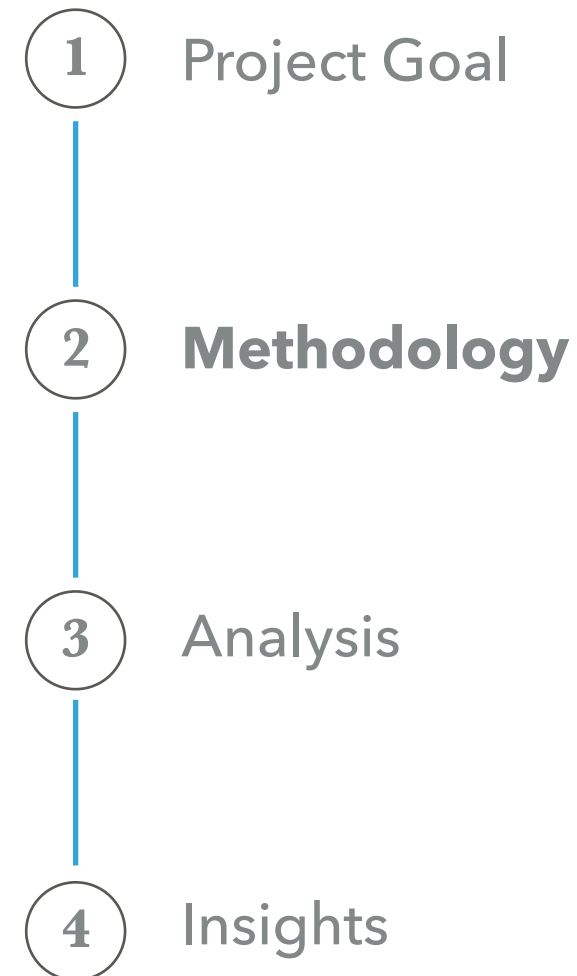


# Research Process



## 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"><li>1080P high definition video</li><li>Ads-Free</li><li>VIP-only video resources</li><li>Price: ¥20/month</li></ul> <div>SELECT</div>	<ul style="list-style-type: none"><li>720P definition video</li><li>Ads-Free</li><li>VIP-only video resources</li></ul> <div>SELECT</div>	<ul style="list-style-type: none"><li>1080P high definition video</li><li>Ads-Free</li><li>Cross platform display</li></ul> <div>SELECT</div>	<p>None: I wouldn't choose any of these</p> <div>SELECT</div>
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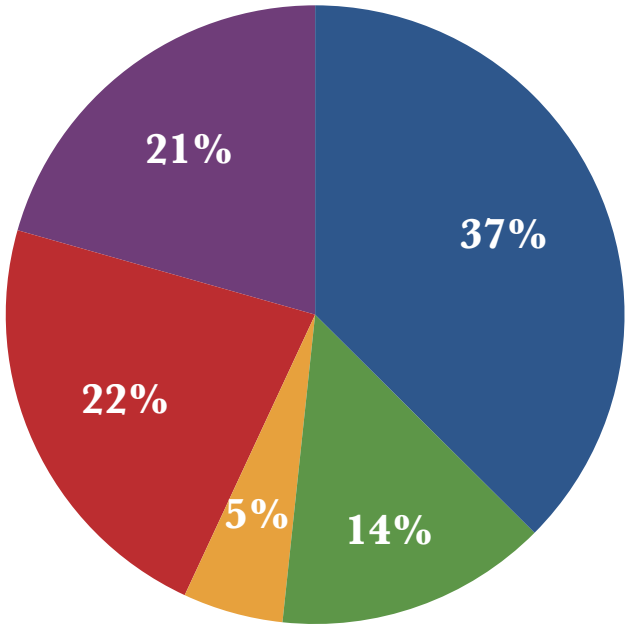
My role:

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

# Research Process

- 1 Project Goal
- 2 Methodology
- 3 Analysis
- 4 Insights

● Ads-free    ● VIP-only vedios    ● VIP marker  
● Price    ● Video definition



Attribute Importance

Conjoint Market Simulator  
Market share

Revenue and profit

