

Learn How to Create a Study in Sensostudy



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Personal Account

Accessing your account

Sensostudy is a cloud based service, which means you can access it anytime from any device. You can log in into your Sensostudy account using your username and password at: <https://lab.sensostudy.com/>

Once logged in, you will get your personal workspace, from which you can create new studies, edit and copy the existing ones, delete them and view the results.

The screenshot shows the Sensostudy workspace interface. At the top, the browser address bar displays 'lab.sensostudy.com/'. Below the navigation bar, there is a search bar and a '+ New study' button. The main content area is titled 'Studies' and contains a table with the following data:

Type	Title	Participants	Status	Creation date
Unmoderated	Test	0 / 21	On start	15 November
Moderated	Teste (cell)	0	On start	01 November
Moderated	Teste (desktop)	0	Done	01 November

Studies listed in the workspace may have different statuses depending on their state:

This screenshot is identical to the previous one, but with a red box highlighting the 'Status' column header in the 'Studies' table.

Type	Title	Participants	Status	Creation date
Unmoderated	Test	0 / 21	On start	15 November
Moderated	Teste (cell)	0	On start	01 November
Moderated	Teste (desktop)	0	Done	01 November



On start - a study has been created, but if a respondent follows the link, he will get a message saying the test is stopped.

Running - a study is running. In this state all the results passed by respondents are recorded and can be accessed in the report.

Suspended - a study has been started, but for some reasons someone had to stop it. If a respondent follows the link, he will get a message saying the study is stopped.

Done - a study has been completed, the required number of respondents has been reached.

Previewing the studies

The screenshot shows the Sensostudy interface with a list of studies. The first study, 'Paypal - Desktop', is expanded. A red arrow points to the 'Start' button. Three red circles with numbers 1, 2, and 3 highlight the 'Nº of participants', 'Status', and 'Creation date' fields respectively. Below these fields are three buttons: 'For respondents', 'Preview with logic', and 'Preview without logic', each highlighted with a red box. A URL field and a 'Copy' button are also visible.

Type	Title	Participants	Status	Creation date
Unmoderated	Paypal - Desktop	4 / 15	Suspended	25 October
Unmoderated	Y technologies 3	12 / 15	Running	16 October
Unmoderated	E-com BTC study Xendit	4 / 25	Running	12 October

Once you click on the name of the study the area will be expanded from which you can copy the three types of links (please refer to the screenshot above):

For respondents - this link is designed for respondents. You should share it with people who are going to participate in the study. Before sharing the link, make



sure that the study is **Running**, if not just click on the **Start** button as shown on the screenshot above. All the results will be recorded according to the study settings.

Preview with logic and **Preview without logic** types of links are typically used for previewing your studies without actually recording the results.

The difference between them is that when you are **previewing with logic**, it will include all the rules and screeners you set up in the study. In this mode you can make sure that the task logic is set up correctly, screener qualifies users according to the settings and other rules work smoothly.

Respectively, the **Preview without logic** works vice versa, any settings set up to disqualify users or skip tasks are disabled. It is important to use this type of preview when you need to check the whole study and go through all tasks. If you do not know how the study is set up, you should always use this type of preview - it will allow you to review every task.



Creating studies

Create a questionnaire

In the study editing mode under the **Create a questionnaire** tab you can find 5 more tabs available with different settings additionally to more common study settings above:

- **Welcome and privacy policy**
- **Screener**
- **Questionnaire**
- **Logic**
- **Additional parameters**

When creating a new study, it is usually set up step-by step from left to right. To change the study name just click on it in the top left corner.



Welcome and privacy policy tab

In this tab you can control whether the greeting and/or privacy policy is displayed to your respondents when they join the study and you can also edit its contents.

Screener tab

Under the **Screener** tab you can add some demographic questions that depending on how you set them up will either just record responses or screen out the participants. To enable screening out just add a question, check it and select the value which should qualify or disqualify them.

A screenshot of the sezo web application interface. At the top, there's a dark header with a home icon, 'Study name', '0 of 21', and a user email 'rami@fabuza.ru'. Below the header is a navigation bar with tabs: 'Create a questionnaire', 'Visual design of the questionnaire', 'Data collection', and 'Report'. The 'Screener' tab is active and highlighted in green. Below the tabs, there are buttons for 'Welcome and privacy policy', 'Questionnaire', 'Logic', and 'Additional parameters'. To the right are 'Logic off' and 'Logic on' buttons. Underneath, there's a section for 'Target audience parameters' with 'Select parameters' and 'Reset' buttons. A list of parameters is shown: 'Sex' with radio buttons for 'Male' and 'Female', and 'Age' with a checked checkbox and a range from '20' to '40'. Each parameter has a close 'X' button.

