R3mScore Documentation

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Surveys

Surveys are structured tools used to collect information, opinions, or feedback from individuals or groups. They are essential for research, decision-making, and understanding user behavior. By asking targeted questions, surveys help organizations gather valuable insights to improve products, services, or strategies.

Why use surveys?

Surveys are versatile and can be used for:

- **Market research**: Understand customer needs and preferences.
- **Feedback collection**: Gather opinions on products, services, or experiences.
- **Academic research**: Conduct studies and analyze trends.
- **Employee engagement**: Assess workplace satisfaction and morale.

How surveys work

Surveys typically consist of a series of questions designed to elicit specific responses. These questions can be:

- **Open-ended**: Allowing respondents to provide detailed answers.
- **Closed-ended**: Offering predefined options for selection.
- **Rating scales**: Measuring opinions or satisfaction levels.

The R3mScore platform enhances survey creation with features like advanced logic, customizable themes, and data visualization tools, making it easier to design and analyze surveys effectively.

Key features

- **Advanced question types**: Utilize a variety of question formats, including open-ended, closed, hotspot, and more.
- **Dynamic conditions**: Implement logic to tailor the survey experience based on user responses.
- **Data visualization**: Analyze survey results with built-in visualization tools.
- **Customizable themes**: Design surveys that align with your brand identity.

Getting started

To begin creating surveys, explore the Getting started section, which covers the basics of survey creation and project settings.

Documentation structure

This documentation is organized into the following categories:

- **Introduction**: Overview and support resources.
- **Getting started**: Step-by-step guides for survey creation.
- **Question types**: Detailed explanations of available question formats.
- **Block types**: Information on structuring surveys with blocks.
- **Customization**: Tips for personalizing survey themes.
- **Data**: Tools for exporting, reporting, and visualizing survey data.
- **Advanced**: Features like conditions, referencing, and simulations.

Explore each section to unlock the full potential of the R3mScore survey toolkit.

Overview

The survey module in R3mScore is designed to streamline the process of data collection and analysis. It offers a robust set of tools to create, manage, and analyze surveys efficiently.

Purpose

Surveys are essential for gathering insights, understanding user preferences, and making informed decisions. The R3mScore platform provides a flexible and intuitive interface for designing surveys tailored to your needs.

Features

- **Ease of use**: Create surveys with minimal effort using the user-friendly interface.
- **Customization**: Personalize surveys to match your branding and requirements.
- **Advanced logic**: Implement conditional logic to enhance the survey experience.
- **Data analysis**: Leverage powerful tools for visualizing and interpreting survey results.

Structure

The survey module documentation is divided into several sections:

- **Getting started**: Learn the basics of survey creation and setup.
- **Question types**: Explore the various question formats available.
- **Block types**: Understand how to structure surveys using blocks.
- **Customization**: Discover ways to personalize survey themes and settings.
- **Data**: Access tools for exporting, reporting, and visualizing survey data.
- **Advanced features**: Dive into advanced functionalities like conditions, referencing, and simulations.

This overview serves as a starting point for navigating the survey module documentation. Explore each section to maximize the potential of R3mScore surveys.

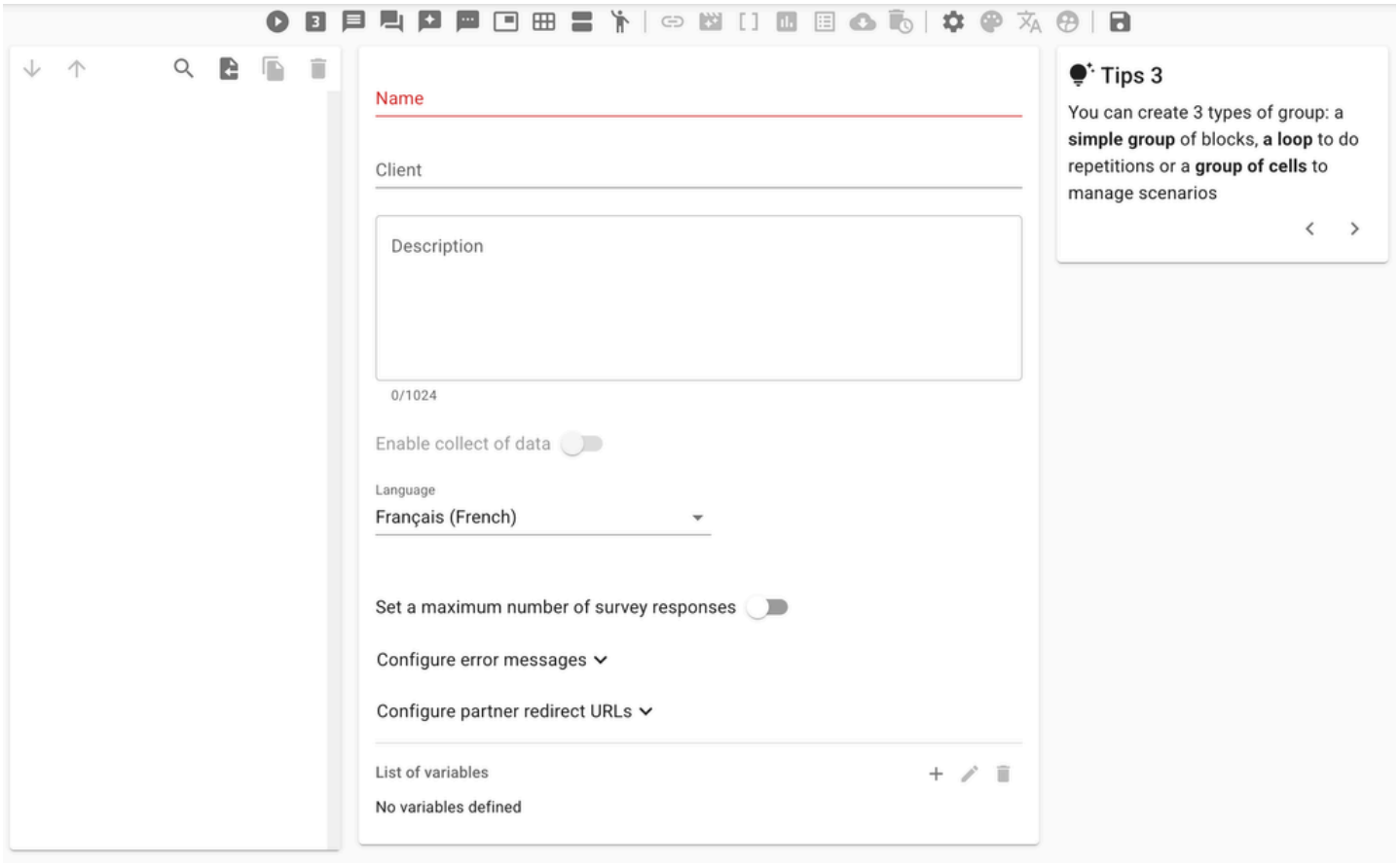
Getting started

Creating a survey in R3mScore is a straightforward process that allows you to collect valuable data from your respondents. This guide walks you through the essential steps to design, configure, and launch your survey.

Create a new survey

To create a new survey, navigate to the survey module and click on **"Add"**. This will open the survey creation interface where you can begin building your questionnaire.

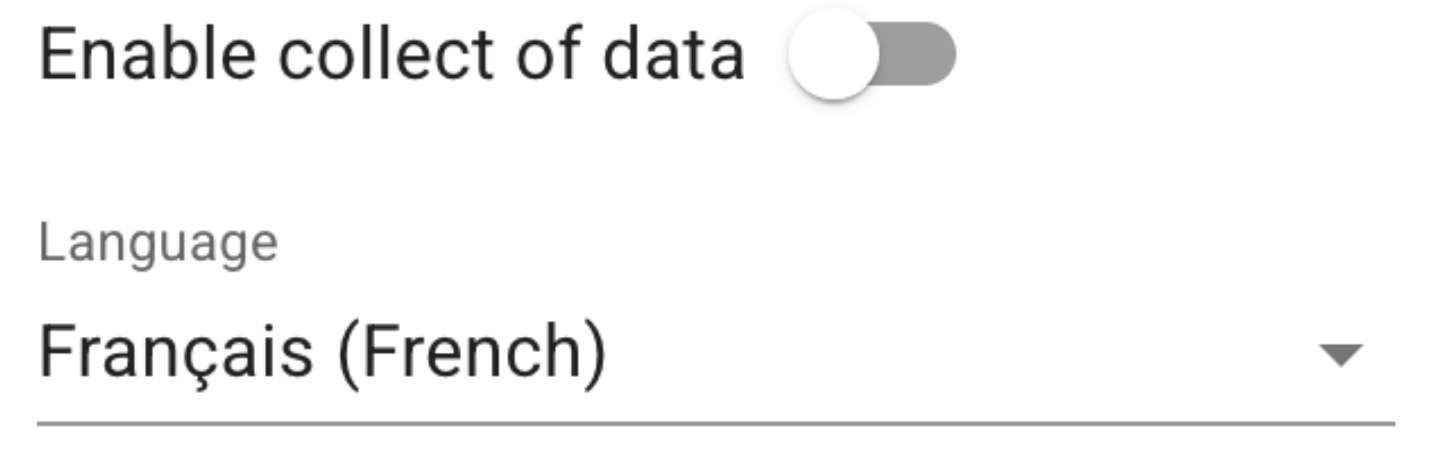
After clicking **"Add"**, you will be redirected to a new page where you can configure your survey details and settings.



Project settings

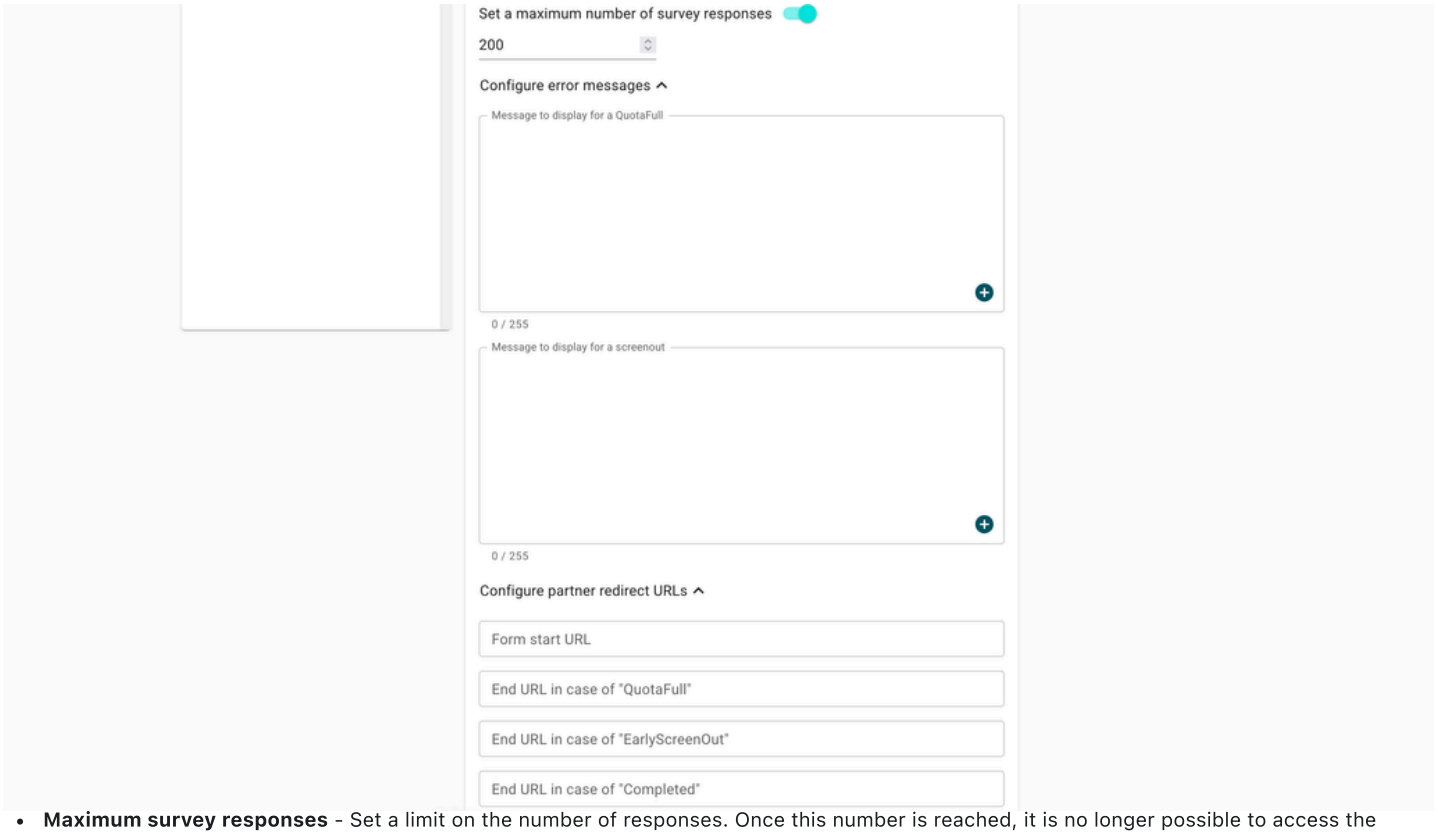
In the project settings section, you can configure various aspects of your survey data collection and management:

Data collection configuration



- **Enable collect of data** - Once the project is saved, you can activate data collection for your survey
- **Select a collect default language** - Choose the primary language for data collection

Response management



- **Maximum survey responses** - Set a limit on the number of responses. Once this number is reached, it is no longer possible to access the questionnaire
- **QuotaFull and ScreenOut messages** - Configure custom messages to display when quotas are reached or respondents are screened out. If no message is configured but a block such as "ending message" exists, the respondent will be directed to this block
- **Upload default messages** - Click the "+" button to upload predefined messages for various scenarios
- **Partner redirection** - Configure custom redirection URL.

Variable management

The project settings also include tools for managing survey variables:

- **Create a variable** - Add new variables to use throughout your survey
- **Edit a variable** - The "Edit a variable" menu allows you to modify the value of the selected variable as well as its description
- **Delete selected variable** - Remove variables that are no longer needed
- **Variable descriptions** - By hovering the mouse over the variable icon, you will be able to view the description of the variable. This description will not be visible to respondents
- **Variable codes** - The "Code" affiliated to each variable can be used in any block of the survey. For example: `[VAR_1]` corresponds to "Variable 1". Respondents will not see this code but the associated value (see Referencing for more details)

Adding blocks to your survey

Once you've created your first survey, you can start adding blocks directly within the survey interface. Blocks are the building components of your survey that contain different types of questions and content elements.

To add blocks to your survey:

1. Within your newly created survey, look for the **"Add block"** button or similar option
2. Click to insert a new block at your desired position
3. Configure the block type and content according to your survey needs

Each block can contain various question types, text elements, or other interactive components that will help you gather the specific information you need from your respondents.

Question types

Each question type has its own detailed documentation with specific configuration options and examples:

- **Introduction** - Welcome messages and survey introductions
- **Open question** - Text-based responses and comments
- **Closed question** - Multiple choice and single selection questions
- **R3m question** - Specialized R3mScore question format
- **Hotspot** - Interactive image-based questions
- **Battery of items** - Groups of related questions with shared response scales
- **Adaptive question** - Dynamic questions that adapt based on previous responses

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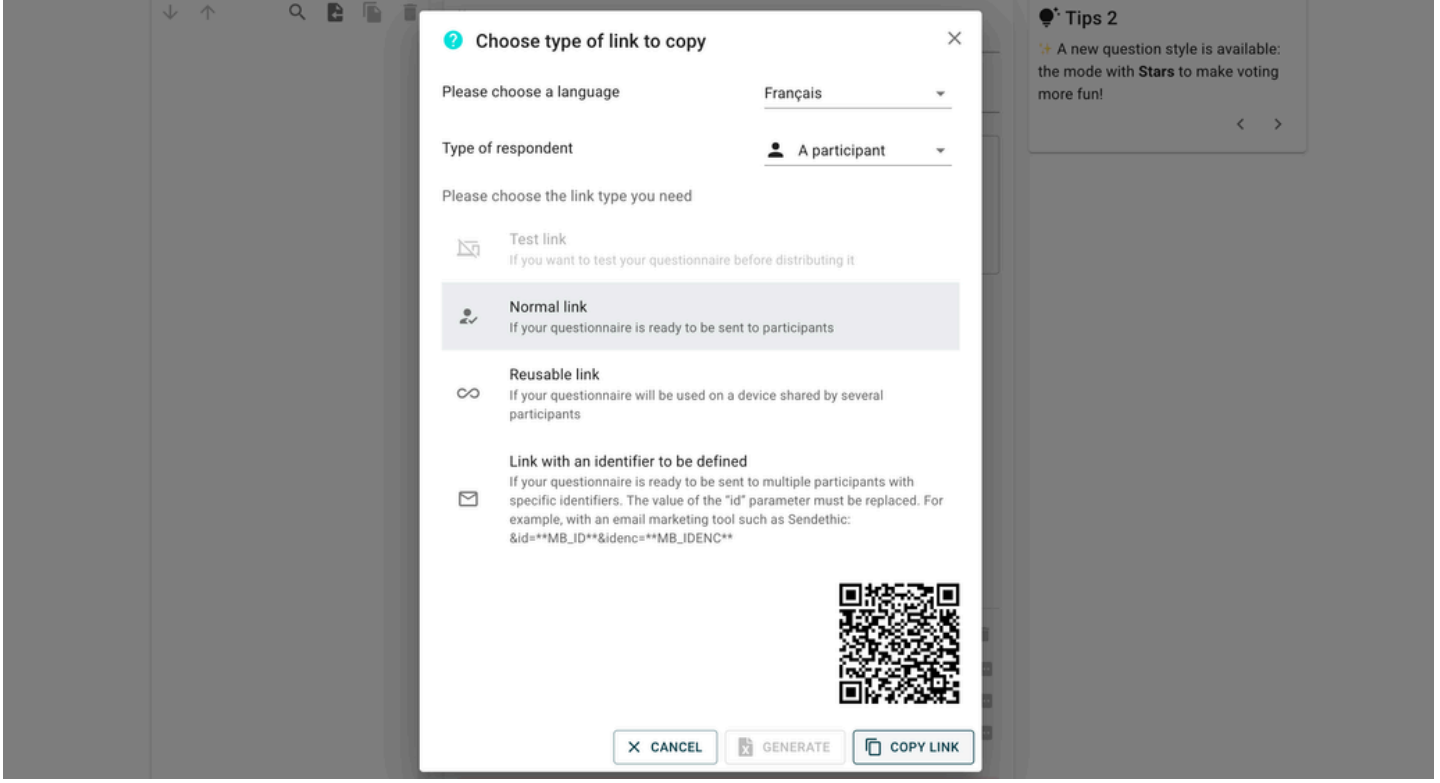
Share your survey

Get link

Once your survey is ready, you can share it with respondents using various link types and distribution methods.

INFO

To share your survey, **collect of data** must be enabled in the project settings

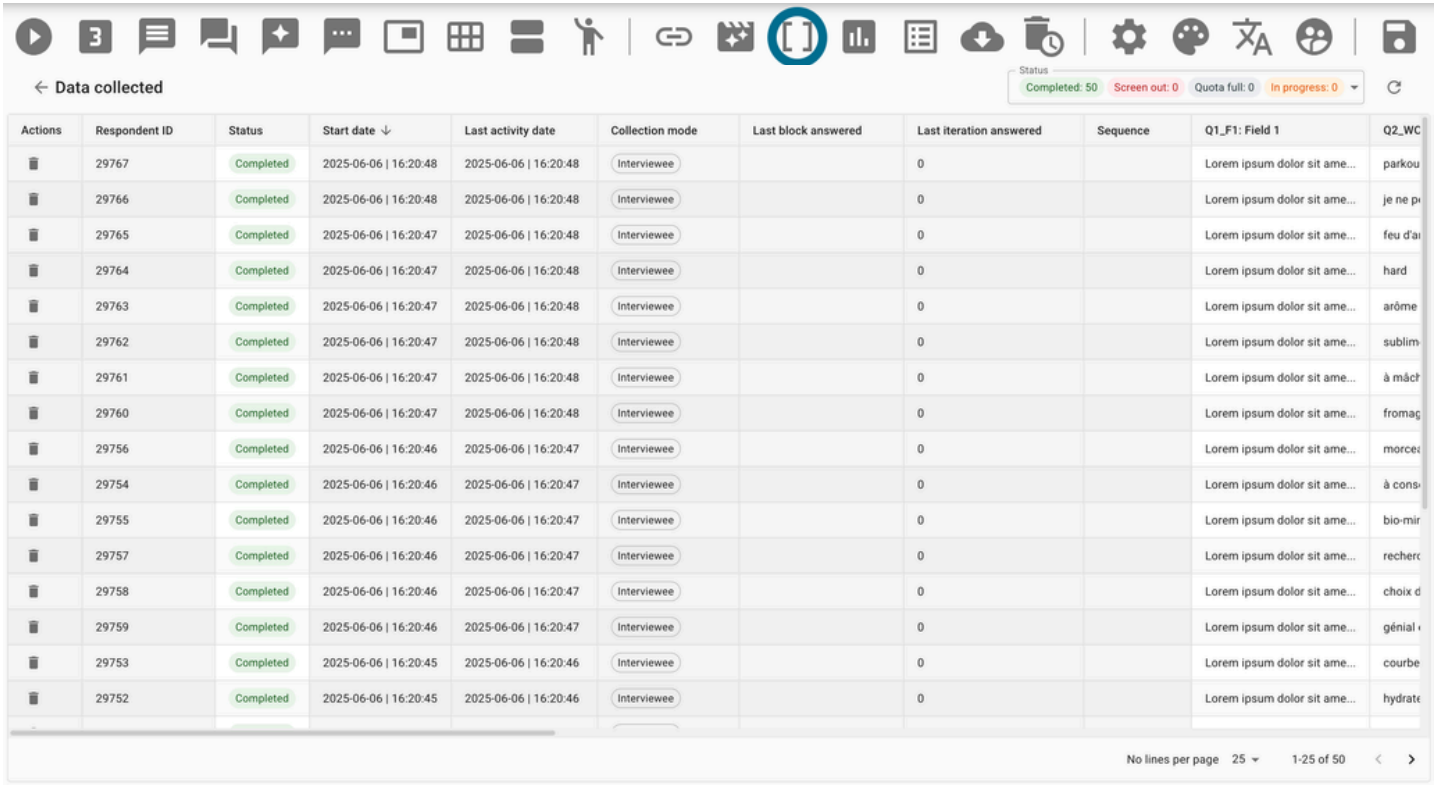


Share it !

For detailed information about sharing options, link types, see our comprehensive Sharing guide.

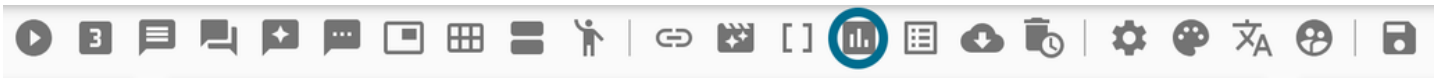
Access to your data

Data visualisation



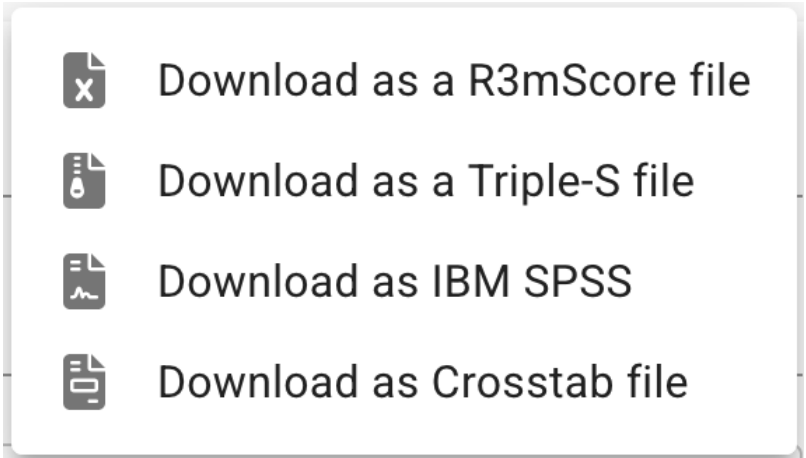
For detailed information about data visualisation, see our comprehensive Data visualisation guide.

Reporting



You can access to some analytics about your survey's answers. To learn more about reporting, see Reporting.

Export data



You can export data in ***R3mScore file***, ***Triple-S***, ***IBM SPSS*** or ***Crosstab***. To learn more about export, see Export.

Enjoy !!

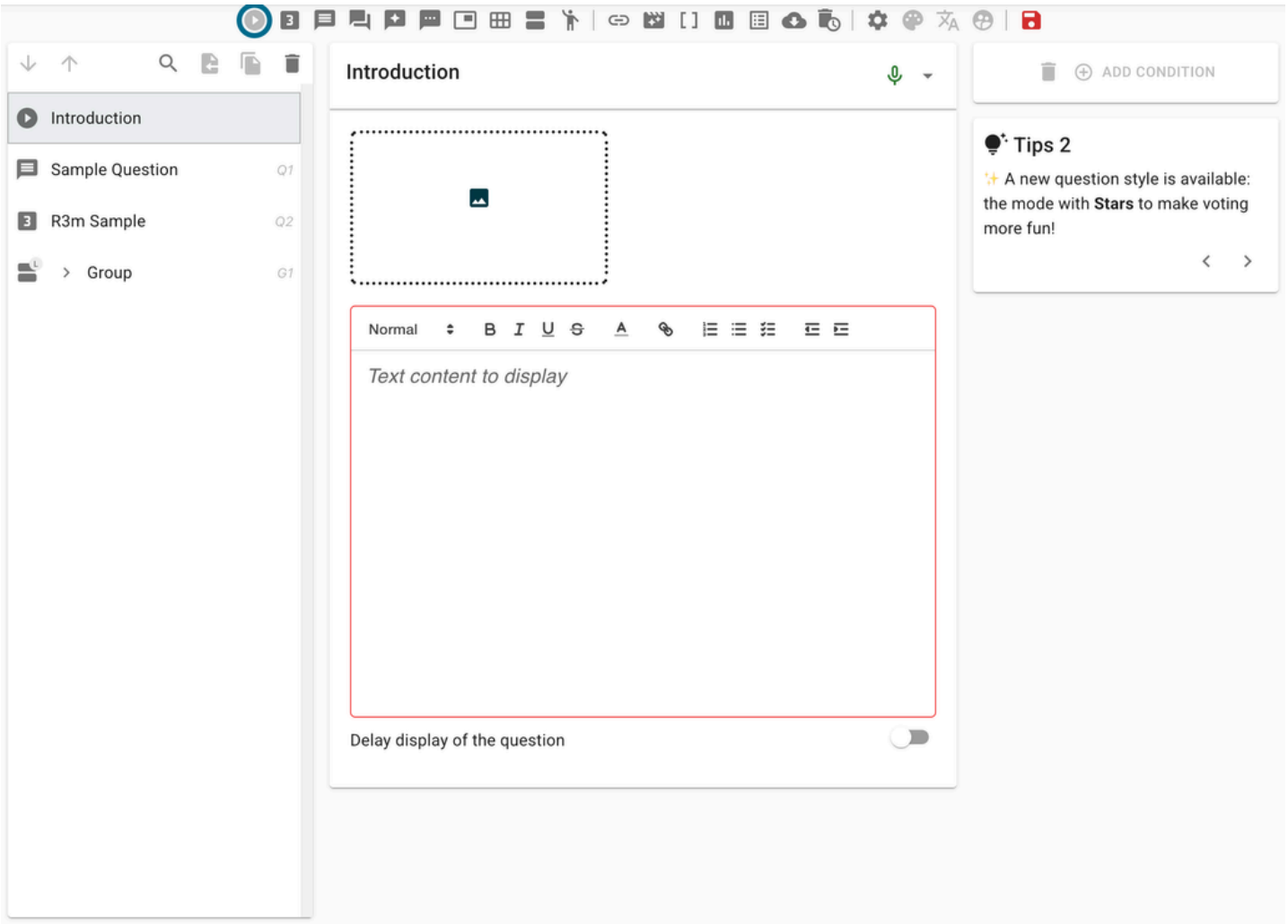
Introduction

The introduction question type is used to provide welcome messages, instructions, or introductory content to survey respondents. This question type doesn't collect data but serves as an informational block to guide respondents through your survey.

Overview

Introduction blocks are essential for:

- Welcoming respondents to your survey
- Providing context and instructions
- Setting expectations about survey duration
- Explaining the purpose of the survey
- Creating a smooth transition between survey sections



Collect view

When respondents encounter an introduction block in your survey, they see a clean, informative display designed to communicate your message effectively.

The collect view features:

- **Clear messaging display** - Your introduction text is prominently displayed
- **Continue button** - Allows respondents to proceed to the next question
- **Responsive design** - Adapts to different screen sizes and devices
- **Customizable styling** - Matches your survey's theme and branding

Introduction question settings

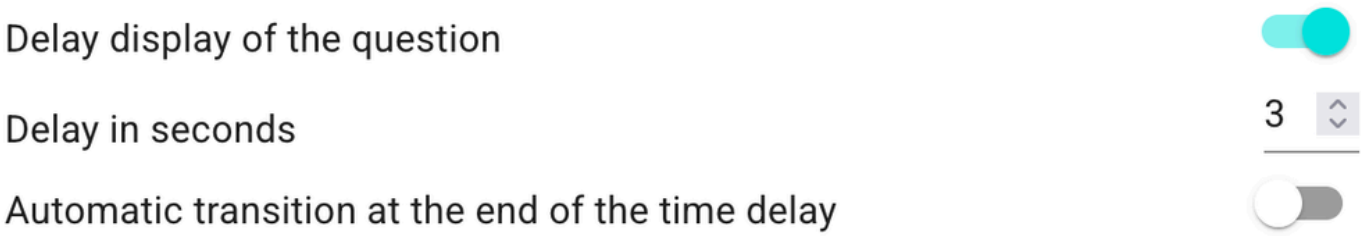
The introduction question type offers several configuration options to customize the respondent experience.

