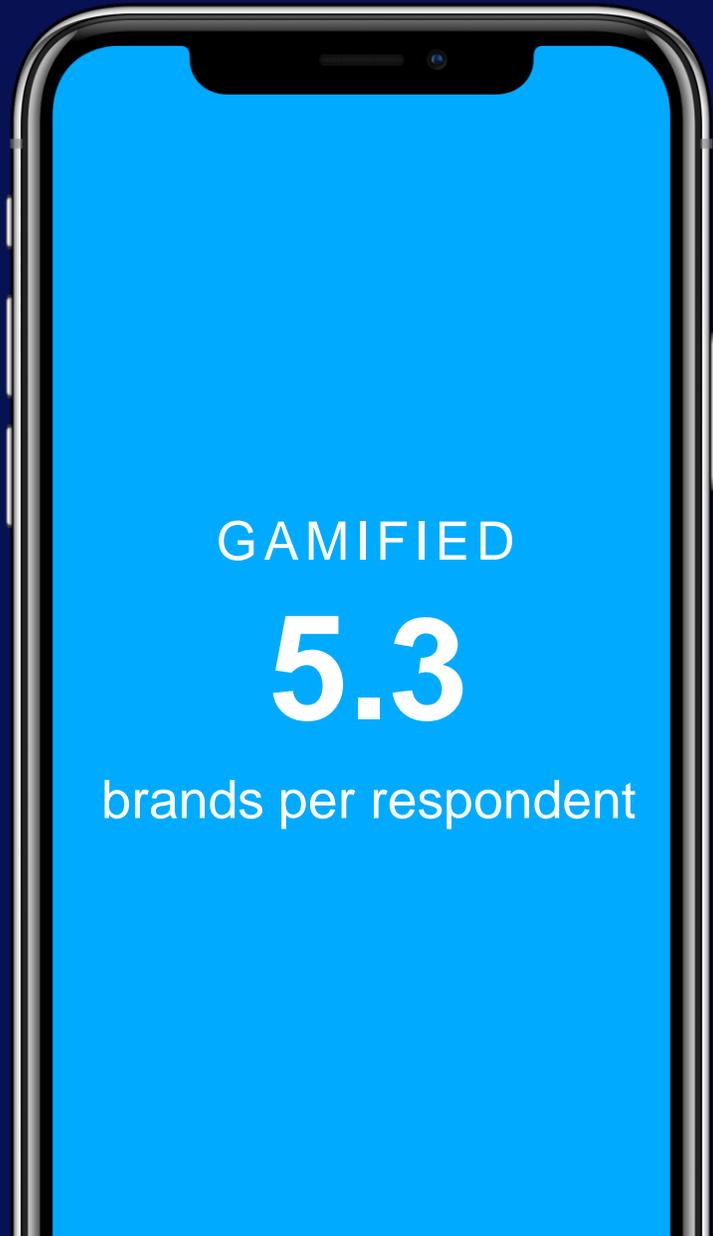
Value

A tablet with a black bezel and a white screen. The screen displays a message in a sans-serif font. The text is centered and reads: "Your answers will help improve the services our client provides to customers like you." The words "help improve the services" are in orange, "customers like" is in teal, and "you." is in teal. The rest of the text is in dark blue/black.

Your answers will
**help improve the
services** our client
provides to
**customers like
you.**

Gamify your questions





TIP 4 - CASE STUDY

Reducing complexity for a conjoint study



STARTING POINT

A complex research set-up



| Attributes | Level 1 ★ | Level 2 ★★ | Level 3 ★★★ | Level 4 ★★★★ |
|-------------------------------|-----------|------------|-------------|--------------|
| 1 Optical breakdown in air | 10000 | 10000 | 10000 | 10000 |
| 2 Aiming beam | 10000 | 10000 | 10000 | 10000 |
| 3 Spatial beam profile | 10000 | 10000 | 10000 | 10000 |
| 4 Repetition frequency | 10000 | 10000 | 10000 | 10000 |
| 5 Diameter of beam waist | 10000 | 10000 | 10000 | 10000 |
| 6 Burst modes | 10000 | 10000 | 10000 | 10000 |
| 7 Focus shift range | 10000 | 10000 | 10000 | 10000 |
| 8 Energy attenuation | 10000 | 10000 | 10000 | 10000 |
| 9 Application range | 10000 | 10000 | 10000 | 10000 |
| 10 Touch panel size | 10000 | 10000 | 10000 | |
| 11 Focusing aid | 10000 | 10000 | 10000 | |
| 12 Documentation of treatment | 10000 | 10000 | 10000 | |
| 13 Laser warranty | 10000 | 10000 | 10000 | |
| 14 Service package | 10000 | 10000 | 10000 | |
| 15 Future upgradeability | 10000 | 10000 | 10000 | |
| 16 Replacement unit | 10000 | 10000 | 10000 | |