Based on the example above the system will collect the gender of participants and screen out anyone who is less than 20 and more than 40 years old.

To add additional questions just click **Select parameters** and choose questions you want to include.

Questionnaire tab

When you've finished setting up the **Welcome message**, the **Privacy policy** and the **Screener**, you can begin creating the study scenario, i.e. adding tasks.

You can add as many tasks as needed in any sequence, the respondents will get the tasks in the same order they are displayed in the edit mode unless the logic is set up to skip tasks depending on certain criteria.



Here is how the questionnaire toolbar looks like:



To add a new task just click on one of the task types, e.g. **Question**, and you will get the new step settings.

New step

Please review what types of tasks are available for your studies.

Question

This type of task is generally used when you want to get certain information from your respondents.

1 Question

Step name

Question*

B **A** **AA** **≡** **≡** **≡**

A: **A:**

↔ **📷** **📄** **😊** **—** **📺** **📄** **<>**

Answer type **Free form**

The respondent can enter any combination of letters and numbers.

Answer is required

Response length limit

from

till

Correct answer **?**

Use regular expressions

Delay before answer sec

It is possible to attach files

Warning: If the correct answer is not set, then all the answers in the report will be considered correct.

Ready **</>**



- **Step name** - used internally, won't be shown to respondents
- **Question** - here you can add your question along with images, videos, links, etc.
- **Answer type** - control how the respondents should provide their answer
 - **Free form** - any input the length of which is controlled by **Response length limit**
 - **Choose from options** - can be **only one answer** OR **multiple answers**
 - **In a specified format** - can be numeric, currency, percentage or date
- **Answer is required** - respondent won't be able to skip the question
- **Response length limit** - limit the length of the input (both *min* and *max*)
- **Correct answer** - later it would help you to analyze results or you can screen out respondents based on their input compared to the correct answer
 - **Use regular expressions** - if a response is provided in a free form, using regular expressions you can check if it contains specific words and treat it as correct
- **Delay before the answer** - used to bring respondents' attention to the task
- **It is possible to attach files** - in some certain cases you may need your respondents to attach a file to check if they completed the task, for example if the task was to find and download some specific document on your website

Website test

Website test allows you to observe how respondents interact with your website or prototype and how they perform tasks there.

This is how **Website test** looks in edit mode:

Website test

Step name

Home page*

Answer panel position*

Task description | CSS styles | JS scripts

Rich text editor toolbar: Bold (B), Italic (A), Font size (AA), Bulleted list, Numbered list, Link, Unlink, Table, Smiley, Horizontal line, Video, Print, Source code (<>).

Question to the task

Answer type

The respondent can enter any combination of letters and numbers.

Response length limit

from till

Correct answer [?]

Use regular expressions

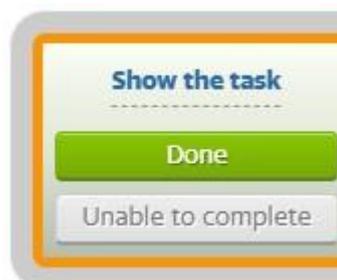
Warning: If the correct answer is not specified, then all the answers in the report will be considered correct.

Response time hour. min. sec.

Minimum time to review the task sec.

</>

- **Step name** - used internally, won't be shown to respondents
- **Home page** - add a URL to the website or prototype you want to check; this is where the task will begin
- **Answer panel position** - using this panel the respondent can view the task, skip or complete it. You can place it in any corner of the page.





- **Task description** - describe what your respondents should do
- **Minimum time to review the task** - used to bring respondents' attention to the task
- **Answer type** - there are mainly two types of answers which are shown to respondents once they complete the task.
 - **Free form, Choose from options, In a specified format** - respondents are required to enter their answer in one of three selected formats
 - **Question for the task** - the actual question which you can ask after the website task completion
 - **Follow a link** - the result of task will be recorded as a URL where respondent completes the task
 - **Correct task completion link** - if you set a success link and the respondent completes the task being on that link the system will automatically treat it as successful, which would help you to analyze the results of the study
- **Response time** - you can limit the time a respondent can spend completing the task

It is important to know that the **Website test** can be completed in two ways:

- **Manually** - the respondent takes all the steps according to the task description, click **I am done** and answers the question if it was set up.
- **Automatically** - the study completes automatically ones the respondent makes a certain action, e.g. clicks on a specific link or visits a specific page. This can be enabled by adding some JavaScript code.



