

-Forsta

Getting Started with Forsta Surveys



Forsta is the new frontier of Customer Experience and Market Research Technology. Formed in 2021 via the merger of industry leaders Confirmit and FocusVision, our global company powers the richest and most comprehensive set of research and insights solutions, spanning CX, enterprise feedback management, VoC, VoE, Qual, Quant, Data Visualization and more. Forsta's extensive set of market-leading tools, including the award-winning Dapresy data visualization and reporting suite, combined with the expert guidance of our seasoned data and insights professionals, empower decision-makers to drive business impact based on truly deeper customer understandings. Founded in the Nordics, Forsta means "to understand" in Swedish. Visit <u>www.Forsta.com</u> for more information.



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Start a Survey

1. The first time in the platform, you can add an Example Survey with existing questions. Simply click on "Add an Example Survey."



2. You can also create a New Survey by clicking on "New Survey."

All Surveys ▼	0 Surveys	19 e ci	New Survey
		<image/>	



3. There are 3 ways to start a new survey: "Start from Scratch", "Start with a Template", or "Start from Word".

How do you want to get started	7		More Options -
Start from Scratch	Start with a Temple	na 📩 Starta	with Word
	× 1	1	Duals lavery
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Start from Scratch

1. To create a New Survey from scratch, click on "Start from Scratch", enter a project name and Survey Options, then click on "Create Survey."

New Survey	×
How do you want to get started?	More Options 👻
Start from Scratch	
Name New Survey Enter a project name > Survey Options	
	Create Survey

2. Build your survey by clicking on "+ Element" to add in your questions and logic.

Portal New Survey DEV	OVERVIEW BUILD PREVIEW RESPONSES REPORT	Help
	SURVEY LOITOR THEMES MORE TOOLS V	
@ View Options - "O C	All changes have been saved.	Launch Survey
SURVEY ELEMENTS		
Participant Sources		
Exit Pages		
	Start building your survey!	
	A wide sanity of question types alones you to reach people on any device, mobile, tablet, or computer. Questions are optimized for all screen sizes.	
	Click + Bernent to add questions and logic.	
	Click on + Element to add	
+ Page Break. + Element		



Start with a Template

1. To create a New Survey from a pre-made template, click on "Start with a Template", choose the pre-made template to use, enter a project name and Survey Options, then click "Create Survey."

Select a template of pre-populated guestions to starts Image: Start with a template of the bus downsing Image: Start with a template of the bus downsing Image: Start with a template of the bus downsing Vour survey Image: Start with a template of the bus downsing Image: Start with a template of the bus downsing Image: Start with a template of the bus downsing for Acm. Vour survey Image: Start with a template of the bus downsing Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Vour survey Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Vour survey Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm. Image: Start with a template of the bus downsing for Acm.		New Survey How do you want to get started?		More Options -	
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Select a template of pre-populated questions to start your survey Initialization B 3 bay folgenting In 3 bay folgenting In 1 bit a bay folgenting Interviewent Initialization Initializatio Initialization Initialization Initializatio Initialization		Search	QUO1	*	
Select a template of pre-populated questions to start your survey Int 60 by Outerating M text Int Adda Sarv Int Ad		Demographic	totalQuota		
of pre-populated questions to start your survey H test be obtending H test be obtending H test more the please rate your overail astifaction working for Acm a H How would you rate Acms Services as a place to work? Employee StateAction H to Day Obtending H to Day Obtending H test more ment Nexts more	Select a template	HR Candidate Survey	Q1		
questions to start your survey At test Ist Pulse Survey Ist Pulse Survey Texplayee Satisfaction Ist So Buy Obtawding	of pre-populated	HR 60 Day Onboarding	Thinking of this past month, please rate your overall satisfa	tion working for Acm	
Social ScalarCoy till Pular Surroy Implayer Satisfaction Hit 30 Buy Oxfoeding Hit 30 Buy Oxfoeding Next Importment Next Importment Next Importment > Barrey Options Barroy	questions to start	Ad test	Q2		
Englayer Satisfaction Understanding VR3 30 Big Ondexading Understanding Needs Improvement 1: Needs Improvement 1: Needs Enter a project name > Burry Options Image: Control of the second	Jour survey	HR Pulse Survey	How would you rate Acme Services as a place to work?		
HR 30 Bay Obtowarding		Employee Satisfaction	CHOICES: Would Not Recommend It		
New Karry Cytons		HR 30 Day Onboarding v	Needs Improvement Neutral	~	
		Nume New Survey Options	project		

2. Pre-defined questions will populate the survey. Make modifications, additions, or deletions. Click on "Launch Survey" to launch your survey live.

Portal New Survey DRAFT	OVERVIEW BUILD PREVIEW RESPONSES REPORT	
	SURVEY EDITOR THEMES MORE TOOLS V	
👁 View Options 👻 🗇 🖓	All changes have been saved.	Launch Survey
SURVEY ELEMENTS		QUOT OPTIONS
Participant Sources	Quota	totalQuota
a quot totalQuota	Title:	
eq1 Thinking of this past month, please rate yo	Total Quota	Label: guo1
		> Show If: all
* 02 How would you rate Acme Services as a p	Maximum Number of Dationantes	> Languages: all
Did you accomplish a "win" for the depart	*	
m Q4 Tell us about it!	Quota Cells: Click the Edit Quota' button to add cells to the quota	
g qs Did your manager recognize your accompl	2 Elit Burda	
	P Los quero	
Do you believe your role/job contributes to	Pre-Defined questions are	
m os.1 Are there any steps Acme Services coul.	populated in the question tree.	
07 Does you manager outline clear expectati		
Would you like to be contacted about any		
in oto. Please provide your name, so someone c.		
+ Page Break + Element		



Start with Word

1. To create a New Survey from a Word Document, click on "Start with Word", choose a Word Document to import, enter a project name and Survey Options, then click on "Create Survey."

