

Research Process

1 Project Goal

- ▶ Determine benefits included in the VIP membership package
- ▶ Determine pricing of VIP subscription

2 Methodology

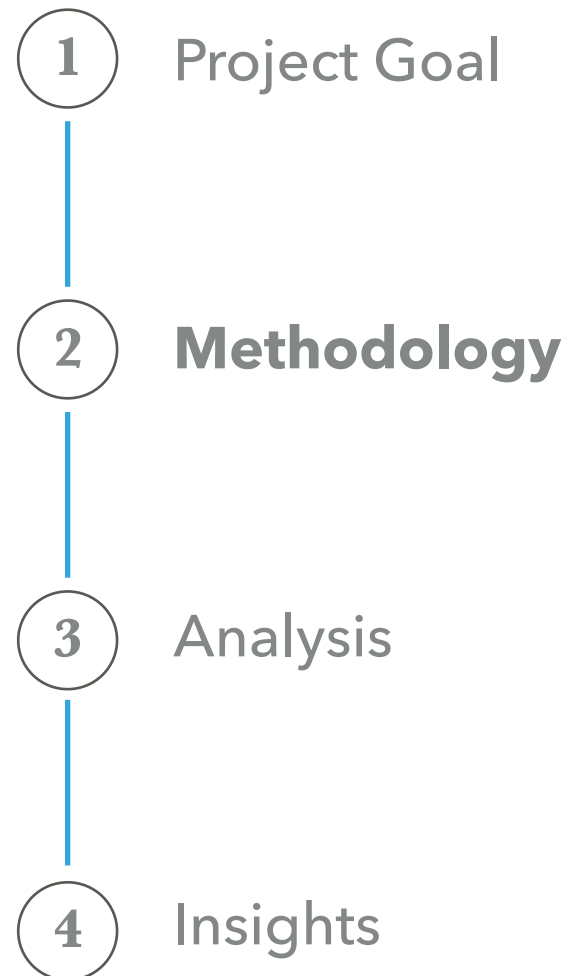
3 Analysis

4 Insights



Research Process

Choice Based Conjoint Analysis



If you were considering subscribe to the iQIY VIP membership and these were the only alternatives, which would you choose?

<ul style="list-style-type: none">1080P high definition videoAds-FreeVIP-only video resourcesPrice: ¥20/month <div>SELECT</div>	<ul style="list-style-type: none">720P definition videoAds-FreeVIP-only video resources <div>SELECT</div>	<ul style="list-style-type: none">1080P high definition videoAds-FreeCross platform display <div>SELECT</div>	<p>None: I wouldn't choose any of these</p> <div>SELECT</div>
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My role:

- ▶ Help with the design of conjoint survey
- ▶ Test logical consistency of the online survey
- ▶ Summarize and visualize the conjoint data