Answer matrix

Matrix questions are used as a way to ask one or multiple questions about a similar idea when there is a scale involved. You can use them for mini-surveys on their own, or as a single question with a scale. Matrix questions great for customer experience surveys, system usability scale surveys, etc. This can be helpful for doing quantitative research.

This is how the **Answer matrix** looks in edit mode:

The screenshot shows the 'Answer matrix' edit mode interface. It has a teal header bar with the text 'Answer matrix'. Below the header, there are several sections: 'Step name' with a text input field; 'Question' with a rich text editor toolbar (including bold, italic, link, and image icons) and a text area; 'Rows' with a text input field containing 'Type row name', a '+ Add row' button, and a trash icon; 'Columns' with a text input field containing 'Type column name', a 'Tags' input field, a '+ Add column' button, and a trash icon; and a settings section with checkboxes for 'Allow multiple answer', 'Shuffle columns', 'Shuffle rows', 'Answer is required' (checked), 'Reading time' (with a numeric input and 'sec' label), and 'Minimum response time' (with a numeric input and 'sec' label). At the bottom left are 'Ready' and 'Cancel' buttons, and at the bottom right is a '</>' icon.

- **Step name** - used internally, won't be shown to respondents
- **Question** - here you can add your question along with images, videos, links, etc.
- **Rows** - add a statement that you want your respondents to rate



- **Columns** - the number of columns represent the number of points the scale is
- **Tags** - using tags you can convert text responses to numerical values. Let's say you added 5 rows which means you have a 5-point scale like *Fully disagree*, ..., *Fully agree*. You can assign a numerical value to each of the choices, for example 1 to *Fully disagree* and 5 to *Fully agree* and the system will automatically calculate the results of the survey based on the assigned values.

Ranking

The goal of this type of task is to let respondents range the provided options in the order of preference.

This is how the **Ranking** questions looks in edit mode:

The screenshot shows the 'Ranking' question editor interface. It has a blue header with the word 'Ranking'. Below the header, there are several sections: 'Step name' with an empty text input field; 'Instruction' with a rich text editor toolbar containing icons for undo, redo, bold, italic, text color, background color, bulleted list, numbered list, link, unlink, image, and a plus sign for more options, followed by a large empty text area; 'Ranking objects' with a text input field containing 'Type object name' and a trash icon to its right, and a '+ Add' button below it; a settings section with two columns of options: the left column has 'Limit ranking' with two empty input fields and a 'Range' label, and 'Random columns order'; the right column has 'Answer is required' (checked), 'Reading time' with an empty input field and 'sec' label, and 'Minimum response time' with an empty input field and 'sec' label. At the bottom left are 'Ready' and 'Cancel' buttons, and at the bottom right is a '</>' icon.



- **Step name** - used internally, won't be shown to respondents
- **Instruction** - here you can add your question along with images, videos, links, etc.
- **Ranking objects** - values that you would like your respondents to range (words, slogans, sentences, etc.)

Infostep

Use **Infosteps** when you want to provide your respondents with some additional information (e.g. instructions, or caution). It is also mostly used between the tasks to get the respondents prepared for the next steps.

This is how the **Infostep** looks in edit mode:

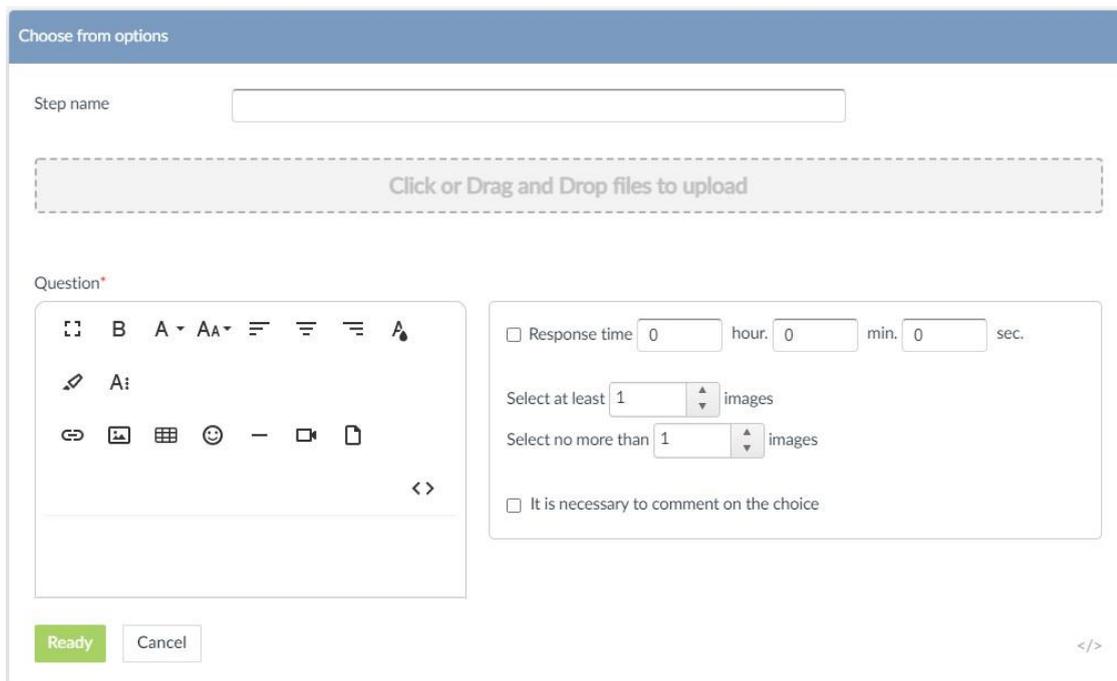
A screenshot of the 'Infostep' edit mode interface. The title bar is pink and says 'Infostep'. Below it, there are four main sections: 'Step name' with an empty text box; 'Button text' with a text box containing 'Next'; 'Delay before answer' with an empty text box followed by 'sec'; and 'Message text' with a rich text editor containing various icons for bold, italic, text color, background color, link, image, table, emoji, and video. At the bottom left are 'Ready' and 'Cancel' buttons, and at the bottom right is a '</>' icon.

- **Step name** - used internally, won't be shown to respondents
- **Button text** - customize the caption of the button which will take the respondent to the next task
- **Message text** - the actual message you want to bring your respondents' attention to
- **Delay before answer** - make sure the respondent won't skip the **Infostep** by setting a delay before the **Next** button is available.

Choose from options

Here you can let your respondents choose the image they prefer the most. They are being shown the images you add to the task, then they must select the one or multiple ones they like the most and provide the comment on why they made that choice.

This is how the **Choose from options** task looks in edit mode:



The screenshot shows the 'Choose from options' task configuration interface. At the top, there is a blue header with the title 'Choose from options'. Below the header is a text input field for 'Step name'. A large dashed box contains the text 'Click or Drag and Drop files to upload'. Below this is a 'Question*' section with a rich text editor on the left and configuration options on the right. The rich text editor includes icons for bold, italic, text color, background color, bulleted list, numbered list, link, image, table, emoji, video, and document. The configuration options include:

- Response time: 0 hour, 0 min, 0 sec.
- Select at least 1 images
- Select no more than 1 images
- It is necessary to comment on the choice

 At the bottom left are 'Ready' and 'Cancel' buttons, and at the bottom right is a '</>' icon.