Simple
at the front-end



Advanced
at the back-end

A simplified conjoint survey design

Please select the laser that you would most likely select for your practice.

| | Brand A | Brand B | Brand C |
|----------------------------|------------|------------|------------|
| LASER SPECS | | | |
| Optical breakdown in air | | | |
| Aiming beam | | | |
| Spatial beam profile | ★ | ★★ | ★★★ |
| Repetition frequency | | | |
| Diameter of beam waist | | | |
| CONFIGURABILITY | | | |
| Burst modes | | | |
| Focus shift range | ★★★ | ★★★★ | ★★ |
| Energy attenuation | | | |
| Application range | | | |
| HANDLING | | | |
| Touch panel size | | | |
| Focusing aid | ★★★ | ★★ | ★ |
| Documentation of treatment | | | |
| SERVICE | | | |
| Laser warranty | | | |
| Service package | ★★ | ★ | ★★★ |
| Future upgradeability | | | |
| Replacement unit | | | |
| | USD 20,000 | USD 20,000 | USD 20,000 |

MaxDiff for each attribute/level-combination

Please indicate which of the listed features would be **most important to you in a purchase decision**, and which would be **least important**.

| | Laser features | Most important feature | Least important feature |
|--------------------------|----------------|----------------------------------|----------------------------------|
| User interface | ... | <input type="radio"/> | <input type="radio"/> |
| Replacement unit | ... | <input type="radio"/> | <input checked="" type="radio"/> |
| Energy attenuation | ... | <input type="radio"/> | <input type="radio"/> |
| Optical breakdown in air | ... | <input checked="" type="radio"/> | <input type="radio"/> |
| Aiming beam | ... | <input type="radio"/> | <input type="radio"/> |
| Control Interface | ... | <input type="radio"/> | <input type="radio"/> |
| Laser spot release | ... | <input type="radio"/> | <input type="radio"/> |

