

Quester ITB™ with Survey Analytics

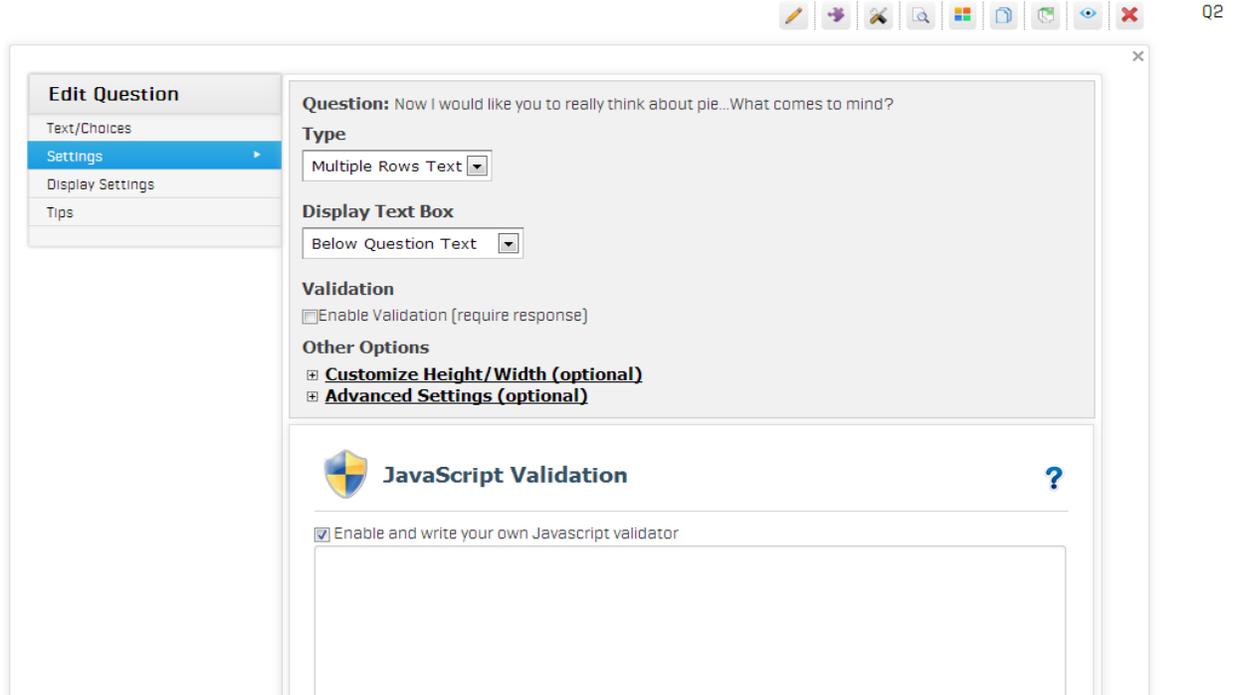
Version 1.0.0

Last Revision 11/25/2013

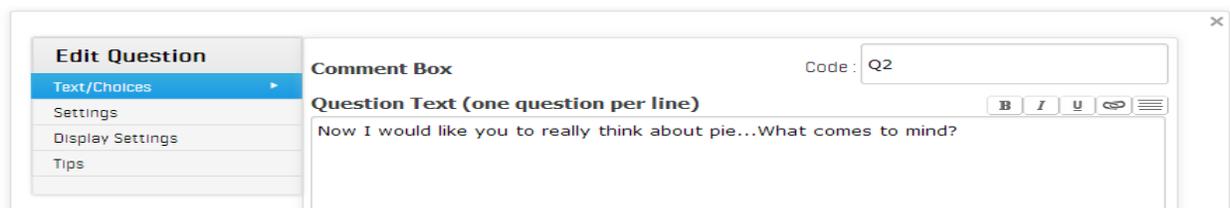
1. In the Survey Analytics survey editor, add a new Comment Box question
 - a. Enter the initial question you would like to ask with the ITB
 - b. Click **Save Question**