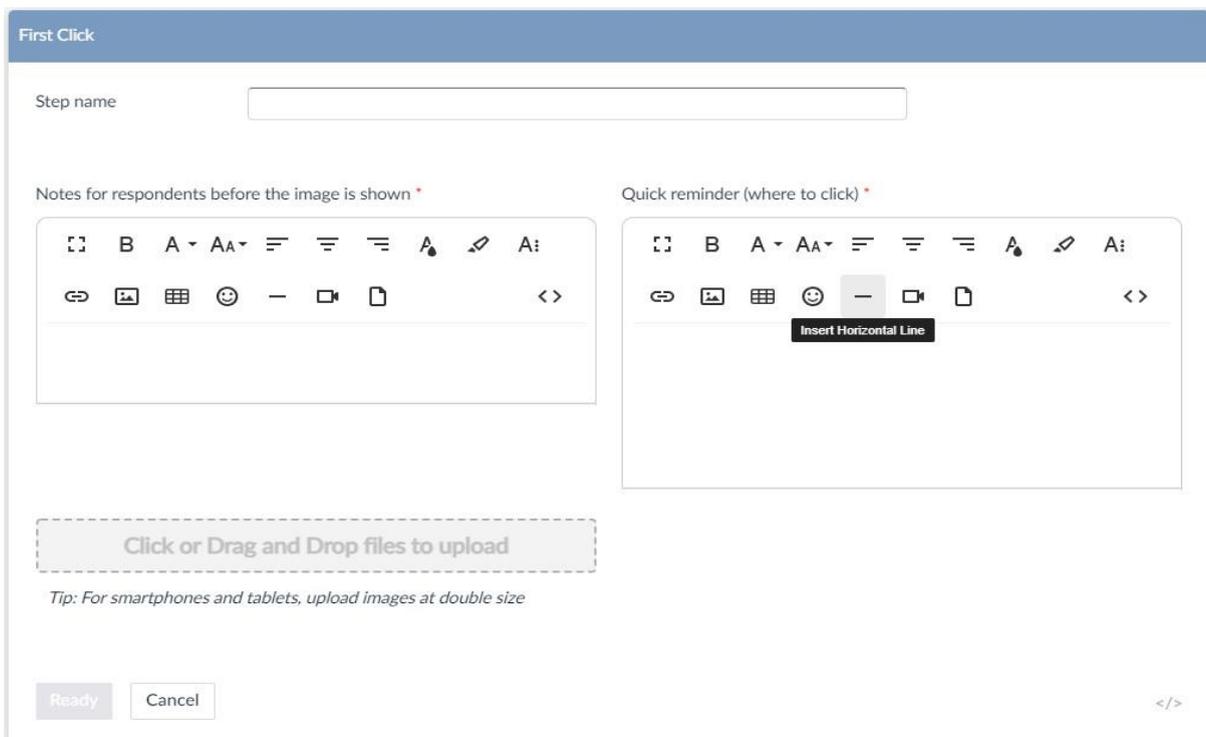
- **Click or Drag and Drop files to upload** - used to upload the images, or you can simply click on that area to browse files on your computer
- **Questions** - here you can add the task along with images, videos, links, etc.

Additionally, you can limit the response time, allow selecting multiple images or limit the number of images that can be selected, and require respondents to comment their choice.

First click

When you want to find out where the respondent will click on to find a certain information you can do the **First click** testing. They will be shown an image and asked to click on the area where they think they could find the requested information. It is commonly used for first impression testing. In the results of the study you will get a heat map with a number of clicks on each area.

This is how the **First click** task looks in edit mode:



The screenshot shows the 'First Click' configuration interface. It features a blue header with the title 'First Click'. Below the header is a text input field for 'Step name'. There are two rich text editors: 'Notes for respondents before the image is shown' and 'Quick reminder (where to click)'. Both editors have a toolbar with icons for bold, italic, text color, background color, bulleted list, numbered list, link, unlink, image, table, smiley, horizontal line, video, and code. The 'Quick reminder' editor has a tooltip 'Insert Horizontal Line' over the horizontal line icon. Below the editors is a dashed box with the text 'Click or Drag and Drop files to upload'. A tip below that reads 'Tip: For smartphones and tablets, upload images at double size'. At the bottom left are 'Ready' and 'Cancel' buttons, and at the bottom right is a code icon '</>'. The entire interface is enclosed in a light gray border.

- **Step name** - used internally, won't be shown to respondents
- **Notes for respondents before the image is shown** - here you can add the task description which will be displayed, respondents won't see the image yet
- **Quick reminder (where to click)** - this reminder will be shown along with the image where the respondents are supposed to click
- **Click or Drag and Drop files to upload** - used to upload the images, or you can simply click on that area to browse files on your computer. Once uploaded just select the area(s) which you would like the system to consider as correct.



First glance

The **First glance** task helps to reveal what will your respondents notice the most in the first 5 (can be adjusted) seconds after seeing the image of your website, or design, or advertisement. We inform respondents that they will be shown an image for a specific amount of time (usually 5-7 seconds) and ask them to remember as much as possible. To get their feedback you can add the **Question** task right after the **First glance** asking what they have remembered.

