

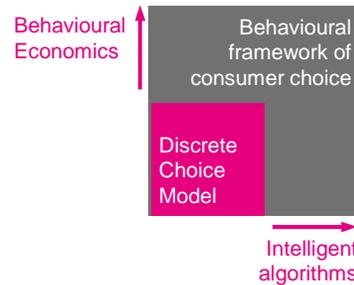
Find your optimum concept feature mix

Individual Self-Balancing Choice Models (ISBC)

Innovation and product development often involves a great deal of uncertainty: What is the best combination of concept elements? And if 'best' is not cost-efficient, which features can be changed without losing too many customers?

Our enhanced choice models identify the best possible proposition for your new product as well as options to improve profitability.

The tool combines scientific findings from Behavioural Economics with advanced interviewing algorithms.



Behavioural Economics

The single most important rule to go by when testing concept variations is „think like a consumer“: When testing we are deliberately listening to consumers, not product developers.

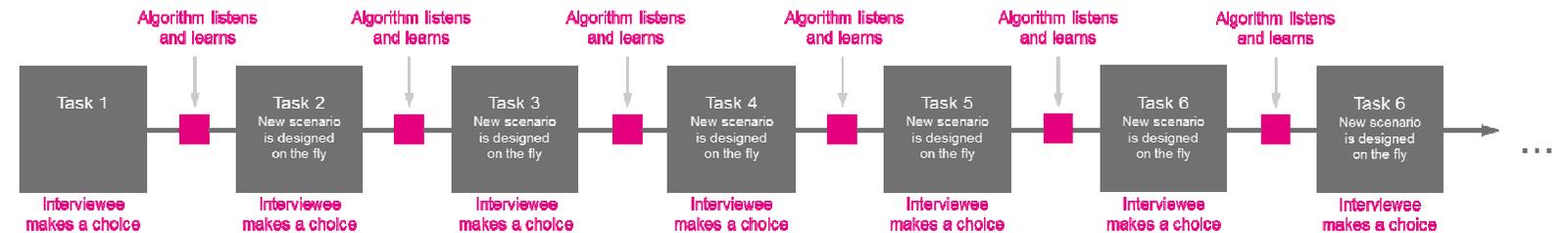
- Every consumer chooses products and services with her own private ‚rationality‘. And that’s perfectly ok – we are not imposing any external ‚logic‘ on respondents
- Concept optimization can involve fine, but crucial distinctions. We recognize that respondents cannot easily distinguish these subtle differences. Precision is critical and requires a special focus of attention

Intelligent algorithm

Following these insights we use choice models that are self-balancing: When respondents make choices we listen to and learn from each individual to build meaningful new choice sets. We show alternatives that are similarly attractive to the respondent with few, decisive distinctions between concepts.

- Advantage from a respondent perspective: The interview is short and very easy to complete. Questions are more relevant as each interview is tailored to the individual respondent and her specific needs
- Advantage from a statistical point of view: We get better data from adaptive designs. The algorithm subsequently fills information gaps per respondent - as opposed to creating a random design for the total sample

Each single interview is designed to search for the concept’s critical edge that wins the individual respondent.



What you get

- **Key performance indicator:** A product acceptance or trial rate is available for each of the many possible concept variations. Depending on the concept complexity this can cover thousands of variations
- **Top ten list of winner concepts:** Which are the feature mixes that reach the highest number of respondents?
- **What-if simulations:** Optimum does not always mean ‚best‘. How will consumers react to more efficient options? Our Strategy Profile gives an overview of how changes will impact your KPI
- **Targeted solutions:** In heterogeneous markets it can make sense to search for multiple concepts, each addressing a specific target group of consumers. Our (optional) segmentation will find distinctive groups within the population and optimize acceptance within each