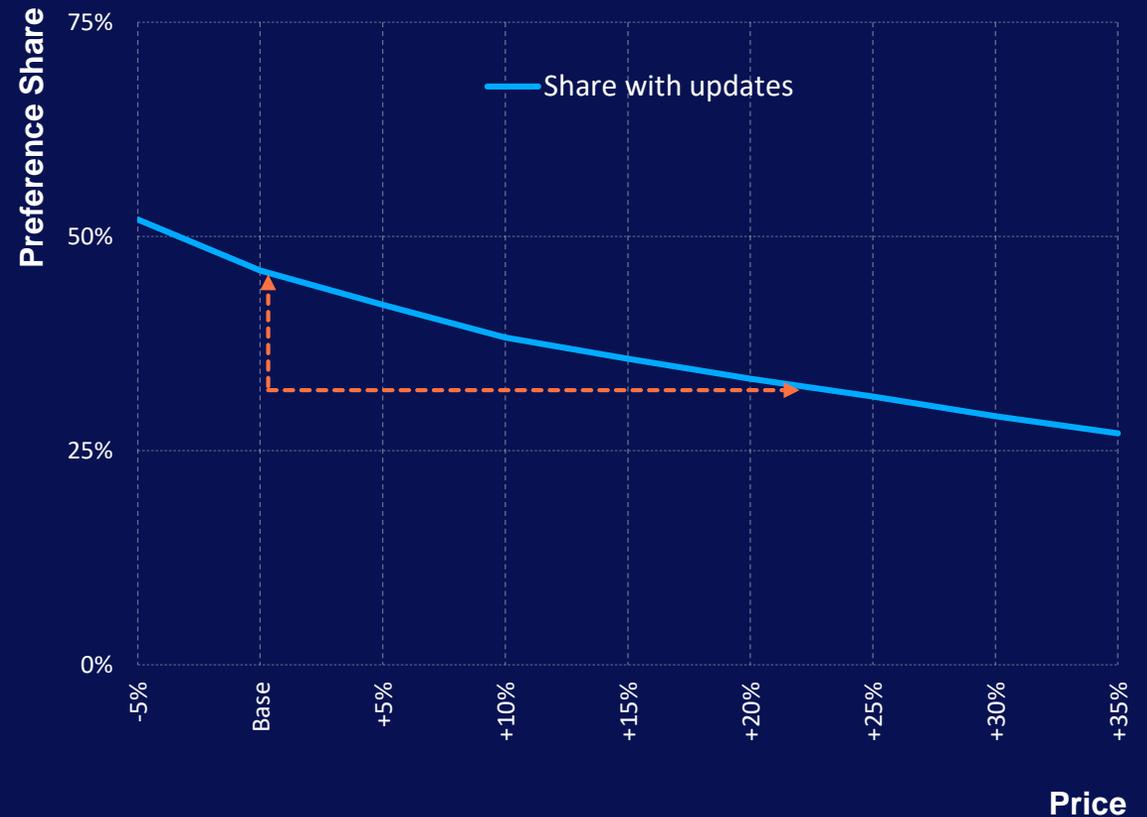
Linking the Conjoint and MaxDiff data

| Attributes | | Level 1 ★ | Level 2 ★★ | Level 3 ★★★ | Level 4 ★★★★ |
|----------------------|----------------------------|---------------------------|------------|-------------|--------------|
| LASER SPECS | Optical breakdown in air | | | | |
| | Aiming beam | | | | |
| | Spatial beam profile | -2.74 | -0.32 | 0.596 | 2.46 |
| | Repetition frequency | | | | |
| | Diameter of beam waist | | | | |
| CONFIGUR- ABILITY | Burst modes | MACRO Conjoint | | | |
| | Focus shift range | | | | |
| | Energy attenuation | | | | |
| | Application range | | | | |
| HANDLING | Touch panel size | | | | |
| | Focusing aid | | | | |
| | Documentation of treatment | | | | |
| SERVICE | Laser warranty | | | | |
| | Service package | -1.97 | 0.81 | 1.61 | |
| | Future upgradeability | | | | |
| | Replacement unit | | | | |

| Attributes | | Level 1 ★ | Level 2 ★★ | Level 3 ★★★ | Level 4 ★★★★ |
|----------------------|----------------------------|--------------------------|------------|-------------|--------------|
| LASER SPECS | Optical breakdown in air | 0.26 | 0.60 | 1.08 | 2.03 |
| | Aiming beam | 1.21 | 1.97 | 2.51 | 3.93 |
| | Spatial beam profile | 0.67 | 1.67 | 1.77 | 1.61 |
| | Repetition frequency | 0.25 | 0.59 | 1.04 | 2.04 |
| | Diameter of beam waist | 0.21 | 0.49 | 0.93 | 1.94 |
| CONFIGUR- ABILITY | Burst modes | MICRO MaxDiff | | | |
| | Focus shift range | | | | |
| | Energy attenuation | | | | |
| | Application range | | | | |
| HANDLING | Touch panel size | | | | |
| | Focusing aid | 0.23 | 1.27 | 3.30 | |
| | Documentation of treatment | 0.08 | 0.61 | 1.47 | |
| SERVICE | Laser warranty | 0.85 | 2.18 | 4.15 | |
| | Service package | 0.51 | 1.45 | 2.79 | |
| | Future upgradeability | 0.60 | 2.36 | 4.01 | |
| | Replacement unit | 0.72 | 1.50 | 2.42 | |

Not compromising on actionable outcomes

- Utility estimates
- Preference share
- Price sensitivities
- All the results from choice modeling w/o having choice modeling



Validated with different scenarios and use cases



| | 2 Bedrooms + 2 Bathrooms | 3 Bedrooms + 2 Bathrooms | 4 Bedrooms + 2 Bathrooms |
|--|-----------------------------|-----------------------------|-----------------------------|
|  Proximity of restaurants/ entertainment | ★☆☆ Basic | ★☆☆ Basic | ★★★★ Premium |
|  Heating/ventilation/ cooling | ★★★★ Premium | ★★★☆☆ Mid-level | ★★★★ Premium |
|  Type of building | ★★★☆☆ Mid-level | ★★★☆☆ Mid-level | ★★★☆☆ Basic |
|  Amenities | ★★★★ Premium | ★★★☆☆ Mid-level | ★★★★ Premium |

...



What else to consider to strike the balance?



