

harris choiceexpress

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

Easier, faster, cost effective product/service preference

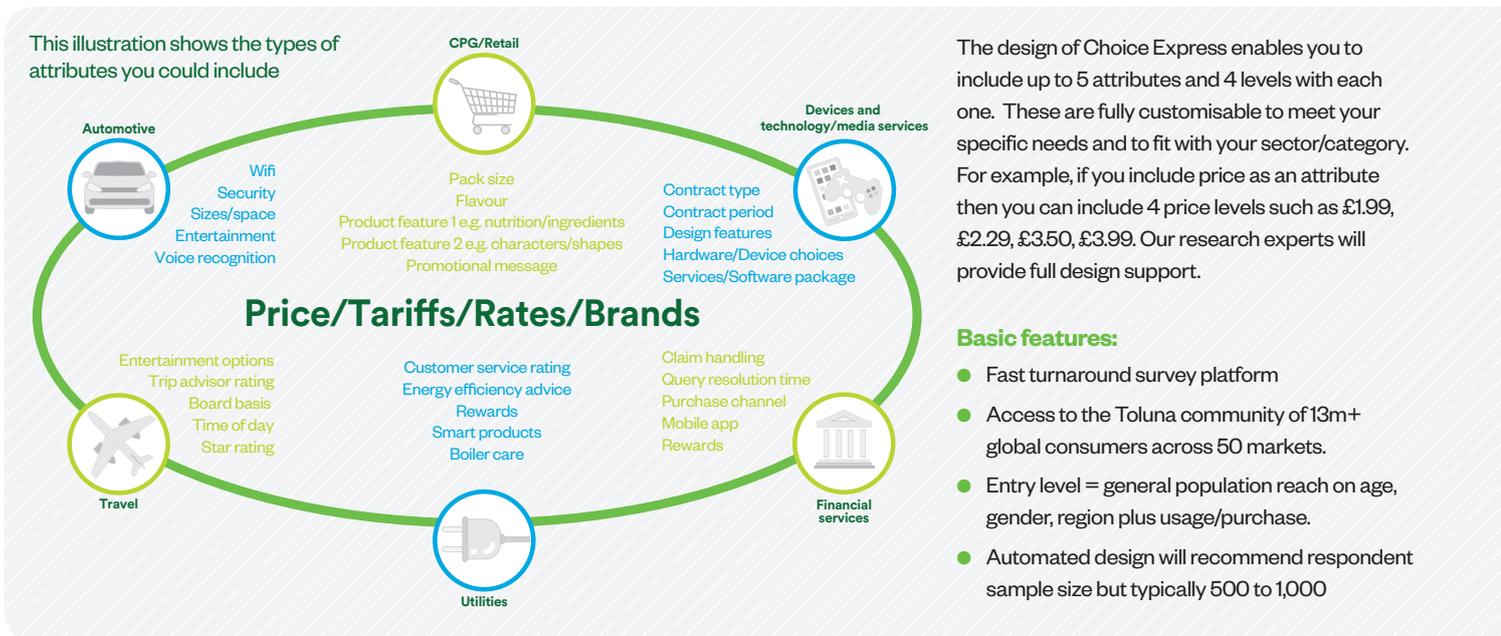
At some stage during the Product Development cycle, you are likely to need to ask consumers about their ideal preferences for your products or services. This may be so you can fine tune your offer to drive stronger purchase levels and/or differentiate from the competition to a greater degree. This might happen prior to launch and/or post launch.

Choice Express uses a trade-off survey technique. By asking consumers to review different scenarios of product/service features, prices, and benefits, we can deduce their optimal preference combination.

Choice Express will tell you:

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

Choice Express provides 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.



At the end of the survey, you will receive an excel based tool that allows you to create different product/service combinations, and see how this changes consumer preference ratings.

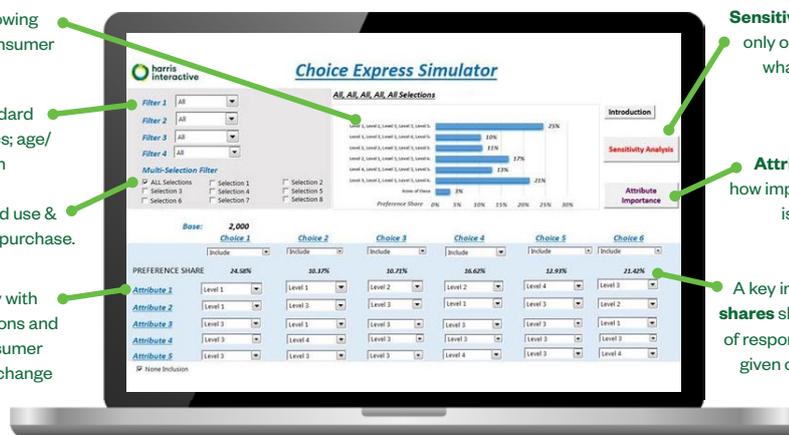
Our advanced methodologists and experts will help you to interpret the output and what it means for your business.

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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