Content configuration

- **Title** - Optional title for your introduction block
- **Message text** - The main content displayed to respondents
- **Rich text formatting** - Support for bold, italic, links, and basic HTML formatting
- **Media support** - Ability to include images or videos in your introduction

Timing settings

One of the key features of introduction blocks is the ability to control timing:



- **Delay setting** - Add a delay to the question, controlling how long respondents must wait before they can proceed
- **Minimum viewing time** - Ensures respondents spend adequate time reading the introduction
- **Auto-advance** - Optional automatic progression after a specified time period

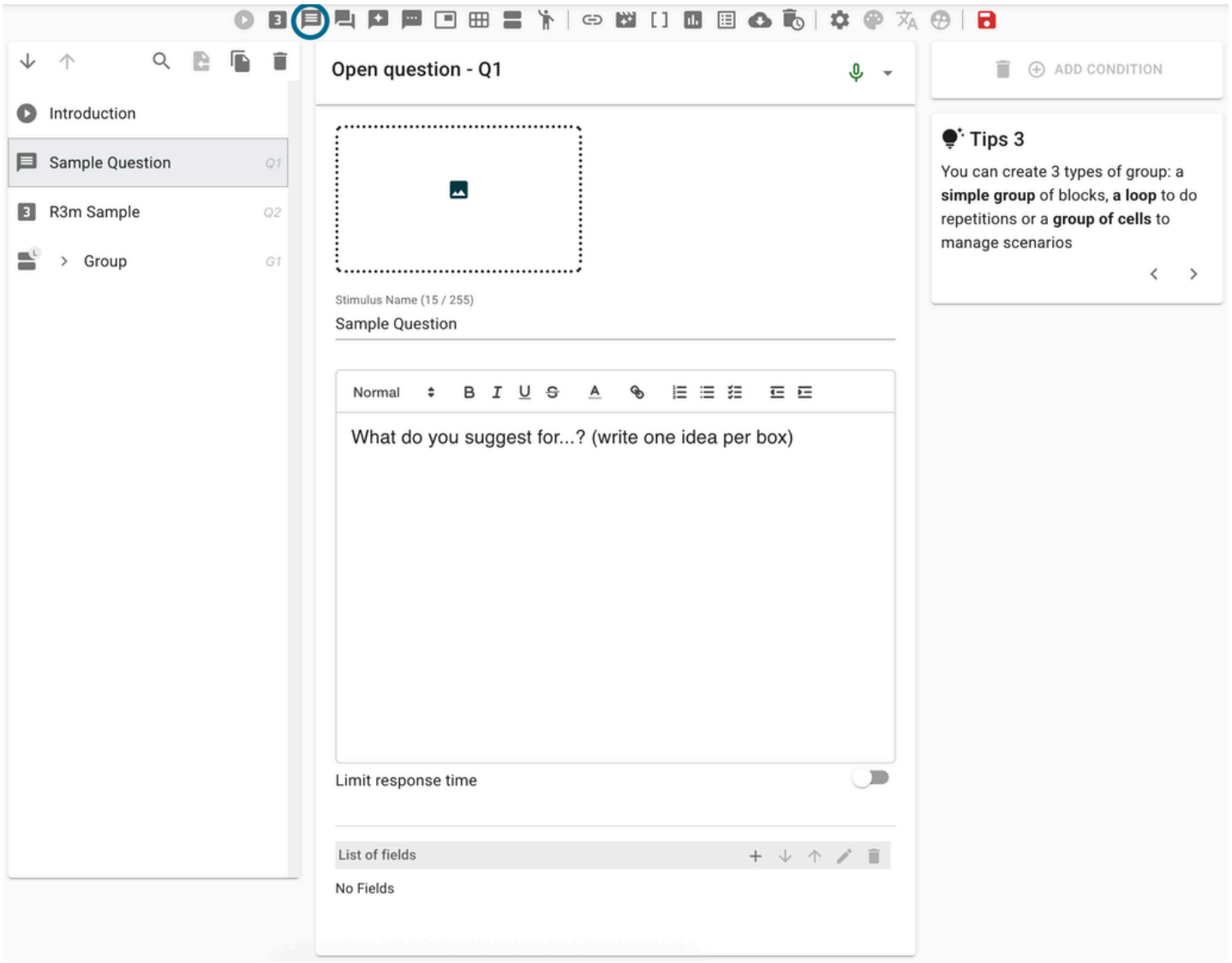
Open question

The open question type allows respondents to provide free-text responses, enabling you to collect qualitative data, detailed feedback, and personalized input. This question type is highly versatile and supports various input field types to match different data collection needs.

Overview

Open questions are essential for:

- Collecting detailed feedback and comments
- Gathering personal information with appropriate validation
- Capturing creative or unique responses
- Obtaining specific data like contact details, dates, or numbers
- Allowing respondents to elaborate on their thoughts



Collect view

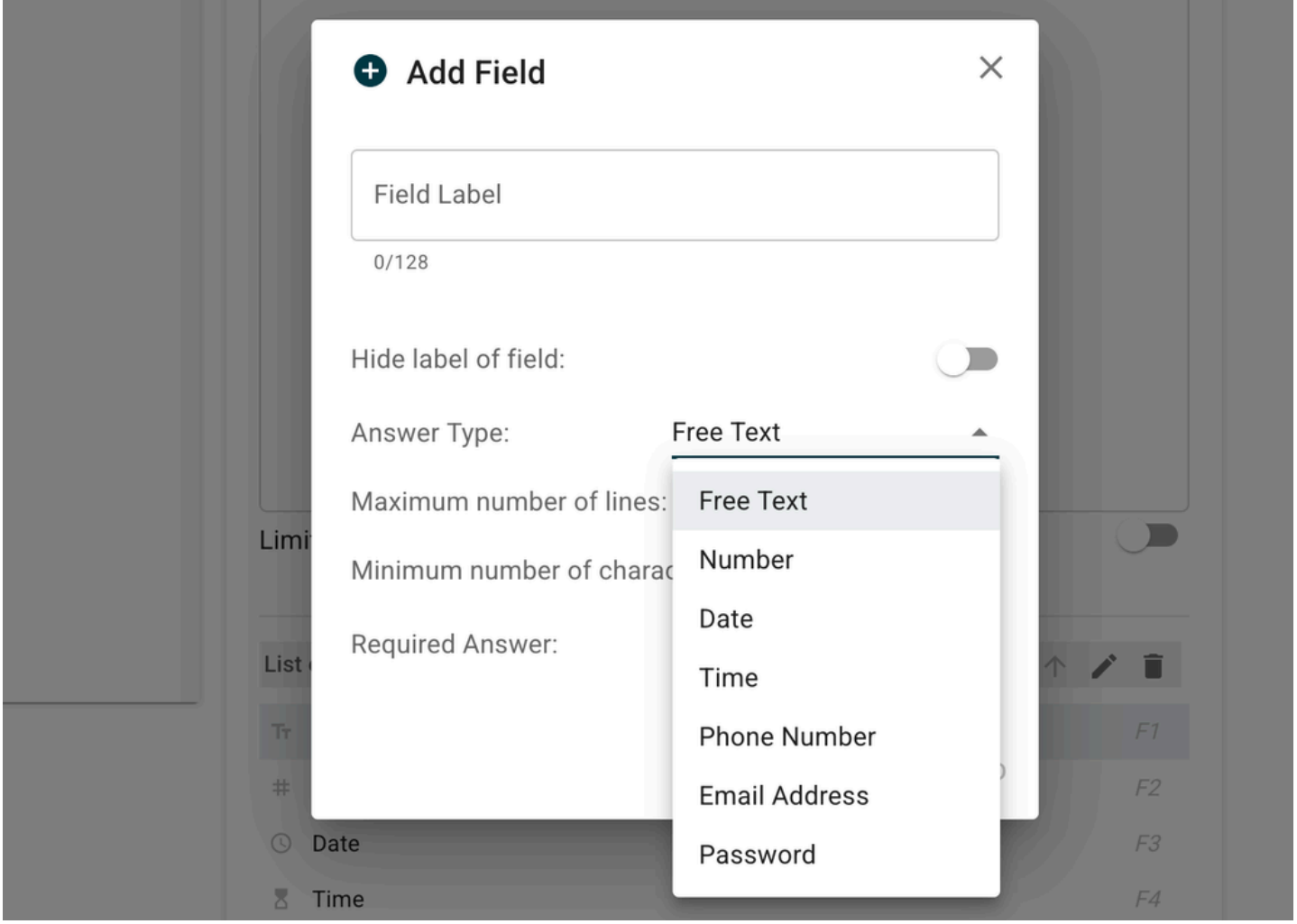
When respondents encounter an open question, they see input fields designed for easy data entry with appropriate formatting and validation.

The collect view features:

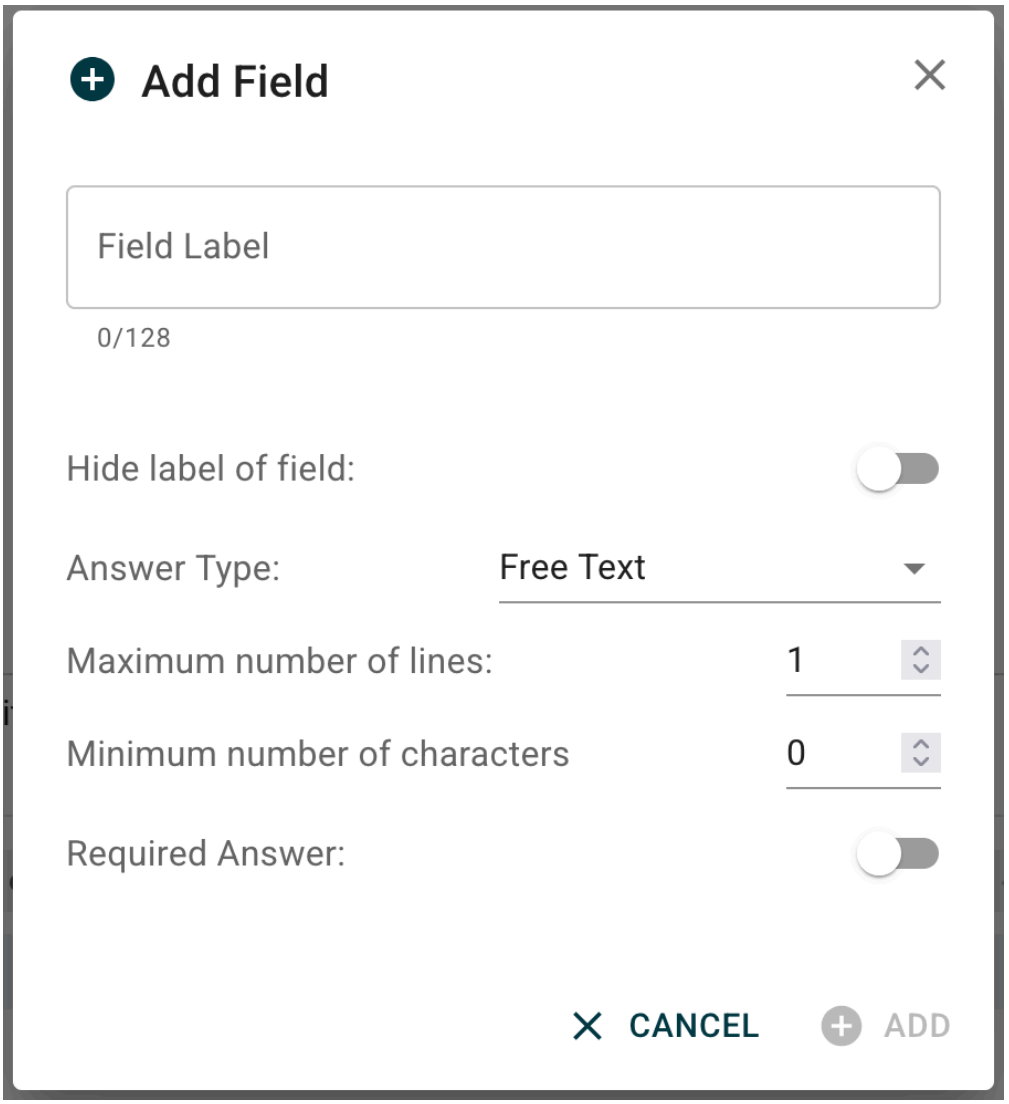
- **Responsive input fields** - Automatically adjust to content and screen size
- **Real-time validation** - Immediate feedback for incorrect formats
- **Clear labeling** - Descriptive labels and placeholder text
- **Multi-field support** - Multiple input fields within a single question
- **Mobile-optimized keyboards** - Appropriate keyboard types for different field types

Specific field type options

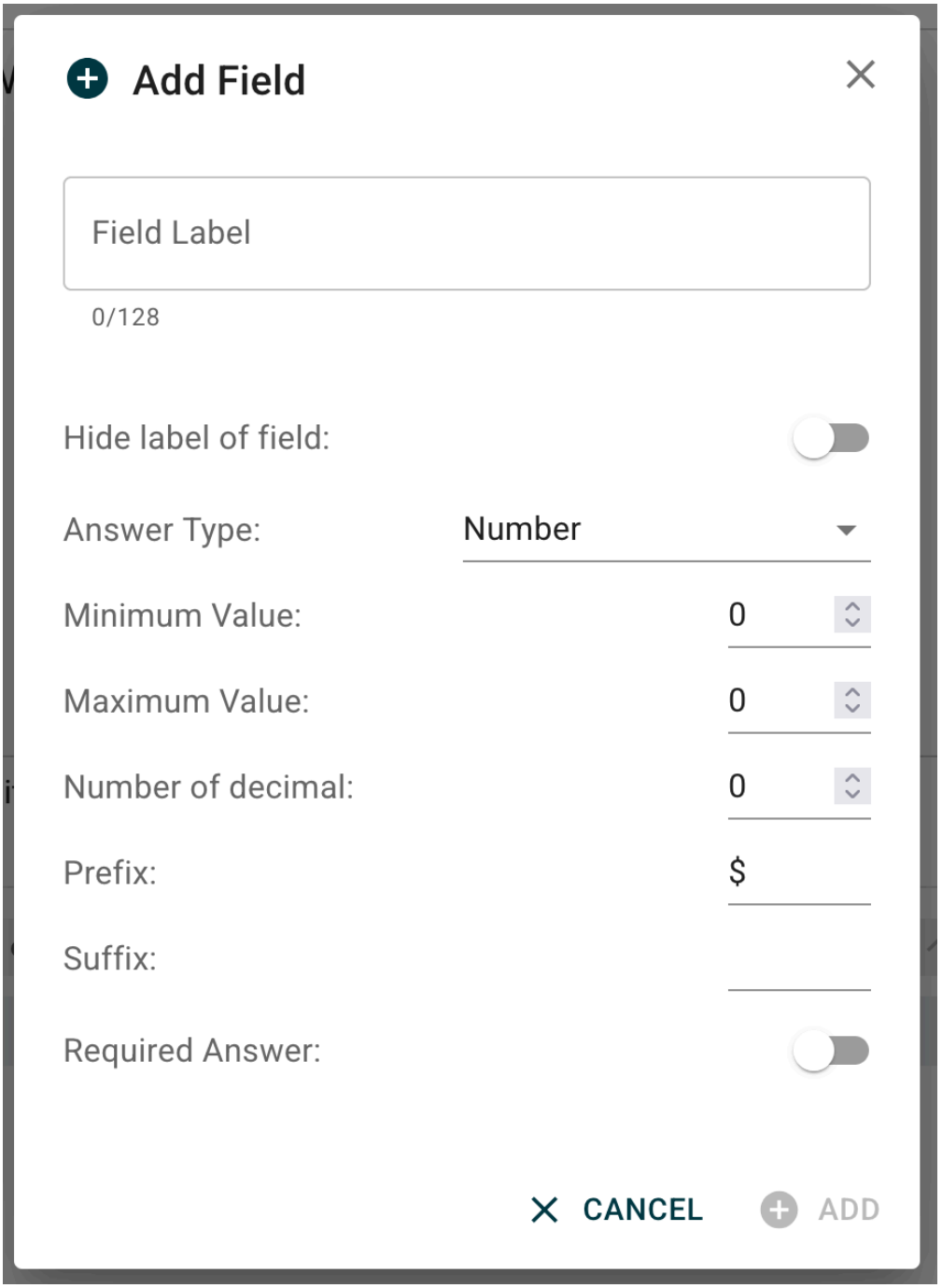
Open questions support multiple field types, each with specific validation and input characteristics:


Add Field
Field Label
0/128
Hide label of field:
Answer Type:
Free Text
Maximum number of lines:
Minimum number of charac
Required Answer:
Free Text
Number
Date
Time
Phone Number
Email Address
Password
Limi
List
Date
Time
F1
F2
F3
F4

Free text

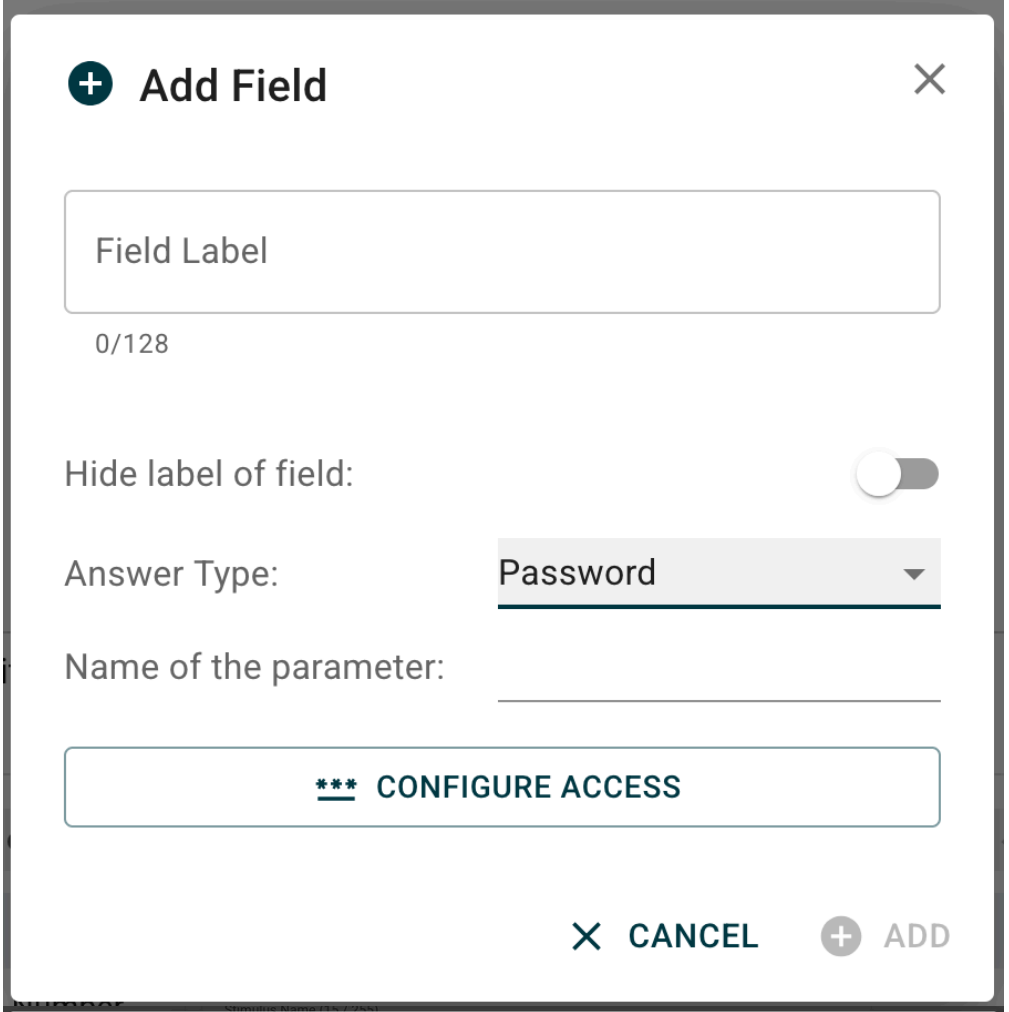

Add Field
Field Label
0/128
Hide label of field:
Answer Type:
Free Text
Maximum number of lines:
1
Minimum number of characters
0
Required Answer:
CANCEL
ADD

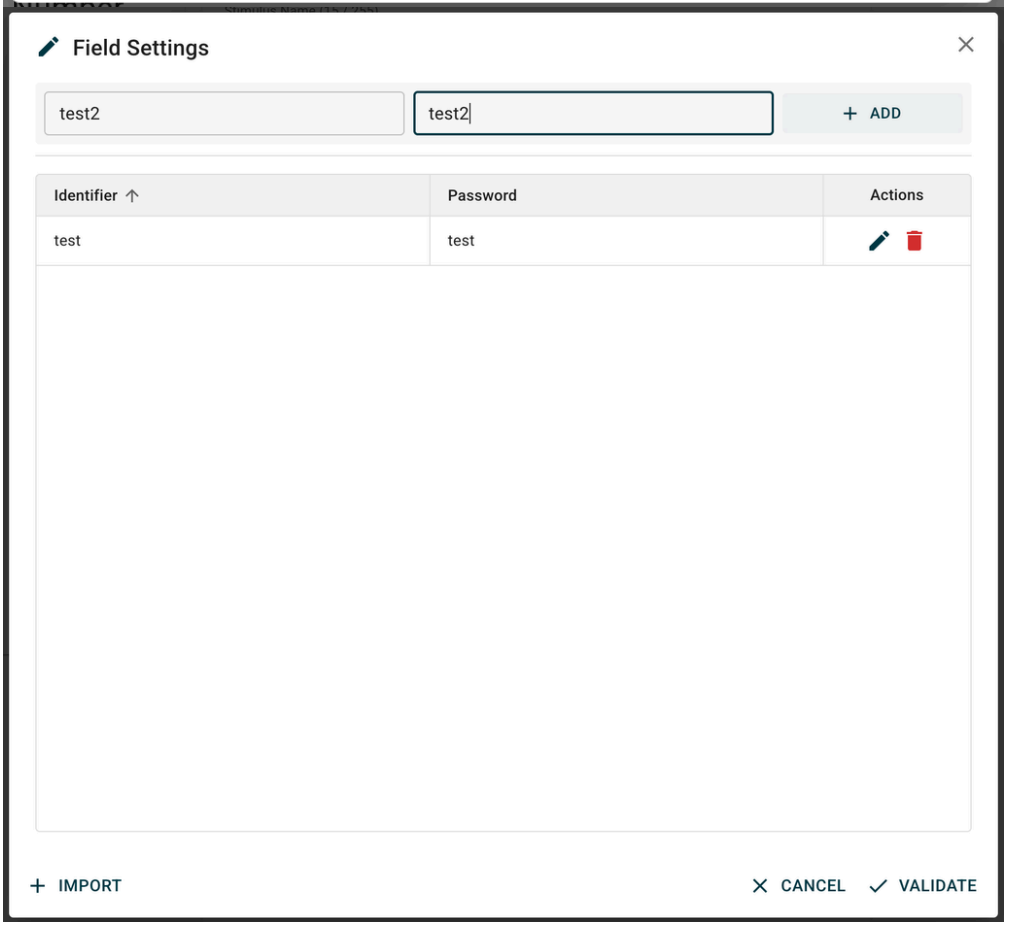
Number



Password

Password field type is quite special. You can specify an identifier (a URL param, cf: URL params) and test a value for this identifier. It's like an identifier-password combination. For example, here if we name our identifier `test`, we send to the user a URL with the param `test="test2"`. In the password field, user needs to write test1 (the password of the user `test12`). If the answer isn't correct, the user is screened out.


Add Field
Field Label
0/128
Hide label of field:
Answer Type:
Password
Name of the parameter:
*** CONFIGURE ACCESS
CANCEL
ADD

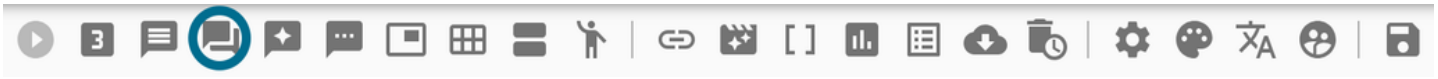

Field Settings
test2
test2
ADD
Identifier
Password
Actions
test
test
IMPORT
CANCEL
VALIDATE

Closed question

Closed questions provide respondents with predefined answer options to choose from. This question type offers various display modes and configuration options to suit different survey needs.

Creating a closed question

To create a closed question, select the closed question type from the question menu. You can configure various aspects of the question including display modes, answer options, and special behaviors.



Basic configuration

Excluding from pairing

> **NOTE**
> If this is a recruiting question at the beginning of the questionnaire, you can exclude it from pairing to prevent it from affecting other question relationships.

Display a visual

You can add visual elements to enhance the question presentation and make it more engaging for respondents.

Answer modes

Classic mode

The classic mode displays answers as a standard list of options. Respondents can select one answer by default.

> **MULTI CHOICE OPTION**
> When enabled for classic mode, respondents can select multiple answers from the available options. You can set up a minimum number of required answers to ensure sufficient data collection.

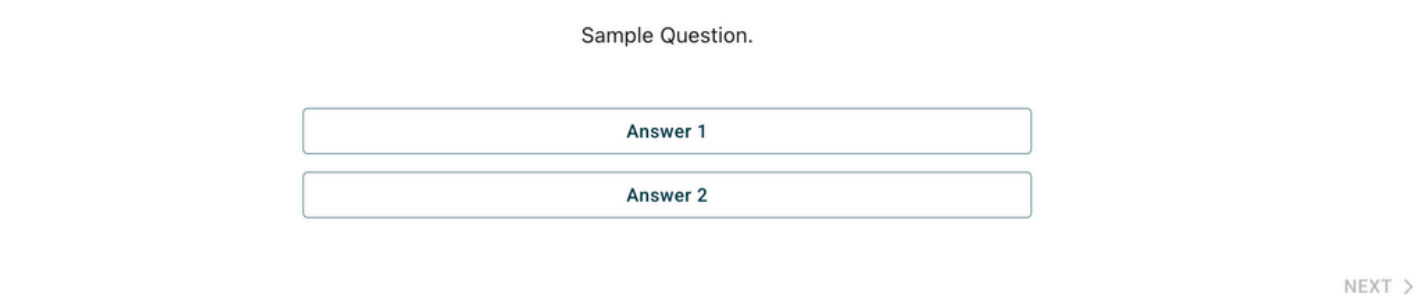
Collect appearance

CATA mode (check all that apply)

CATA mode allows you to set up several columns (1 to 5) for more complex response structures. This is useful for matrix-style questions or when you need to organize answers in multiple categories.

> **MULTI CHOICE OPTION**
> CATA mode inherently supports multiple selections, and you can further configure minimum/maximum answer requirements.

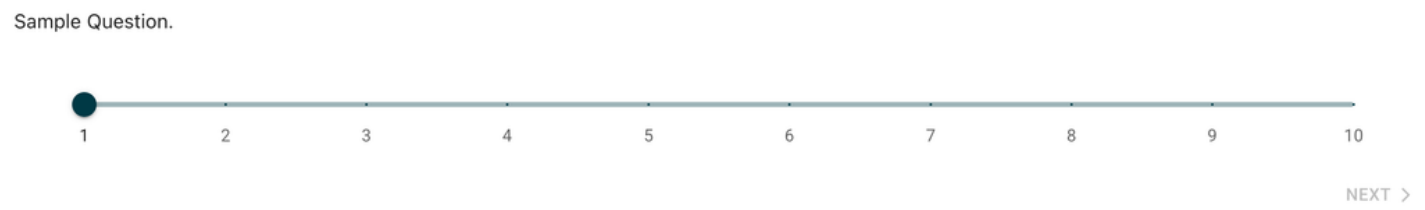
Collect appearance



Slider mode

Slider mode presents answers as an interactive slider control, allowing respondents to select values along a continuous scale. This is particularly useful for rating or measurement questions where precise positioning matters.

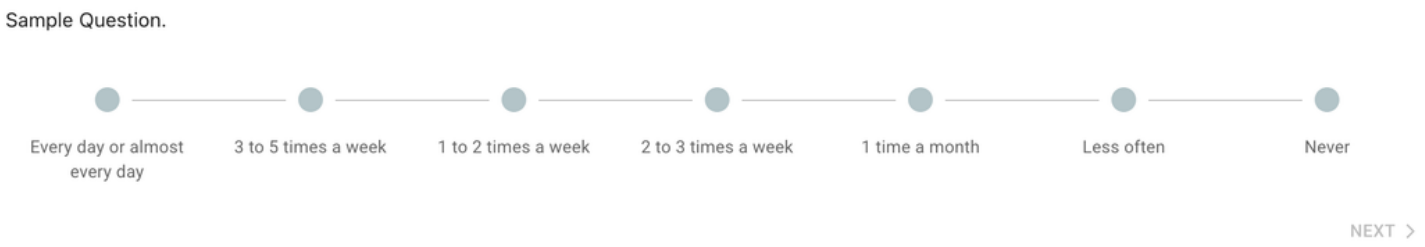
Collect appearance



Stepper mode

Stepper mode displays answers with increment/decrement controls, allowing respondents to adjust their selection using step-by-step navigation. This mode is ideal for numeric inputs or ordered selections.

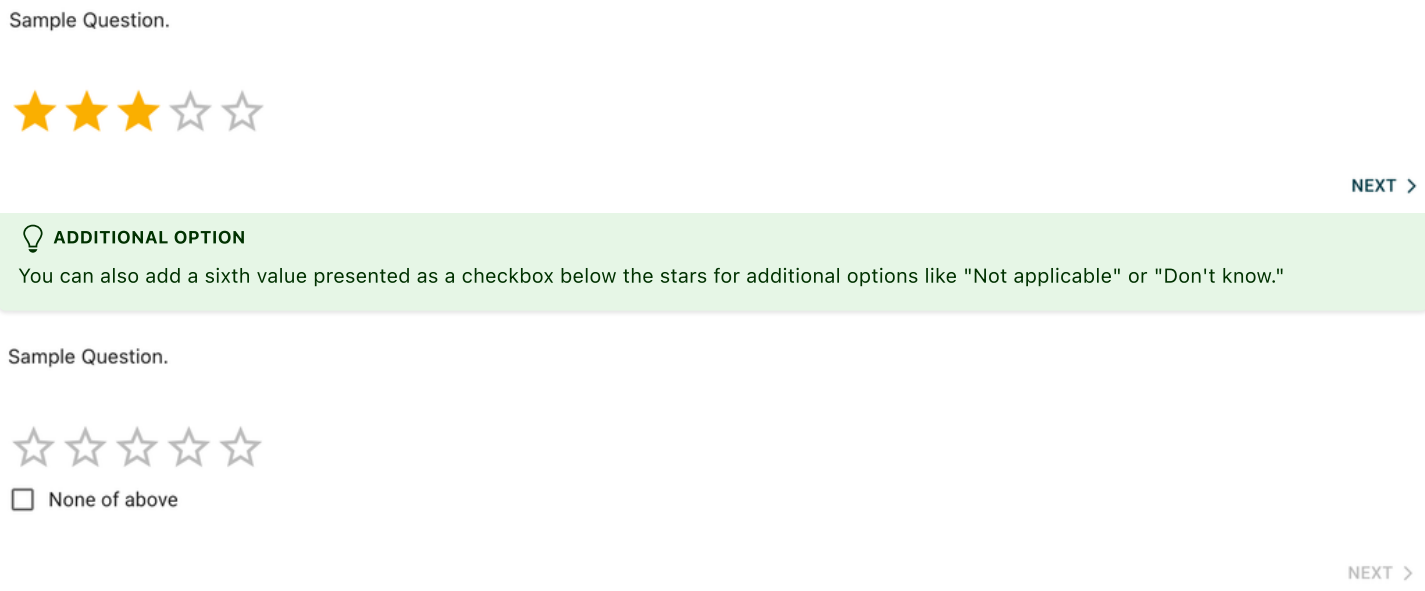
Collect appearance



Stars mode

The stars mode creates a rating question where respondents rate items from 1 to 5 stars.

