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

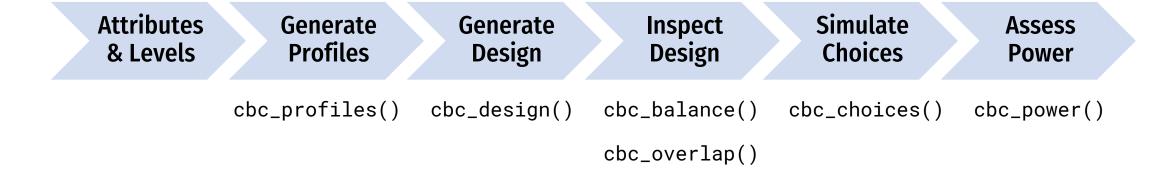
- Orthogonality
- Balance
- Overlap



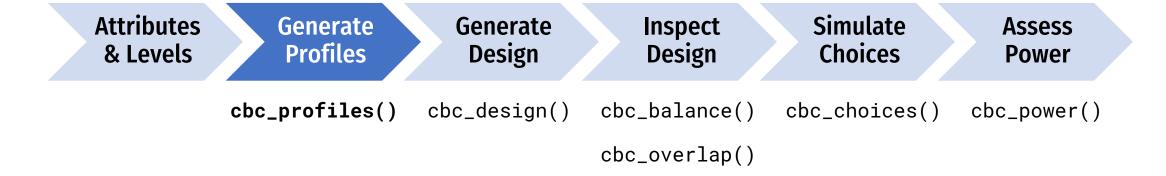
User Experience

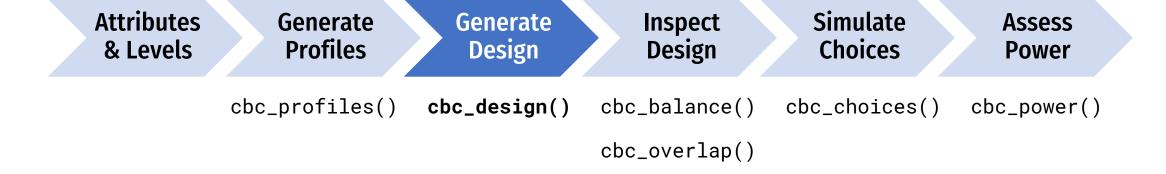
- Implausible combinations
- Respondent fatigue

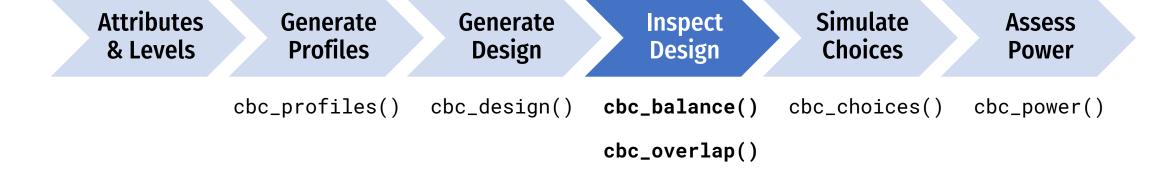
Attributes Generate Generate Inspect Simulate Assess & Levels Profiles Design Design Choices Power

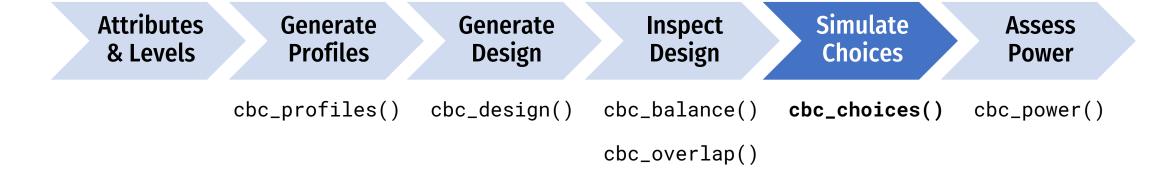


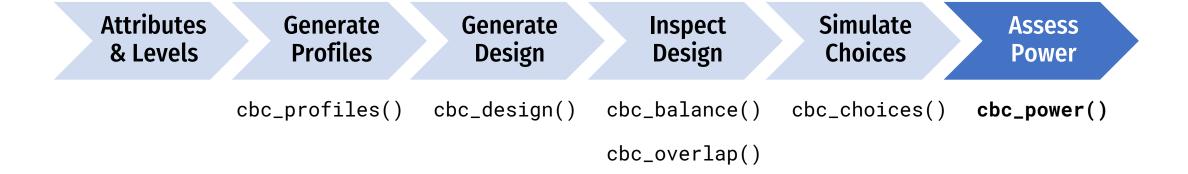
Attributes Inspect **Simulate Generate Generate Assess** & Levels **Profiles** Design Design Choices **Power** cbc_profiles() cbc_design() cbc_balance() cbc_choices() cbc_power() cbc_overlap()

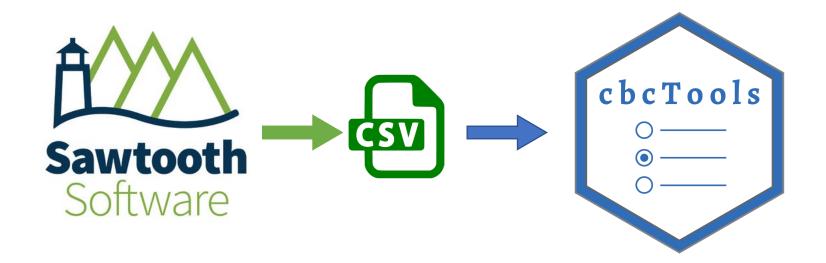












Attributes & Levels

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 | _ |
|------------------------|---------------------------|-------------------------|-------------------|---------------------|------------------------|---|
| | <pre>cbc_profiles()</pre> | <pre>cbc_design()</pre> | cbc_balance() | cbc_choices() | <pre>cbc_power()</pre> | |
| | | | cbc_overlap() | A A . | | |
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| | | | S | awtooth | CS | V |
| | | | | Software | | |