

Introduction

Greetings! We are a group of graduate students interested in better understanding price, preferences and the audience of PCs. This survey will not takes more than 5 minutes to complete. Please note that all responses will be analyzed anonymously, and no personally identifiable information will be collected.

Screening #1

How old are you? Please enter a numeric value between 18–25.

Which of the following best describes your current student status?

- ☐ Student at Vanderbilt University
- ☐ Student at Clemson University
- ☐ Student at Another University

☐ I am not currently a student

Screening #2

Do you currently live in the U.S.?

☐ Yes

☐ No

Demographics

How would you describe yourself?

☐ Female

☐ Male

☐ Other

Choose one or more races that you consider yourself to be:

☐ White or Caucasian

☐ Black or African American

☐ American Indian/Native American or Alaska Native

☐ Asian

- ☐ Other
- ☐ Prefer not to say

Preferences Block

$\$ \{Im://Field/1\}$

Strongly disagree ☐ Disagree ☐ Somewhat disagree ☐ Neutral ☐ Somewhat agree ☐ Agree ☐ Strongly agree ☐

Pricing Block

How much do you think it costs to build your own PC?



Which of the following price ranges best fits your current budget for a computer?

- ☐ Under \$1,000
- ☐ \$1,000 to \$1,999
- ☐ \$2,000 to \$3,999
- ☐ \$4,000 or more

Version A

Meet Tiny Titan



3.67 liters, and 0.2 sq ft
7 in (W) × 4 in (D) × 8 in (H)

Base Price: \$705

Please Select RAM GPU & CPU for full pricing:

RAM	GPU	CPU
16G \$250	NVIDIA RTX5060 \$578	AMD 9600X \$184
32G \$360	NVIDIA 5060TI \$870	AMD 7800X3D \$385
64G \$750		AMD 9800X3D \$444

*GPU (Graphics Card): Higher options generally offer better graphics performance and cost more.
*CPU (Processor): Higher options generally provide faster overall performance and cost more.

Answer the following questions using a 7-point scale, 1 being strongly disagree, and 7 being strongly agree.

1: Strongly Disagree 2: Disagree 3: Somewhat Disagree 4: Neutral 5: Somewhat Agree 6: Agree 7: Strongly Agree

How likely would you purchase this PC?

○ ○ ○ ○ ○ ○ ○

1: Strongly Disagree 2: Disagree 3: Somewhat Disagree 4: Neutral 5: Somewhat Agree 6: Agree 7: Strongly Agree

To what extent do you perceive this PC to be of good value?

☐ ☐ ☐ ☐ ☐ ☐ ☐

Version B

Meet Tiny Titan



3.67 liters, and 0.2 sq ft
7 in (W) × 4 in (D) × 8 in (H)

Price: \$2480

RAM: 32 GB

GPU: RTX 5060 Ti

CPU: AMD 7800X3D

1TB storage

Windows OS

*GPU (Graphics Card): Higher options generally offer better graphics performance and cost more.
*CPU (Processor): Higher options generally provide faster overall performance and cost more.

Answer the following questions using a 7-point scale, 1

being strongly disagree, and 7 being strongly agree.

1:	2:	3:	4:	5:	6:	7:
Strongly		Somewhat		Somewhat		Strongly
Disagree	Disagree	Disagree	Neutral	Agree	Agree	Agree

To what extent do you perceive this PC to be of good value?

☐	☐	☐	☐	☐	☐	☐
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How likely would you purchase this PC?

☐	☐	☐	☐	☐	☐	☐
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Loop & Merge

Turn off Loop & Merge

Loop & Merge is turned on for this block

Click "Turn off Loop & Merge" to stop looping

Loop based off of a question:

	Field 1	Field 2
1	I frequently run resource-intensive software (e.g., video editing, 3D rendering).	resourceintensive
2	I intend to use my PC for high-end gaming with maximum settings.	highendgaming
3	I require a PC that can handle complex CAD (Computer-Aided Design) tasks.	cad
4	I am willing to pay a premium for maximum processing speed.	processingspeed
5	It is important that my PC operates almost silently.	silentpc
6	I prefer a PC that takes up very little space on my desk.	littlespace
7	I need a PC that is light enough to be easily relocated.	easyrelocate
8	I value a "minimalist" look with no visible cables or clutter.	minimalist
9	I typically keep five or more applications open and running simultaneously.	manyapps
10	I intend to use my PC primarily for software coding and development.	softwarecoder
11	I prioritize system stability over visual features.	systemstabilpreference
12	Having a high amount of RAM (memory) is more important to me than a flashy GPU.	morerampreference
13	I prefer to build my own PC rather than buying pre-built ones.	pcbuilder
14	I value RGB lighting and internal visual aesthetics in my PC build.	rgbvaluer
15	I am willing to pay more for a brand that has a "premium" reputation.	premiumbrandbuyer
16	I want my PC setup to be a "centerpiece" of my room's design.	centerpiece
17	I prefer a PC case that blends in with my furniture.	blendswithfurniture
18	I like being able to see the internal components of my computer.	internalcomponentviewer

Cancel

Save