Your priority results

Fictional example

Small business software priorities

Simulated choices from 60 fictional respondents. This example shows how a Priority Finder report works. These are not customer findings.

THE MAIN FINDING

Demo results · 60 respondents

Easy setup ranks first.

Some differences between the leading priorities remain uncertain. Review the detailed comparison before deciding.

Top priorities

Preference share

1	Easy setup	**24.3%**
2	Automatic expense tracking	**15.2%**
3	Clear financial reports	**13.0%**



These scores compare priorities within the tested list. They are not percentages of people. Equal scores share a rank.

Where to focus first

Easy setup **Clear financial reports**

This combination considers which priorities matter to different people, as well as how each item ranks overall.

Why these items?

60 of 60 demo respondents chose at least one of these as “most important” in their survey questions. Each person is counted once. This describes this sample’s answers, not purchases or market reach.

Two popular items can matter to many of the same people. A lower-ranked item may add people whose priorities are not covered by the first item.

Using 3 items instead of 2 matches no additional people’s priorities in this sample.

Other combinations match the same number of people. Treat this as one of the alternatives to consider.

See the combination evidence →

Before deciding

Check cost, feasibility, and customer feedback. Keep other items if they serve a business need.

How to read these results

Sample shown: 60 fictional respondents. All groups. Each person answered 9 most-and-least questions.

Relative preference percentages compare this tested list and add up to 100% before rounding. They are not purchase probabilities or market shares.

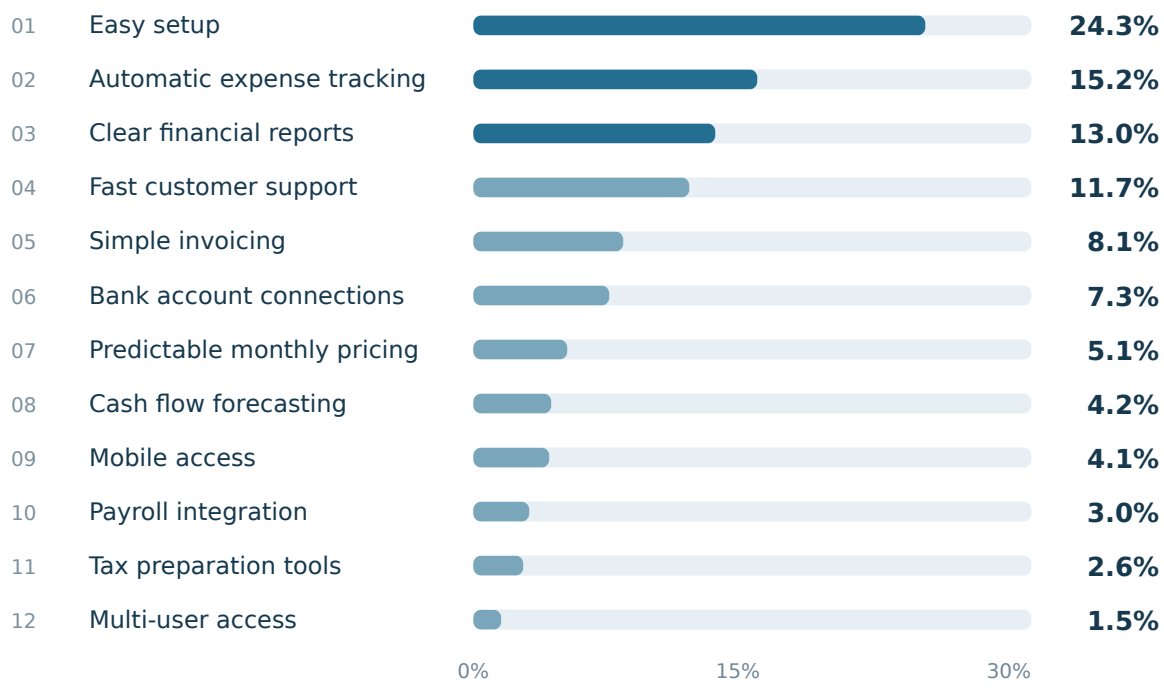
Intended audience: U.S. small business owners with fewer than 20 employees who use accounting software and help choose or pay for it.

Decision: Choose which accounting-software features to focus on for the next release.

What people valued most

Simulated · Relative preference share

Higher bars mean stronger preference within this tested list. The percentages compare these features, rather than predicting purchases.



The leaders are close. Three leading options are not clearly separated by the uncertainty check. Easy setup ranks first, but it should not be treated as a definitive winner. Results compare only the features included here.

RECOMMENDED 2-ITEM SHORTLIST · SIMULATED DEMO · ALL GROUPS

Why start with 2 items?