Collect appearance



Answer management

List of answers

You can manage your answer list in several ways:

- Copy-paste lists directly from Word or Excel
- Delete unwanted answers
- Move answers up or down to reorder them
- Edit individual answer text

Random order

REDUCE BIAS

Enable this option to show answers in a random order to each respondent, reducing order bias in responses.

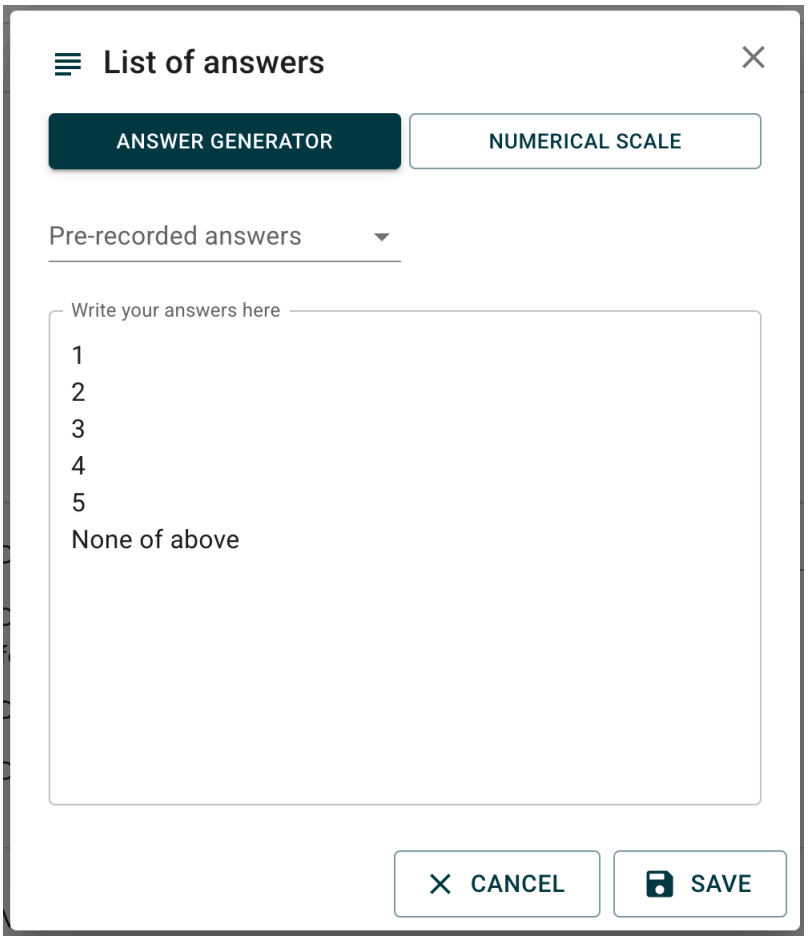
Generate preset answers

Use the preset generator to quickly create:

- Standard answer sets
- Numerical scales

TIME SAVER

This feature enables input of all answers/items in one operation, saving time when creating common question types.



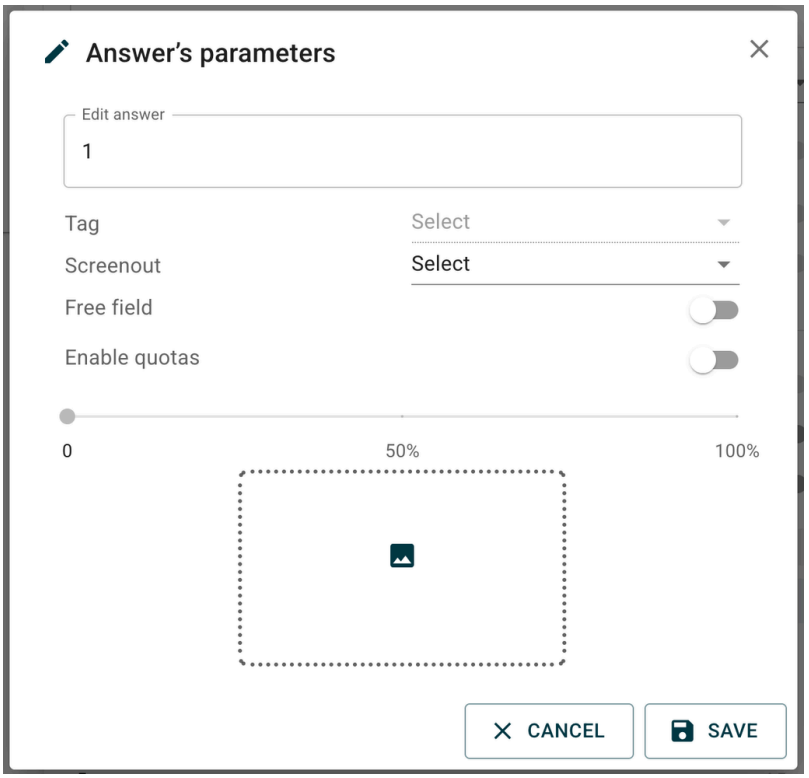
Advanced answer configuration

Edit answer parameters

Each answer can be individually configured using the **"Edit answer's parameters"** menu:

- **Text modification**: Change the answer text
- **Tag management**: Add or modify tags for answer categorization
- **Screen-out**: Mark answers that should end the survey
- **Free field**: Allow users to type their own answer
- **Exclusive**: Set the answer as mutually exclusive with others

- **Quotas**: Enable quota management for this specific answer



Quota management

SAMPLE COMPOSITION

When quotas are enabled, use the slider to set percentage-based quotas for individual answers, helping you achieve your desired sample composition.

Automatic reclassification

Numeric field for reclassification

Enable **"Display a numeric field for automatic reclassification"** to allow automatic categorization of numeric responses. Choose between:

Intervals

Respondents enter a numerical value in a free field, which gets automatically reclassified into predefined ranges.

IMPORTANT VALIDATION RULE

Values must contain 2 numbers to be valid.

- ❌ Incorrect: "Less than 18 years old"
- ✅ Correct: "0-18"

Lists

Respondents enter a value that gets matched against predefined lists.

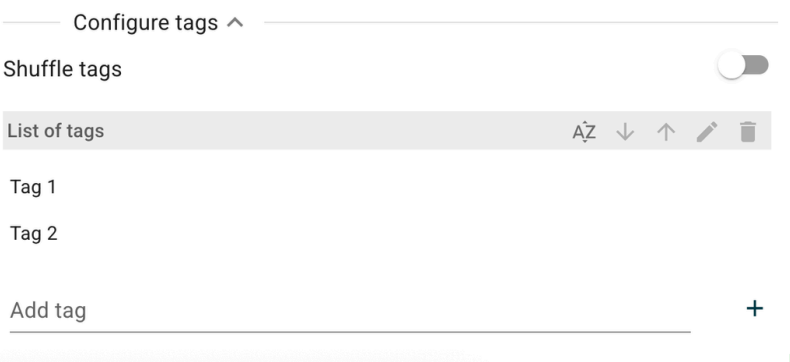
EXAMPLE

If someone answers "50" as a department number, they'll be automatically assigned to "Normandy" because "50" is part of the Normandy department list.

Advanced features

Tag management

You can organize and categorize your answers using a comprehensive tag system.



ORGANIZATION BENEFITS

Tags help you organize answers logically and make it easier to manage complex questionnaires with many answer options.

Adding tags to answers

- Add custom tags to individual answers for better categorization
- Use descriptive tag names that reflect the content or purpose of the answer
- Multiple tags can be assigned to a single answer

Sorting by tags

- Sort your answer list by tags to group related answers together
- Filter answers based on specific tags to quickly find what you need
- Organize your questionnaire structure more efficiently

Automatic mode

In automatic mode, the question doesn't appear on screen. Instead, the algorithm randomly assigns one of the potential responses to each respondent.

EXAMPLE

If potential responses are 1, 2, and 3, each respondent gets a randomly assigned response.

IMPORTANT REQUIREMENT

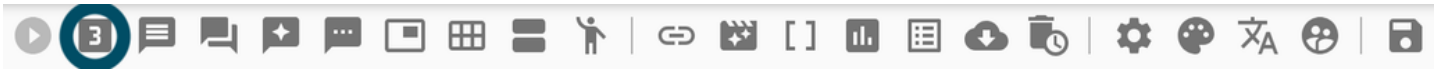
This function must be used with conditions and is typically combined with advanced logic for complex survey flows.

R3m

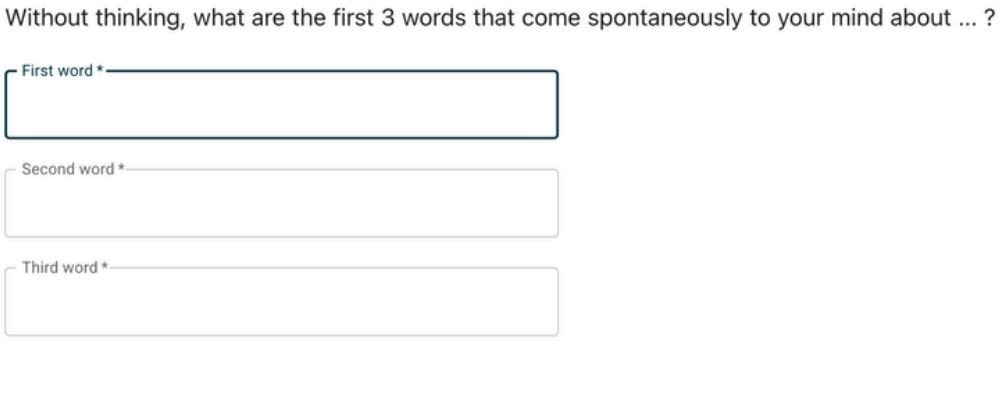
The R3m question type is a specialized question format designed for collecting open-ended responses with built-in validation and standardization features. This question type is particularly useful for gathering qualitative feedback while maintaining data quality standards.

Creating an R3m question

To create an R3m question, select the R3m question type from the question menu. This question type offers several configuration options to ensure response quality and standardization.



Configuration options

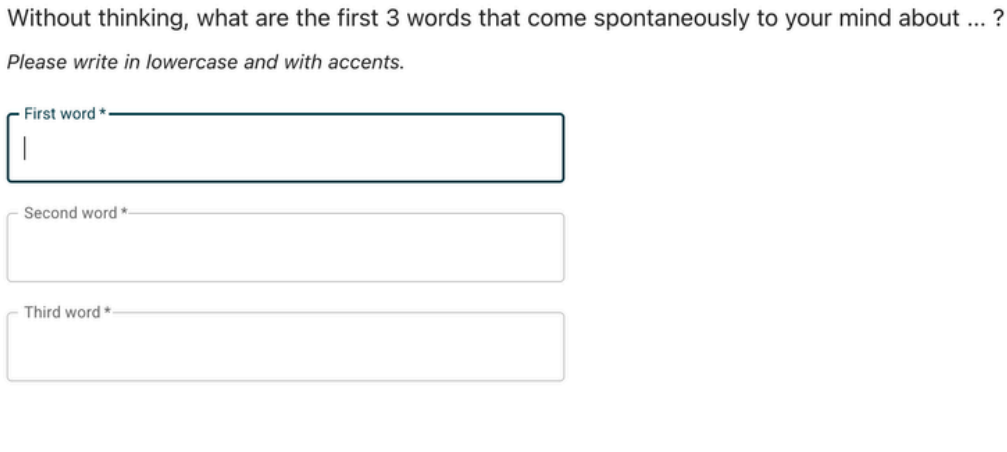


Show instructions

When you enable the "Show instructions" option, additional guidance text will be displayed to respondents to help them provide better quality responses.

STANDARD INSTRUCTION EXAMPLE

If you choose this option, the following text would appear: "Please write in lowercase and with accents".



CUSTOMIZATION

You can customize the instruction text to match your specific requirements and language preferences.

Check responses

Enable response validation to automatically filter out low-quality or nonsensical responses.

QUALITY CONTROL

Some responses won't be validated if they don't make sense, including:

- Single-letter words
- Series of incoherent characters

- Meaningless text strings
- Other patterns that indicate poor response quality

DATA QUALITY

This feature significantly improves the quality of collected data by preventing spam or careless responses from being recorded.

Standardized R3m question

The standardized R3m question feature allows you to create consistent evaluation questions across different stimuli.

Setting up standardized questions

1. **Enter the stimulus name**: Input the name of the stimulus to be evaluated

DATA ORGANIZATION

The stimulus name won't be shown to respondents but will serve as an identifier in the data file for analysis purposes.

2. **Configure the R3m question**: Complete the question setup in accordance with the evaluated stimulus

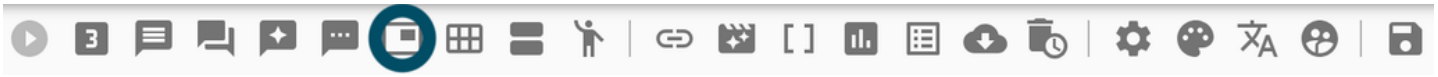
Hotspot

The hotspot question type allows you to create interactive clickable zones on images. Respondents can click on different areas of an image to provide feedback, making it ideal for visual evaluation studies, interface testing, or any scenario where spatial feedback is valuable.

Creating a hotspot question

REQUIRED ELEMENT

It is necessary to add an image before you can create hotspot zones. The hotspot functionality depends entirely on having an image as the base element.



Basic setup

Adding an image

Start by uploading the image that will serve as the base for your hotspot zones. This image will be the interactive element that respondents click on.

Adding descriptive text

Text can be displayed above the image to provide context or instructions to respondents.

QUICK SETUP

Use the "+" button to generate default text that you can then customize for your specific needs.

Zone management

Accessing zone management

Once your image has been added, you can access the zone management menu by clicking on **"Manage zones"**.

Image width configuration

DISPLAY SETTINGS

Image width can be set between 600 and 1200 pixels to optimize display across different devices and screen sizes.

Answer configuration

Default answers

By default, the hotspot block contains 2 answers that represent different response states. These answers can be:

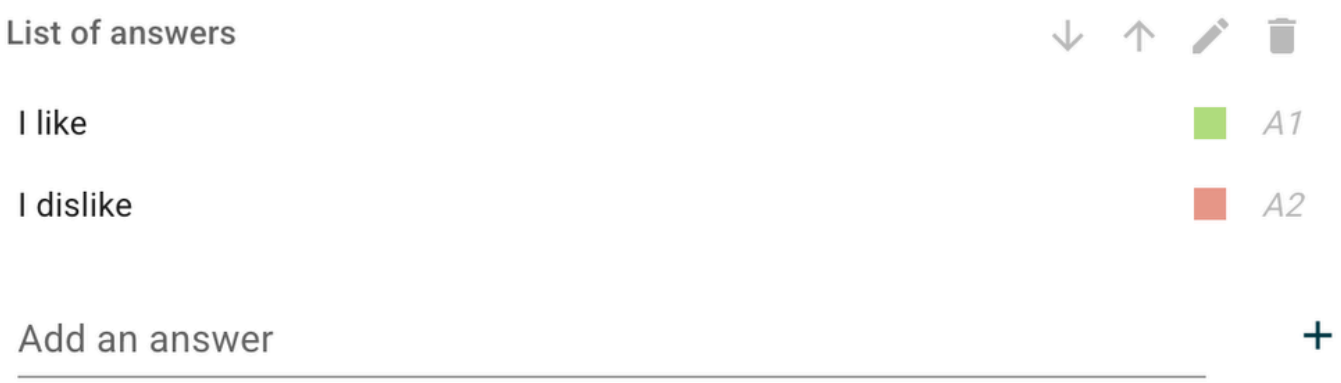
- Moved up and down to reorder them
- Edited to change their text
- Deleted if not needed
- Assigned specific colors for visual feedback

Click behavior

The hotspot system uses a sequential click pattern:

CLICK SEQUENCE EXAMPLE

1. **1st click**: Displays the color of the first answer (e.g., "I like")
2. **2nd click**: Displays the color of the second answer (e.g., "I dislike")
3. **3rd click**: Resets the zone (no selection)



Creating zones

Zone creation process

1. Click on **"Create zone"** to start the zone creation process
2. A polygon is formed by clicking on the endpoints of the desired zone
3. Click multiple points to define the shape of your clickable area
4. Validate the zone to add it to the zone list

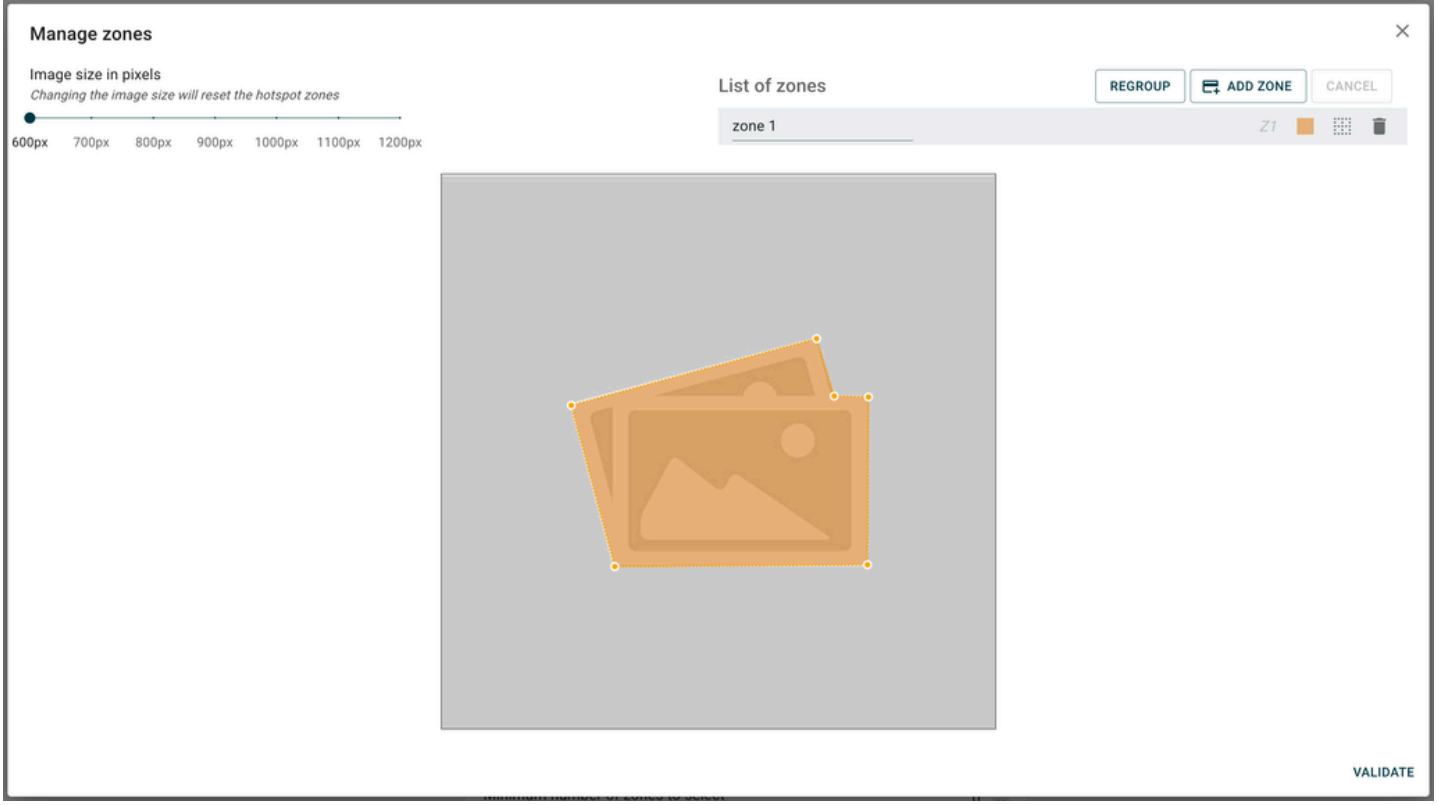
POLYGON CREATION

Click on multiple points around the area you want to make clickable. The system will connect these points to form a polygon shape.

Zone management options

Once zones are created, you can:

- **Change color**: Modify the hover and selection colors
- **Enable/disable borders**: Control whether zone boundaries are visible
- **Delete zone**: Remove unwanted zones



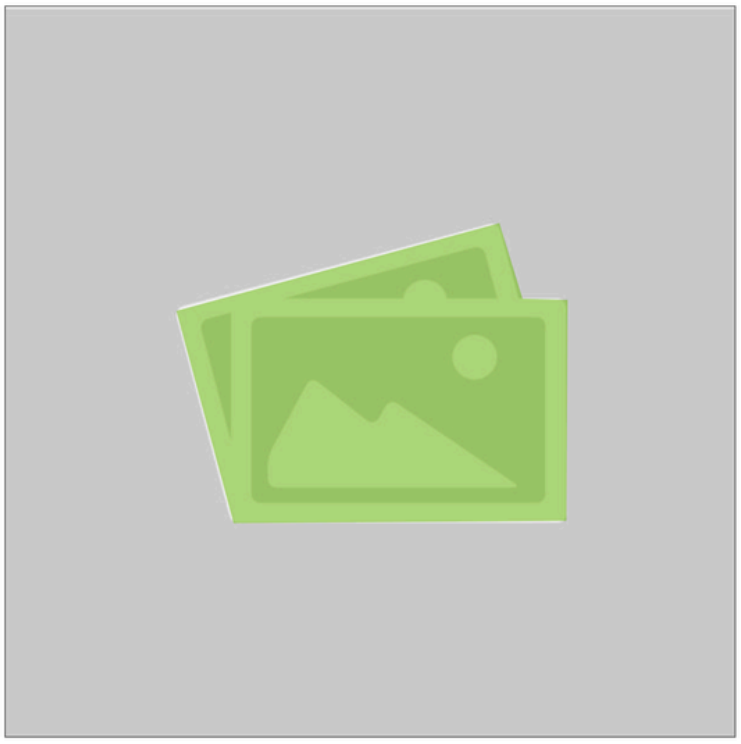
Color customization

VISUAL FEEDBACK

Change the color of a zone by clicking on the colored square. When respondents hover over the zone with the mouse, this color will appear to indicate the clickable area.

Collect appearance

On this image, click on the areas to say whether you like it or not. 1 click = I like 2 clicks = I don't like



NEXT >

Advanced options

Minimum zone selection

You can define a minimum number of zones that must be selected before respondents can move to the next question block.

VALIDATION REQUIREMENT

This ensures respondents provide sufficient feedback before proceeding through the survey.

Skip option

Add a checkbox that respondents can tick if they didn't select any zones but wish to continue with the survey.

USER EXPERIENCE

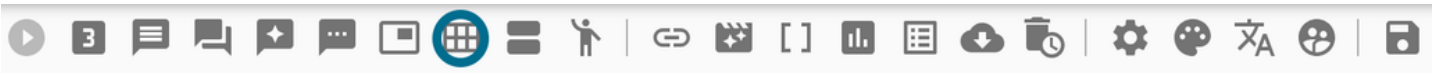
This option prevents respondents from getting stuck if they genuinely have no feedback to provide on the image.

Battery of items

A battery of items allows you to create multiple related questions that share the same answer scale. This is ideal for rating multiple products, statements, or concepts using consistent criteria, making data collection more efficient and analysis more straightforward.

Creating a battery of items

To create a battery of items, select this question type from the question menu. You can configure various display layouts and answer options to suit your research needs.



Basic configuration

Display text

Add text that will be visible for all items in the battery. This provides context and instructions that apply to the entire set of questions.

CONSISTENT CONTEXT

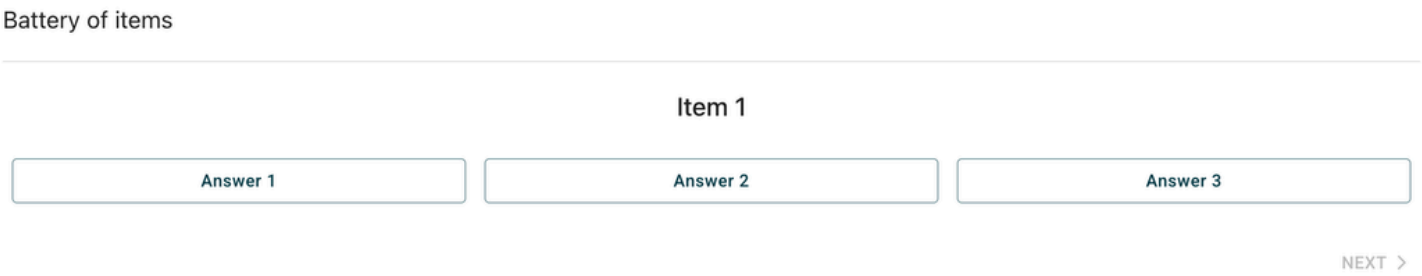
This shared text ensures all respondents receive the same instructions across all items in the battery.

Layout options

You have 3 choices for item layout presentation:

Carousel mode

In carousel mode, respondents answer items one after the other in sequence. This focuses attention on one item at a time.

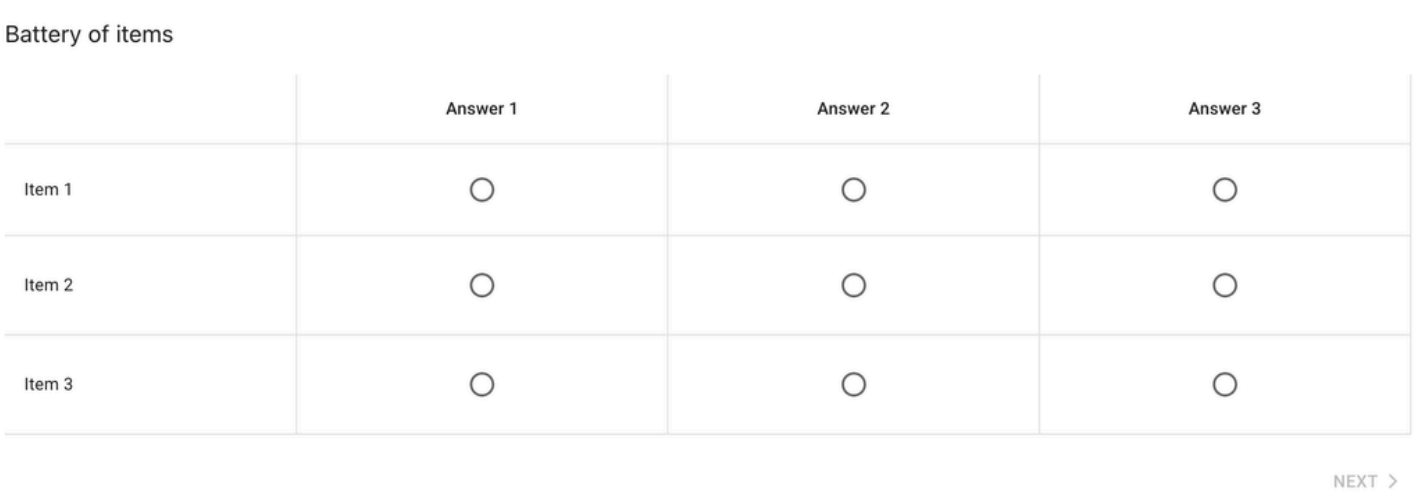


USER EXPERIENCE BENEFITS

- Reduces cognitive load by showing one item at a time
- Works well on mobile devices
- Allows for item-specific images and instructions

Row layout

Row layout presents items and answers in a table format with items as rows. This allows respondents to see all items simultaneously.



Column layout

Column layout presents items and answers in a table format with items as columns. This provides an alternative table view for different use cases.

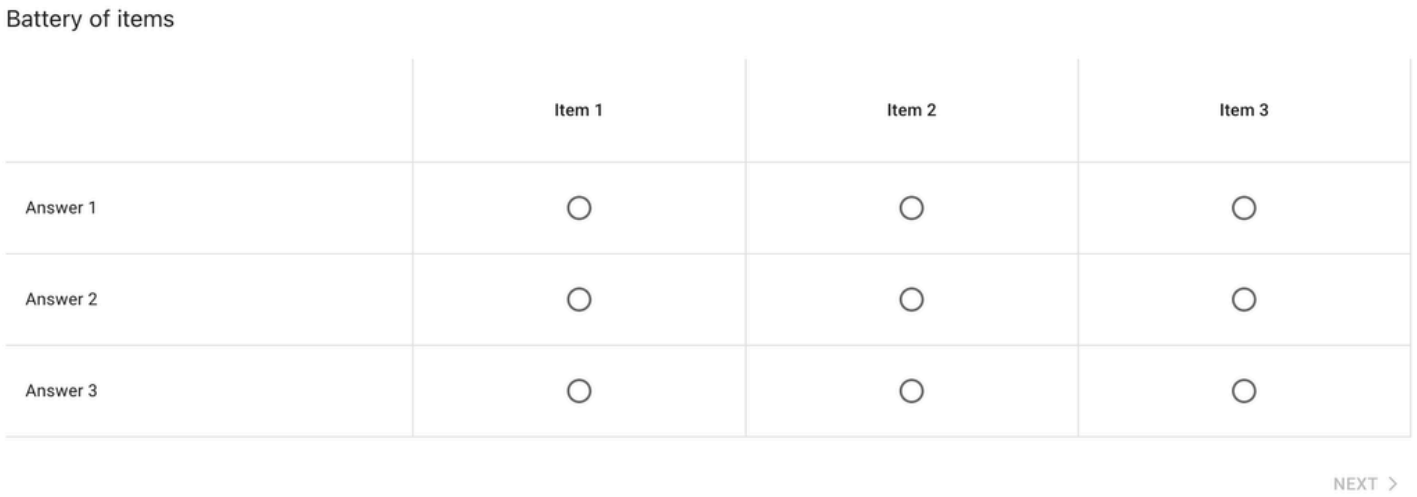


TABLE LAYOUTS

Row and column layouts correspond to traditional table formats, making them familiar to most respondents.

