

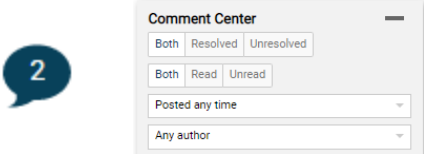
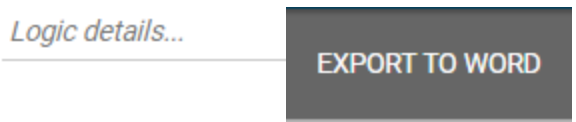
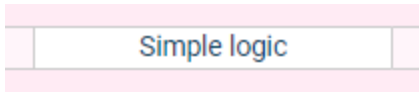
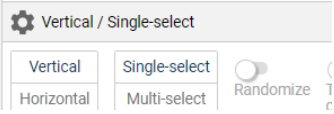
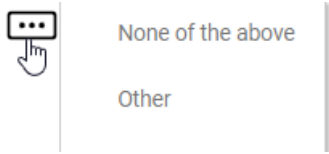



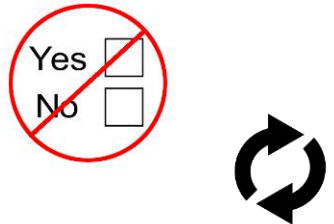


Survey Authoring Basics

12 tips for authoring a survey in IncQuery

#1	Manage Users	Add teammates from the Manage Users button on the top right of the survey	
#2	Adding Content	Add questions, variables, textboxes and more from the Insert menu	
#3	Comments and Comment Center	Comment threads throughout the survey allow you to leave instructions and discussion points for other users	
#4	Logic details and Export to Word	Each question has a notes field that will be included in a Word doc export which is great for sharing with your client or leadership	
#5	Simple Logic	Easily set up logic with a simple series of dropdown menus	
#6	Question Options	Configure questions from the options panel under the gear icon	
#7	Other and None of the above	Add respondent input box or make a choice exclusive with the 'Other' and 'None of the above' toggles under the 3-dot menus	
#8	Variables	Store lists of information like vendors, brand, or KPCs with variables. Use variables for pathing logic, QC flags, and more	
#9	QC Flags	Ensure your data quality by setting up QC flags that make it easy to eliminate low quality respondents	
#10	Testing and Page IDs	Test the survey on the Preview tab and make sure you share the Page ID with your Survey Directors if you spot errors	
#11	Survey Design	Reduce survey fatigue and improve data quality by avoiding poor design. Consider clicks to complete . Also: <ul style="list-style-type: none"> • Don't use Yes/No questions for screening • Avoid using dropdown menus • Limit loop iteration to 3-5 at the most 	
#12	Quotas	Set up quotas on the Overview tab for tracking or capping purposes	