This is how the **First glance** task looks in edit mode:

The screenshot shows the 'First glance' task configuration interface. At the top, there's a blue header with the text 'First glance'. Below it, the 'Step name' field contains the text 'For five seconds, you will be shown an image. Try to remember as mu'. To the left of the 'show time' controls is a square placeholder for an image. The 'show time' section is checked and includes input fields for 0 hours, 0 minutes, and 5 seconds. Below this is a rich text editor titled 'Notes for respondents before the study starts', which contains the same text as the step name. The editor has a toolbar with icons for bold, italic, text color, background color, link, unlink, list, and image. At the bottom left, there are 'Ready' and 'Cancel' buttons. At the bottom right, there is a code icon (</>).

- **Step name** - used internally, won't be shown to respondents
- **Notes for respondents before the study starts** - here you can add the task description, respondents won't see the image yet
- **Click or Drag and Drop files to upload** - used to upload the images, or you can simply click on that area to browse files on your computer



Desktop test

Using the **Desktop test** type of task, you can check how respondents interact with applications beyond the internet browser. For example, it is possible to observe what users do with downloaded files, or work with CRM installed locally on their computers, etc.

From my other studies

If you already have other studies available in your workspace and want to reuse the questions from them, it is possible to import as the whole questionnaire from another study as a single task. Just hover your mouse pointer over the study name and click **Add all** or put it in front of the task to add import only one task.

The screenshot shows a software interface with a top navigation bar containing four tabs: 'New step', 'From template', 'From my other studies' (which is highlighted in green), and 'Create group'. Below the tabs, a list of tasks is displayed under the heading 'Sample Study'. The 'Paypal - Desktop' study is expanded, showing a list of tasks with their respective icons and descriptions:

- Question Where do you live? + Add
- Question How often do you make purchases online?
- Question What payment methods do you usually use for completing your online...
- Ranking Please drag the following payment methods in order of preference t...
- Infostep Please read the instructions carefully and then click Begin . In...
- Website test Let's say recently you just finished some freelance work and now y...
- Question Please examine the last screen one more time and tell us what wou...
- Question How long do you think it would take to receive 2 small deposits in...
- Question How easy was it to connect your bank account?
- Question Please tell us more about your experience with connecting your ban...
- Choose from options You were linking you bank account and got to this page. Examine th...
- First Click Let's say you would like to make a \$50 gift with a pre-designed ca...
- First glance For five seconds, you will be shown an image. Try to remember as...
- Question Describe in your own words what does the advertisement offer?
- Answer matrix For each of the following statements, please mark one box that bes...



Task control panel



Once you hover your mouse pointer over any of task in the questionnaire or just click on it you will get some controls that allow to:

-  - edit the task
-  - preview study beginning from this task as a respondent.

Please note, the order of next questions will be the same if you previewed the study with logic, i.e. if you set up to skip certain questions they will be skipped in this preview.

-  - duplicate the task along with all settings
-  - remove the task

Changing the order of tasks

You can change the order of tasks simply by dragging them up and down.

Logic tab

If you've finished setting up the **Questionnaire**, now you can proceed to creating rules under the **Logic** tab, which will allow you to set up the study so the tasks are skipped depending on respondents' choices. Rules are based on conditions, for example, "If the answer to Task #1 was 'Yellow' then we skip *Task #2* and get to *Task #3*, if the answer was 'Black' we proceed to *Task #2*".



Logic is mostly used in the following cases:

- When you need to distribute respondents to different task flows based on certain attributes (for example, we need 50% of respondents to be male and more 50% to be female)
- When your study contains tasks and questions that are designated to certain respondents only (for example, if a respondent selected 'Yes' we need to ask a clarifying question. Another example, when you need 50% of respondents take one task flow and more 50% the another one)

Let's try to create a rule so you have a better understanding of how it works. Let's say you added a **Question** task, where respondents have to choose what search engine they use most often, one of the options would be 'Yahoo'. So what you want to do next, if they've chosen 'Yahoo', is to get to another task and ask what other services of 'Yahoo' do they use (weather, news, auctions, etc.).

So now you have two questions in your study and want to set up the logic, so the *Task #2* is shown only to those respondents who selected 'Yahoo' in *Task #1*.



1 Question What search engine do you use most often?

Question:
What search engine do you use most often?

Answer (choose from options, only one answer):
Answer is required

Answer options

1. Yahoo
2. Google
3. Yandex
4. Bing
5. Amazon
6. Baidu

Answer order: In order
Number of columns: 1

2 Question What other Yahoo services do you use?

Question:
What other Yahoo services do you use?