Display modes

Battery of items supports multiple display modes for presenting answer options to respondents:

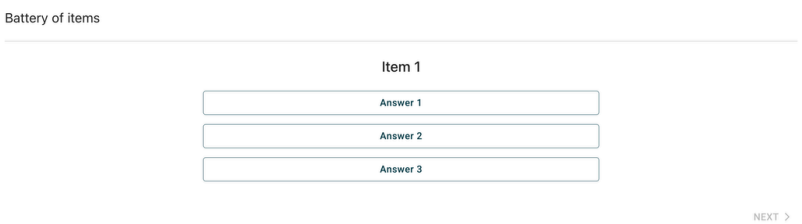
Classic mode

Standard selection interface with radio buttons (single choice) or checkboxes (multiple choice).

CATA mode (check all that apply)

Allows respondents to select multiple options from each item, with support for column organization.

Collect appearance



Slider mode

Interactive slider controls for each item, ideal for rating scales and continuous measurements.

Stepper mode

Increment/decrement controls for numeric responses, useful for quantity or ranking questions.

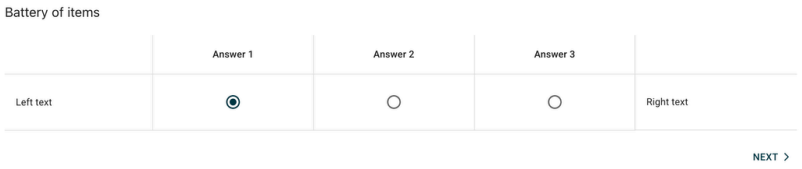
Stars mode

Star rating interface for each item, perfect for satisfaction or quality evaluations.

This or that mode

Binary choice presentation forcing respondents to choose between two options for each item.

Collect appearance



Drag & drop mode

Interactive drag-and-drop interface allowing respondents to organize or rank items by moving them between areas.

Collect appearance

MODE SELECTION

Choose the display mode that best matches your research objectives and the type of data you want to collect for each item.

Answer configuration

Single or multiple answers

Choose whether respondents can select:

- **Single answer**: One response per item (radio buttons)
- **Multiple answers**: Multiple responses per item (checkboxes)

RESEARCH DESIGN

Single answers work well for rating scales, while multiple answers are useful for "select all that apply" scenarios.

Randomization options

Shuffle items

Enable item shuffling to present items in random order, reducing order bias in responses.

Shuffle answers

Enable answer shuffling to present answer options in random order, further reducing potential bias.

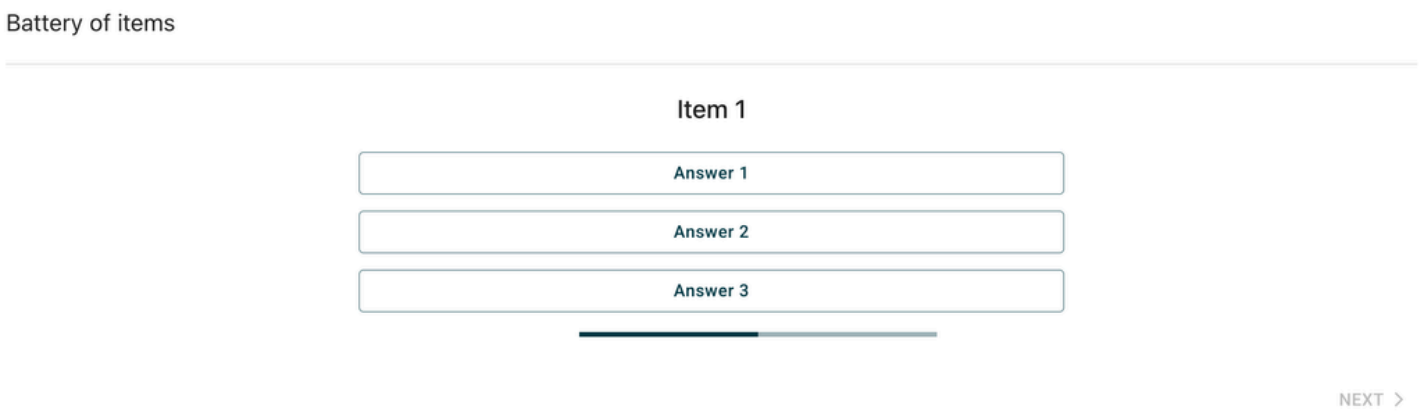
MAINTAIN CONSISTENCY

When using shuffling, ensure that any logical order in your scales (like 1-5 rating scales) is preserved.

Carousel-specific features

Progress indicator

In carousel mode, you can display a progress indicator to show respondents how many items they've completed and how many remain.



USER ENGAGEMENT

Progress indicators help maintain respondent engagement by showing clear advancement through the battery.

Instructions before each answer

Add specific instructions that appear before each item in carousel mode, allowing for item-specific guidance.

FLEXIBILITY

This feature enables you to provide tailored instructions for different items within the same battery.

Item and answer management

Managing items and answers

Items and answers are presented using the same management interface, providing consistency in your workflow.

Generator functionality

Use the answer/item generator to quickly create:

- Standard item sets
- Common answer scales
- Numerical ranges

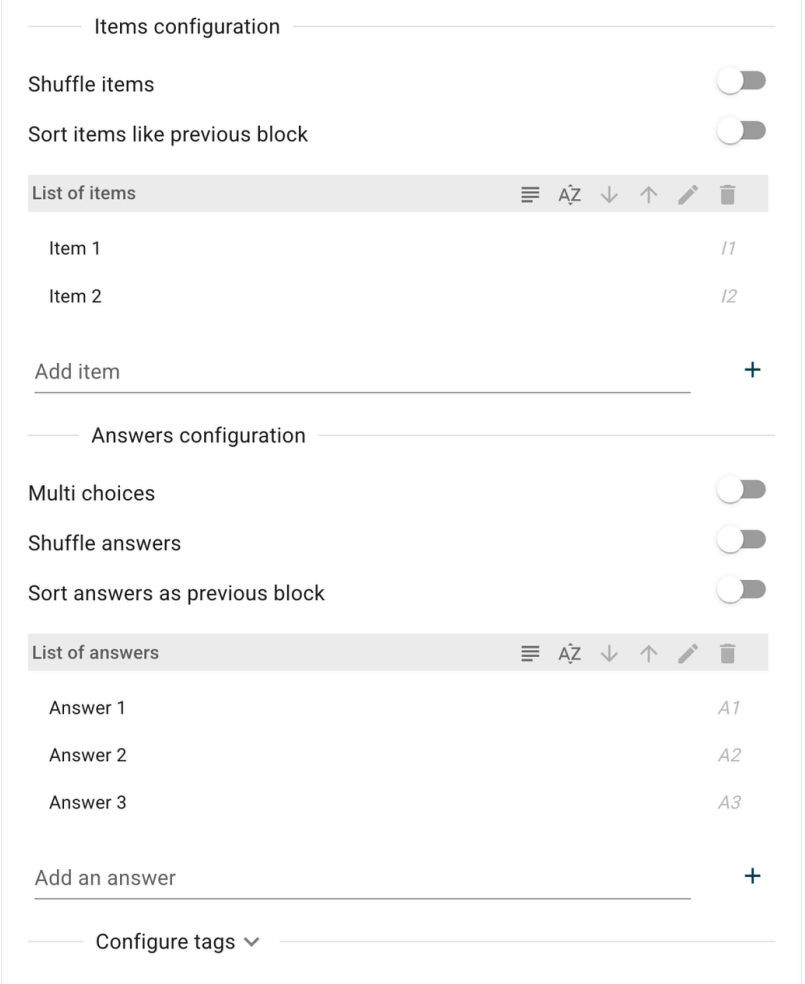
TIME SAVER

The generator enables input of multiple items or answers in one operation, significantly speeding up battery creation.

Organization tools

You can:

- Move items and answers up and down to reorder them
- Edit individual items and answers
- Delete unwanted items and answers



Advanced options

SHARED FUNCTIONALITY

Battery of items includes the same advanced options available in closed questions, including:

- Answer parameter editing
- Quota management
- Automatic reclassification
- Conditional logic
- Screen-out options

Refer to the Closed question documentation for detailed information about these advanced configuration options.

Adaptive question

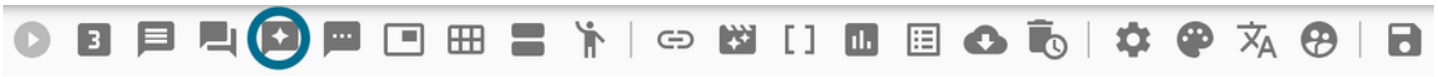
Adaptive questions allow you to create follow-up questions that gather additional information based on responses to previous questions. This question type is essential for creating dynamic surveys that adapt to respondent answers, enabling deeper insights and more personalized survey experiences.

Purpose and functionality

Adaptive questions are designed to obtain further information about responses given to other questions in your survey. They create a dynamic relationship between questions, allowing you to dive deeper into specific answers or gather context for particular responses.

Creating an adaptive question

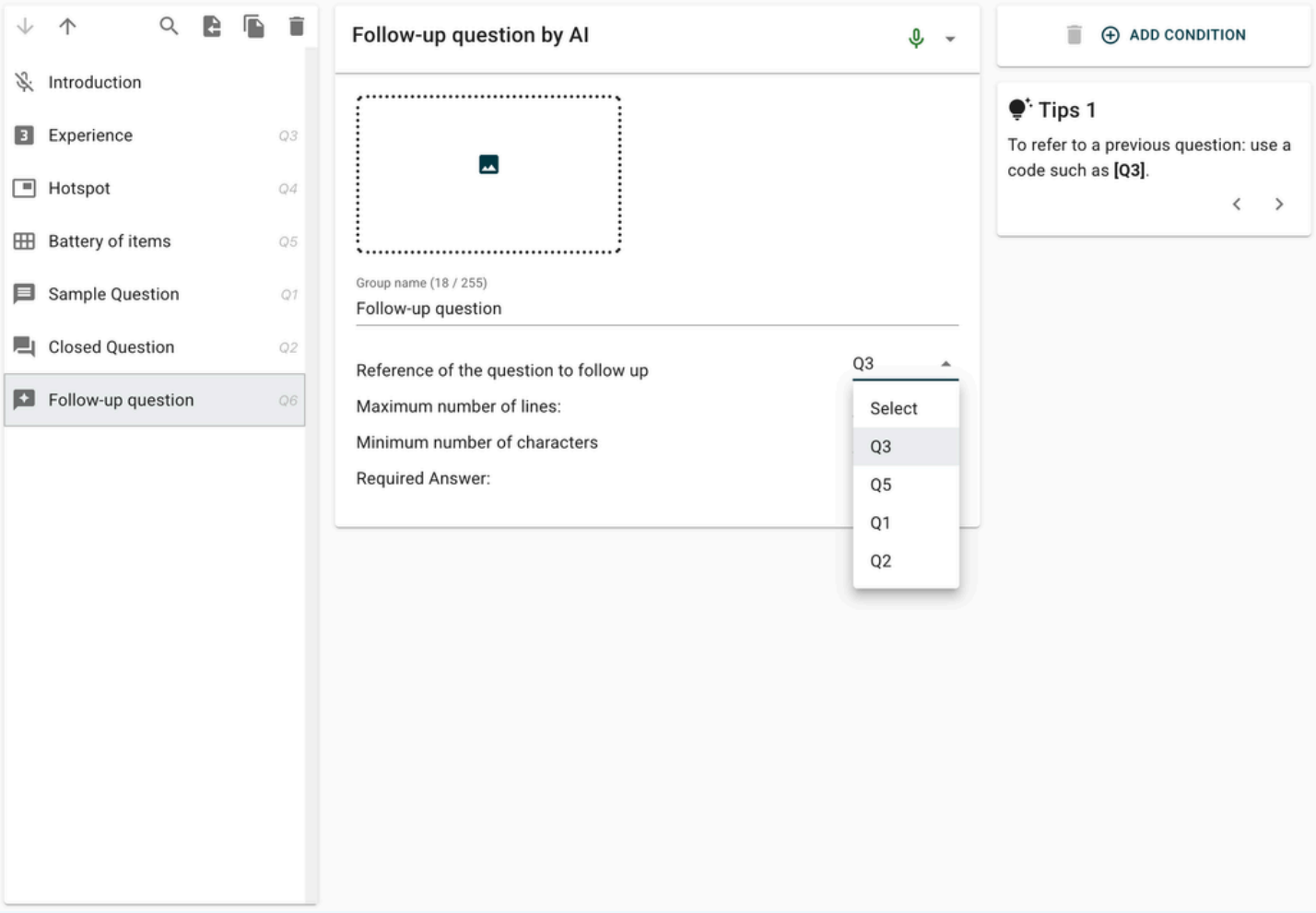
To create an adaptive question, you need to establish a reference to an existing question in your survey that will serve as the basis for the follow-up.



Reference selection

Selecting the reference question

You must select the reference question from within the selector interface. This reference determines which question the adaptive question will follow up on.



LEVEL RESTRICTION

You can only make a follow-up on questions within your current level (current group). This means adaptive questions can only reference questions that exist in the same survey section or group.

Supported question types

COMPATIBILITY

You can create follow-up questions from all question types except hotspot questions.

Supported types include:

- Open questions
- Closed questions
- R3m questions
- Battery of items
- Other adaptive questions

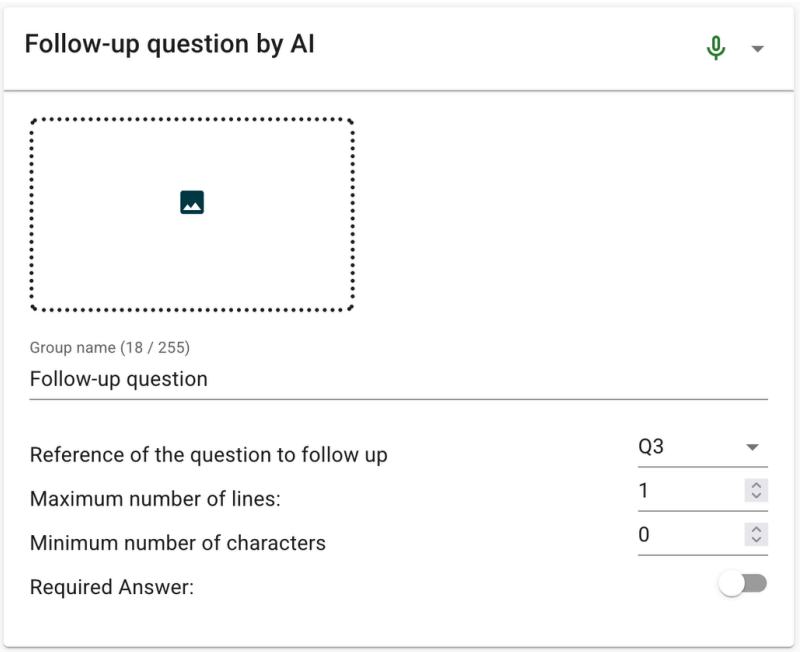
LIMITATION

Hotspot questions cannot be used as reference questions for adaptive follow-ups due to their specialized interactive nature.

Configuration options

Question setup

Once you've selected your reference question, configure the adaptive question just like any other question type, but with the added context of the original response.



Dynamic content

Adaptive questions can reference the specific answers given in the original question, allowing you to create highly personalized follow-up content.

PERSONALIZATION

Use the respondent's previous answers to create more relevant and engaging follow-up questions.

Use cases and examples

Elaboration requests

Ask respondents to elaborate on specific answers they provided.

Example:

- Original question: "What do you think about the functionality?"
- Respondent's answer: "I think we need to improve the UI"
- Adaptive follow-up: "Can you specify which aspects of the UI you believe need the most improvement?"

Can you specify which aspects of the UI you believe need the most improvement?

Your answer:

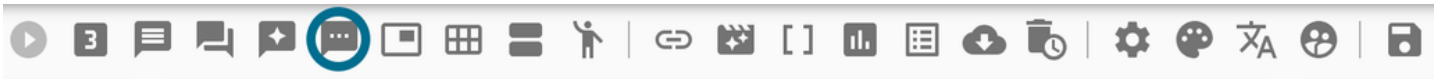
NEXT >

Transition

Transition blocks provide powerful timing and flow control features for your surveys. They allow you to manage when respondents can proceed through your survey by implementing time-based restrictions and delays, ensuring optimal timing for data collection.

Purpose and functionality

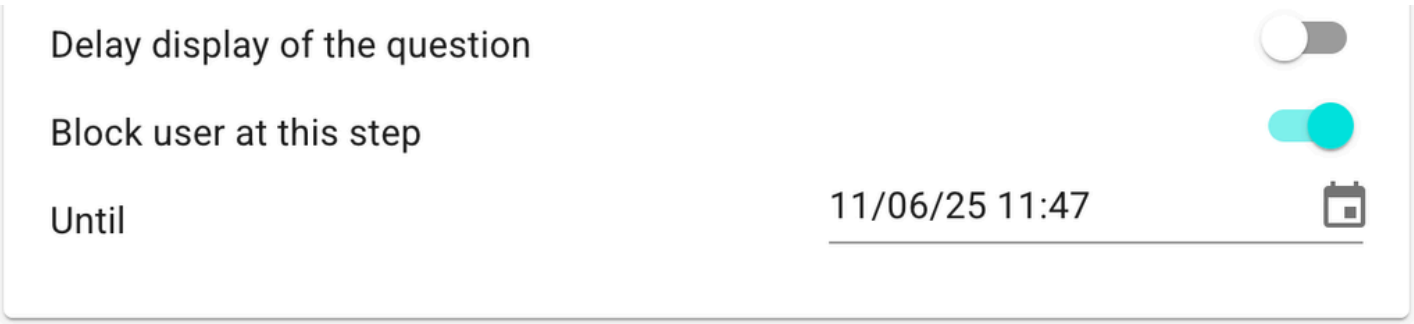
Transition blocks serve as checkpoints in your survey flow, giving you control over the timing and pacing of the respondent experience. They're particularly useful for longitudinal studies, time-sensitive research, or when you need to coordinate survey completion with external events.



Time-based blocking

Block until specific date and time

You can configure a transition block to prevent respondents from proceeding past this point until a specific date and time is reached.



ACCESS CONTROL

When a transition block is set to block until a specific time, respondents will see a message indicating when they can continue, and the survey will be inaccessible until that moment.

Use cases:

- Coordinating survey launches across time zones
- Ensuring responses are collected after a specific event
- Managing phased data collection
- Preventing early completion in longitudinal studies

Setting date and time restrictions

Configure the exact date and time when the block should be lifted:

1. **Date selection**: Choose the specific calendar date
2. **Time setting**: Set the precise time (hours and minutes)
3. **Time zone consideration**: Ensure proper time zone handling for global surveys

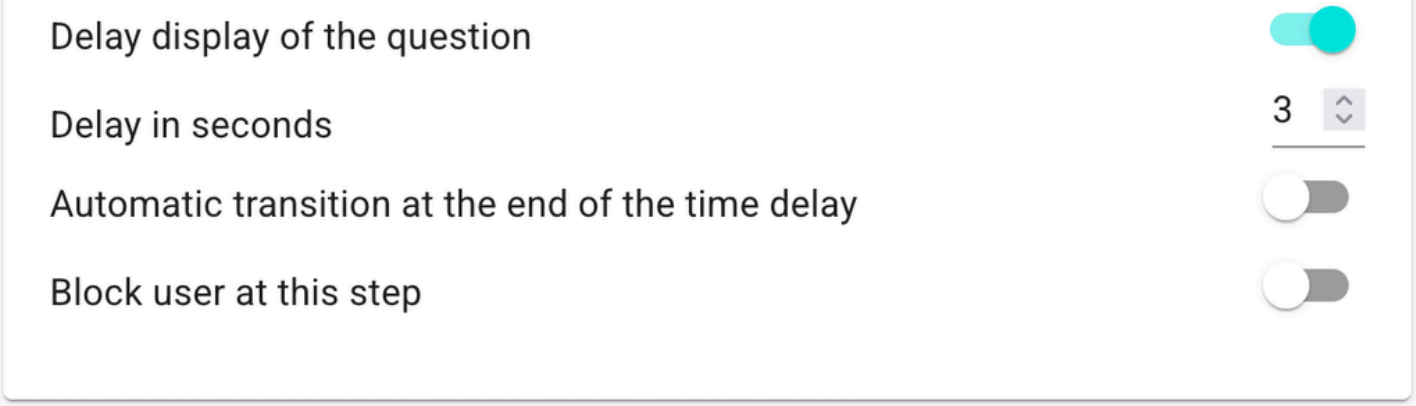
TIME ZONE AWARENESS

Consider your respondents' time zones when setting blocking times to ensure fair access across different geographical locations.

Delayed display

Question display delay

You can configure a delay for displaying questions or content after the transition block, controlling the pacing of your survey experience.



PACING CONTROL

Delayed display helps manage cognitive load and ensures respondents have adequate time to process information before moving to the next section.

Benefits of delayed display:

- Prevents rushed responses
- Allows time for reflection
- Creates natural pauses in long surveys
- Improves data quality through paced completion

Delay configuration options

Set up display delays with various timing options:

- **Immediate**: No delay (default)
- **Seconds**: Short delays for quick pacing
- **Minutes**: Longer delays for reflection time
- **Custom timing**: Precise delay control

Implementation strategies

Longitudinal studies

RESEARCH APPLICATIONS

Transition blocks are essential for studies that require multiple data collection points separated by specific time intervals.

Example workflow:

1. Initial survey completion
2. Transition block with 7-day delay
3. Follow-up questions
4. Another transition block with 30-day delay
5. Final assessment

Event-coordinated research

Use transition blocks to ensure data collection happens after specific external events:

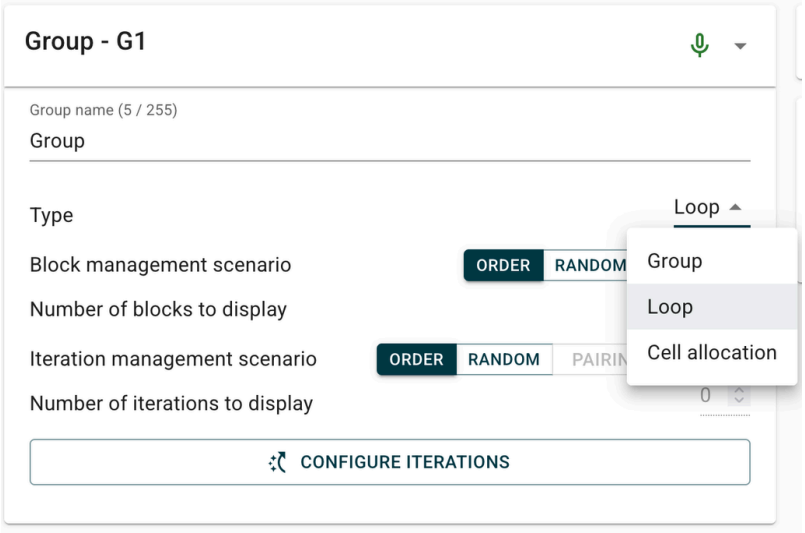
- Product launches
- Marketing campaigns
- News announcements
- Training sessions

Group

Group blocks are organizational containers that allow you to structure your survey content and control how blocks are presented to respondents. This is a block in which other blocks (questions, transitions, etc.) can be nested. Groups provide powerful features for randomization, iteration, and experimental design, making them essential for complex survey structures.

Group types

There are 3 distinct group types available: Group, Loop, or Cell Allocation. Each serves different organizational and experimental purposes:



Default group (group type)

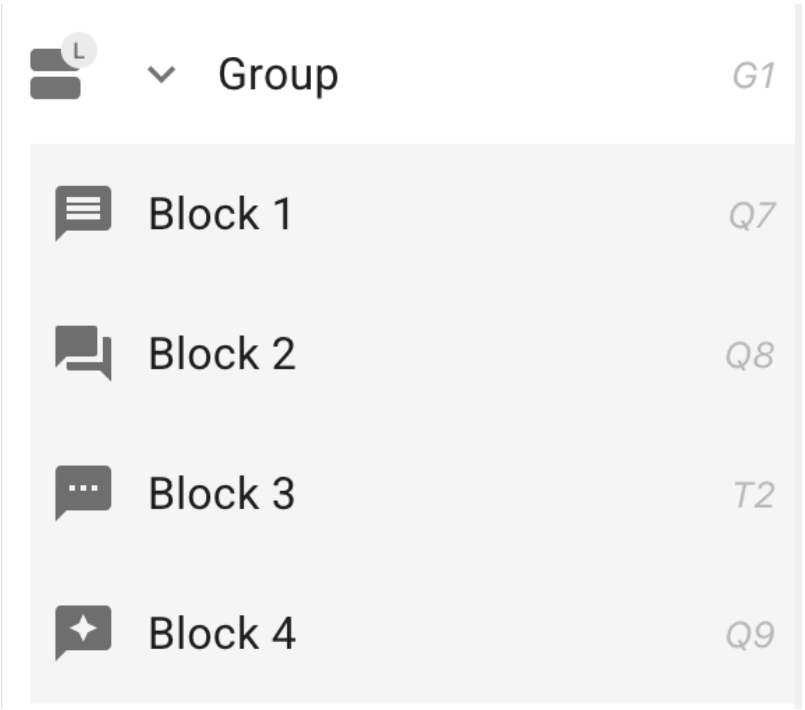
The "group" type group is a simple container that allows you to include other blocks inside it. It serves to organize these blocks and can also display their content in a random order.

Block rendering options

In a default group, you can control how blocks are presented to respondents:

Default order

Blocks are rendered in the order they appear in your survey structure.



Random order

Blocks are presented in random order to reduce order bias.

BIAS REDUCTION

Random block presentation helps eliminate order effects and provides more reliable data by ensuring that block position doesn't influence responses.

Selected number of blocks

You can configure the group to show only a selected number of blocks from the available blocks, useful for:

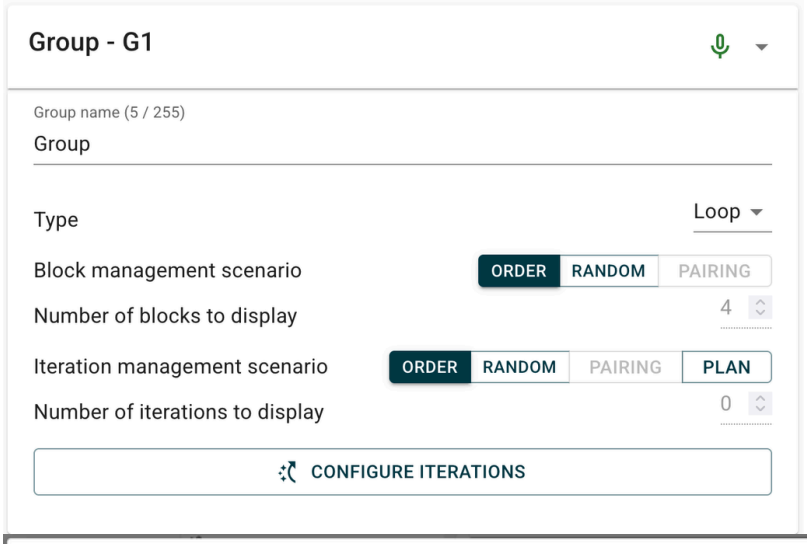
- Reducing respondent fatigue
- Creating shorter survey versions
- Implementing partial block rotation

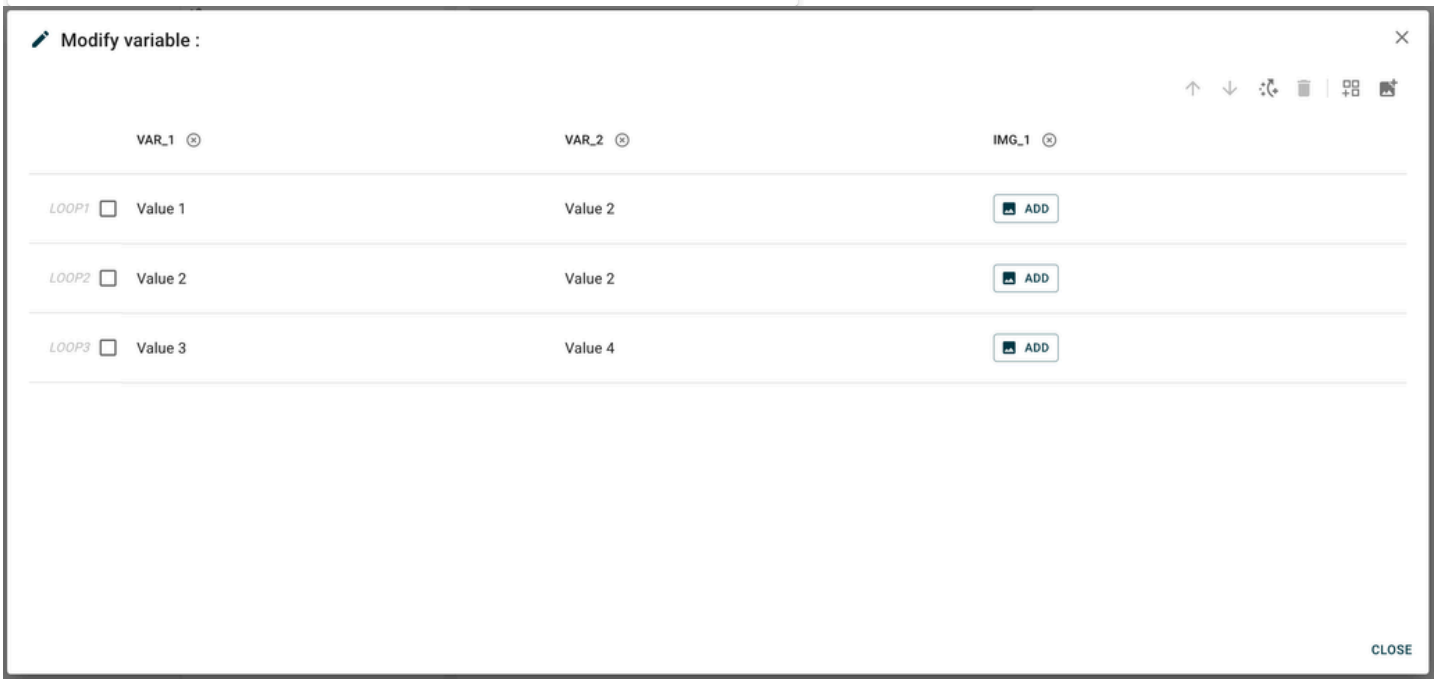
EXPERIMENTAL DESIGN

This feature is particularly useful for A/B testing scenarios where you want to show different subsets of content to different respondents.

