

10 Things You Might Not Know About Discover



Lighthouse Studio

Powerful, installed software with
almost limitless survey
customizability and advanced
preference modeling

Discover

Simplified, online survey platform
with solid choice modeling

The Core Experience

**General
Survey**

**Choice-
Based
Conjoint**

MaxDiff

#1

Quota Control

#2

Dynamic Lists

#3

Mobile Responsive

#4

Linking Variables

#5 Collaboration



Authoring
Testing
Analysis

Survey Sharing

Collaborate

Add people to collaborate with you on this survey. Licensed collaborators have full access to make changes, view results, etc. Collaborators with a demo account have a limited view of collected data. **Only one person** can access the survey at a time.

Send a copy

Send a duplicate of this survey to others. People who click the link will receive a duplicate of this survey and its data. Copies cannot be retracted and edits to copies will not affect the original. Recipients with a demo account have a limited view of collected data.

#6 PLAYS WELL WITH OTHERS

**Use linking variables to link in
from another survey platform**

**Import categorical data or
weights through a CSV file to
match and use during
Conjoint/MaxDiff analysis**

#7 Choice-Based Conjoint

Sample CBC Design

- **Support**

- Doctor and family support this treatment
- Doctor and family do not favor this treatment

- **Surgery**

- Treatment does not require surgery
- Treatment requires surgery and home recovery
- Treatment requires surgery and some hospital time

- **Outcome**

- Live my expected lifespan
- Live 5 years fewer than expected
- Live 10 years fewer than expected

- **Side Effects**

- 5% chance of long-time kidney complications
- 10% chance of long-time kidney complications
- 15% chance of long-time kidney complications



Doctor and family support this treatment



Treatment does not require surgery



Live my expected lifespan



5% chance of long-time kidney complications

Select

Doctor and family do not favor this treatment



Treatment requires surgery and home recovery



Live 5 years fewer than expected



15% chance of long-time kidney complications



Select



Doctor and family do not favor this treatment



Treatment requires surgery and home recovery



Live 10 years fewer than expected



5% chance of long-time kidney complications

Select

Doctor and family support this treatment



Treatment requires surgery and some hospital time



Live 5 years fewer than expected



10% chance of long-time kidney complications



Select

Under the Hood

Discover utilizes the same algorithm (Randomized First Choice) found in our desktop simulation software

	Level	Resp. 1 Actual Utilities	Resp. 1 Iteration 1	...	Resp. 1 Iteration 10,000
Flavor	Vanilla	2.5	2.5 + 0.015		2.5 + 1.5
	Chocolate	1.8	1.8 - 0.75		1.8 - 1.25
Price	\$0.25	5.3	5.3+0.20		5.3-0.75
	\$0.35	3.2	3.2-1.33		3.2+0.5
	\$0.50	1.4	1.4+2.15		1.4-0.14
Simulation					
	\$0.25 Choc.	7.1	6.55		5.1
	\$0.35 Van.	5.7	4.385		7.7
	Winner	Chocolate	Chocolate		Vanilla

#8 MaxDiff

(Best/Worst Scaling)

Considering only these five pies, which would you MOST like to eat on Pie Day? Which would you LEAST like to eat?

