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Choice Experiments for Market Research and Other Features in JMP® 8

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ABSTRACT

Choice (or Conjoint) experiments are one of the principal tools of market research. Now that you can easily implement them on the Web, they should be more accessible for testing even routine engineering decisions. Yet, most change initiatives for product innovation like Design for Six Sigma never get as far as testing feature decisions on customers. Design considerations such as polar factor constraints, factor change limits, and multiple-branch surveys are shown. Analytic features such as Firth estimates, segmentation, subject-side effects, conditional profile optimization, and simulation are also covered.

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