Loop group

The loop allows you to repeat the nested blocks inside it a number of times equal to the number of defined iterations. Loop groups enable iterative presentation of content, perfect for repeated measurements or multi-stimulus evaluations.





Iteration creation

REPETITION LOGIC

In this example, each block nested in the loop will be executed twice, as there are two iterations.

Create iterations that repeat the contained blocks multiple times, with each iteration potentially having different variables and images.

Add iteration | Add variable

Variable functionality

The advantage of the loop lies in its ability to ask similar questions while using different variables.

> **VARIABLE EXAMPLE**
> For example, in the first iteration, variable 1 will take the value "Brand 1" and variable 2 will take the value "car". This allows you to create dynamic content that changes with each iteration.

Loop groups support iteration variables that can be referenced throughout the loop content.

> **VARIABLE REFERENCING**
> See the referencing page for detailed information on using iteration variables within your survey content.

Iteration images

Within a loop, you have flexible options for image handling:

Image selection options

When working with blocks inside a loop, you can choose between:

- **Importing an image**: Use a standard uploaded image
- **Using iteration image**: Use images specific to each iteration

> **DYNAMIC CONTENT**
> Iteration images allow you to show different visual stimuli for each loop iteration, essential for product testing, ad evaluation, or concept research.

Iteration order options

Control how iterations are presented to respondents:

In order

Iterations are presented in the sequence you defined.

Random

Iterations are presented in random order to reduce order bias.

Experimental plan

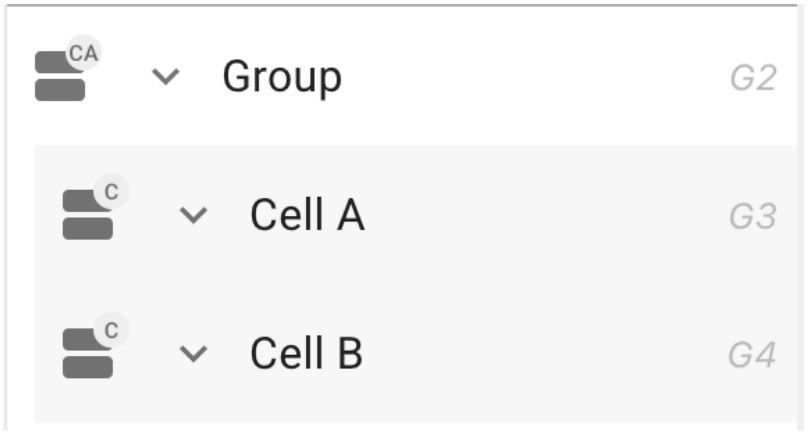
Iterations follow a predefined experimental design plan for sophisticated research methodologies.

RESEARCH METHODOLOGY

Experimental plan ordering allows for complex research designs including Latin squares, balanced incomplete block designs, and other advanced experimental structures.

Cell allocation group

Cell allocation allows the creation of multiple cells, which enables the generation of different versions of the questionnaire while maintaining homogeneous samples through pairing.



Cell configuration and pairing

Set up multiple cells (groups) within the cell allocation group:

- Define the number of experimental cells needed
- Each cell acts as a separate group container
- Respondents are automatically assigned to cells

Pairing functionality

ADVANCED SAMPLING

Pairing takes into account previous responses to ensure that respondents allocated to different cells share similar characteristics, in order to avoid any bias in the study.

This sophisticated pairing system:

- Analyzes respondent characteristics from previous questions
- Distributes respondents across cells to maintain balance
- Reduces potential bias by ensuring comparable groups
- Maintains sample homogeneity across experimental conditions

Cell display order

It is possible to choose the order in which the cells are displayed:

Defined order

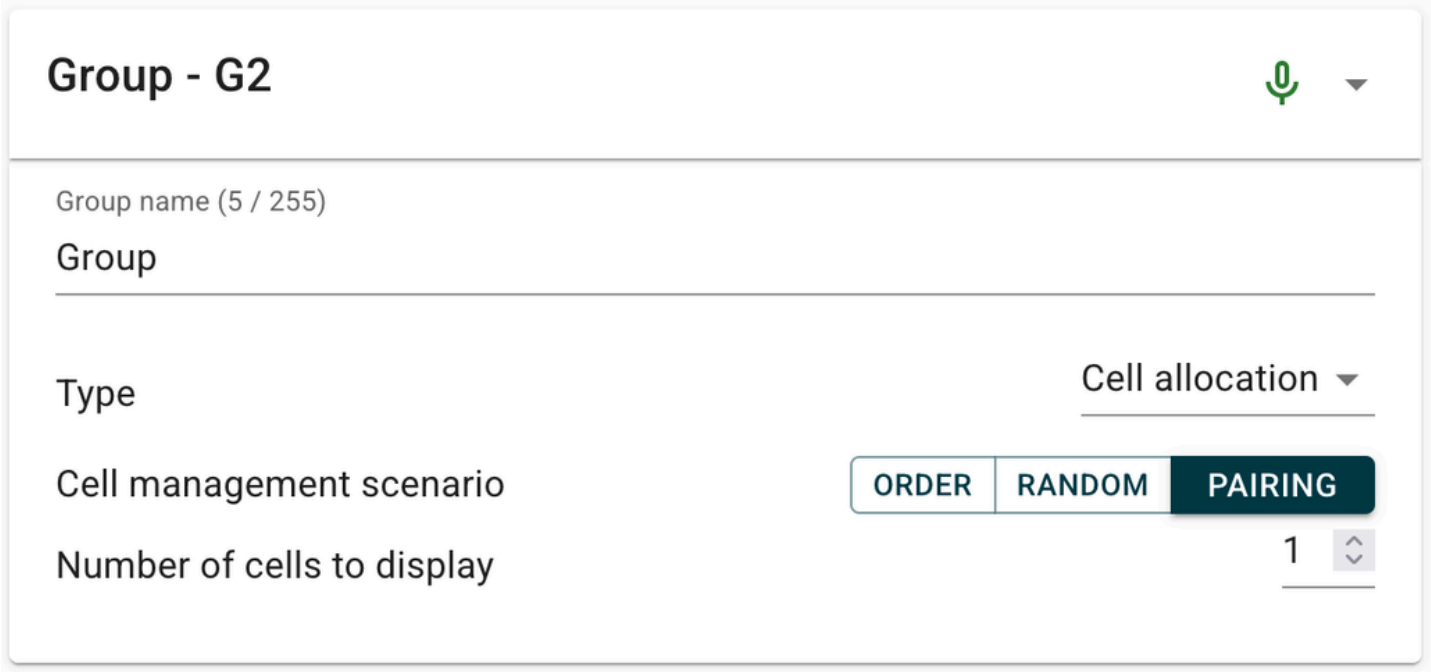
Cells are presented in the sequence you specified during setup.

Random order

Cells are assigned randomly to provide additional randomization.

By pairing

Cell assignment follows the pairing algorithm to optimize sample balance.



Experimental design benefits

ADVANCED EXPERIMENTATION

Cell allocation groups enable:

- Between-subjects experimental designs with balanced samples
- Random assignment with intelligent pairing
- Bias reduction through demographic balancing
- Complex multi-factor experimental setups with controlled variables

Use cases:

- A/B testing with balanced demographic groups
- Control vs. treatment group studies with matched samples
- Multi-condition experimental research with bias control
- Comparative evaluation studies requiring sample homogeneity

Cell management

Each cell within the allocation group can contain:

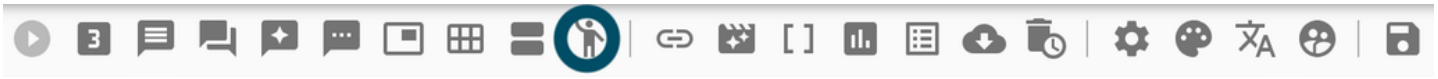
- Different sets of questions
- Unique content variations
- Distinct stimuli or materials
- Separate experimental conditions

Ending

The Ending block creates an "ending message" that provides closure and final communication to survey respondents. This block serves as the final touchpoint in your survey experience and handles various completion scenarios automatically.

Purpose and functionality

The Ending block is designed to provide a consistent and professional conclusion to your survey, regardless of how respondents reach the end of the questionnaire.



Automatic placement

AUTOMATIC BEHAVIOR

This block is automatically placed at the end of the form, ensuring that all completed surveys conclude with your designated ending message.

The system handles the placement automatically, so you don't need to worry about positioning the ending block within your survey structure.

Redirect scenarios

The Ending block serves as a fallback destination for various survey completion scenarios:

Screen-out redirects

When a respondent is screened out during the survey, they are redirected to this block if you haven't entered a specific message for screen-outs in the form parameters.

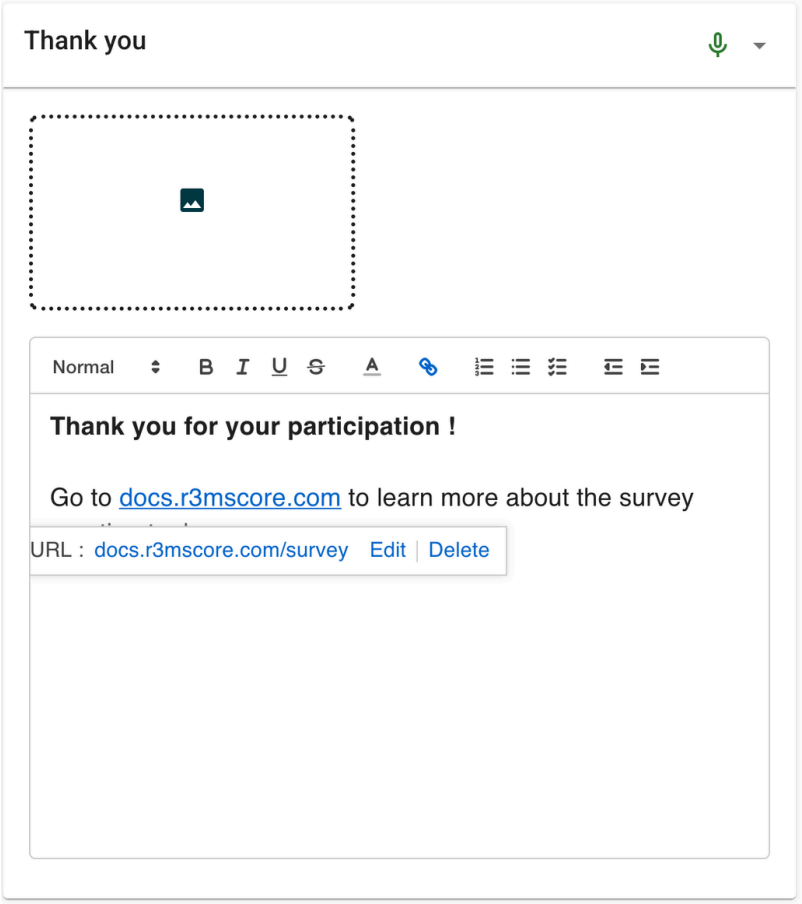
FALLBACK LOGIC

The system follows this priority order:

1. Specific screen-out message (if configured in form parameters)
2. Ending block message (if present)
3. Blank page (if neither is configured)

Quota-full redirects

When quotas are reached and a respondent cannot continue, they are redirected to this block if you haven't entered a specific message for quota-full scenarios in the form parameters.



Fallback behavior

IMPORTANT CONSIDERATION

If there is no "ending message" block and you have not entered specific messages for screen-out and quota-full scenarios, the respondent will see a blank page.

This makes the Ending block crucial for maintaining a professional survey experience:

- **With Ending block**: Respondents see a proper conclusion message
- **Without Ending block**: Respondents may see a blank page
- **With specific messages**: Respondents see tailored messages for their situation

Configuration options

Message content

Create meaningful ending content that:

- Thanks respondents for their participation
- Provides next steps or follow-up information
- Includes contact details if needed
- Maintains your brand voice and tone

Relationship with form parameters

The Ending block works in conjunction with form parameters for screen-outs and quota-full messages:

CONFIGURATION STRATEGY

Consider configuring both the Ending block and specific screen-out/quota-full messages in form parameters for complete coverage of all possible survey endings.

Recommended approach:

- Use the Ending block for successful survey completions
- Configure specific messages in form parameters for screen-outs and quota-full scenarios
- Ensure all messages maintain consistent branding and tone

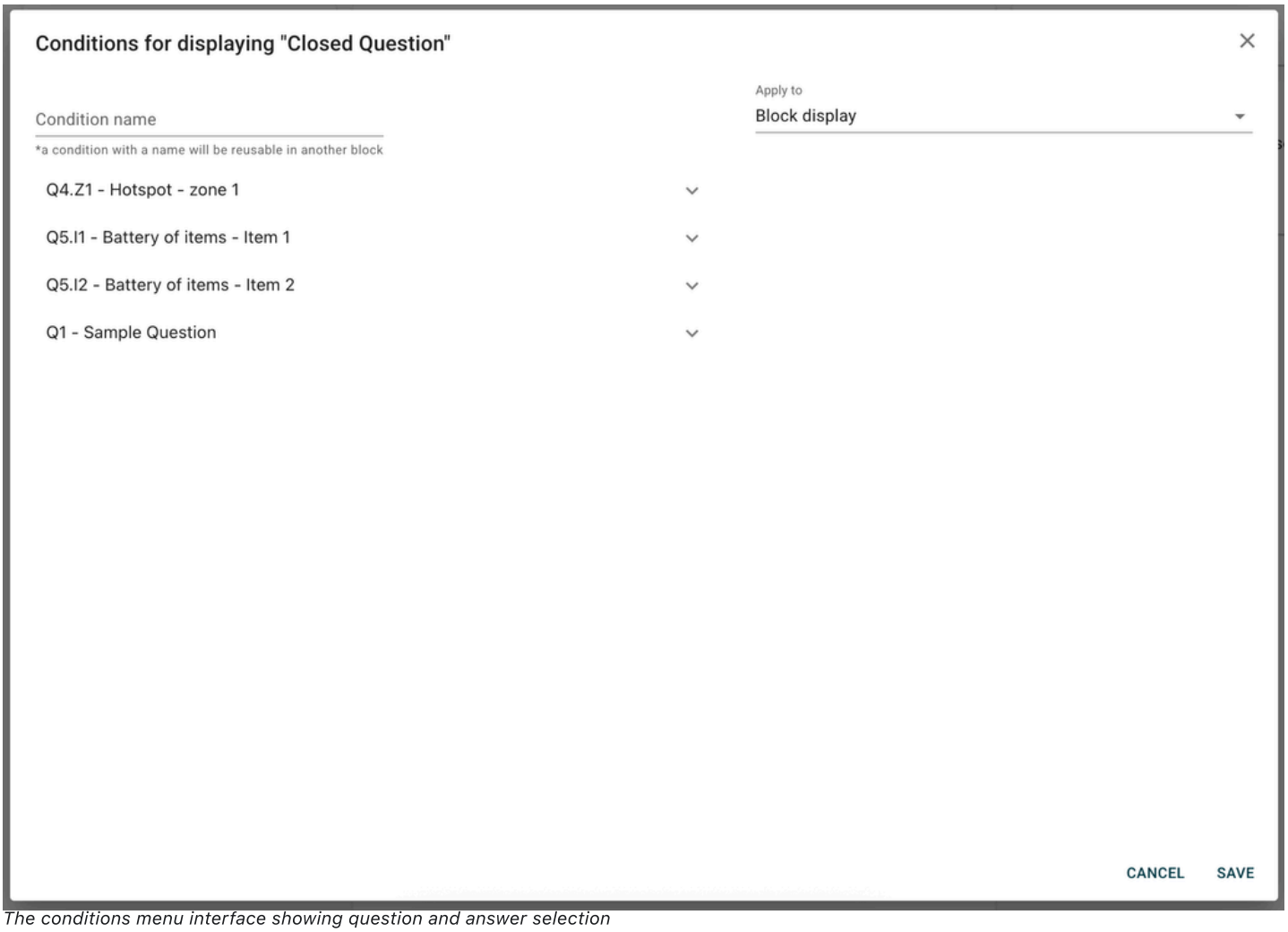
Conditions

The Conditions menu allows you to condition the display of a block according to the responses of previous blocks.

Overview

Conditions enable you to show or hide survey elements based on how respondents have answered previous questions. This creates dynamic, personalized survey flows that adapt to each respondent's answers.

How conditions work



The conditions menu interface showing question and answer selection

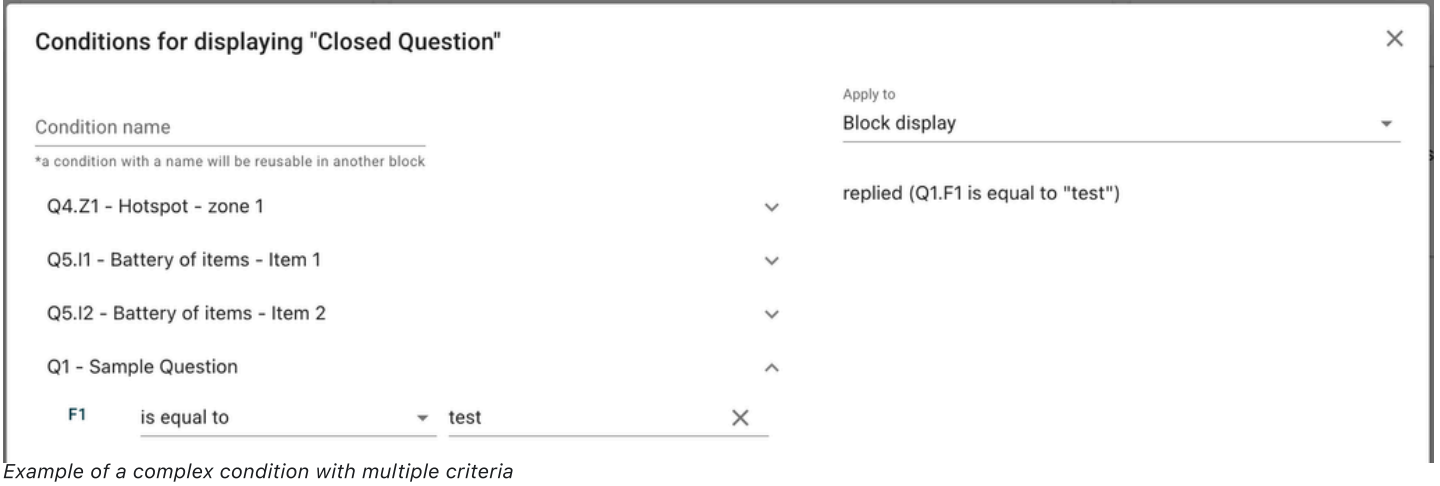
Question and answer references

- `Q1`, `Q2`, `Q3` ... for question 1, question 2, question 3
- `A1`, `A2`, `A3` ... for answer 1, answer 2, answer 3

Example condition

In this example, we want the person to be:

- Aged between 31 and 60
- Not to have answered "I don't want to answer" or "Other" to the gender question
- Living in Brittany

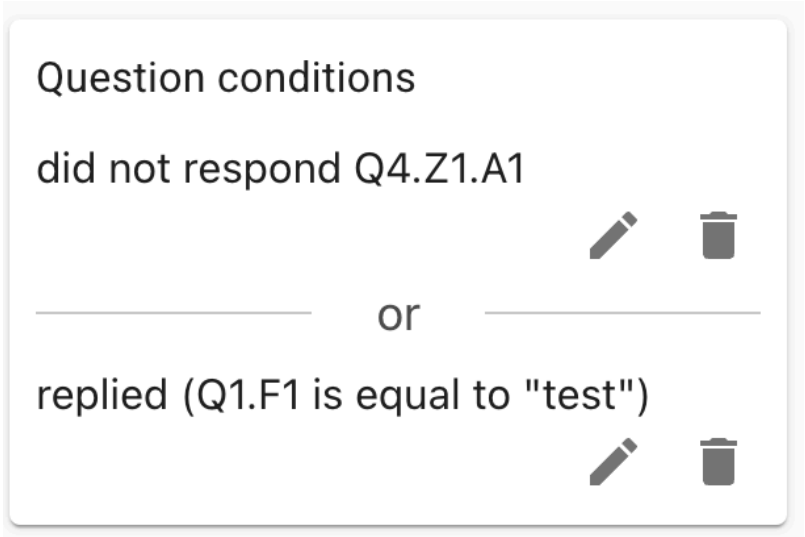


Example of a complex condition with multiple criteria

The text summarizes the condition and adapts as you check and uncheck the blocks that are part of the condition.

Multiple conditions

It is possible to have several conditions per block. Here's a block with 2 conditions:

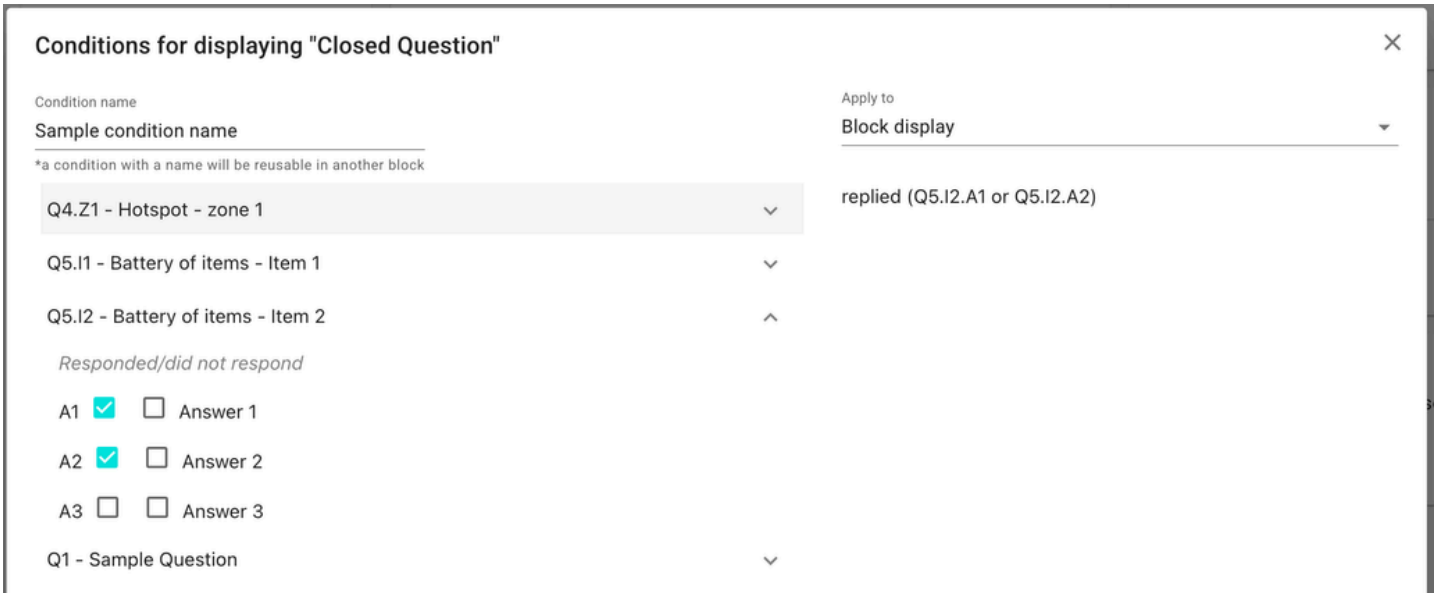


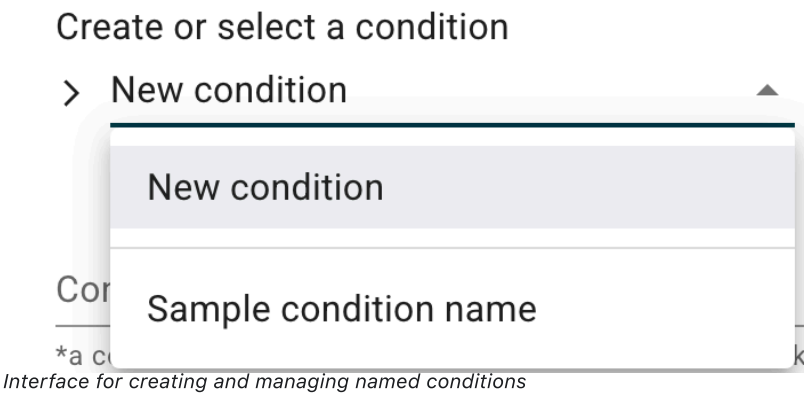
Block with multiple conditions connected by OR logic

Between each condition is an "OR" operator, meaning if any condition is met, the block will be displayed.

Named conditions

Conditions can be given a name for quicker reuse and easier retrieval. This is particularly useful when you have complex conditions that need to be applied to multiple blocks.





Interface for creating and managing named conditions

Supported question types

The conditions apply to various question types:

Closed questions

Standard single or multiple choice questions with predefined answers.

Battery of items

You can assign conditions to individual items in item batteries, controlling which items are displayed based on previous responses.

Hotspot zones

- It is possible to condition the display of a block according to responses to hotspot zones
- You can also conditionally display specific hotspot zones

Open questions

Conditions are now supported for open questions as well, allowing you to show or hide text input fields based on previous responses.

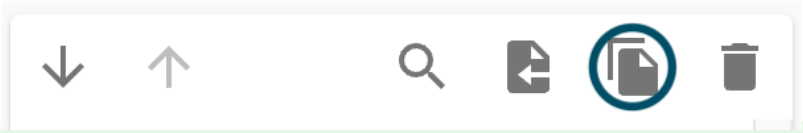
Duplication

Duplication functionality allows you to efficiently create copies of questions, blocks, or question groups, saving time when building surveys with similar content structures. This feature is particularly useful for repeated measurements, A/B testing scenarios, or when creating variations of existing questions.

Duplication capabilities

Question duplication

Duplicate individual questions to create variations or repeated measurements:



TIME SAVER

Question duplication is ideal when you need multiple similar questions with slight variations in wording or configuration.

Block/question group duplication

Duplicate entire blocks or question groups to replicate complex survey structures:

STRUCTURE PRESERVATION

When duplicating blocks or groups, all contained questions, logic, and configurations are preserved in the duplicate.

Post-duplication modifications

After duplication, you can customize each duplicated element to suit your specific needs.

Modifying duplicated questions

Navigate to each duplicated question to make necessary adjustments:

Stimulus name modification

Update the stimulus name for each duplicated question:

- **Purpose**: Differentiate between original and duplicated questions in data analysis
- **Data organization**: Ensure clear identification in results and exports
- **Tracking**: Maintain clear references for reporting purposes

DATA ANALYSIS

Unique stimulus names are crucial for proper data analysis and help distinguish between different question iterations in your results.

Wording and question modifications

Adjust question wording and content as required:

- **Question text**: Modify the main question content
- **Answer options**: Update answer choices if needed
- **Instructions**: Adjust guidance text for respondents
- **Help text**: Update any additional information

CONTENT VARIATION

Use wording modifications to create question variations for testing different phrasings or approaches to the same topic.

Image handling

Automatic image duplication

Images are automatically duplicated along with questions and blocks:

Benefits of automatic image duplication:

- Maintains visual consistency across duplicated content
- Preserves image-question relationships
- Eliminates need to manually re-upload images
- Ensures complete duplication of visual elements

Modifying duplicated images

After duplication, you can:

- Replace images with new ones if needed
- Adjust image properties and positioning
- Update alt text and descriptions
- Modify image-specific settings

IMAGE INDEPENDENCE

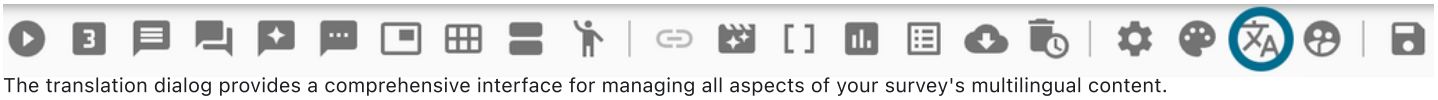
Each duplicated image becomes independent, allowing you to modify images in duplicated questions without affecting the original.

Translation

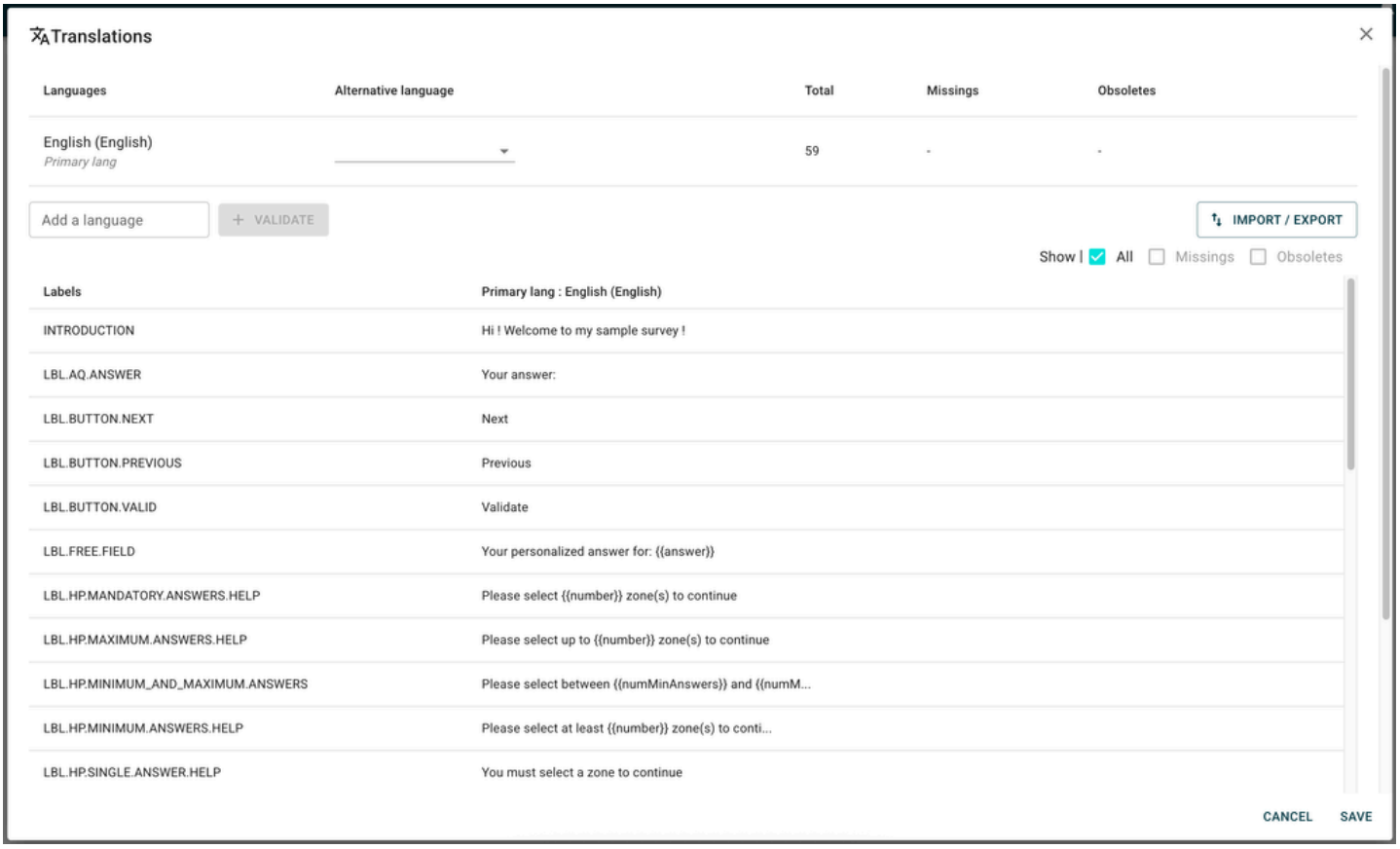
Translation management allows you to create multilingual surveys by managing translations for all survey content. You can set up fallback languages, add multiple languages, use AI-powered translations, and manage your translation workflow efficiently.