TIP 5

Don't ask what
you already
know





Internal Data

- **Curated Data**
- **Behavioral Data**

External Data

- Panel Data
- Third-Party Data



TIP 6

**Use sample
and analytics
wisely**

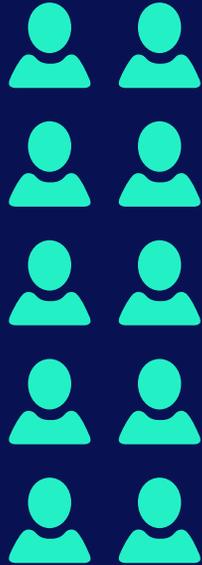


From equal sample distribution...

CONCEPT 1



CONCEPT 2



CONCEPT 3



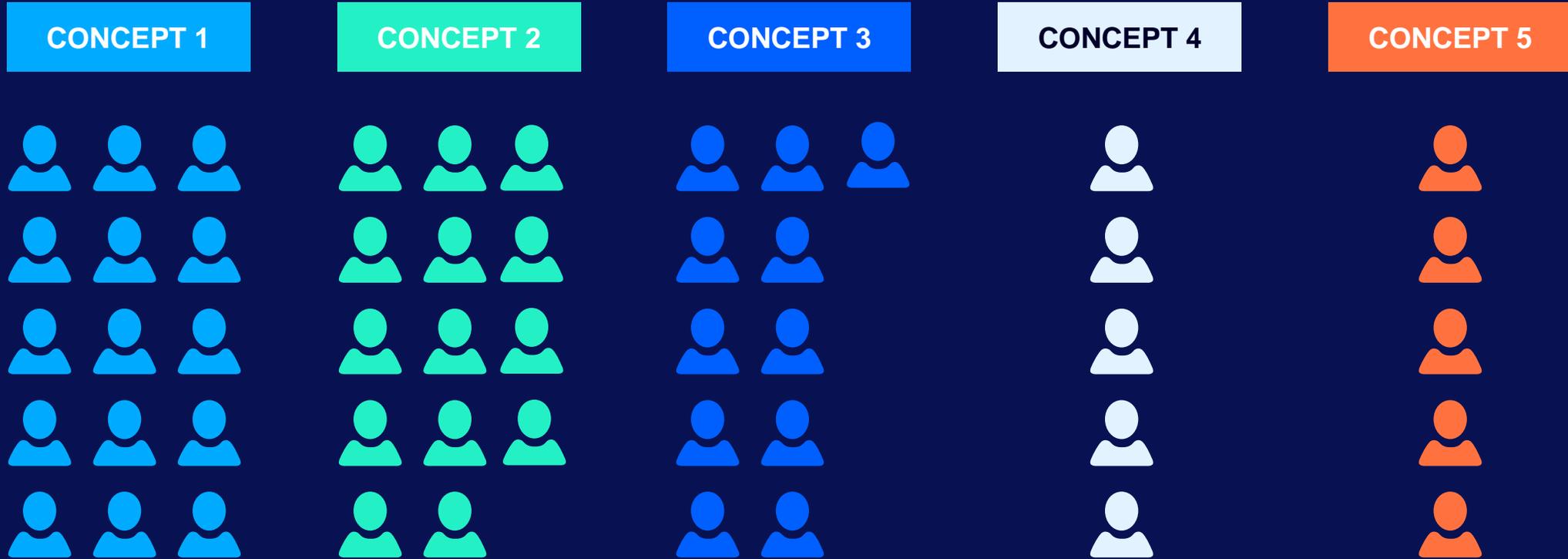
CONCEPT 4



CONCEPT 5

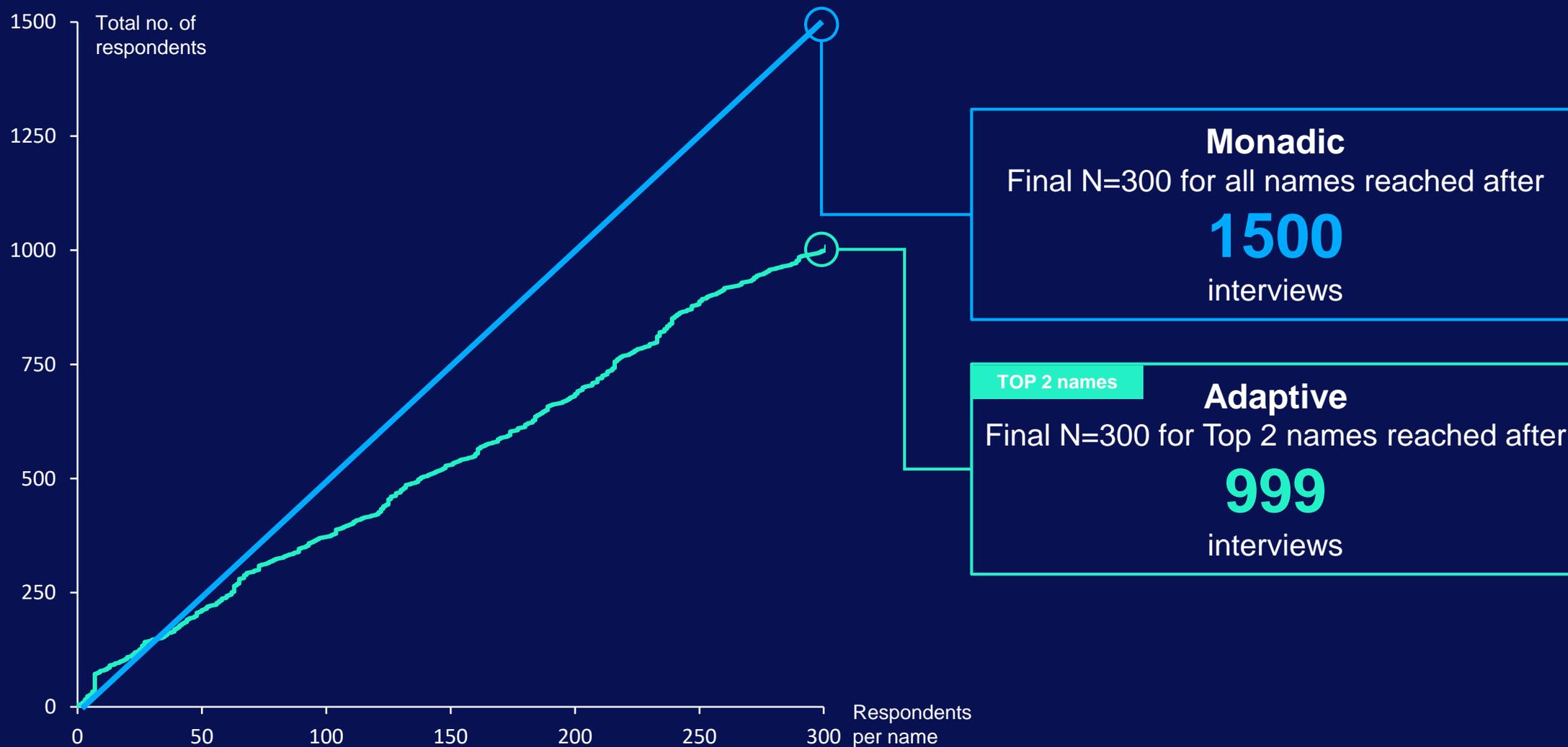


...to an intelligent allocation



with machine learning

Reaching the goal with less sample



TIP 7

**Dare to
ask openly**



Open vs. closed: Let NLP work for you

What 3 words come to your mind when you think about the following brands?

Apple

Write here or record an audio response below.

Open

VS

Here are some statements to describe technology brands. Please indicate to which brands each statement applies particularly well.