Answer (choose from options, multiple responses):
Answer is required

Answer options

1. Mail
2. Auctions
3. News
4. Finance
5. Password Secure Manager
6. [Your answer]

Answer order: Randomly
Number of columns: 1
Minimum number of responses: 1
The maximum number of replies: unlimited

Start by going to the **Logic** tab on the top secondary menu and click **Add new logic rule**:

Sample Study 0 of 21 rami@fabuza.ru

Create a questionnaire Visual design of the questionnaire Data collection Report

Welcome and privacy policy Screener Questionnaire **Logic** Additional parameters View questionnaire: Logic off Logic on

Collapse all Expand all

Add new logic rule



Next you will see the rule creation menu:

A screenshot of a web interface for creating a rule. At the top, there is a dark blue header with the text 'Rule name'. Below this is a text input field containing 'Rule for steps skipping 1'. Underneath the input field is the label 'IF:' followed by a button labeled 'Add logic rule'. Below that is the label 'These steps will be skipped:' followed by a button labeled 'Add step' and a checkbox labeled 'All steps (respondent excluded from the study)'. At the bottom of the form are two buttons: 'Ready' and 'Cancel'.

- **Rule name** (first field) - enter any name you want, just to make it easier to remember
- **IF: Add logic rule** - now you should select a criteria based on which further you can select steps to be skipped. Click on the **Add logic rule** button to get the available criteria options, such as questions from the screener (e.g. gender, age, etc.), some technical parameters (e.g. browser, operating system, etc.) and tasks from the questionnaire. Since you want the rule to be based on how users responded, select **Answers** for *Step 1* and click **Ready**.



Set logic parameters

Filters

Sex

Age

Technical parametres

Webpage width

Webpage height

Browser

Operating system

Query string

Step 1 (Question). What search engine do you use most often?

Answers

Completed the task

N° of passed respondents

% of passed respondents

Step 2 (Question). What other Yahoo services do you use?

Answers

Completed the task

N° of passed respondents

% of passed respondents

Ready Cancel

- Now you have to set up when exactly the rule should be activated in your study. We want to set it as follows - *If in Step #1 answer IS NOT EQUAL to 'Yahoo' SKIP Step #2*
- So on this screen we select **NOT EQUAL**, click **Set**, select 'Yahoo' and click **Ready** the popup window.

Rule name

Rule for steps skipping 1

IF:

Step 1 (Question) - What search engine do you use most often?: Answers

and

Add logic rule

Yahoo

Set

These steps will be skipped:

Add step All steps (respondent excluded from the study)

Ready Cancel

Select value

Yahoo

Google

Yandex

Bing

Amazon

Baidu

Ready Cancel

- So, we have set up the condition **IF** and now we have to add steps to be skipped if the condition was met. Click **Add step**, select the questions you want to skip in the popup window and click **Ready**.



Rule name

Rule for steps skipping 1

IF:

Step 1 (Question) - What search engine do you use most often?: Answers	≠	Yahoo	Set	🗑️
------------------------------------------------------------------------	---	-------	-----	----

and

Add logic rule

These steps will be skipped:

Add step All steps (respondent excluded from the study)

Ready Cancel

Select steps

Step 1. (Question) What search engine do you use most often?

Step 2. (Question) What other Yahoo services do you use?

Ready Cancel

- That's it! You've just created the rule that will skip *Task #2* about different Yahoo services for respondents who didn't choose *Yahoo* search engine in *Task #1*.

There are many other cases that can be dealt with **Logic** which are described in another manual.



Additional parameters

Under the **Additional parameters** you can control some extra settings of your study.

A screenshot of the Seznso web interface showing the 'Additional parameters' settings for a study. The page has a dark header with 'Sample Study' and '0 of 21' on the left, and the email 'rami@fabuza.ru' on the right. Below the header is a navigation bar with tabs: 'Create a questionnaire', 'Visual design of the questionnaire', 'Data collection', and 'Report'. The 'Additional parameters' tab is highlighted in green. Below the navigation bar are buttons for 'Welcome and privacy policy', 'Screener', 'Questionnaire', 'Logic', 'Additional parameters', 'Logic off', and 'Logic on'. The main content area is divided into sections: 'Language' with a dropdown menu set to 'English' and a checkbox for 'Create a template'; 'Collecting additional parameters' with a checkbox for 'Face and voice recording'; 'Study description (for internal use)' with a large text input field; and 'Other parameters' with a checkbox for 'Show progressbar (for respondents)', buttons for 'Common scripts' and 'Study data (CSV)', and a checkbox for 'Enable filtering by platform/browsers'.