1 / 11



Chocolate
Peanut Butter
Cup



Lemon
Meringue



Mint Brownie
Blast



Caramel Pecan
Silk Supreme



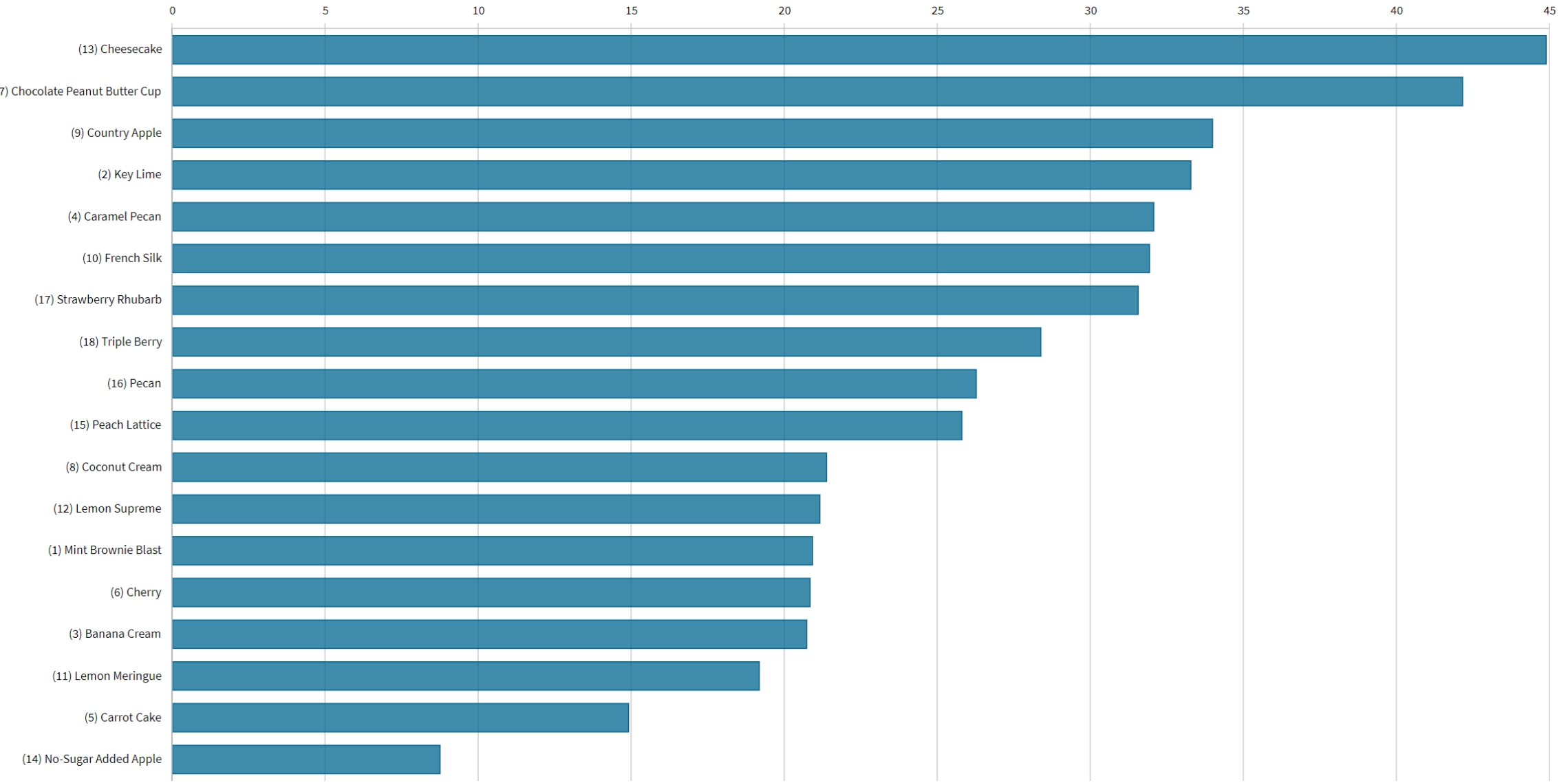
Triple Berry

Most	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Least	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Item Scores

N = 65

Average



- 1. Vanilla**
- 2. Rocky Road**
- 3. Chocolate**
- 4. Roasted Almond Chocolate**
- 5. Graham Cracker**
- 6. Raspberry Sorbet**
- 7. Lemon Sorbet**
- 8. Orange Sorbet**
- 9. Mint Chocolate Chip**
- 10. Peanut Butter Cup**
- 11. Caramel Swirl**
- 12. Neapolitan**
- 13. Strawberry**
- 14. Cookies 'n Cream**
- 15. Pralines and Caramel**

