The Power of MaxDiff

SKIM

When should you use it?
Maximum Difference Scaling is a superior alternative to ranking, rating and chip allocation questions **when screening 7 or more items**

What issue does it address?
Top and bottom items are easily ranked, but it gets more difficult to discriminate the middle when respondents are exposed to 7 or more items

How does it work?
MaxDiff is a **trade-off** exercise, and only requires respondents to indicate their most & least preferred item in a random subset at a time

Advantages of MaxDiff?
More discriminating and refined ranking

Scale free, hence not biased by cultural differences
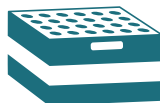
Fast, easily standardised & low costs

What can you use MaxDiff for?
Any objective that involves screening items to understand a top to bottom rank e.g. shopper/product claims, visuals.
Did you know? The trade-off nature of MaxDiff data is highly effective when used for segmentation or TURF analyses

Messages & Ads

Packaging Design

Ideas & Concepts

Line Optimisation

A traditional MaxDiff has its limitations
When testing more than 50 items, you will quickly run into respondent's fatigue

What if you want to screen a large set of items?
Issue: A large set of items means a large set of choice tasks for respondents. Research has shown that 16 choice tasks are the maximum, as more lead to low engagement and high drop-outs

Solution: SKIM has developed an algorithm that reduces a large set of items during fieldwork to the top performing items. E.g. when there are 100 items to test, the first part of the sample is used to reduce the 100 items to a reliable top 20. The 2nd part of the sample is used to evaluate the top performing items in detail

Case Study: Screening interesting content to publish
A magazine publisher needed to decide which topics to write about. They asked SKIM to identify which out of 400 topics are most interesting to their readers

SKIM was able to screen all 400 topics to deliver a top 20 of most interesting topics using only 25% of the sample that would normally be required with a traditional MaxDiff

NEW!

SwipeDiff

NEW: SKIM is the 1st to launch SwipeDiff; MaxDiff specifically developed for mobile & tablet platforms!

The new interface is more intuitive and engaging, and only requires respondents to 'swipe left and swipe right'