

Kitchen Remodel Feature & Package Study

Quantitative Survey Using MaxDiff, Conjoint,
and TURF

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Overview

AARH Internet Services conducted a kitchen-remodel feature and package study to identify which remodel features and combinations are most valued by homeowners. This study used a quantitative survey of Ohio homeowners planning home improvement projects.

Prior research included:

- UX audit of the Monarch Construction website
- User interviews
- Quantitative survey
- First-click testing
- A/B/C survey

This study identifies:

- Which **individual kitchen features** matter most (MaxDiff)
- Which **feature combinations** drive package preference (Choice-Based Conjoint)
- Which **sets of features** appeal to the largest share of homeowners (TURF)

Target sample size: $N \approx 30$.

Study Purpose

- Rank the importance of individual kitchen remodel features (MaxDiff).
- Estimate package-level utilities and attribute trade-offs (Conjoint).
- Identify small sets of features that maximize appeal across respondents (TURF).
- Provide actionable recommendations for package offerings based on estimated preferences.

Schedule

- **Day 1:** Finalize survey + build in Google Forms
- **Day 2:** Pilot with 5 people; edit wording
- **Days 3–9:** Collect $N \approx 30$
- **Days 10–11:** Analyze (bootstrap CIs) + create results summary

Research Questions

1. Which features are most important to participants? → MaxDiff
2. Which options do participants prefer? → Conjoint
3. How do preferences differ by age group? → MaxDiff or Conjoint (segment the results)
4. Which features are least popular? → MaxDiff
5. Which features show the greatest variation in interest? → MaxDiff
6. Which combination of features maximizes reach across participants?
(TURF analysis)

Experimental Instruments

- **MaxDiff:** 8 sets × 4 items (drawn from 10 features)
- **Conjoint CBC:** 6 tasks × 3 options (4–5 attributes, 2–3 levels each)
- **TURF checklist:** 8 items

Each respondent completes all 3 sections (≈ 10 –15 minutes).

Method

- **Mode:** Online, unmoderated
- **Screener:** Homeowner + planning a remodel in next 24 months
- **Flow:** Screener → Budget → MaxDiff → Conjoint → TURF → Attention check → Demographics

Metrics

- MaxDiff scores (best–worst)
- Conjoint part-worth utilities + importance
- TURF reach (proportion of respondents who would consider each item)

Analysis

- For MaxDiff, Choice-Based Conjoint (CBC), and TURF results, we will report **point estimates and 95% confidence intervals**.
- Confidence intervals will be calculated using **bootstrap resampling (≥500–1,000 repetitions)** to quantify uncertainty in our small sample (N≈30).
- **Reporting:** Point estimates + 95% bootstrap CIs; results are exploratory but actionable.
- MaxDiff will produce ranked feature importance; CBC will estimate part-worths and attribute importance; TURF will identify feature combinations reaching the largest share of respondents.

Reporting

- Point estimates + 95% CIs

Tasks for Participants

1. Screener
2. Budget question
3. MaxDiff (8 screens)
4. Conjoint CBC (6 choice tasks)
5. TURF checklist
6. Attention check
7. Demographics

Survey Structure

- Screener: 1–2
 - Warm-up: 1
 - MaxDiff: 8
 - Conjoint CBC: 1 set of 6 choices
 - TURF checklist: 1
 - Attention check: 1
 - Demographics: 2–3
- Total ≈ 20 questions / 10–15 minutes

Recruitment Text

Welcome!

This survey takes about **10 minutes**. You will see three types of questions:

- **Importance ratings: choose the *most* and *least* important item**
- **Kitchen package choices: pick one package per screen**
- **Checklist: select all items you would consider**

Some items will repeat on purpose. Please answer based on what you would realistically choose for a future kitchen remodel. Start: {Survey Link}

Survey Questions

Please answer the following questions. Thank you for your help!

1. What is your age?
 - 18-24
 - 25-34
 - 34-44
 - 45-54
 - 55-64
 - 65+

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2. Are you the homeowner or decision-maker for a kitchen remodel planned in the next 24 months?
 - Yes
 - No
3. What's your estimated budget?
 - <\$10k
 - \$10-25k
 - \$25-50k
 - >\$100k

MaxDiff (Most / Least Important)

Please read the list of features carefully. Then select the feature that is **most important** to you and the feature that is **least important**.