The screenshot displays the 'Add Question to Survey' dialog box. It is divided into two main sections: 'Standard Question Types' and 'Advanced Question Types'. Under 'Standard Question Types', there are three categories: 'Multiple Choice' (with options like 'Multiple Choice (Select One)', 'Multiple Choice (Select Many)', 'Drop Down Menu', 'Image Chooser (Select Multiple)', 'Image Chooser (Select One)', and 'Image Rating (Rate One or More Images)'); 'Open-Ended Text' (with options like 'Comment Box', 'Single Row Text', 'Numeric (Freeform) Input', and 'Email Address'); and 'Matrix Table' (with options like 'Multi-Point Scales', 'Checkbox/Multi-Select', 'Spreadsheet', and 'Side-By-Side Matrix'). Under 'Advanced Question Types', there are two categories: 'Conjoint Models' (with 'Conjoint (Max-Diff)') and 'Data / Reference' (with 'Reference/Validated Data'). Additionally, there is a 'Graphical Rating' category (with options like 'Star Rating', 'Scale (Graphical)', 'Drag and Drop Image Ranker', 'Smiley - Yes/No', and 'Smiley - Rating') and a 'Presentation/Heading' category (with options like 'Presentation Text', 'Section Heading', and 'Section Sub-Heading'). An 'Example' preview window is overlaid on the 'Open-Ended Text' category, showing a text input field with the label 'Comments/Suggestions:'.

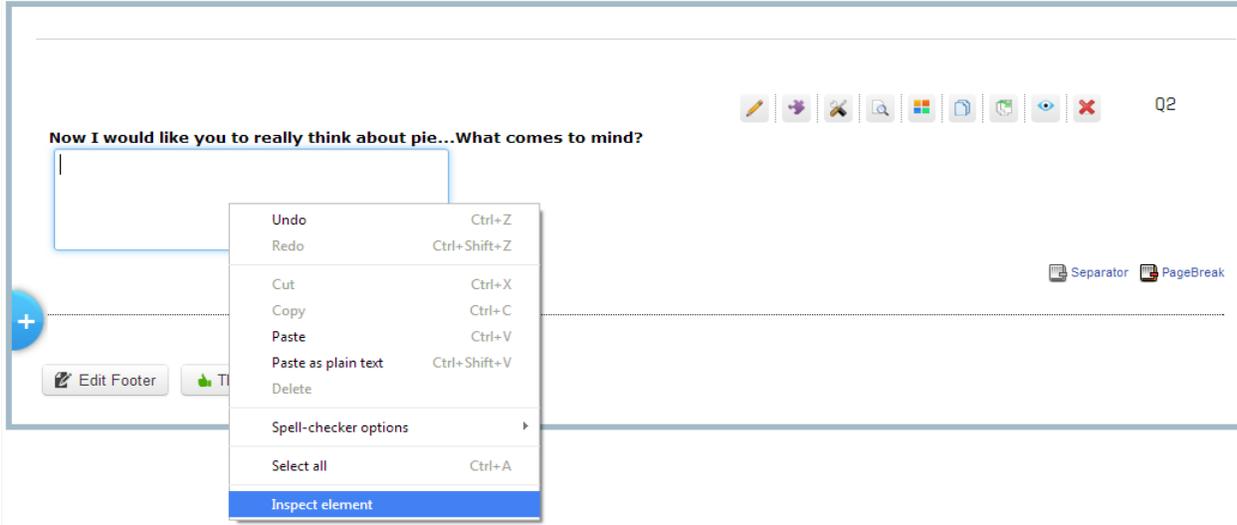
2. Enable **JavaScript Validation** in the question settings window



3. Paste the text from SurveyAnalytics-Code.txt into the **JavaScript Validation** text area. Update the 3 values at the top of the text area.
 - a. The **projectId** value is supplied by Quester
 - b. The **code** value can be found in the **Text/Choices** area
 - i. This value **is not** surrounded by quotes
 - ii. The code value should be unique for the ITB question (at this time Survey Analytics does not enforce that the code is unique)



- c. The **responseId** value can be found by looking at the element id of the question text area in the main editor view. This requires viewing the source of the page or using your browser to inspect the element. The following steps are for *Google Chrome*:
- Right click the text area and select **Inspect element**



- The document source will open up in a new window with the text area element highlighted
- Look for the id and copy the text between the quotes

```
<table border="" cellpadding="" cellspacing="">
  <tbody>
    <tr>
      <td valign="center" class="AnswerText"> &nbsp;</td>
      <td class="AnswerText">
        <textarea id="138281192ID" style="width:320px;height:80px;" name="t_138281192"></textarea>
      </td>
      <td valign="center" class="AnswerText"> &nbsp;</td>
    </tr>
  </tbody>
```

- Save the question settings.
- Your question is now set up to use the Quester ITB.

Data File

The respondent's responses to the ITB are stored in Survey Analytics in a single field. The initial response and probed responses are separated by a pipe character "|".

Custom Variable 3	Custom Variable 4	Custom Variable 5	Respondent Email	Email Group Code	Country Code	Region	Now I would like you to really think about pie...What comes to mind?
					US	IA	I like pie. Pie is good.

Tips to Remember

- The **projectId** value is supplied by Quester
- The ITB is designed to be the only question on the page
- The ITB will automatically submit the page and advance to the next page when probing is finished
- The ITB **cannot** be the first question in the survey.