Opening the translation dialog

To access translation management options, open the translation dialog from your survey editor.



The translation dialog provides a comprehensive interface for managing all aspects of your survey's multilingual content.



Language configuration

Fallback language

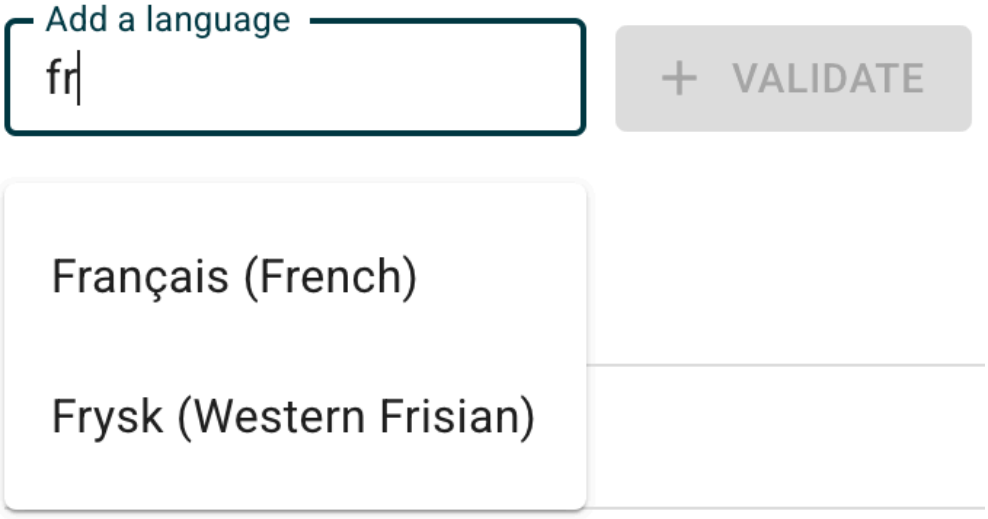
Set up a fallback language that serves as the default when translations are missing or incomplete.

> **FALLBACK FUNCTIONALITY**
> The fallback language ensures that your survey remains functional even when specific translations are missing, providing a seamless experience for respondents.

Adding languages

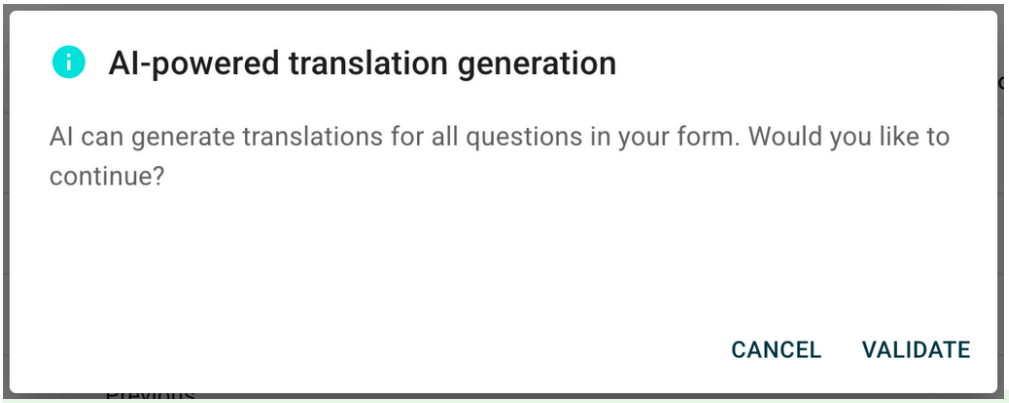
Add additional languages to create multilingual survey versions:

1. Click "Add Language" to open the language selection
2. Choose from available language options
3. Configure language-specific settings



AI-powered translations

When you add a new language, you can leverage AI to automatically generate translations:



AI TRANSLATION BENEFITS

- Quickly populate translations for all survey content
- Consistent terminology across similar questions
- Time-saving for large surveys
- Professional quality starting point for manual refinement

AI TRANSLATION REVIEW

Always review AI-generated translations for accuracy and cultural appropriateness before publishing your survey.

Translation management interface

Translation overview

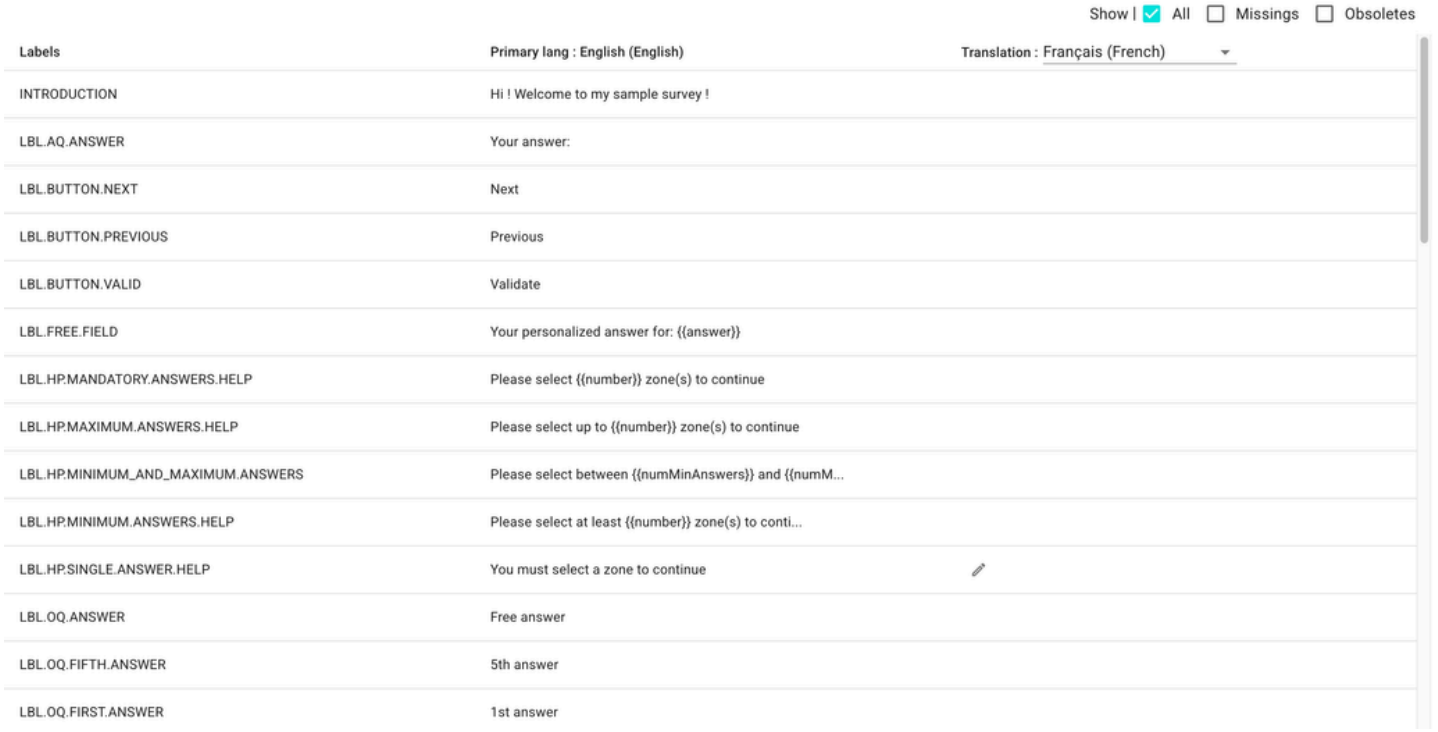
Below the language configuration, you'll find a comprehensive view of all translations with two main columns:

Fallback language column

Shows the original text in your fallback language as reference.

Current language column

Displays the translation for the language you're currently editing.



Translation filters

Use filters to efficiently manage your translation workflow:

All translations

View all translation entries regardless of status.

Missing translations

Show only entries that lack translations in the current language.

> **WORKFLOW EFFICIENCY**
> The missing translations filter helps you focus on incomplete work and ensures no content is left untranslated.

Obsolete translations

Display translations that may no longer be relevant due to source content changes.

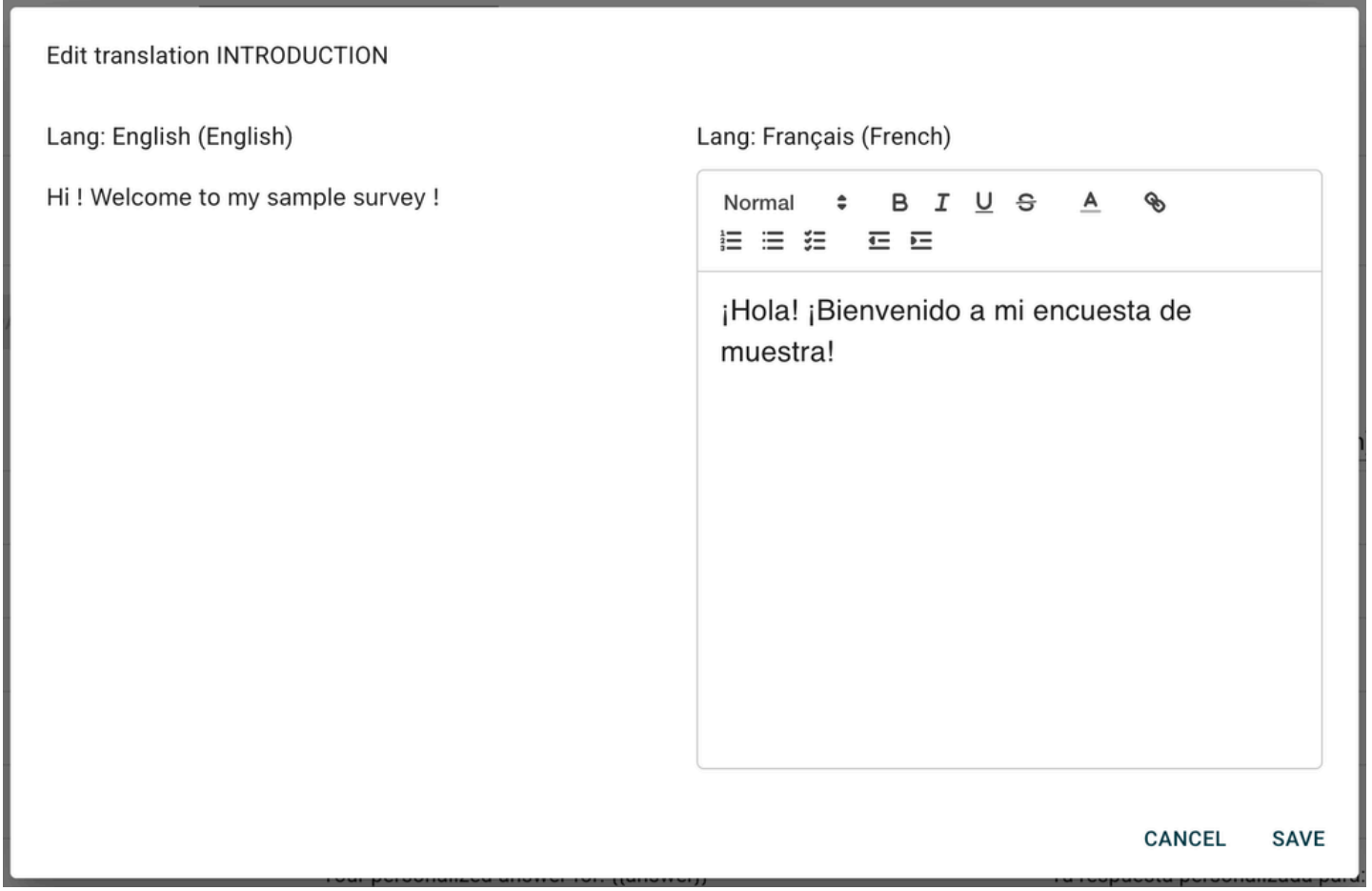
> **CONTENT SYNCHRONIZATION**
> Obsolete translations indicate that the source content has changed and translations need updating to maintain accuracy.

Editing translations

Inline editing

You can edit translations directly within the translation management interface:

1. **Select the translation**: Click on any translation entry in the current language column
2. **Edit**: The text becomes editable, allowing you to modify the translation
3. **Save changes**: Press Enter or click outside the field to save your changes



Translation validation

The system provides real-time validation while editing:

- **Character limits**: Warns if translations exceed recommended lengths
- **Required fields**: Highlights missing required translations
- **Formatting preservation**: Maintains HTML tags and special formatting

Context reference

While editing, you can always reference the fallback language text to ensure translation accuracy and context preservation.

> **CONTEXT IMPORTANCE**
> Keep the fallback language column visible to maintain context and ensure your translations convey the intended meaning.

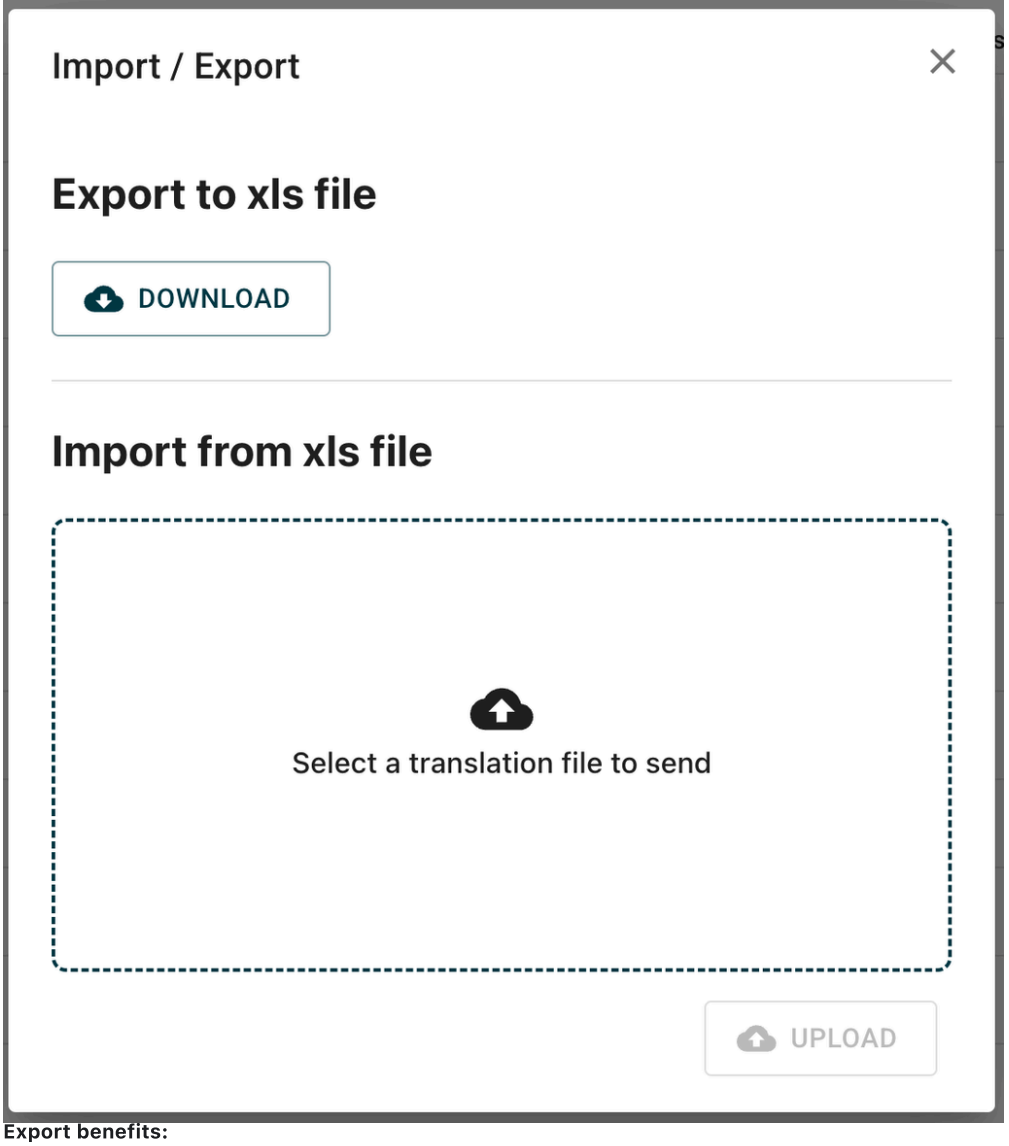
Import and export functionality

Excel file integration

Manage translations efficiently using Excel file import and export:

Export translations

Download all translations as an Excel file for offline editing or collaboration.



Export benefits:

- Work offline with translation teams
- Use familiar spreadsheet tools
- Bulk editing capabilities
- Easy collaboration and review processes

Import translations

Upload completed translations from an Excel file back into the system.

> **TRANSLATION WORKFLOW**
> The Excel import/export feature enables efficient collaboration with professional translators who prefer working in spreadsheet environments.

Language management

Delete language

Remove languages that are no longer needed:

> **PERMANENT ACTION**
> Deleting a language removes all associated translations permanently. Ensure you have backups if needed.

Language switching

Easily switch between languages to review and edit translations:

Labels	Primary lang : English (English)	Translation : Español (Spanish)
INTRODUCTION	Hi ! Welcome to my sample survey !	¡Hola! ¡Bienve
LBL.AQ.ANSWER	Your answer:	Tu respuesta:
LBL.BUTTON.NEXT	Next	Siguiente
LBL.BUTTON.PREVIOUS	Previous	Anterior

Français (French)

Español (Spanish)

Simulation

Data simulation enables you to generate simulated survey responses for testing and analysis purposes. This powerful feature helps you validate survey logic, test data collection processes, and prepare analysis frameworks before launching your survey to real respondents.

Accessing simulation

The simulation feature is accessible directly from the toolbar in your survey editor.

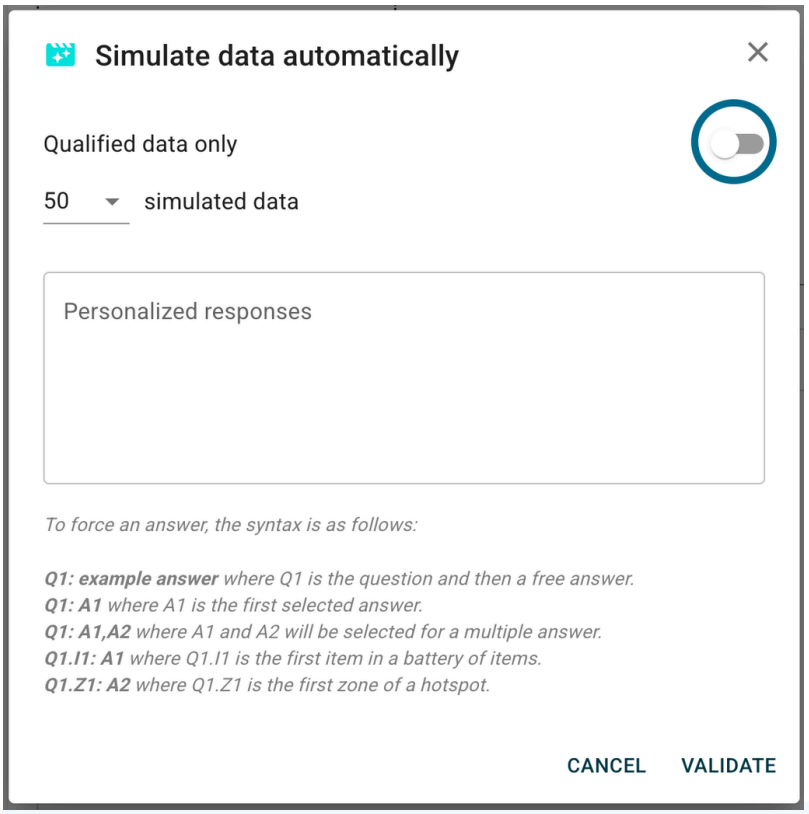
QUICK ACCESS

The toolbar placement ensures you can quickly generate test data at any stage of your survey development process.

Simulation options

Qualified data only

Enable the "Qualified data only" option to generate simulated answers while avoiding responses that would lead to exclusion from the survey.



QUALITY SIMULATION

Data is simulated while avoiding answers that lead to screenouts, ensuring your simulated dataset represents completed responses rather than partial or excluded ones.

Benefits of qualified data:

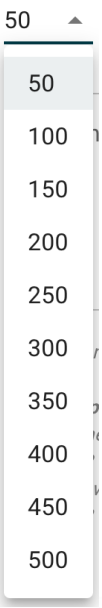
- Realistic completion rates in simulated data
- Avoids logic paths that terminate surveys early
- Provides complete datasets for analysis testing
- Helps validate full survey flow

Number of simulated answers

Configure the quantity of simulated responses to generate:

- **Range**: 50 to 500 responses
- **Increments**: Adjustable in 50-level steps (50, 100, 150, 200, etc.)

- **Flexible scaling**: Choose the appropriate sample size for your testing needs



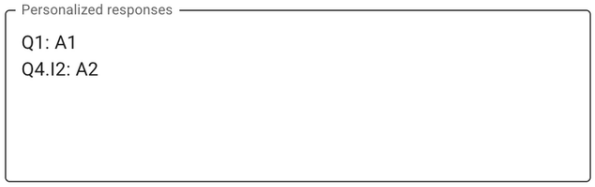
PERFORMANCE CONSIDERATION

Larger simulation datasets take more time to generate but provide more comprehensive testing data.

Customized answers

Defining specific responses

You can define precise answers for specific questions, items, or zones to control certain aspects of your simulated data.



Answer referencing format

Use specific referencing formats to target particular survey elements:

Example: `Q1.A2` selects the second answer to question Q1

REFERENCING SYSTEM

For detailed information on referencing questions, items, and zones, refer to the referencing documentation.

Referencing

You can "quote" a block or a question with REF. By default, REF is Q (or T for transition) + block position. You can rename this REF in the header of each question or transition.

Answers to questions, items and zones also have a REF, but this one is uneditable. This REF is I for item, A for answer and Z for zone + position.

This function is used to quote answers to closed questions (simple type) or to a battery of items. It also works with hotspot zones.

Usage

Quoting answers is used in question labels and transitions but also answers to questions, items or zones.

Loop support

The referencing system also supports loops with `LOOPXXX` syntax. All refs and `VAR_X` variables can be used within loop contexts to dynamically reference content based on loop iterations.

Syntax

Basic referencing

- `[Q1]` - Quote all answers to Q1 question (only one if there's only one)
- `[Q5.A3]` - Select the third answer to Q5 question
- `[Q7.A001]`- Select the first respondent answer to Q7 question
- `[Q2.I1]` - Quote answers to Q2 first item
- `[Q3.Z4]` - Quote the answer to Q3 fourth zone
- `[Q2.I2.TEXT]` - Quote the label of item n°2 (the one with REF I2)

> ⚠ **IMPORTANT**
> `[Q5.A003]` refers to the third answer that the respondent has ticked, not the third in chronological order.

Question types

Profile question

- `[Q1]` - Returns all answers separated by a comma ("Answer 1, Answer 2, Answer 3")
- `[Q1.A2]` - Returns only the second answer (e.g "Answer 2"), in single mode it's possible to write `[Q1.A1]`
- `[Q1.TEXT]` - Returns the text of the question

Battery of items

- `[Q2.I1]` - Returns all answers separated by a comma for an item ("Answer 1, Answer 2, Answer 3")
- `[Q2.I1.A2]` - Returns only the second answer (e.g "Answer 2") to an item, in single mode it's possible to write `[Q2.I1.A1]`
- `[Q2.TEXT]` - Returns the text of the main question of the battery
- `[Q2.I1.TEXT]` - Returns the text of an item

Hotspot

- `[Q3.Z1]` - Returns the answer for a zone (hotspot can only have 1 answer)
- `[Q3.Z1.A1]` - It's possible to write this way to have the answer
- `[Q3.TEXT]` - Returns the text of the main question of the hotspot
- `[Q3.Z1.TEXT]` - Returns the text (name) of a zone

Open question

- `[Q4.TEXT]` - Returns the text of the main question
- `[Q4.F1]` - Returns the answer for a field (e.g "field value 1")

- `[Q4.F1.TEXT]` - Returns the text of a field (e.g "Name")

Adaptive

- `[Q5]` - Returns the answer of the adaptive question (e.g "My name is John")
- `[Q5.TEXT]` - Returns the text of the adaptive question (e.g "What is your name?")

Loop references

- `[LOOP1.Q1.TEXT]` - Returns the text of a the Q1 question inside the first iteration of the loop.
- `LOOP1.VAR_1` - Use variables within loops for dynamic referencing

Global variables

- `[VAR_1]` - Returns the first global variable

Examples

```
Thank you [Q1] for participating in our survey.
Your favorite color is [Q2.A1].
You rated item 1 as [Q3.I1.A1].
The hotspot zone you selected was [Q4.Z1].
Your name is [Q5.F1].
```

URL parameters

URL parameters allow you to pass custom data through the survey URL and use that information within your survey content. This feature enables personalization, pre-filling of information, and dynamic content based on external data sources.

Retrieving parameters from the URL

You can pass parameters in the URL of a survey form and then retrieve and use these parameters within the form content.

Parameter syntax

Adding parameters to URLs

Parameters are added to your survey URL using standard URL parameter syntax:

```
&parameterName=parameterValue
```

URL structure example

Here's how parameters are added to a survey URL:

Original URL:

```
https://yoursurvey.com/survey?tol=r
```

URL with parameters:

```
https://yoursurvey.com/survey?tol=r&email=myEmail@outlook.fr&postalCode=75000&company=r3mscore
```

PARAMETER SYNTAX

The syntax is: `&` + `Name of parameter` + `=` + `Parameter value`

Multiple parameters

You can add multiple parameters by chaining them with the `&` symbol:

```
&email=myEmail@outlook.fr&postalCode=75000&company=r3mscore
```

Using parameters in your survey

Parameter reference format

To use parameters within your survey content, use the following format:

```
[PARAM_parameterName]
```

Example usage

For the parameters in our URL example:

- **Email**: `[PARAM_email]` returns `myEmail@outlook.fr`
- **Postal Code**: `[PARAM_postalCode]` returns `75000`
- **Company**: `[PARAM_company]` returns `r3mscore`

PARAMETER NAMING

Parameter names are case-sensitive, so ensure consistency between your URL parameters and form references.

Implementation across survey blocks

Universal compatibility

The parameter format `[PARAM_parameterName]` works in any block of your survey:

Question text

```
Hello [PARAM_email], welcome to our survey!
```

Answer options

```
I work at [PARAM_company]
```

Instructions and descriptions

```
Based on your location ([PARAM_postalCode]), please answer...
```

Conditional logic

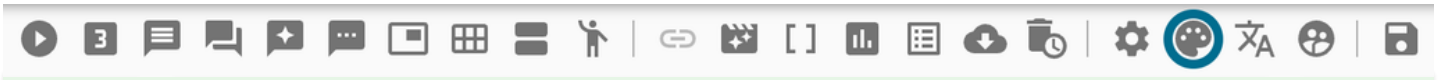
Parameters can be used in conditions and branching logic.

Theme

Theme customization allows you to brand your surveys with your organization's visual identity. You can customize colors, logos, button styles, and layout elements to create a cohesive brand experience for your respondents.

