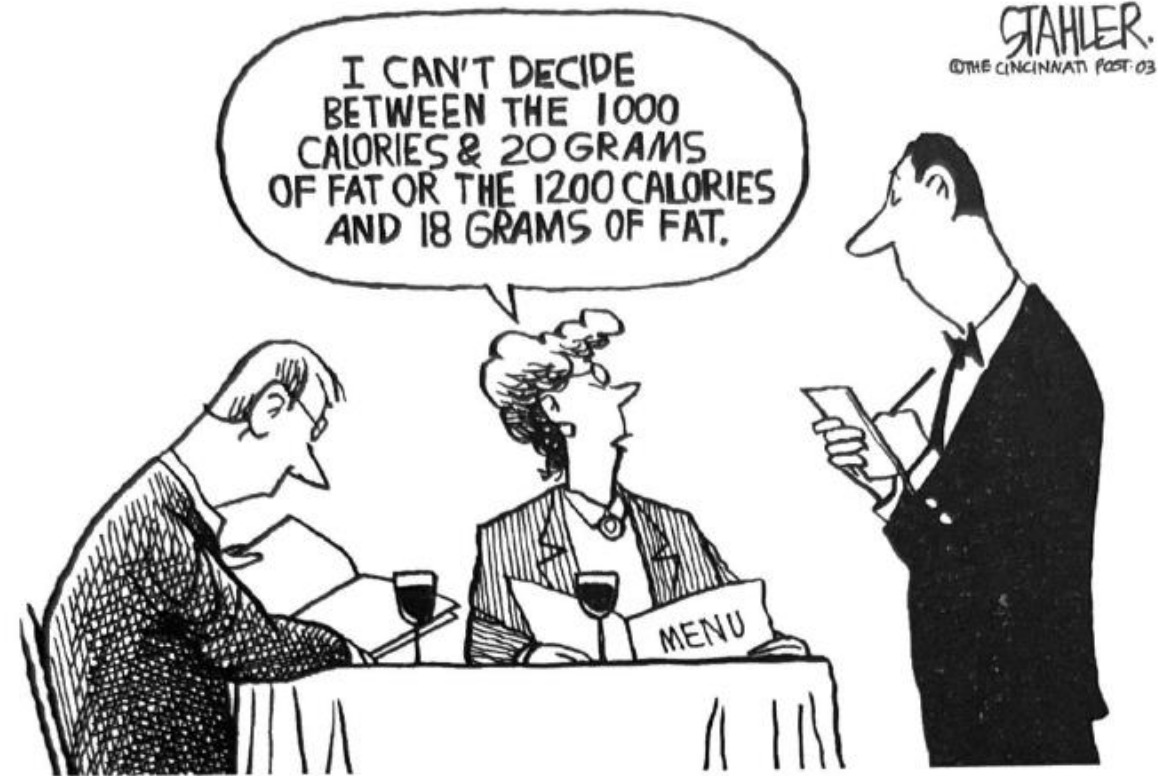


# Breakout Session #2 - Defining Potential Program Metrics for Aviation, Maritime & Railroad Applications

- ▶ “You can’t always get what you want” *The Rolling Stones*
- ▶ Conjoint is a set of methods to **understand and quantify trade-offs** among conflicting requirements
- ▶ It helps us determine what is important to people and to **measure the degree of that importance**. Insights from Conjoint can help assess:
  - How much are specific attributes of a product or service valued?
  - What levels of each attribute should the product or service have?
  - How should it be priced?
  - How do consumers tend to “trade off” different features (i.e. levels of attributes)?



Conjoint at Dinner Time