

Model: Gemini 3.6 Pro

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.

Here is a Choice-Based Conjoint (CBC) study design tailored to help your customer identify the optimal balance of price and features for their target audience. CBC is ideal here because it mimics the real-world shopping experience by asking respondents to choose between competing product profiles.

Study Attributes & Levels

To run a successful conjoint study, the individual buttons mentioned must be grouped into logical "interface configurations" (levels) that can be paired with the price points.

- **Attribute 1: Price**
 - \$30
 - \$50
 - \$100
- **Attribute 2: Interface Configuration**
 - *Basic:* Generic On/Off, Blend, Pulse
 - *Standard:* Generic On/Off, Speeds 1-3, Pulse, Ice Crush
 - *Premium:* Generic On/Off, Speeds 1-5, Pulse, Ice Crush, Blend, Liquefy

Example Choice Task

In the survey, respondents will be shown 8 to 12 "Choice Tasks" where different combinations are randomized. They must select the one they are most likely to buy, or choose "None."

Feature	Option A	Option B	Option C

Price	\$50	\$30	\$100
Interface	Premium (All buttons + Speeds 1-5)	Basic (On/Off, Blend, Pulse)	Standard (Speeds 1-3, Pulse, Ice Crush)
Selection	[] I would buy A	[] I would buy B	[] I would buy C

Note: A "None of the above" option should always be included to gauge actual purchase intent and prevent forced choices that skew data.

Methodology & Execution

- **Target Audience:** Screen for individuals who are the primary appliance buyers in their household and who intend to purchase a blender in the next 6–12 months.
- **Sample Size:** Aim for 300–500 respondents to ensure statistical significance for the market segments.
- **Survey Software:** Utilize platforms like Sawtooth Software or Qualtrics, which have built-in conjoint modules to handle the complex randomization of the choice tasks.

Expected Outputs

Once the data is collected, the conjoint analysis will generate several highly actionable insights for your customer:

- **Part-Worth Utilities:** Quantifies the exact perceived value of jumping from a Basic to a Premium interface.
- **Price Elasticity:** Reveals how much demand drops when raising the price from \$50 to \$100 for specific feature sets.
- **Market Simulator:** Allows your customer to test "what-if" scenarios (e.g., "If we launch the Standard interface at \$50, what market share can we expect against competitors?").

Are there any specific demographic segments (like college students or culinary enthusiasts) your customer wants to target heavily in this survey?