People matched by each combination

Items included together	People matched	Additional people
Easy setup	**56 of 60** 93.3%	**56**
Easy setup + Clear financial reports	**60 of 60** 100.0%	**+4**
Easy setup + Clear financial reports + Automatic expense tracking	**60 of 60** 100.0%	**+0**

Adding Automatic expense tracking matches no additional people in this demo.

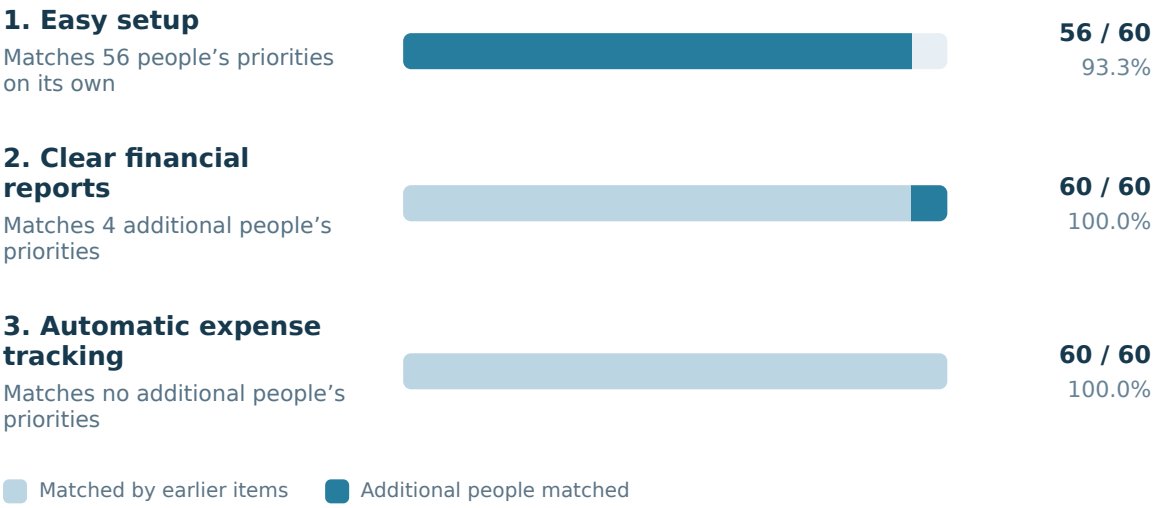
Rows build this shortlist one item at a time. A person is matched if they chose any included item as “most important”; each counts once. This describes sample priorities, not purchases or market reach.

See the full combination analysis →

INCLUDED COMBINATION ANALYSIS · TURF

Which items work best together?

The 2-item shortlist already matches the same 60 people as the best 3-item combination. The bars below make the extra contribution of each feature visible.



▼ Compare other combinations and see how this works

All 66 pairs and 220 three-item combinations were checked. Three pairs tie at 60 of 60 people. The recommended pair is a starting point, not a unique coverage winner.

- Easy setup + Clear financial reports

  60 of 60 (100.0%)

- Easy setup + Bank account connections

  60 of 60 (100.0%)

- Automatic expense tracking + Clear financial reports

  60 of 60 (100.0%)

49 three-item combinations also match all 60 people. Adding an item cannot improve on the full observed sample coverage already achieved by a pair. Features can still matter for other business reasons.

60 fictional respondents **540** answered questions **12** features compared

4 shown per question

Method, selection counts & limitations

The research question

“When choosing accounting software for your business, which feature matters most and which matters least?” Each fictional respondent answered nine groups of four features, choosing one most-important and one least-important feature in each group. Every feature appeared 180 times across the sample.

How the figures were calculated

The same deterministic example and joint best-worst choice model used by the Priority Finder example produce these values. Preference weights are normalized across the 12 tested features. Displayed one-decimal shares may not total exactly 100%.

Combination coverage counts distinct people selecting any included feature as most important at least once, divided by 60. For the recommended pair: 56 + 4 = 60. Adding Automatic expense tracking adds 0. Repeated selections never add people.

Feature	Share	Shown	Most	Least
Easy setup	24.3%	180	113	7
Automatic expense tracking	15.2%	180	84	12
Clear financial reports	13.0%	180	76	17
Fast customer support	11.7%	180	67	14
Simple invoicing	8.1%	180	43	29
Bank account connections	7.3%	180	38	29
Predictable monthly pricing	5.1%	180	32	46
Cash flow forecasting	4.2%	180	28	62
Mobile access	4.1%	180	22	55
Payroll integration	3.0%	180	15	72
Tax preparation tools	2.6%	180	17	81
Multi-user access	1.5%	180	5	116

Download illustrative data (CSV)

Confidence & limitations

All responses were simulated. No participants were recruited, and these results are not evidence about an actual market. This is a descriptive example, not a recommended sample-size rule. Coverage is not purchase intent, market reach, willingness to pay, or sales. It has not been validated on a separate sample. A first-place rank does not establish a meaningful lead.