



Solving for the Future

BEARDS, PUGS, & THE LONDON UNDERGROUND

FEBRUARY 2023



You cannot grow a beard in
a moment of passion.

G.K. CHESTERTON











LIGHTHOUSE
-ACADEMY-

The Lighthouse Academy is a beacon of knowledge and learning as you chart your course through market research. Whether you're a seasoned researcher or setting out early in your career, our courses and resources are invaluable guides when planning, designing, and launching world-class surveys.

SEE OUR NEW COURSES



Platform onboarding

This collection of courses will guide you through the ins-and-outs of market research best practices and aytm's survey-building platform. Navigate survey design, targeting your specific audience, distributing



On-demand learning

Need some light shed on one topic or feature in particular? Pick from a variety of courses and tutorials that specifically focus on strategies and platform features that support best practices from survey creation to



Webinars

Join our virtual, instructor-led training sessions designed to cultivate your growth as a researcher. Topics include survey-building strategies, new platform features, and more as we talk shop,



aytm team members

Here you'll find a series of learning paths to help you keep your bearings and stay up to speed on the latest aytm developments. This is also the place to learn about our company's culture, get the low-



PLATFORM ONBOARDING

This collection of courses will guide you through the ins-and-outs of market research best practices and aytm's survey-building platform. Navigate survey design, targeting your specific audience, distributing a beautiful survey experience, and analyzing your results with precision.



ENROLLED

New to surveys

Market research can be complicated, but it doesn't have to be! This onboarding track is for those who are brand new to market research. We'll focus on the fundamentals of preparing research experiments and use that knowledge to build and deploy great surveys.



ENROLLED

New to DIY research

Perhaps you've been in the market research industry for a while now, but those DIY skills have grown a bit rusty. This onboarding track is for those who already have a handle on the basics of market research and want to brush-up on their DIY competencies.



ENROLLED

New to aytm

Seasoned researchers, you likely have a firm grip on the strategies and best practices that have marked your success over the years. In this onboarding track, we'll leave the basics behind and focus on using aytm's advanced research platform.



ENROLLED

Platform crash course

Looking for a quick awareness-level demonstration of aytm's platform? Well you are in luck! In this platform crash course, we will review the foundational elements of aytm's survey technology in order to serve your research needs.

Advanced MaxDiff

academy.aytm.com/advanced-maxdiff-learning-track/1331432/scorm/38p12xi8n88qac

LIGHTHOUSE ACADEMY

EXIT COURSE

Advanced MaxDiff

71% COMPLETE

- What is a MaxDiff?
- When and Why to Use MaxDiff
- aytm's Advanced MaxDiff
- Programming MaxDiff Tests
- The View from Respondents' Shoes

In other words, when each feeling is being evaluated on its own, respondents do not have to express their preferences or weigh the 'pros' and 'cons' for one feeling over another.

This is where a MaxDiff can be useful and often yields substantially more powerful data.

Unlike with scaled questions, the data obtained through this method **DOES require trade-offs** because it asks respondents to make choices.

So in this example, instead of learning which of those feelings respondents view as most desirable on a five point scale (which could in fact be all of them!), we could actually determine which feelings are most preferred, *and* how much more preferred they are, once we see the full range of scores in the MaxDiff analysis.

Q1.1. Please rank the desirability of the following emotions, with the most desirable emotion at the top, and the least desirable emotion at the bottom:

Drag up or down to reorder:

Creativity	1
Relief	2
Fear	3
Happiness	4

This question will take ~ 01:00

NEXT

Advanced MaxDiff

Choice-Based Conjoint
100% COMPLETE

- What is a Conjoint?
- aytm's Conjoint test
- Conjoint in action
- Programming Conjoint Tests
- The View from Respondents' Shoes

Throughout this course, we'll use this study as an example of a Conjoint test:

Study Question

"What combination of features creates the most appealing vacation package?"





MENU

Custom Logic Training

- Welcome ✓
- Intradtuction ✓
- The "Why" and "When" ✓
- Terminate Logic ✓
- Creating Quotas ✓
- Exact and Combination Quotas ✓
- Assessment
- Instructions ✓
- Question 1 ✓
- Question 2 🔒

Question 1

Write a logic string that will terminate a respondent if they DO NOT choose one of the following: Trail or snack mix, Granola, or nutrition bars

NO LOGIC NEEDED




Q3 What types of snacks have you purchased for you or your household in the past three (3) months?
[logic goes here]

1	<input checked="" type="checkbox"/>	Nuts	100
2	<input checked="" type="checkbox"/>	Dried fruit	100
3	<input checked="" type="checkbox"/>	Trail or snack mix	100
4	<input checked="" type="checkbox"/>	Granola or nutrition bars	100
5	<input checked="" type="checkbox"/>	Jerky	100
6	<input checked="" type="checkbox"/>	Chips	100
7	<input checked="" type="checkbox"/>	Crackers	100
8	<input checked="" type="checkbox"/>	Cookies or other baked goods	100
9	<input checked="" type="checkbox"/>	Candy	100
10	<input checked="" type="checkbox"/>	Popcorn	100
11	<input checked="" type="checkbox"/>	Hard pretzels	100
12	<input checked="" type="checkbox"/>	Something else (please tell us)	100

ADD AN ANSWER (288 left) Randomize

N/A Not required This allowed ONLY Image grid columns ONLY

SUBMIT ✓

A close-up photograph of a pug puppy lying on its side on a white, textured mat. The puppy has a light-colored coat with dark markings around its eyes and on its face. The image is overlaid with a semi-transparent blue filter. The text "Booth: #604" is centered in white, sans-serif font.

Booth: #604



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