


Key


 ← More visual attention less visual attention →

a Example of respondent 8 who considered “Cost,” “Apparatus,” and “Reduction in Snoring” to be most important

Conventional display with heatmap

	No Treatment	Dental appliance	CPAP
Daytime sleepiness/fatigue	No improvement	Moderate improvement	Return to normal
Risk of cardiovascular disease	4 in 100	2 in 100	1 in 100
Reduction in snoring	Remains the same	Partially reduced	Completely eliminated
Apparatus	None	Relatively invasive	Invasive and noisy
Portability	No issue	No issue	Limits travel
Temporary side-effects	None	Mouth pain and dryness	Pain and skin irritation
Permanent side-effects	None	Change in bite	None
Cost	\$0	\$2500	\$1500
Which do you prefer?	○	○	○

In the conventional PfDA, the individual spent 32% of their time looking at the attributes “Daytime sleepiness/fatigue” and “Risk of cardiovascular disease” (indicated in red), and spent 22% of their time considering the attributes of most importance to them, “Cost” and “Apparatus.” In the DCIDA, this individual switched to looking at their most important attributes 41% of time.

b Example of Respondent 12 who considered “Permanent side-effects,” “Sleepiness/fatigue,” and “Portability” to be most important.

Conventional display with heatmap

	No Treatment	Dental appliance	CPAP
Daytime sleepiness/fatigue	No improvement	Moderate improvement	Return to normal
Risk of cardiovascular disease	4 in 100	2 in 100	1 in 100
Reduction in snoring	Remains the same	Partially reduced	Completely eliminated
Apparatus	None	Relatively invasive	Invasive and noisy
Portability	No issue	No issue	Limits travel
Temporary side-effects	None	Mouth pain and dryness	Pain and skin irritation
Permanent side-effects	None	Change in bite	None
Cost	\$0	\$2500	\$1500
Which do you prefer?	○	○	○

The DCIDA display with heatmap

	No Treatment	Dental appliance	CPAP
Cost	\$0	\$2500	\$1500
Apparatus	None	Relatively invasive	Invasive and noisy
Reduction in snoring	Remains the same	Partially reduced	Completely eliminated
Daytime sleepiness/fatigue	No improvement	Moderate improvement	Return to normal
Risk of cardiovascular disease	4 in 100	2 in 100	1 in 100
Permanent side-effects	None	Change in bite	None
Temporary side-effects	None	Mouth pain and dryness	Pain and skin irritation
Portability	No issue	No issue	Limits travel
Which do you prefer?	○	○	○

The DCIDA display with heatmap

	No Treatment	Dental appliance	CPAP
Permanent side-effects	None	Change in bite	None
Daytime sleepiness/fatigue	No improvement	Moderate improvement	Return to normal
Portability	No issue	No issue	Limits travel
Apparatus	None	Relatively invasive	Invasive and noisy
Reduction in snoring	Remains the same	Partially reduced	Completely eliminated
Risk of cardiovascular disease	4 in 100	2 in 100	1 in 100
Cost	\$0	\$2500	\$1500
Temporary side-effects	None	Mouth pain and dryness	Pain and skin irritation
Which do you prefer?	○	○	○