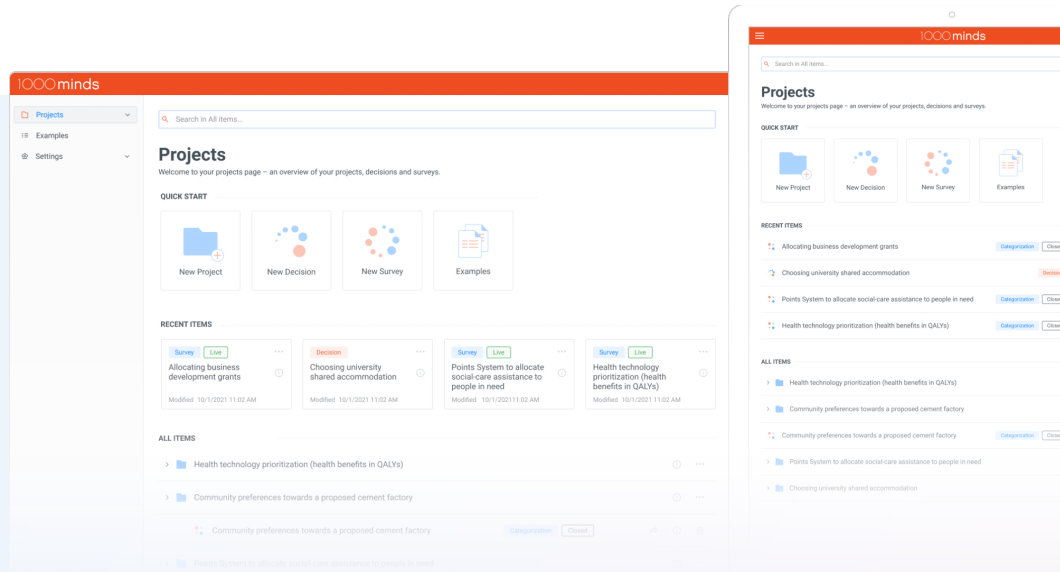# 1000minds

A better way to decide.

The best software in its class, with both conjoint analysis and multi-criteria decision-making capabilities.
Over two decades of academic research. Loved by 1000s all over the world.

We believe that with better understanding and decision-making, the world will be a better place.

That's why we help organizations, individuals and groups to discover what matters to people, and to make decisions consistently, fairly and transparently. We happily share our expertise and 20 years' experience.

Decision-Making

1000minds implements the PAPRIKA method to help business, government and non-profit users to make decisions based on considering multiple objectives or criteria (i.e., multi-criteria decision making).

- ✓ Prioritize or choose from alternatives and individuals
- ✓ Select new projects or investments
- ✓ Support business and government decision-making
- ✓ Assess the value-for-money of different options
- ✓ Choose a new home or car, etc

Conjoint Analysis

1000minds conjoint analysis involves surveying people about their preferences with respect to the relative importance of features or attributes characterizing products or other objects of interest.

- ✓ Capture people's preferences
- ✓ Perform market research or discrete choice experiments (DCEs)
- ✓ Discover which attributes of a product are most important
- ✓ Find out how sensitive demand is to price changes
- ✓ Learn what citizens want in a government policy

Recognize your goals.

Employ 1000minds tools to separate the wheat from the chaff and establish a clear strategy.

Rank new ideas for further development.

Avoid the cost of bad decisions and be able to spot potential early by running easy what-if simulations in 1000minds.

Discover what people care about.

Use 1000minds to create processes for group decision-making with as many participants as you like.

Choice-based, adaptive conjoint analysis.

1000minds implements the prize-winning PAPRIKA pairwise-comparisons method, a powerful type of choice-based, adaptive conjoint analysis.

High-quality survey data.

1000minds' extensive checks and filters ensure only high-quality data are used to generate your final results – meaning you can trust them.

Check **1000minds.com** for more info.