- **Language** - allows you to select the language of your study along with some controls and messages/system screens your respondents will see while taking the test
- **Create a template** - you can check this option to use the study as a template for future tests
- **Face and voice recording** - mainly used with **Website test** task, allows not only record the screen, but face and voice of respondent as well
- **Study description (for internal use)** - put notes that will help you and other colleagues in future to understand what this study is about



- **Show progress bar** - once enabled the progress bar will be shown during the whole study showing the respondents how much they have completed so far
- **Enable filtering by platform/browsers** - you can set up additional screening by allowing respondents to join only using specific browsers or operating systems.

Visual design of the questionnaire

Under this tab you can make some customization to your study - upload your company logo which will be displayed during the whole test in the upper right corner, change background and button colors and even use different fonts.

A screenshot of the 'Visual design of the questionnaire' settings page in the Sensoz interface. The page has a dark header with a home icon, the word 'Test', and the email 'catarina@sensostudy.com'. Below the header is a navigation bar with four tabs: 'Create a questionnaire', 'Visual design of the questionnaire' (which is active and underlined), 'Data collection', and 'Report'. The main content area is titled 'Study logo' and includes a 'Reset' button. A preview of the Sensoz logo is shown. Below the logo is a dashed box with the text 'Click or Drag and Drop files to upload'. Underneath is a section titled 'Color scheme and fonts' with three sub-sections: 'Background color' with a checked checkbox for 'Default color', 'Button color' with a checked checkbox for 'Default color', and 'Fonts' with a dropdown menu. At the bottom, there is a section 'Insert your own styles' with a button labeled 'CSS study stiles'.



Data collection

Here you can start your survey, set up links and copy links to the study for your respondents and set up redirects.

Launch and Statistics

The screenshot shows the 'Data collection' tab selected in a navigation bar. Below the navigation bar, there are three tabs: 'Launch and Statistics' (highlighted in green), 'URL (link) for respondents', and 'Redirects'. A yellow button with a play icon and the text 'Start data collection' is visible. Below this, there is a text input field for 'Finish when the number of participants exceeds' with the value '21'. Below that, it says 'Started to participate in the study 0 pax.' and 'Study completed 0 pax.'. At the bottom, there is a progress bar with '0' on the left and '21 pax.' on the right.

This is one more place from which you can start your study and review the number of respondents participated so far.

It is possible to automatically stop the study once the number of respondents set in the corresponding box is reached. You can always change the number and/or start the study again.

URL (link) for respondents



Create a questionnaire Visual design of the questionnaire **Data collection** Report

Launch and Statistics **URL (link) for respondents** Redirects

Link for respondents

<https://test.sensostudy.com/982d5517-bc1c-45b5-...> Cut

Link to take the study multiple times from one device

<https://cabinet.sensostudy.com/Scripts/Content/anon/anon.html#https://test.s...>

Unique links for respondents

Nº of respondents

0

Here you can copy the regular URL to your study, or check the **Cut** option and copy the shortened one. Also it is possible to generate and download a QR-code in PNG, SVG and EPS image file formats.

By default, the system does not allow joining the study from one device more than 1 time, though, you can copy a link which will allow your respondents to do that. This may be useful if multiple respondents will do the test from one device.

When you need to identify respondents you can send unique links to each of them by checking the **Unique links for respondents'** option, entering the number and clicking **Generate links**.



Redirects

Launch and Statistics URL (link) for respondents **Redirects**

Redirect link if:

The study fully completed Edit

You have answered all questions Thank you for helping us make the Internet better!

Set URL

Didn't fit (sex, age, etc) Edit

Unfortunately, this test requires participants from another segment of audience. Our apologies for the inconvenience!

Set URL

You are late (respondent quota full) Edit

This study is finished We apologize for the inconvenience!

Set URL

Under this tab you can customize messages shown upon finishing the study and/or set up different redirect links which can be helpful when you are working with panels, or want to reward your participants for joining, etc.

- **The study fully completed** - applies to those who completely the whole study
- **Didn't fit** - applies to those who was screened out or the logic rules excluded the respondent
- **You are late (respondent quota full)** - if the respondent joined the study when the limit is reached. Please note, those who did not complete the study do not count towards the participants' limit.