

Model: Microsoft Copilot

Date: Aug 19, 2026

Prompt: I'm working with a customer who is trying to figure out the right combination of price and features for kitchen blenders that they want to sell the price points are a \$30 \$50 or a \$100 blender. The buttons that could be included are pulse, ice crush, blend, liquefy, generic on/off, and speeds 1-5. Create a conjoint study that could be used to help this customer identify the price point and feature list that would work best for the audience of potential blender buyers.

Okay, the user wants a conjoint study design for a blender, focusing on price levels and button features. I'll need to define the attributes (like price and button features), set the levels (e.g., different price points, button types), and create example choice tasks. I should also think about the survey structure, sample size, and analysis plan. I'll keep it concise but structured, making sure to cover all the necessary components without overcomplicating things.

You're basically trying to turn "gut feel" about blender features into hard numbers—conjoint is perfect for that.

1. Define the attributes and levels

Product attributes for the blender study:

- **Price:**
 - \$30
 - \$50
 - \$100

Buttons / functions:

- Treat these as presence/absence of features.
 - **Pulse:**
 - Present
 - Not present
 - **Ice crush:**
 - Present
 - Not present
 - **Blend:**
 - Present
 - Not present
 - **Liquefy:**
 - Present
 - Not present
 - **Generic on/off:**
 - Present

- Not present
- **Speeds 1–5 (variable speed control):**
 - Present
 - Not present

You can optionally constrain the design so that **generic on/off is always present** (since a blender without on/off is unrealistic) and vary the rest.

2. Choose conjoint type and structure

Use a **Choice-Based Conjoint (CBC)** design:

- **Task format:** Each respondent sees **3 product profiles + a “none” option** per task.
- **Profiles per respondent:** ~10–12 choice tasks per respondent.
- **Sample:** At least **200–300 qualified blender buyers** (people who have bought or intend to buy a blender in the next 12–18 months).

3. Example choice tasks

Each profile is a combination of price + feature set. For example:

Choice task example 1

Which of these blenders would you be most likely to buy, if any?

Option A

- Price: **\$30**
- Buttons: **On/Off, Pulse**
- Extra functions: **None**
- Speeds: **No 1–5 speed control**

Option B

- Price: **\$50**
- Buttons: **On/Off, Blend, Ice Crush**
- Extra functions: **Liquefy**
- Speeds: **1–5 speed control**

Option C

- Price: **\$100**
- Buttons: **On/Off, Pulse, Ice Crush**
- Extra functions: **Blend, Liquefy**
- Speeds: **1–5 speed control**

Option D

- I would not choose any of these.

Choice task example 2

Which of these blenders would you be most likely to buy, if any?

Option A

- Price: **\$30**
- Buttons: **On/Off, Blend**
- Extra functions: **None**
- Speeds: **1–5 speed control**

Option B

- Price: **\$50**
- Buttons: **On/Off, Pulse, Ice Crush**
- Extra functions: **Liquefy**
- Speeds: **No 1–5 speed control**

Option C

- Price: **\$100**
- Buttons: **On/Off, Blend, Liquefy**
- Extra functions: **Ice Crush**
- Speeds: **1–5 speed control**

Option D

- I would not choose any of these.

You'd generate many such tasks using an experimental design (orthogonal or efficient design) so that features and prices are varied independently and not always bundled in the same way.

4. Survey flow

1. Screening questions

- **Q1:** Have you purchased a kitchen blender in the last 3 years?
- **Q2:** How likely are you to purchase a blender in the next 12–18 months?

2. Category warm-up

- **Q3:** What do you mainly use (or expect to use) a blender for?
 - Smoothies
 - Crushing ice
 - Soups/sauces

- Other (open-ended)
- 3. **Conjoint choice tasks**
 - 10–12 tasks like the examples above.
 - Randomize order of tasks and options.
- 4. **Follow-up questions**
 - **Q4:** Importance rating of attributes (price, ice crush, speeds, etc.)—helps interpret conjoint results.
 - **Q5:** Demographics (age, household income, household size) for segmentation.

5. Analysis plan

From the CBC data, you'll estimate **part-worth utilities**:

- **For price:** utility for \$30, \$50, \$100.
- **For each feature:** utility for “present” vs “not present”.

Then you can:

Compute attribute importance:

- See how much price drives choice vs features like ice crush or speeds 1–5.
- **Simulate product concepts:**
 - Example low-end concept:
 - \$30, On/Off + Blend, no ice crush, no liquefy, no speeds 1–5.
 - Example mid-tier concept:
 - \$50, On/Off + Pulse + Ice Crush, speeds 1–5, no liquefy.
 - Example premium concept:
 - \$100, On/Off + Pulse + Ice Crush + Blend + Liquefy, speeds 1–5.

Run **market simulations** to estimate share of preference for each concept and see:

- Whether the **\$100 tier actually earns enough extra preference** to justify the price.
- Which **features are “must-haves” at \$50** to make that tier compelling.
- Whether a **stripped-down \$30 blender** is still attractive or needs at least one “hero” feature (e.g., ice crush or speeds 1–5).

6. How this helps your customer

The output will tell your customer:

- **Optimal price–feature bundles** for each tier.
- **Which buttons/features can be dropped** with minimal impact on demand.
- **Where willingness-to-pay falls off**, so they don't overbuild the \$100 blender or underbuild the \$50 one.

If you want, I can help you turn this into a ready-to-field survey script for Qualtrics/SurveyMonkey/etc., including exact wording and logic.