| | Apple | Amazon |
|-------------|-----------------------|-----------------------|
| Trustworthy | <input type="radio"/> | <input type="radio"/> |
| Reliable | <input type="radio"/> | <input type="radio"/> |
| Fun | <input type="radio"/> | <input type="radio"/> |
| Easy to use | <input type="radio"/> | <input type="radio"/> |
| Innovative | <input type="radio"/> | <input type="radio"/> |

Closed

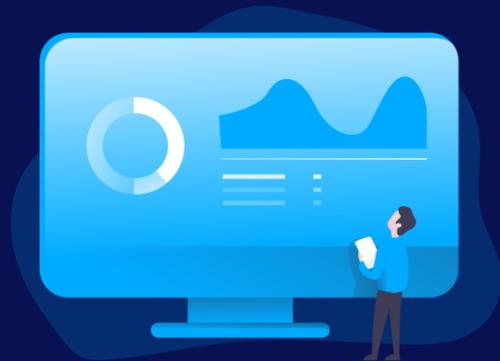
How do we arrive at powerful, yet simple research?



Simplicity is for the respondent; complexity for us as researchers



Be creative when it comes to research design



Let technology work for you to make it smooth and fast

Interested in learning more?

Come and talk to us!

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 **dynata**

Come and
meet Dynata at
stand 400!