The Attribute Elicitation Task
When you don’t know what you don’t know
Quant or Qual?

Quant
Scalable but Structured

Qual
Not Scalable but Open-ended
Scalable Qual – Problem Solved?

Not quite...

Current scalable qual, like traditional qual and quant is still based on explicit measures
Attribute Elicitation Task

A Scalable, Open-Ended, Implicit Measure
Based on a scientifically validated technique
Attribute Elicitation Task: Overview

1. Make Relevant Comparisons
2. Rank Importance of Attributes
3. Benchmark
4. Provide Qualitative Insights
AET 1: Make Relevant Comparisons

What makes these 2 similar?  |  What makes this different?
---|---
Place the two items that are similar in this box  |  Place the different item in this box
AET 2: Ranking Importance of Attributes

Please indicate if the following considerations are important or unimportant to you when purchasing footwear:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Important</th>
<th>Unimportant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>Important</td>
<td>Unimportant</td>
</tr>
<tr>
<td>Easy to put on</td>
<td>Important</td>
<td>Unimportant</td>
</tr>
<tr>
<td>Stylish</td>
<td>Important</td>
<td>Unimportant</td>
</tr>
<tr>
<td>Cheap</td>
<td>Important</td>
<td>Unimportant</td>
</tr>
<tr>
<td>Effort to put on</td>
<td>Important</td>
<td>Unimportant</td>
</tr>
<tr>
<td>Ugly</td>
<td>Important</td>
<td>Unimportant</td>
</tr>
</tbody>
</table>
I like my shoes to be quality, but am willing to trade a little quality for price.
We have successfully applied this method to answer a variety of client business challenges.
“You only get this from behavioral stuff, the usual research wouldn't get us here”

– Kellogg’s US

Rajwant.sandhu@freshsqueezedideas.com
MEET THE INSIGHT INNOVATION COMPETITION JUDGES

Amy Anthony (Lowe’s)

Dan Foreman (Dalia Research)

Jeff Krentz (Kantar)

Pat LaPointe (Growth Calculus)

Sarah Snudden (Keurig Green Mountain)

IleX2017NA
Supported by Research Now