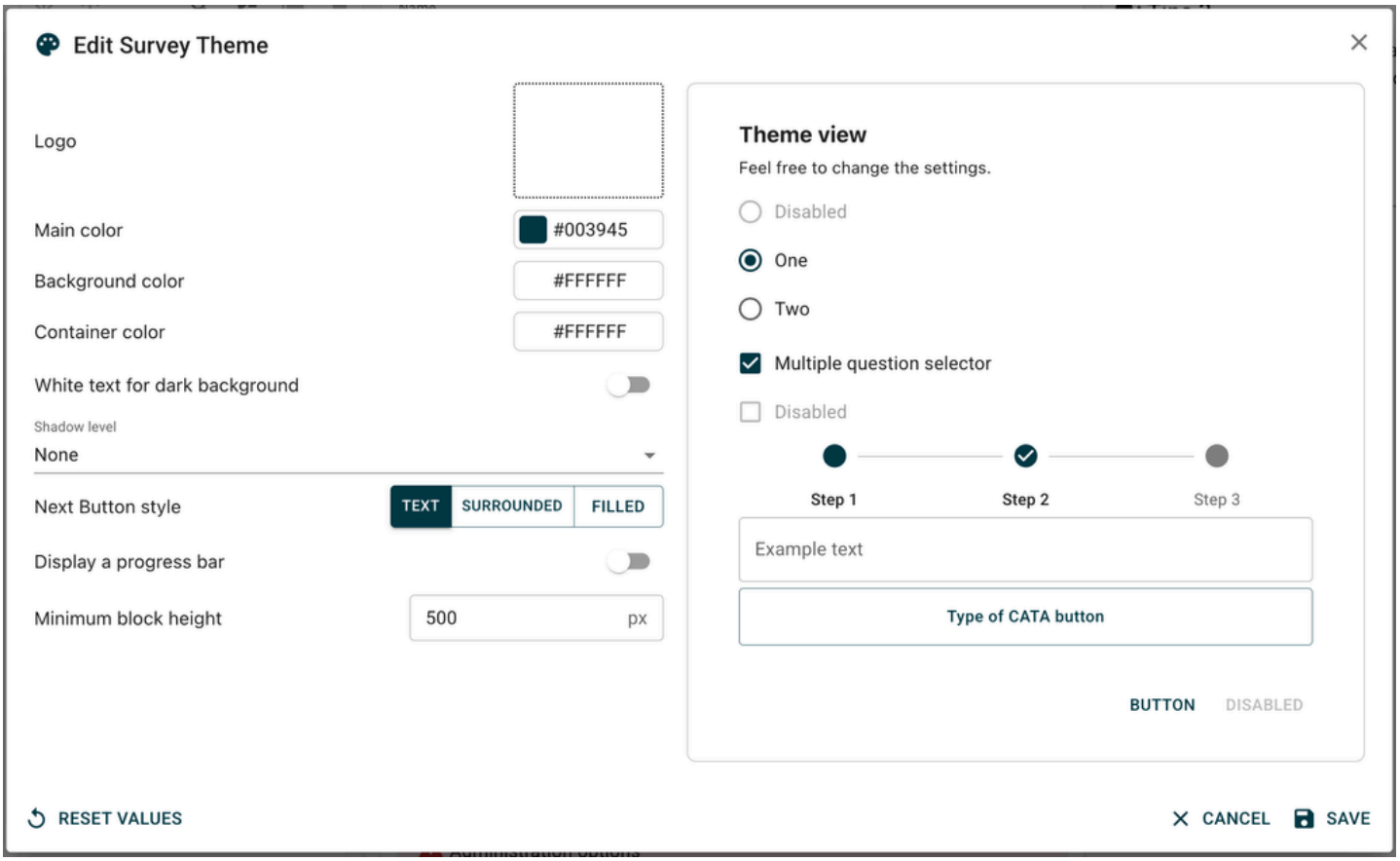
Opening the theme dialog

To access theme customization options, open the theme dialog from your survey editor.



CUSTOM PREVIEW

You have a custom view at the right of the dialog that shows real-time preview of your theme changes as you make them.



Logo customization

Adding a logo

Upload your organization's logo to personalize your survey branding.

Logo positioning

Control where your logo appears in the survey layout:

- Top left
- Top center
- Top right
- Custom positioning

Logo sizing

Adjust the logo size to fit your design requirements:

- **Width**: Set custom width in pixels or percentage
- **Height**: Set custom height while maintaining aspect ratio

- **Scale**: Proportional scaling options

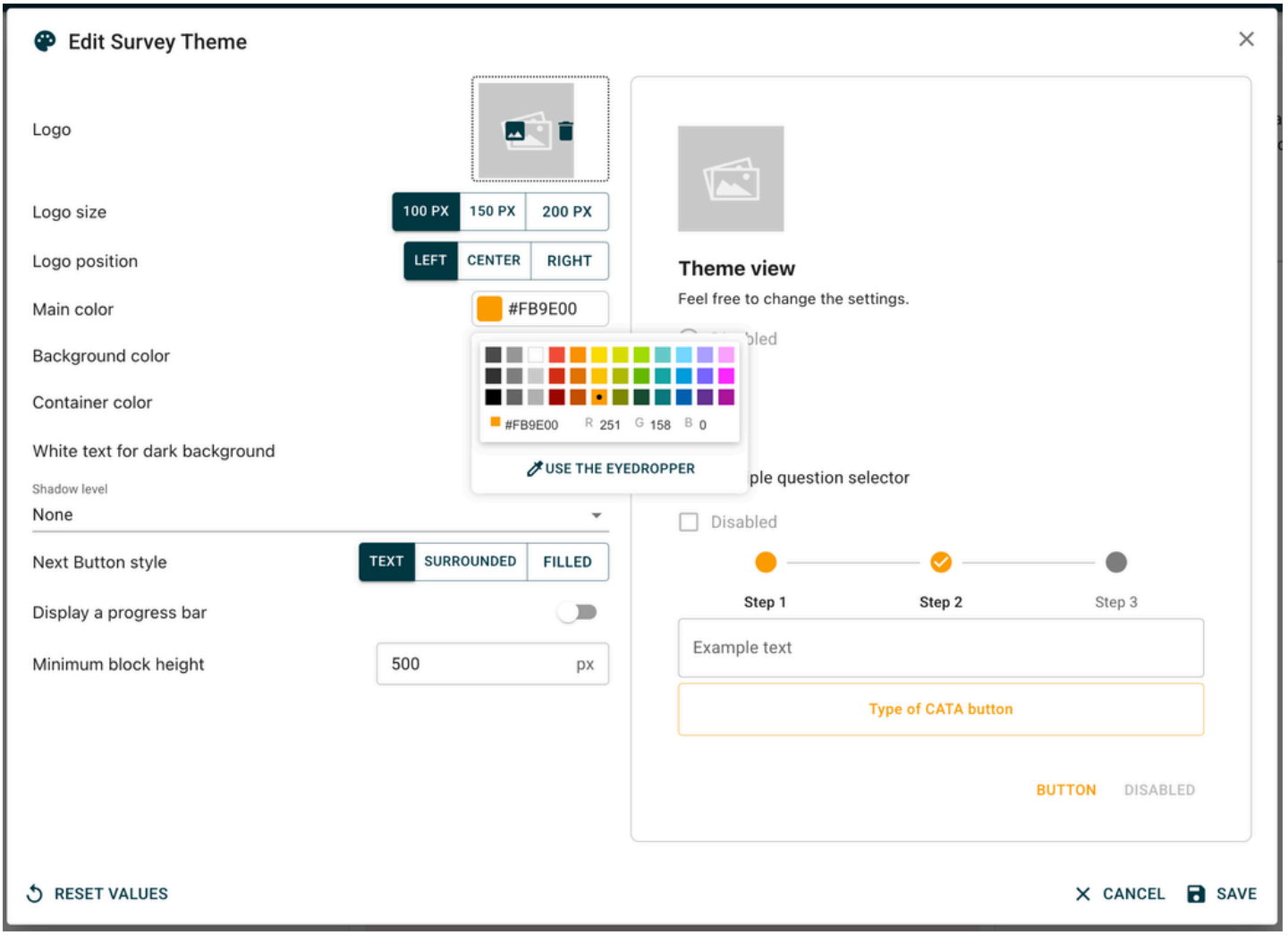
BRAND CONSISTENCY

Ensure your logo size and position work well across different screen sizes and devices.

Color customization

Main color

Set your primary brand color that will be used for key interface elements and highlights.



Background color

Choose the overall background color for your survey pages.

Container color

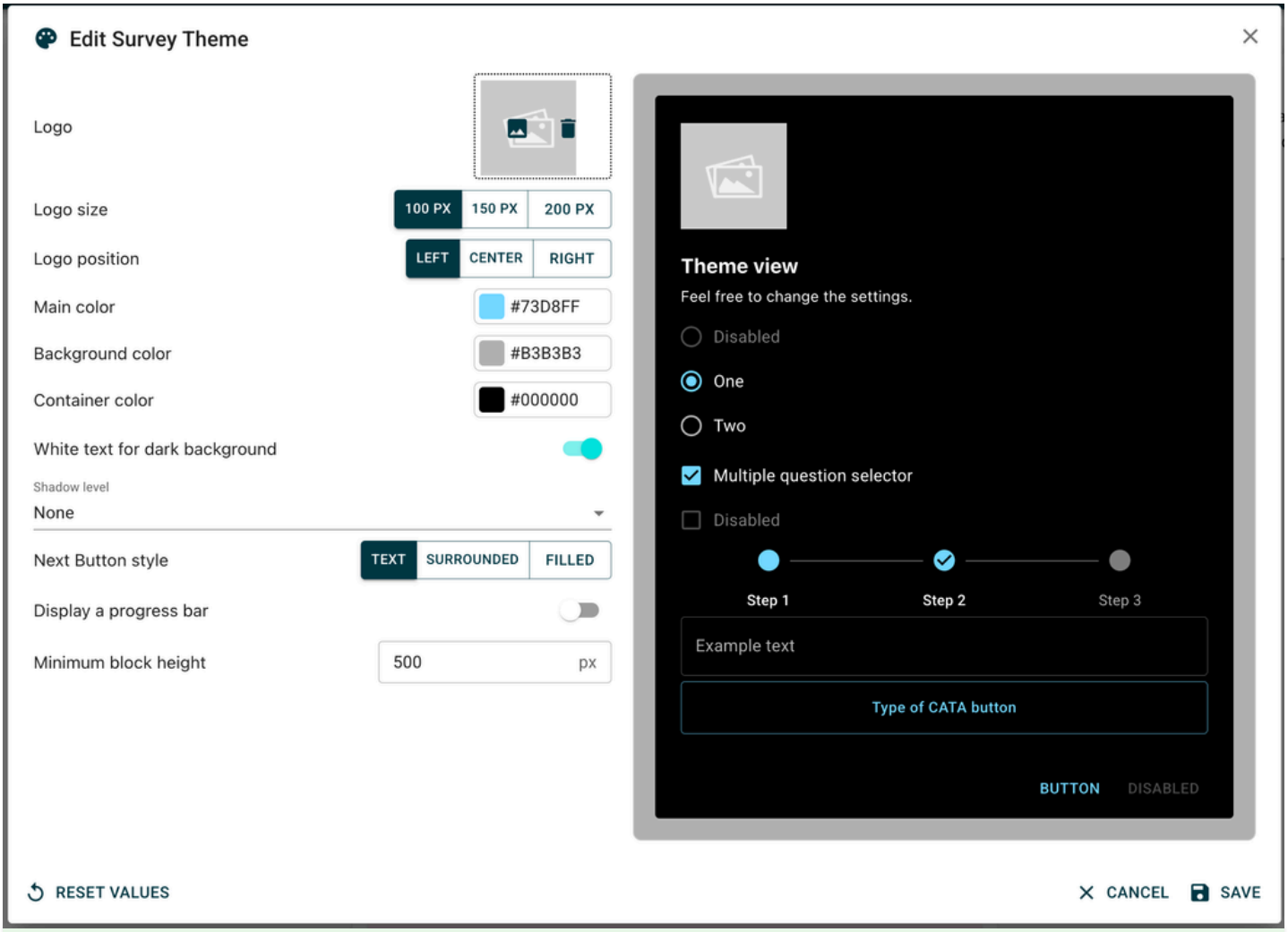
Set the color for content containers and question blocks.

Text contrast options

Configure text display for optimal readability:

Text in white on black

Enable high-contrast text display for better accessibility and visual impact.



ACCESSIBILITY

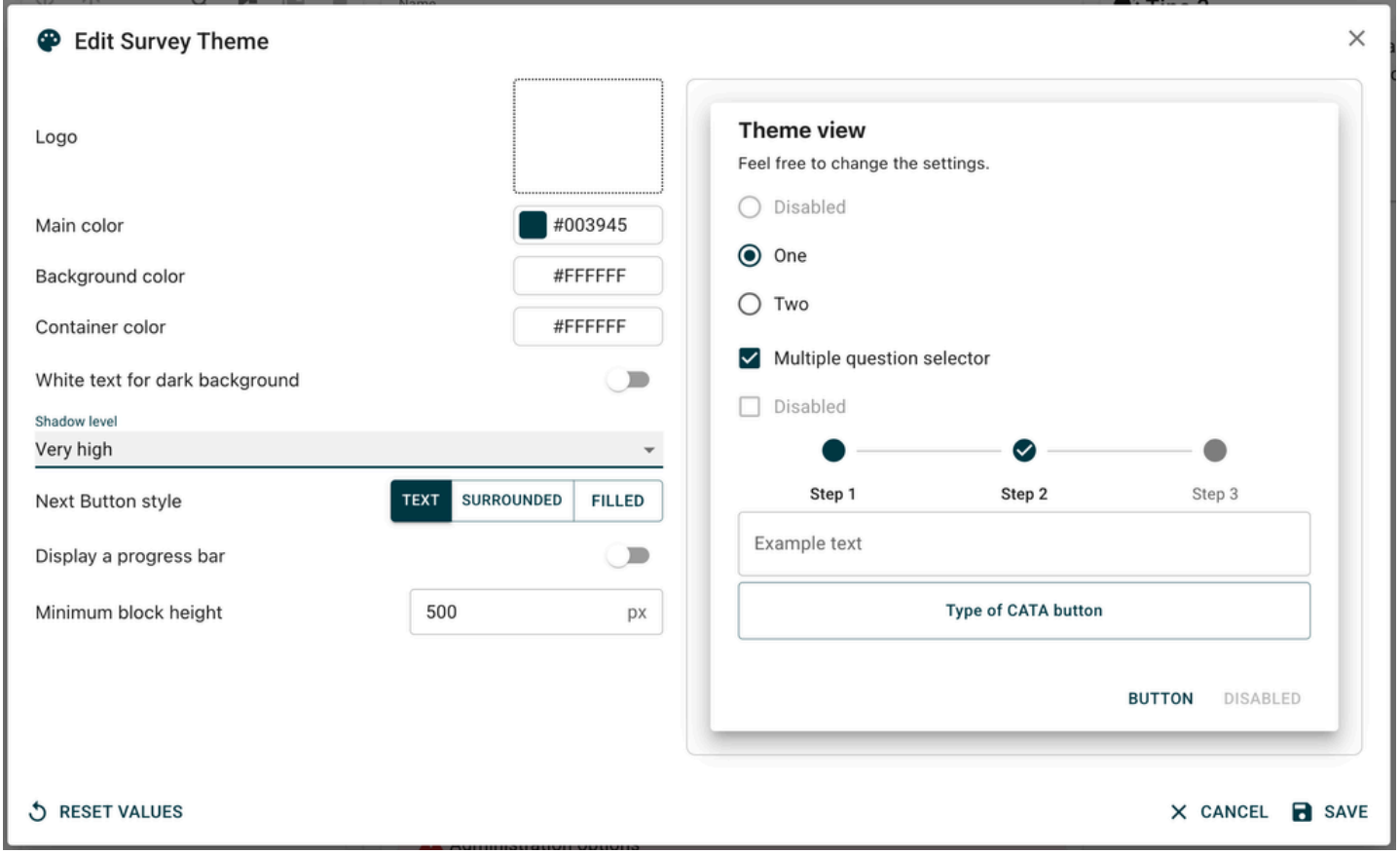
High contrast text improves readability for users with visual impairments and in various lighting conditions.

Container styling

Shadow level

Control the shadow depth for content containers:

- **No shadow**: Flat design approach
- **Light shadow**: Subtle depth
- **Medium shadow**: Standard elevation
- **Heavy shadow**: Prominent depth effect



Minimum block height

Set the minimum height for question blocks to ensure consistent layout:

- Maintains visual consistency across different question types
- Prevents layout shifts between questions
- Improves overall survey appearance

Button styling

Choose from different button style options to match your brand aesthetic:

Text buttons

Simple text-based buttons without background or borders.

Surrounded buttons

Buttons with borders but transparent backgrounds.

Filled buttons

Solid buttons with background color and optional borders.

STYLE CONSISTENCY

Choose a button style that complements your overall design and maintains consistency throughout the survey experience.

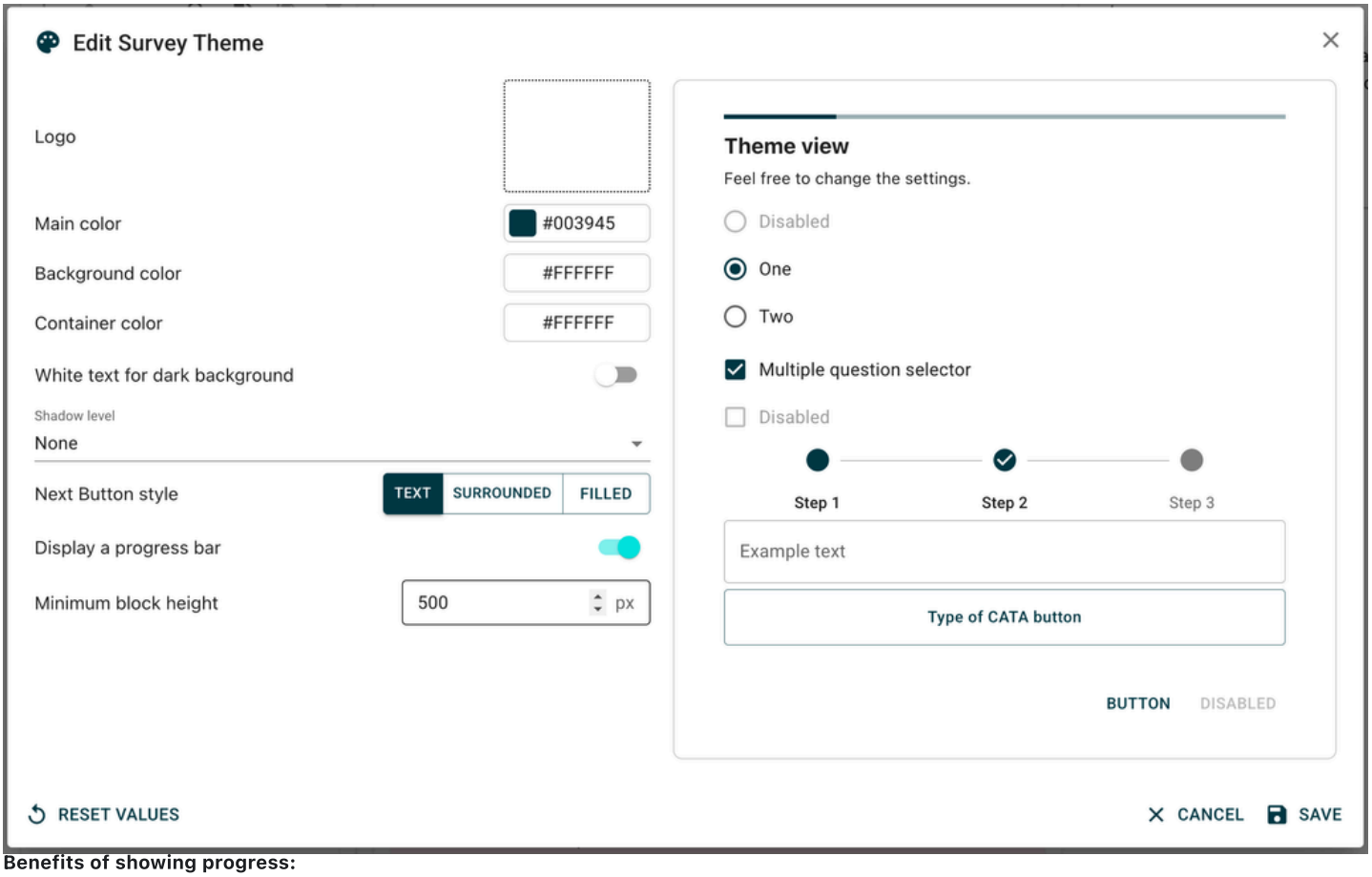
Progress bar settings

Display options

Control whether to show progress indicators to respondents:

Show progress bar

Display a visual progress indicator showing survey completion status.



Benefits of showing progress:

- Reduces survey abandonment
- Sets completion expectations
- Improves user experience

Hide progress bar

Remove progress indicators for a cleaner interface or when progress tracking isn't desired.

Real-time preview

Custom view panel

The right side of the theme dialog shows a live preview of your customizations:

PREVIEW BENEFITS

- See changes immediately without saving
- Test different combinations quickly
- Ensure visual consistency before applying

- Preview across different question types

Testing your theme

Use the preview to verify:

- Color combinations are readable
- Logo placement looks professional
- Button styles are clearly clickable
- Overall brand consistency is maintained

Applying theme changes

Once you're satisfied with your customizations, apply the theme to see it in action across your entire survey.

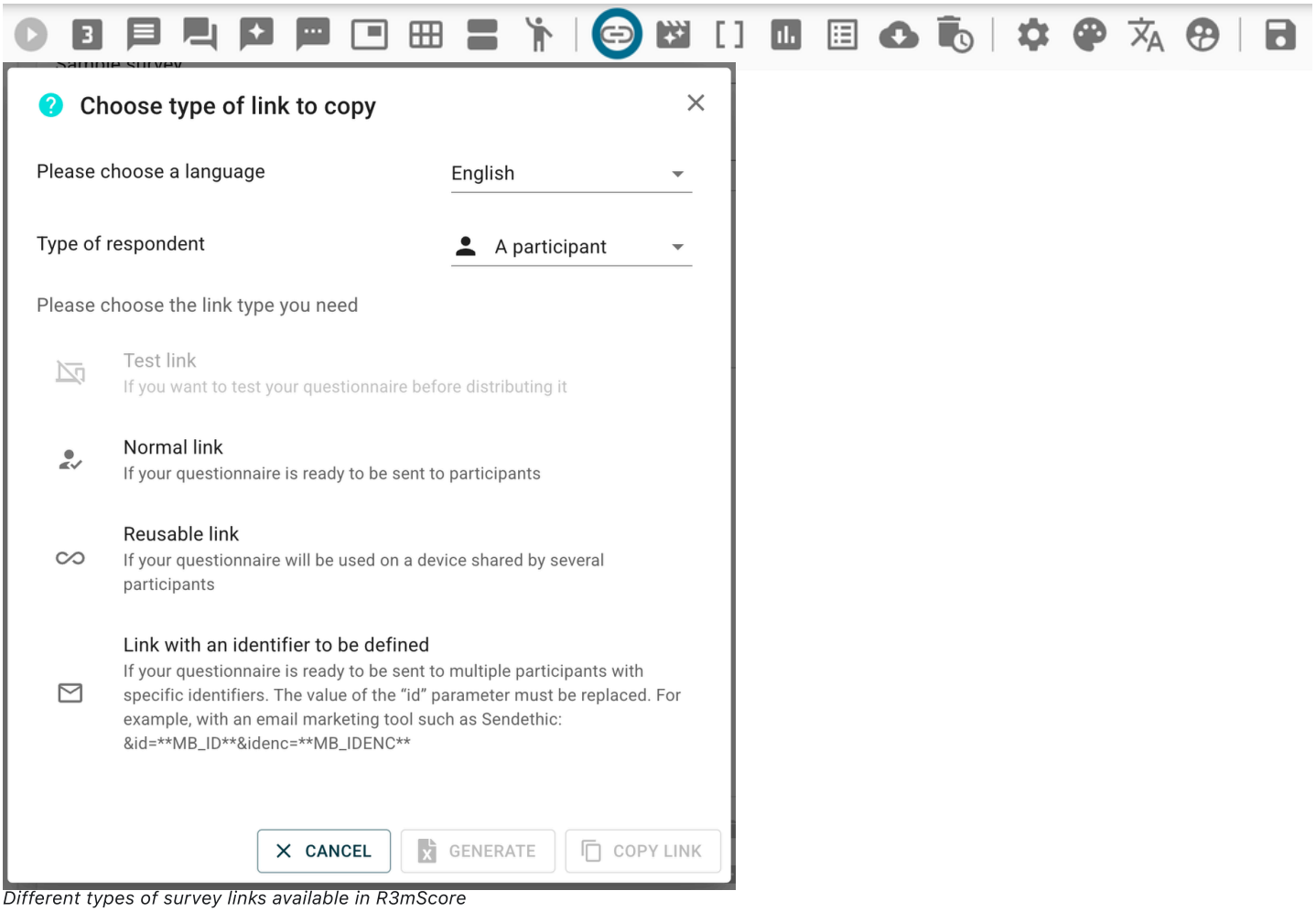
FINAL CHECK

Always preview your themed survey on different devices and screen sizes to ensure optimal display across all platforms.

Sharing your survey

This section provides detailed information about sharing your survey with respondents through various link types and distribution methods.

Type of links

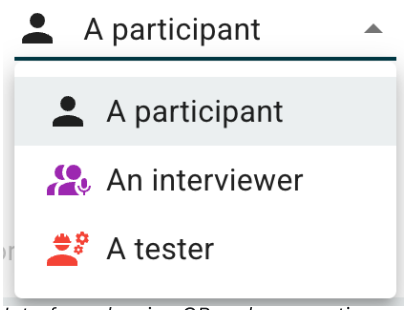


Different types of survey links available in R3mScore

R3mScore provides different types of survey links to accommodate various data collection needs:

- **TEST link** - Use this to test your questionnaire (no data retrieval). Perfect for quality assurance and preview purposes
- **NORMAL link** - Single-use link enabling respondents to answer the questionnaire only once. Ideal for preventing duplicate responses
- **REUSABLE link** - Allows respondents to answer the questionnaire multiple times. Useful for longitudinal studies or when multiple responses are needed

Sharing options



Interface showing QR code generation and sharing options

Once you've selected your link type, you have several options to distribute your survey:

- **QR Code and URL Link** - Create a QR code and URL link by clicking on "Copy" to send it to your respondents
- **Excel Export** - Download an Excel file with links for bulk distribution and tracking

Example of generated QR code for easy mobile access

Best practices

- Use TEST links during development and quality assurance phases
- Choose NORMAL links for most standard surveys to prevent duplicate responses
- Consider REUSABLE links for longitudinal studies or when follow-up responses are needed
- Generate QR codes for easy mobile access
- Use Excel exports for organized bulk distribution and response tracking

Participant mode

Participant mode is the production environment where your survey is presented to actual respondents. This is the link you send to clients and participants for data collection.

Overview

When you generate a survey link for distribution, participants will access your survey in participant mode. This mode provides a clean, professional interface optimized for the respondent experience.

Key features

Clean interface

- Streamlined design focused on the survey content
- No editing tools or administrative controls visible
- Optimized for both desktop and mobile devices

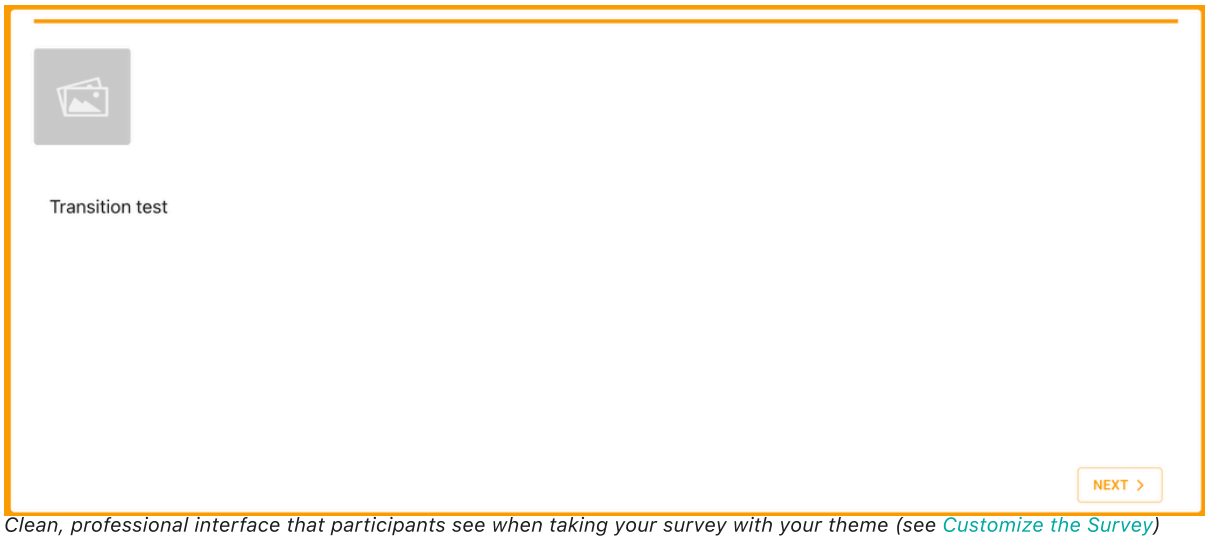
Data collection

- All responses are automatically saved and stored
- Progress tracking for long surveys
- Secure data transmission and storage

Responsive design

- Adapts to different screen sizes
- Touch-friendly interface for mobile devices
- Consistent experience across all devices

What participants see



Clean, professional interface that participants see when taking your survey with your theme (see Customize the Survey)

In participant mode, respondents will see:

- Survey questions without any editing controls
- Clear navigation buttons (Next, Previous, Submit)
- Progress indicators (if enabled)
- Professional branding and styling

Screenshots reference

All question types and collect mode screenshots in this documentation have been captured using participant mode, showing exactly what your respondents will experience.

Interviewer mode

Interviewer mode is designed for assisted data collection where an interviewer conducts the survey on behalf of the respondent, typically during phone calls or face-to-face interviews.

Overview

This mode provides additional flexibility and control for interviewers who need to navigate through the survey dynamically, make corrections, and adapt to the conversation flow during live interviews.

What interviewer see

Key features

Flexible navigation

- Ability to go back and modify previous answers
- Navigate freely between questions during the interview
- Adapt to the natural flow of conversation

Answer modification

- Edit responses at any time during the interview
- Corrections are immediately reflected in the survey flow
- Real-time validation of changes

Conditional logic override

How it works

When you modify an answer that affects conditional logic:

- The system recalculates all dependent conditions
- Questions that no longer meet their conditions are automatically hidden
- **Previous answers to those questions are overridden in the history**

Example scenario

1. Respondent initially answers "Yes" to "Do you own a car?" (Q1)
2. They answer car-related follow-up questions (Q2, Q3, Q4)
3. Interviewer later corrects Q1 to "No"
4. Car-related questions are hidden due to conditions
5. Previous answers to Q2, Q3, Q4 are marked as overridden in history

Use cases

Phone interviews

- Interviewer can ask questions in any order based on conversation flow
- Easy to go back and clarify or correct responses
- Maintain natural conversation while ensuring data accuracy

Face-to-face interviews

- Adapt to respondent's pace and understanding
- Correct misunderstandings immediately
- Handle complex survey logic transparently

Quality control

- Review and verify responses before submission
- Make corrections based on respondent clarifications
- Ensure data integrity throughout the process

Tester mode

Tester mode is a specialized testing environment designed specifically for survey validation and quality assurance. This mode allows you to thoroughly test your survey without affecting production data.

Overview

Tester mode provides a safe environment to validate your survey logic, test question flows, and ensure everything works correctly before launching to real participants. No responses collected in this mode are saved to your production dataset.

