

**DECISION-BASED DESIGN: INTEGRATING CONSUMER  
PREFERENCES INTO ENGINEERING DESIGN**

**Rebekah Frisina**

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Profile design in the framework of an integrated design environment .. 52 .. decision-making approaches to optimal engineering design problems, via employing .. decision-making where the design preferences are not accurately .

Decision-based design: Integrating consumer preferences into engineering attribute function deployment (PAFD) for decision-based conceptual design.

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A Concise Guide to Market Research. Erin MacDonald. Lihui Wang.

The Decision-Based Design approach is employed here for complex decision making. Recommended for you. A Concise Guide to Market Research. Yongsheng Ma. Amitava Mitra. Robust system design Uncertainty modeling Optimization of large scale systems Consumer choice modeling. The latent variable approach better captures psychological factors that affect the purchase behavior of customers.