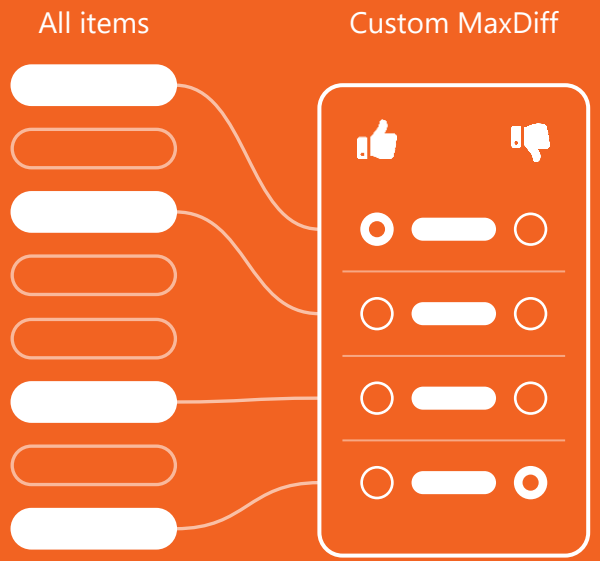
ANSWERS RESEARCH

PREFERENCE RESEARCH METHODOLOGY

Dynamic MaxDiff



THE BUSINESS CHALLENGE

Long item lists make MaxDiff hard on respondents

20+ **items is the tipping point.** MaxDiff is a popular way to measure the relative importance of items such as benefits or features, but at this length the exercise becomes cognitively taxing for respondents.

PREVIOUSLY, RESEARCHERS HAD TWO CHOICES

Keep the full list

Accept the heavier burden on respondents.

Reduce the list

Risk dropping important items without objective evidence.

A BETTER OPTION

Dynamic MaxDiff

Each respondent evaluates only the items relevant to them, for a more focused and engaging exercise.

WHAT'S CHANGED

A custom MaxDiff for every respondent

1 Customize the MaxDiff item list

First, a respondent is shown the full, randomized list of items being tested and is asked to select those that are relevant.



A customized MaxDiff exercise is generated in real time using only the items selected in Step 1.

2 Take the customized MaxDiff exercise

Next, the respondent is taken through their custom MaxDiff exercise.



EXERCISE DESIGN NOTES

The exercise can be designed to show a minimum number of items, or to always show certain items (i.e., key stakeholder items, etc.) irrespective of whether they are selected in Step 1.

EXAMPLE EXERCISE

Laptop features: from 20 items to a focused task

STEP 1

8 of 20 selected

Customize the MaxDiff item list

Which of the following features would you consider when purchasing your next laptop? Select all that apply.

- [x] **Long battery life**
- [x] **Lightweight design**
- [x] **High-resolution display**
- [ ] Touchscreen
- [x] **Backlit keyboard**
- [x] **Fingerprint reader**
- [ ] Facial recognition login
- [ ] Dedicated graphics card
- [ ] 32 GB of memory
- [x] **1 TB SSD storage**
- [ ] Wi-Fi 7
- [ ] 5G cellular connectivity
- [ ] Thunderbolt / USB4 ports
- [ ] HDMI port
- [ ] SD card reader
- [x] **Fast charging**
- [ ] 2-in-1 convertible design
- [ ] Stylus support
- [ ] 1080p webcam
- [x] **AI processor (NPU)**

STEP 2

Built based on selections

Take the customized MaxDiff exercise

Among the following laptop features, which is most important and which is least important to you?

Most important		Least important
○	**Long battery life**	○
○	**Fingerprint reader**	○
○	**AI processor (NPU)**	○
○	**Lightweight design**	○

Note: this is a single Dynamic MaxDiff task for this respondent. Multiple tasks will be conducted by the respondent, just as with a traditional MaxDiff exercise.

WHEN TO USE IT

When to use Dynamic MaxDiff

There are several situations where Dynamic MaxDiff should be utilized:

When the number of items being tested is ≥ 20

Designs with ≥ 20 items are often plagued by reduced engagement, which impacts MaxDiff scores as well as the survey questions that follow.

When there is a desire to focus only on items relevant to respondents

Removing irrelevant items from a respondent's MaxDiff exercise allows them to focus and make difficult tradeoff decisions, which strengthen the model and resulting output.

When multiple MaxDiff exercises are included in a single survey

Dynamic MaxDiff allows for shorter, more engaging exercises that reduce the overall burden on respondents.

ANSWERS
RESEARCH

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