Discover: Software for Conjoint Analysis available for 15.810

Conjoint analysis is _the_ most-used analytic method in marketing research. It is used for many reasons including deciding which features to put into a product, how to price the product, and which features to communication to consumers. We've provided a Sloanware reading in the 15.810 readings packet and a spreadsheet that enables you to collect data and analyze data in a simplified format.

We have also obtained a site license for a more-advanced software package, called Discover. Discover enables you to create a survey that includes choice-based conjoint-analysis questions. You can easily "publish" the survey and provide respondents with an email link to complete the survey. Discover then allows you to analyze the results with a friendly menu-driven interface.

We will cover conjoint analysis in class on Monday, November 2, 2015. If you want to create and use a conjoint-analysis survey for your project, you can use Discover. Conjoint analysis is entirely optional for the project—only try it if you want to learn more about the method.

Before you try Discover, I recommend you take a look at the following two videos.

What is conjoint.
> https://www.youtube.com/watch?v=Su2qIrTmv1c

Discover instructional video.
> http://www.sawtoothsoftware.com/about-us/news-and-events/news/113-support/videos/1492-an-introduction-to-discover

You may also want to look at videos that we imbedded in a recent survey on smartwatch features.

The training video.
> https://www.youtube.com/watch?v=oji_bw_oxTU&rel=0.

Incentive-alignment video.
> https://www.youtube.com/watch?v=DBLPfRJo2Ho&rel=0

I recommend that one group member register for the group, but if you want to register more people, that is okay.

To access the Discover software, follow these three steps:

1. Create a Sawtooth account.
   a. Browse to discover.sawtoothsoftware.com and click on "Create New Account".
   b. Enter your email address and a password and click create

      c. Look in your email for a message with the subject "Please Verify Your Sawtooth Software Account." Follow the instructions in the email to verify the account.

      d. Log in to Discover.

2. Enter Access Code.

      e. Browse to Discover.sawtoothsoftware.com.

      f. Login with your Sawtooth account, and select "Enter Access Code."

      g. Enter access code BLBS-6GNX-RMPM.

      h. Select "continue."

      i. (The browser may hang at this point. If it does, close the tab and go to step 3.)

3. Use Discover by browsing to discover.sawtoothsoftware.com.

STS has seen a couple times in which Discover hangs or the browser crashes after entering the access code. However, despite crashing Discover has actually activated the Discover account. This bug should have been fixed, but, if this happens, close the browser and log back. It should work.

Ann and Veronica will familiarize themselves with the software in case you have any questions. You can also email me.

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