Show 5 flavors per question

MaxDiff Design Efficiency

One-way balance

- Each item is shown an equal number of times

Two-way balance

- Each item is shown against every other item equally

Positional balance

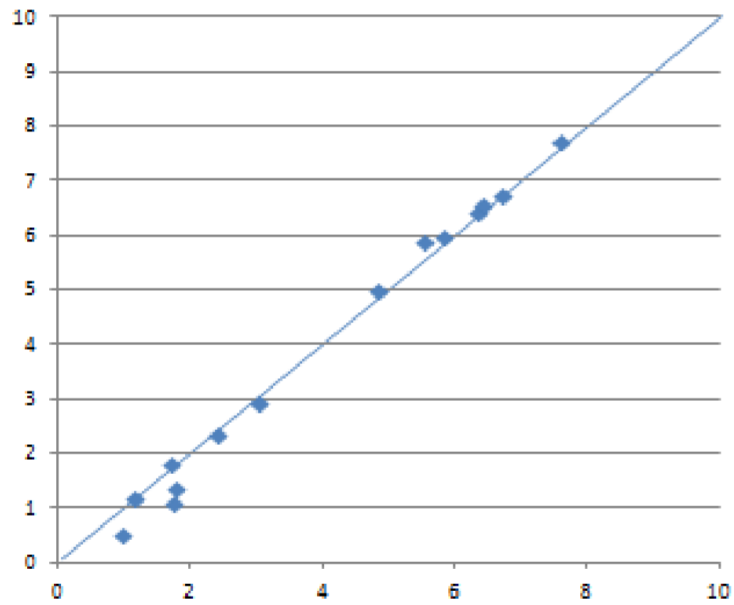
- Each item shows in each spot equally

Connectivity

- Each item is directly or indirectly comparable to all others

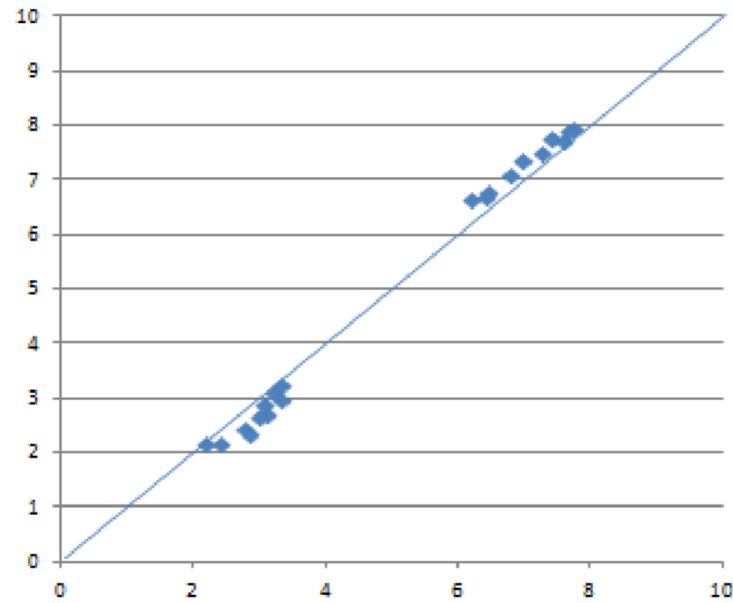
MaxDiff Utility Estimation

Data Set #1: n=153
Correlation=0.9981



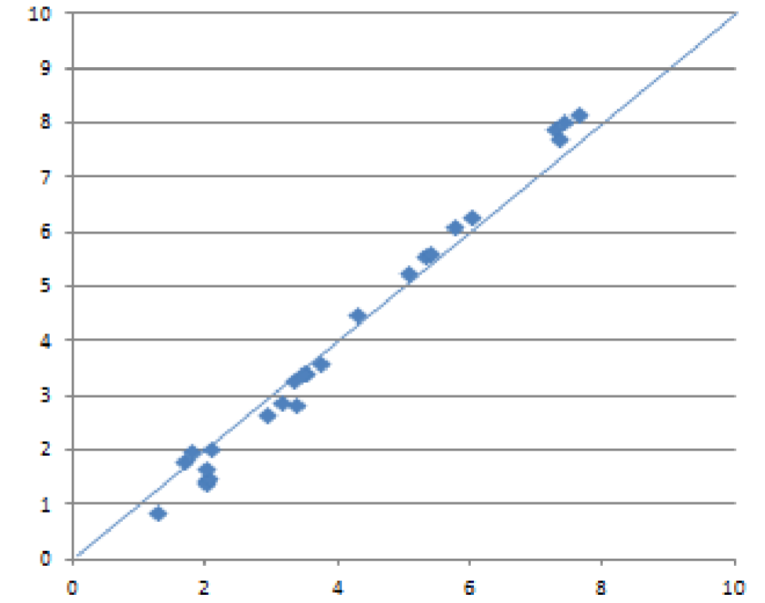
Empirical Bayes Utilities (0-100
probability rescaling)

Data Set #2: n=251
Correlation=0.9978



Empirical Bayes Utilities (0-100
probability rescaling)

Data Set #3: n=907
Correlation=0.9957



Empirical Bayes Utilities (0-100
probability rescaling)

Best/Worst Case 2

1. Doctor and family support this treatment
2. Doctor and family do not favor this treatment

1. Treatment does not require surgery
2. Treatment requires surgery and some hospital time

1. Live my expected lifespan
2. Live 5 years fewer than expected

1. 5% chance of kidney complications
2. 10% chance of kidney complications
3. 15% chance of kidney complications



Most Appealing		Least Appealing
<input checked="" type="radio"/>	Doctor and family support this treatment	<input type="radio"/>
<input type="radio"/>	Treatment requires surgery and some hospital time	<input type="radio"/>
<input type="radio"/>	Live 5 years fewer than expected	<input type="radio"/>
<input type="radio"/>	15% chance of long-time Kidney complications	<input checked="" type="radio"/>

#9 Academic Appeal

Free for classroom instruction
(100 respondent surveys)

Academic discounts available
(60% - 90% off)

Free College to Career Program
(Students get Discover for 1 year free at their first job)

1-user subscription: \$3,000

5-user subscription: \$5,900

10-user subscription: \$9,300

#10

**Affordable
for every
team**

Q&A



Sawtooth
Software