Key features

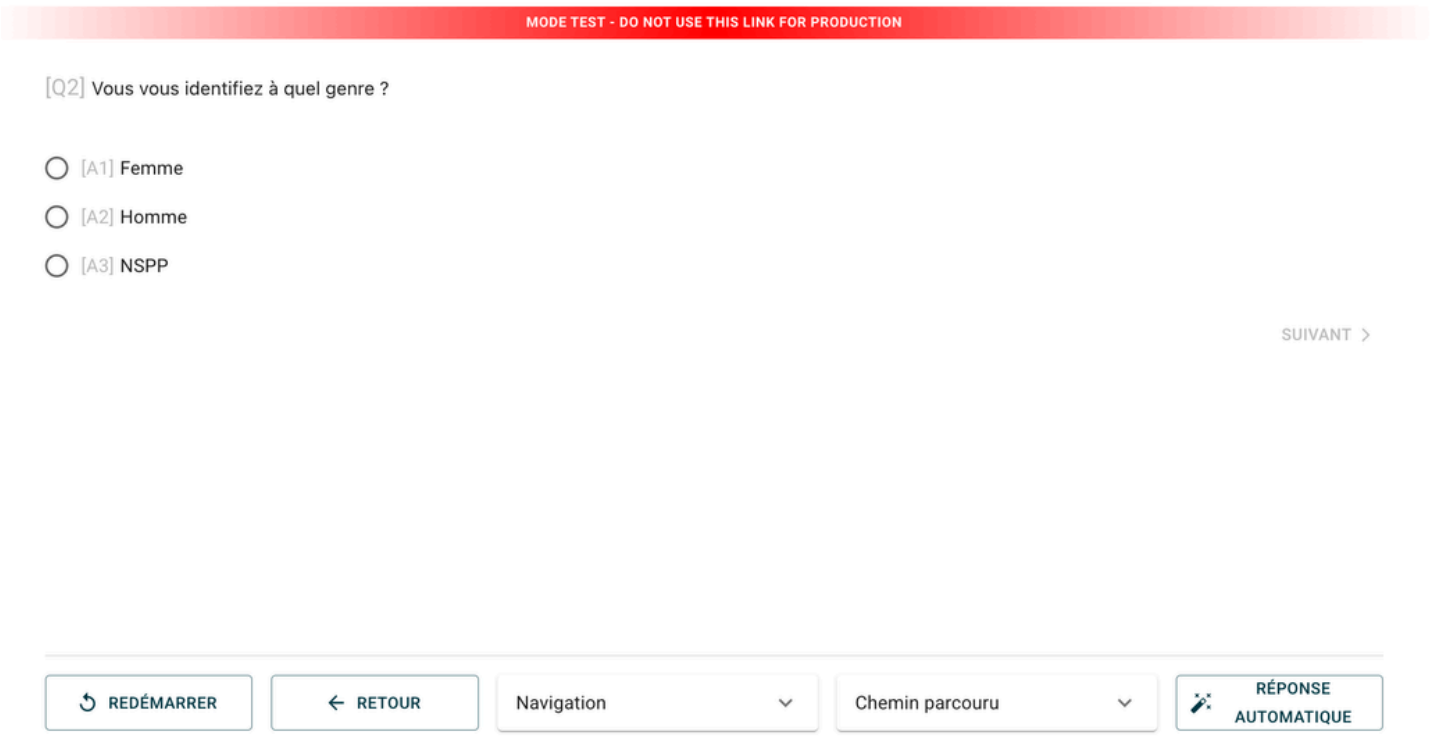
No data collection

- All responses are temporary and not saved
- Perfect for testing without data contamination
- Reset capability to start fresh testing sessions

Full survey testing

- Test all question types and interactions
- Validate conditional logic and branching
- Check survey flow and navigation

Development-friendly



Tester mode interface with additional testing controls and indicators

Additional testing tools and indicators:

- Clear visual indication that you're in test mode
- Testing controls and debugging information
- Easy reset and restart functionality

Testing capabilities

Logic validation

- Test all conditional logic paths

- Verify question dependencies
- Validate complex branching scenarios

User experience testing

- Check mobile responsiveness
- Test navigation flow
- Validate form interactions

Data flow testing

- Test referencing between questions
- Validate dynamic content updates
- Check calculation logic

Reporting mode

Reporting mode enables live monitoring of data collection, allowing you to track survey progress and analyze responses in real-time as participants complete your survey.

Overview

This mode provides comprehensive insights into your data collection process, including response distributions, completion rates, and detailed breakdowns by question type.

Key features

Live data monitoring

- Real-time updates as responses are submitted
- Track survey completion progress
- Monitor response patterns and trends

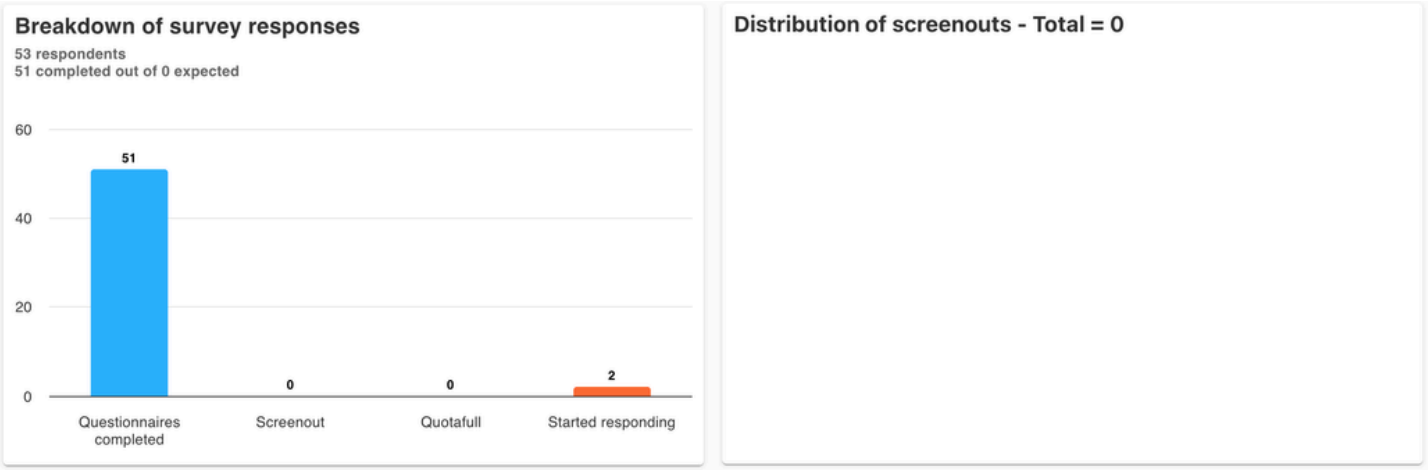
Question type support

You can browse through answers for multiple question types:

- **Question Profile** - Single and multiple choice questions
- **Item Series** - Battery of items responses
- **Hotspot** - Interactive hotspot zone selections
- **Open Questions** - Text-based responses and feedback

Data tracking

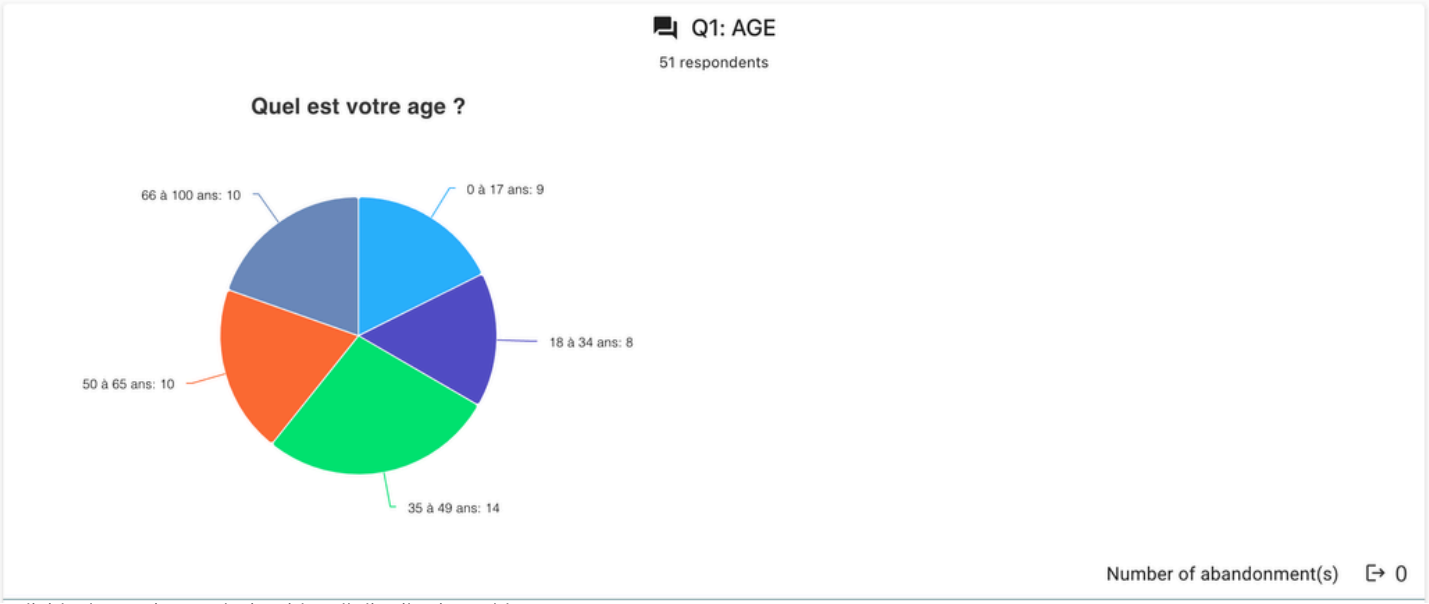
Overall progress tracking



Cell distribution table showing overall survey progress

It is possible to track the progress of cells in the reporting. A cell distribution table shows the overall progress across all survey segments.

Question-level analysis



Individual question analysis with cell distribution tables

Under each question, there is also a cell distribution table providing detailed insights into:

- Response frequencies
- Completion rates per question
- Answer distribution patterns

Data visualisation

The Data Visualisation tool provides a comprehensive real-time interface for monitoring and managing individual survey responses, allowing you to view all participant answers as they progress through your survey.

Overview

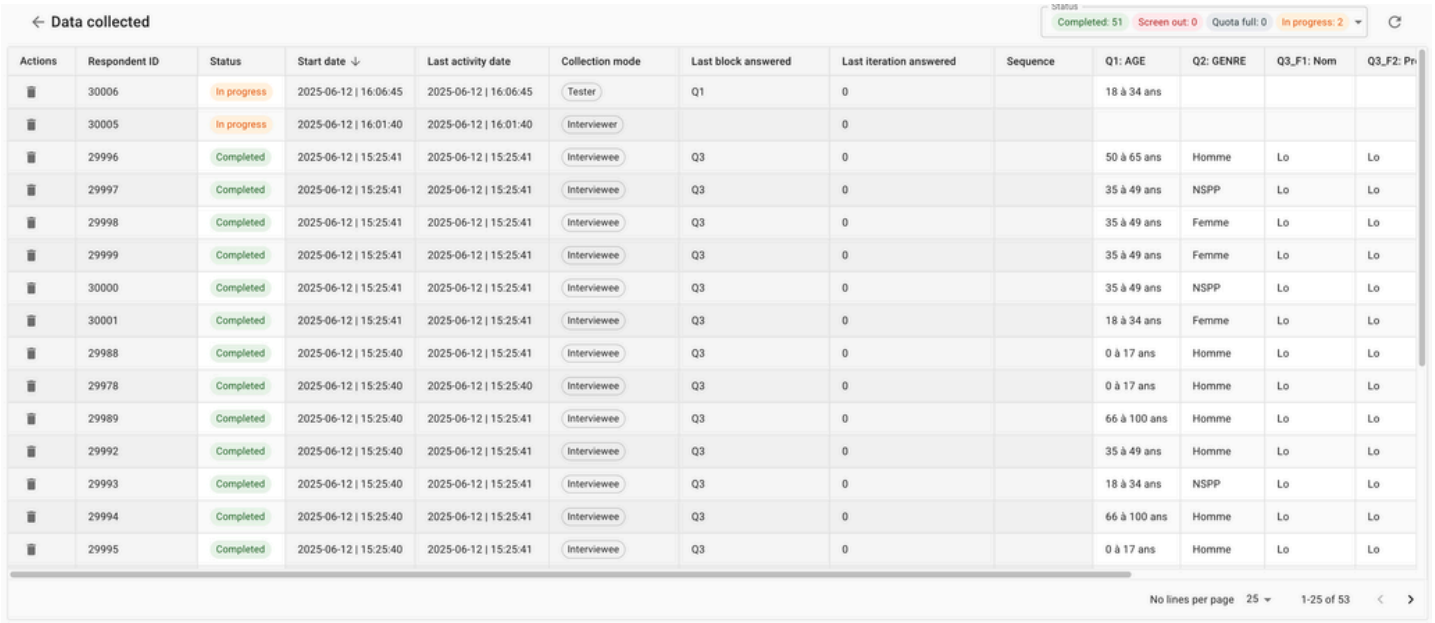
This powerful tool enables you to monitor ongoing surveys, review completed responses, and make necessary adjustments to participant data while maintaining full visibility into the survey process.

Key features

Real-time response monitoring

View all answers even for ongoing surveys:

- Monitor participants as they complete the survey
- See responses in real-time as they're submitted
- Track completion progress for individual respondents



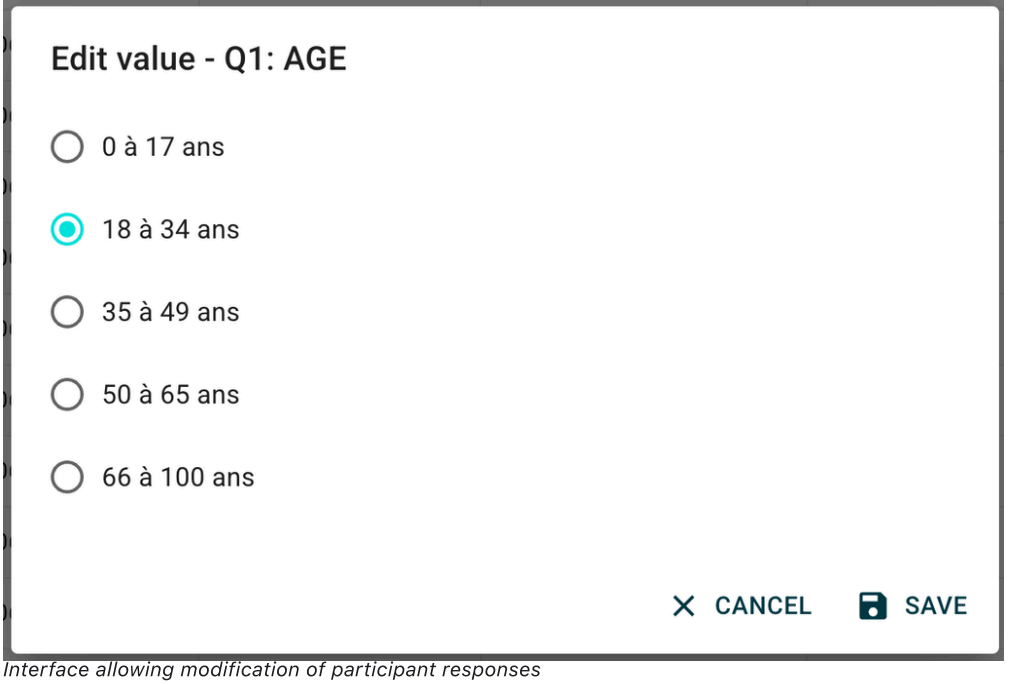
Complete overview of participant responses with real-time updates

Progress tracking

Information about the last answered block:

- Current position in the survey
- Time spent on each section
- Completion status and progress indicators
- Last activity timestamps

Response management



Interface allowing modification of participant responses

You can modify answers of participants:

- Edit individual responses as needed
- Correct data entry errors
- Update responses based on participant feedback
- Make real-time adjustments during data collection

Comprehensive information panel

See all parameters and important information:

- Survey metadata and settings
- Response timestamps and duration
- Device and browser information
- IP addresses and location data
- Survey version and configuration details

Datamap

Datamap provides powerful data structuring capabilities that allow you to customize how your survey data is organized and exported, giving you full control over the final data format.

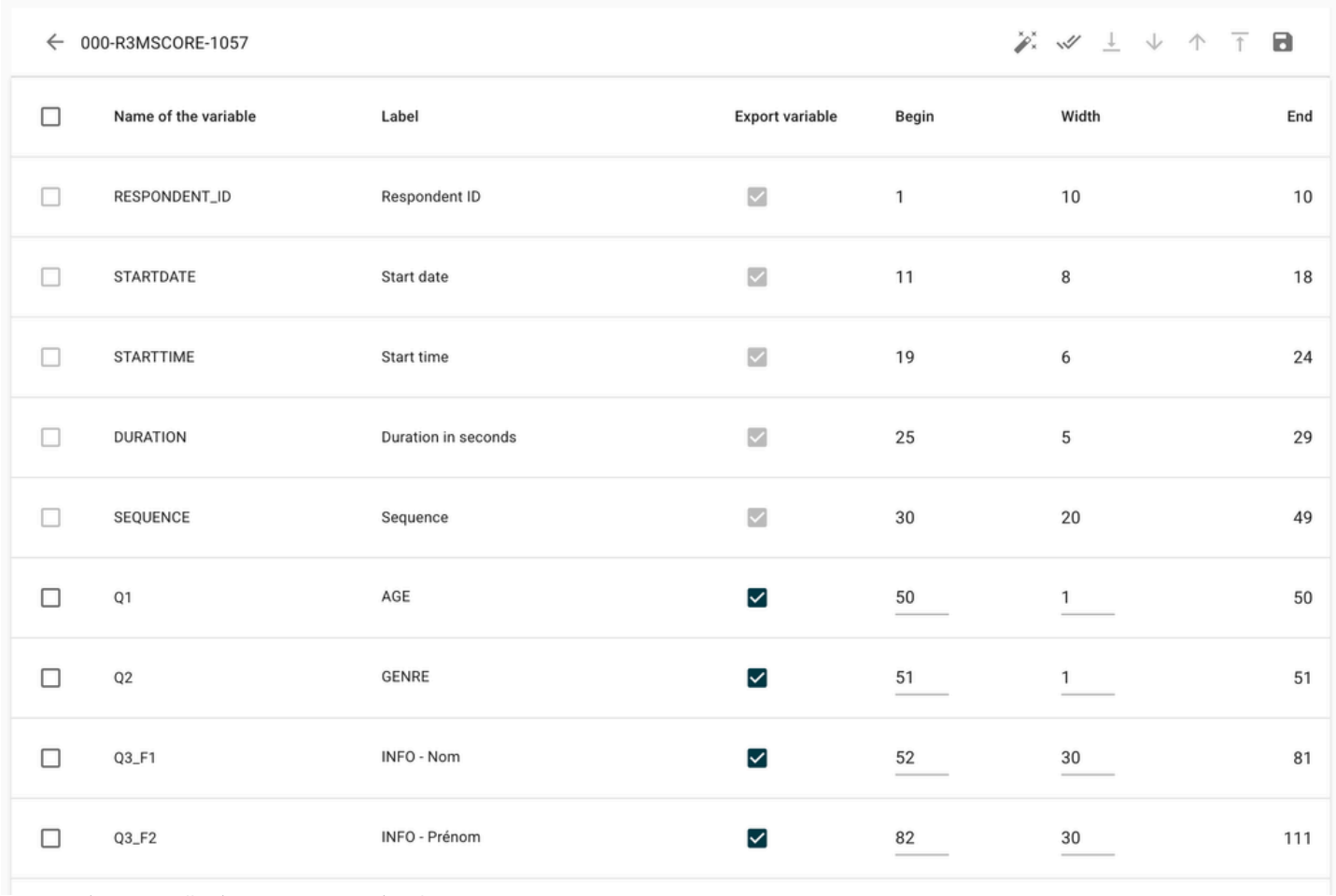
Overview

The Datamap feature enables you to tailor your data export to meet specific analysis requirements by controlling which questions are included, their order, and how they're structured in the final export file.

Key features

Data structure control

Structure data for the export of your form (Excel format) with complete flexibility over the final layout and organization.



000-R3MSCORE-1057

Name of the variable	Label	Export variable	Begin	Width	End
RESPONDENT_ID	Respondent ID	☑	1	10	10
STARTDATE	Start date	☑	11	8	18
STARTTIME	Start time	☑	19	6	24
DURATION	Duration in seconds	☑	25	5	29
SEQUENCE	Sequence	☑	30	20	49
Q1	AGE	☑	50	1	50
Q2	GENRE	☑	51	1	51
Q3_F1	INFO - Nom	☑	52	30	81
Q3_F2	INFO - Prénom	☑	82	30	111

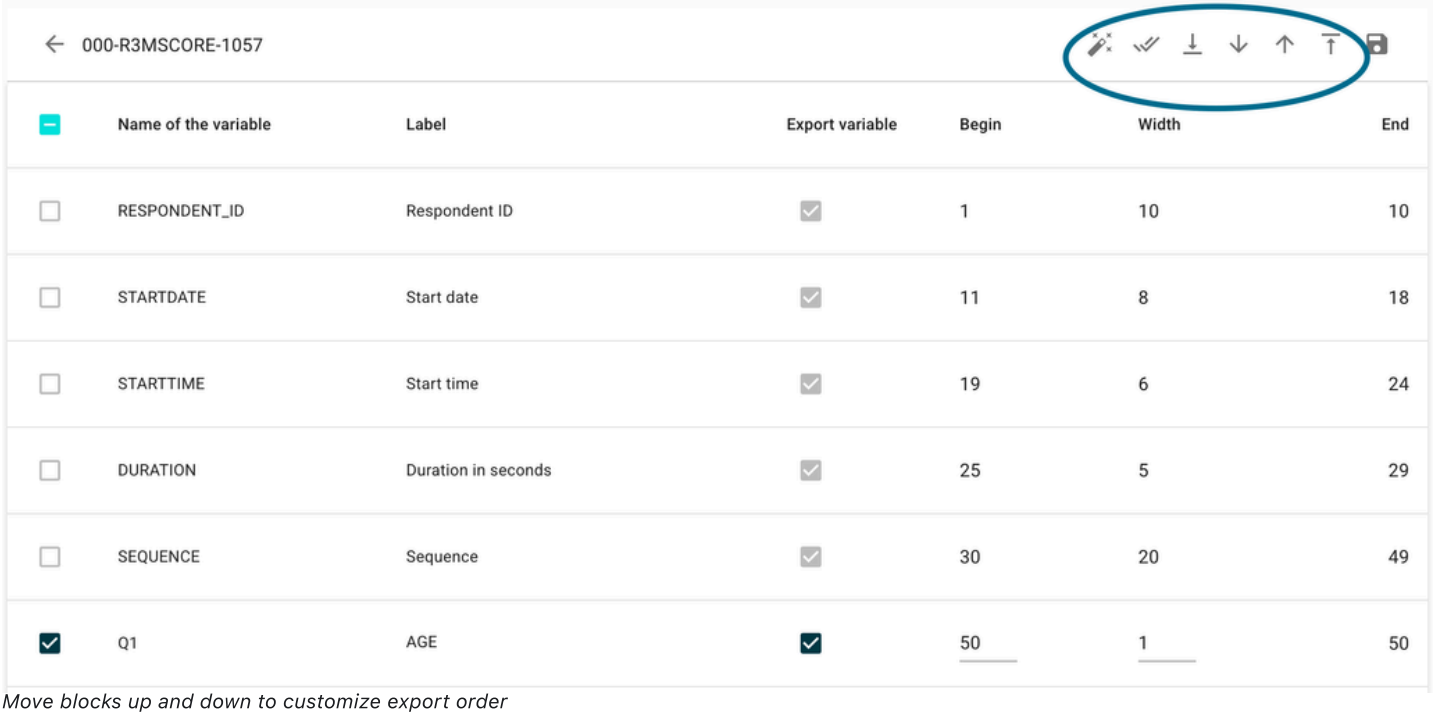
Datamap interface allowing you to customize data export structure

Block selection

Choose blocks you want or don't want to export:

- Include only relevant questions for specific analysis
- Exclude test questions or internal references
- Select specific sections of your survey
- Create targeted exports for different stakeholders

Question ordering



Move blocks up and down to customize export order

Move up/down your blocks to exchange them:

- Reorganize questions for logical analysis flow
- Group related questions together
- Match client or analysis requirements
- Create custom data layouts

Restore functionality

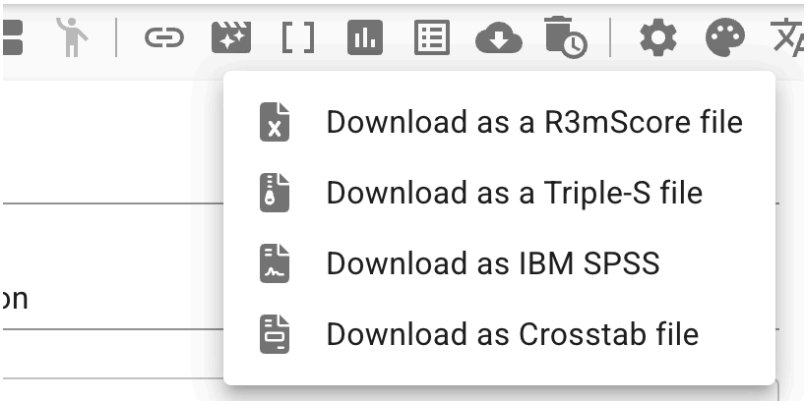
Restore original Datamap when needed:

- Revert to default survey structure
- Undo customizations if needed
- Start fresh with original organization

Export

R3mScore provides multiple export formats to accommodate different analysis tools and workflows. You can export your survey data in various formats depending on your specific needs.

Available export formats



R3MSCORE format (XLSX)

The native R3mScore format provides comprehensive data export in Excel format with all survey metadata preserved.

Example of survey data exported in R3MSCORE format showing structured data layout

Features:

- Complete survey data with full metadata
- Question labels and response options
- Formatted for easy analysis in Excel
- Preserves all survey structure and logic

Triple-S format (SSS and CSV)

Industry-standard format for market research data exchange.

Triple-S export generates both SSS metadata file and CSV data file

In the folder generated by the export in Triple-S format, there is:

- **SSS file** - Contains survey metadata and structure
- **CSV file** - Contains the actual response data

Features:

- Industry standard for market research
- Compatible with most statistical software
- Separates metadata from data for flexible analysis
- Widely supported format

Crosstab format (XLSX)

Optimized format for cross-tabulation analysis and reporting.

Features:

- Pre-formatted for crosstab analysis
- Question and answer labels included
- Structured for statistical analysis
- Excel-compatible format

IBM SPSS format

Direct export compatible with IBM SPSS statistical software.

Features:

- Native SPSS compatibility
- Variable labels and value labels preserved
- Ready for immediate analysis in SPSS
- Maintains data types and formats

Export process

Selecting export format

1. Choose your preferred export format based on your analysis needs
2. Configure export settings and options
3. Generate and download the export file

Import from Word

This guide explains how to format a Word file for importing survey questions and answers into your questionnaire platform. By following these instructions, you can ensure a smooth and accurate import process.

Introduction

You can use the **import from Word** feature in the question management menu to quickly add questions and answers to your survey. Proper formatting is essential for successful import.

Formatting questions

1. Question title

- The title should be in **bold** text.
- Format: `"Label. Title"`
  - **Label:** One or more alphanumeric characters followed by a dot (e.g. `Q1.`, `A2_n.`, `O10_b.`).
  - Each number must be between 0 and 99.

Example:

F1. How many children aged 3 to 6 live in your household?

2. Question type

- On the first line below the title, write the type in **UPPERCASE and bold**.
- You may prefix the line with `PROG:` for easier identification.
- The type must include one of the following keywords:

Keyword	Question type	Description
SINGLE	Closed question, one answer	Respondent selects only one answer
MULTIPLE	Closed question, multiple answers	Respondent can select several answers
ITEMS SINGLE	Item battery, one answer per item	Matrix: one answer per row
ITEMS MULTIPLE	Item battery, multiple per item	Matrix: multiple answers per row
OPEN	Open-ended text question	Respondent enters free text
R3M	3 spontaneous words	R3M "3 words" question

Example:

SINGLE

3. Additional options (optional)

- Add options after the question type if needed.
- Use one of these keywords:

Keyword	Option description
SHUFFLE ANSWERS	Answers shown in random order (closed/item batteries)
SHUFFLE ITEMS	Items shown in random order (item batteries only)

Formatting answers

Closed questions (SINGLE / MULTIPLE)

- Answers should be in a table format:
  - **First column:** Answer text
  - **Second column:** Answer number
  - **Third column (optional):** Instruction keyword(s)

Keyword	Instruction description
STOP	Screen out if this answer is selected
MANDATORY	Screen out if this answer is *not* selected
EXCLUSIVE	Only this answer can be selected
QUOTAS xx%	Limit the number of responses for this option to a specified percentage
FREE FIELD	Allows respondent to enter free text for this answer
FIXED	Keeps the answer/item in current position when shuffling

Example:

Answer	Number	Instructions
None	1	STOP
1 child	2	
2 children	3	QUOTAS 50%
3 children and more	4	FREE FIELD QUOTAS 45%

Item batteries (ITEMS SINGLE / ITEMS MULTIPLE)

- Format as a table:
  - **First column:** Item number
  - **Second column:** Item text
  - **Answer options:** Provided as column headers in the first row

Example:

		YES, I TOTALLY AGREE	YES, I SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	NO, I SOMEWHAT DISAGREE	NO, I TOTALLY DISAGREE
1	This product has a good taste	1	2	3	4	5
2	This product has a neutral	1	2	3	4	5

		YES, I TOTALLY AGREE	YES, I SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	NO, I SOMEWHAT DISAGREE	NO, I TOTALLY DISAGREE
	taste					
3	This product has a sweet taste	1	2	3	4	5
4	This product leaves a pleasant aftertaste	1	2	3	4	5

TIP

Proper formatting in your Word file ensures a smooth and error-free import of your survey into the platform.

Getting support

If you encounter issues or have questions while using the R3mScore survey module, there are several resources available to assist you:

CONTACT US

For technical issues, contact the R3mScore support team via email at contact@r3mscore.com. Provide detailed information about your issue, including screenshots or error messages, to ensure prompt and effective assistance.

Documentation

Refer to the official R3mScore documentation for detailed guides on survey creation, customization, and data analysis. The documentation is designed to address common questions and provide step-by-step instructions.

Feedback

Your feedback is crucial for improving the platform. Share your suggestions or report issues directly to the support team via email.