Design Parameters
- What are my attributes and levels?
- Sample size (# respondents)
- Choice questions per respondent
- Alternative per choice question
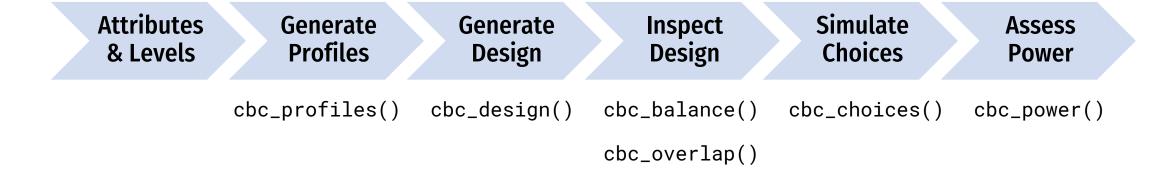- Labeled or unlabeled design?

Design of Experiment
- Orthogonality
- Balance
- Overlap

User Experience
- Implausible combinations
- Respondent fatigue

Attributes & Levels → Generate Profiles → Generate Design → Inspect Design → Simulate Choices → Assess Power

Attributes & Levels	Generate Profiles	Generate Design	Inspect Design	Simulate Choices	Assess Power
	cbc_profiles()	cbc_design()	cbc_balance() cbc_overlap()	cbc_choices()	cbc_power()

Attributes & Levels	Generate Profiles	Generate Design	Inspect Design	Simulate Choices	Assess Power
	`cbc_profiles()`	`cbc_design()`	`cbc_balance()`	`cbc_choices()`	`cbc_power()`
			`cbc_overlap()`		

Attributes & Levels	Generate Profiles	**Generate Design**	Inspect Design	Simulate Choices	Assess Power
	cbc_profiles()	**cbc_design()**	cbc_balance()	cbc_choices()	cbc_power()
			cbc_overlap()		

Attributes & Levels → Generate Profiles → Generate Design → Inspect Design → Simulate Choices → **Assess Power**

cbc_profiles()   cbc_design()   cbc_balance()   cbc_choices()   **cbc_power()**

cbc_overlap()