

Introduction to Conjoint & MaxDiff

Have you ever wondered, “What exactly is conjoint analysis?” Or how about, “When should I use MaxDiff instead of conjoint?” Conjoint analysis has been commonly practiced for over 20 years, but can still be intimidating because of the jargon and complexities involved. In this 90-minute class, students learn basic concepts and usage scenarios. Upon completion, you will be able to consider and discuss conjoint analysis and MaxDiff—with confidence. This class does not include programming; it is intended for the project manager who would be working with a data analyst or statistician for the programming and data analysis.

- I. First, A Little Background
 - a. Conjoint analysis history
 - b. Product concept testing
 - c. Rating scale limitations
 - d. Constant sum example
 - e. Pricing research
 - f. Simulating buying decisions
- II. Conjoint
 - a. Basic concepts
 - b. Conjoint vs Discrete Choice
 - c. Conjoint example
 - d. Hierarchical Bayes
 - e. Orthogonal design
 - f. Sample Outputs
 - g. Market simulator programs: the heart of Conjoint
 - h. A PowerPoint-based simulator
 - i. Revolutionary products
- III. MaxDiff /Maximum Difference Scaling
 - a. MaxDiff defined
 - b. When to use MaxDiff: Examining consumer choice
 - c. MaxDiff process
 - d. MaxDiff example
 - e. Common MaxDiff applications
- IV. MaxDiff vs Conjoint
- V. Practical Considerations
 - a. Planning your questionnaire real estate
 - b. Software

Class availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.