4. Pick the feature that is **MOST important** to you for a kitchen remodel:
 - Durable low-maintenance countertops
 - Energy-efficient appliances
 - Increased storage (smart cabinetry)
 - Modern island with seating

Pick the feature that is LEAST important to you for a kitchen remodel:

- Durable low-maintenance countertops
- Energy-efficient appliances
- Increased storage (smart cabinetry)
- Modern island with seating

5. Pick the feature that is **MOST important** to you for a kitchen remodel:
 - High-quality cabinetry finish
 - Improved lighting
 - Open-plan layout
 - Premium backsplash & finishes

Pick the feature that is **LEAST important**:

- High-quality cabinetry finish
- Improved lighting
- Open-plan layout

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- Premium backsplash & finishes

6. Pick the feature that is **MOST important**:

- Easy-clean flooring
- Increased counter workspace
- Durable low-maintenance countertops
- Energy-efficient appliances

Pick the feature that is **LEAST important**:

- Easy-clean flooring
- Increased counter workspace
- Durable low-maintenance countertops
- Energy-efficient appliances

7. Pick the **MOST important** feature:

- Increased storage (smart cabinetry)
- Modern island with seating
- High-quality cabinetry finish
- Improved lighting

Pick the feature that is **LEAST important**:

- Increased storage (smart cabinetry)
- Modern island with seating
- High-quality cabinetry finish
- Improved lighting

8. Pick the feature that is **MOST important**:

- Open-plan layout
- Premium backsplash & finishes
- Easy-clean flooring
- Increased counter workspace

Pick the feature that is **LEAST important**:

- Open-plan layout
- Premium backsplash & finishes
- Easy-clean flooring

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- Increased counter workspace

9. Pick the feature that is **MOST important**:

- Durable low-maintenance countertops
- Modern island with seating
- Premium backsplash & finishes
- Energy-efficient appliances

Pick the feature that is **LEAST important**:

- Durable low-maintenance countertops
- Modern island with seating
- Premium backsplash & finishes
- Energy-efficient appliances

10. Pick the feature that is **MOST important**:

- High-quality cabinetry finish
- Easy-clean flooring
- Increased counter workspace
- Open-plan layout

Pick the feature that is **LEAST important**:

- High-quality cabinetry finish
- Easy-clean flooring
- Increased counter workspace
- Open-plan layout

11. Pick the **MOST important** feature:

- Improved lighting
- Increased storage (smart cabinetry)
- Premium backsplash & finishes
- Modern island with seating

Pick the feature that is **LEAST important**:

- Improved lighting

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- Increased storage (smart cabinetry)
- Premium backsplash & finishes
- Modern island with seating

MaxDiff (Most / Least Important)

Please read each kitchen package carefully. Then select all the packages you would consider.

12. Check all items you would seriously consider including in your kitchen remodel. *Items (8 total):*

- Under-cabinet LED lighting
- Built-in microwave drawer
- Soft-close drawers
- Pull-out pantry system
- Quartz countertops
- Large island with sink
- Smart refrigerator
- Heated kitchen floor

Conjoint CBC = Choice-Based Conjoint.

13. Kitchen Package Choice

Please read each kitchen package carefully. Then select the one you would most likely choose. Only choose one option.

- Option A: Laminate countertop / Standard appliances / Stock cabinet / 3–4 weeks / \$15k
- Option B: Quartz countertop / Energy-efficient mid-tier appliances / Semi-custom cabinet / 6–8 weeks / \$35k
- Option C: Granite countertop / Top-tier smart appliances / Custom high-end cabinet / 10+ weeks / \$65k

TURF

Question 14 - Please select the top 3 features you would most like to have in your new kitchen. You can only choose 3.

- Under-cabinet LED lighting
- Pull-out pantry system
- Quartz countertops
- Smart refrigerator
- Large island with sink
- Heated kitchen floor
- Built-in microwave drawer
- Soft-close drawers