New Survey		×	
How do you want to get started?		Import File 👻	
Start from Scratch	Start with a Template		
New Enter New Survey n	Uplead file Crag and drop files Word imports California Accepted Files: docs a project ame	To import a Word document, either drag and drop the document into the file field or click "browse" to upload a file directly from your device.	
Survey Options		Coaste Survey	

2. The AI-powered engine suggests question types based on the question wording. Content that is recognized will be converted and displayed as Identified. Content that is unrecognized will display as Unidentified. During this step, you can reassign a survey element by clicking on the icon at the left of each question, and edit, add, or remove content. Once you've finalized your content, click on "Import."

	PORTAL CONTENT REVIEW
N	nw Survey 0 Import
1	Identified 0 Notes 1 Unidentified
	Thank you for agreeing to take this survey – you'll see a number of questions below about birthdays.
To reassign an element, click the "Type" icon next to it and select a new	What is your gender? Male Female
type nom the drop-down.	On average how many physical birthday cards do you send per year? Please think of all the family members, friends, colleagues you send or give a birthday card to. Please enter a whole number.
Single Select	Which of the following belated birthday cards would you be most likely to give someone?
I Multi Select	o Card 1
D Text	o Card 2
ଇ Essay	
# Number	If you've missed someone's birthday, do you send a belated birthday card?
Comment	o Yes
© Remove Format	

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3. A confirmation pop-up window summarizing the content will display with options. Here you can exclude notes as well as unidentified content. Once you've made your selections, click on "Proceed to survey editor."

+ PORTAL CONTENT REVIEW	
	Import
13 Identified 0 Notes 1 Unidentified Thank you for agreeing to take this survey - world see a number of numbicos before allo	ut birthdays.
What is your gender? Male Vour formatted questions are ready to be imported into our survey editor. Female 13 Identified Iunidentified Unidentified Unidentified	
On average how many phy friends, colleagues you se Exclude all notes Exclude all 'unidentified' content Exclude all 'unidentified' content	the family members,
Which of the following bet Card 1 Go back to review Proceed to survey editor Card 2 Card 3	

4. Survey elements and response options are now imported into your Forsta Survey. From here, you can continue customizing your survey making additions, deletions and edits.

Portal New Survey DEV	OVERVIEW BUILD PREVIEW RESPONSES REPORT	Help
	SURVEY EDITOR THEMES MORE TOOLS V	
⊛ View Options ▾ "⊃ C	All changes have been saved.	Launch Survey
SURVEY ELEMENTS		COMMENT OPTIONS
Participant Sources	cm1:Comment @Prevew 💮	Thank you for agabout birthdays.
om: Thank you for agreeing to take this survey @ q1 What is your gender?	text: Thank you for agreeing to take this survey – you'll see a number of questions below about birthdays.	Label: cm1
e q2 On average how many physical birthday cards		> Show If: all
e 43 Which of the following belated birthday cards		> Languages: all
e 🕫 If you've missed someone's birthday, do you s		OPTIONS
$\oplus {\mathfrak g} {\mathfrak s}$ Which of the following belated birthday cards		More Options:
🐵 🌾 Do you wish you were the person who always		Choose one ~
$\circledast \mathfrak{q}^{\mathfrak{p}}$. Which type of birthday card would you prefer t		
$\oplus_{\mathbb{R}^d}$. Which of these gifts would you most prefer to		
40 ap Are you generally honest with others about yo		
# q10 What is your age? Please be honest, no one i		
IF g11 What are the age(s) of the children living in y		
IF q12 Now we have some demographic questions,		
🐱 Exit Pages		
+ Page Break + Element		

<u>Click here</u> for more in-depth information about importing a Word Document.



Building a Survey

The Survey Editor is a point and click interface for you to quickly add questions to your survey.

Add a Survey Element

1. Click on "+ Element" to add the first question.

SURVEY EDITOR THEMES MORE TOOLS V	
All changes have been saved.	Launch Survey
Start building your survey!	
A wide variety of question types allows you to reach people on any device: mobile, tablet, or computer. Questions are optimized for all screen sizes.	
Click + Element to add questions and logic.	

2. A menu with survey elements will appear. Elements are broken down by category on the left. Browse through the question types, select the one you want, then click "Add."

Portal New Survey (TESTING)	(OVER	RVIEW BUILD PREVIEW RI	SPONSES RE	EPORT			Help
●View Options マ つ C	Survey Elements					×	ł	Launch Survey
SURVEY ELEMENTS	Show	0	SINGLE AND MULTI SELECT				^	
Respondent Sources	Show All Elements		0 8		0	00		
 Exit Pages 	.	۹	Single Select Multi-Select	Dropdown	Button Single Select	Single Select Grid	I	
	Favorites Question Types Single and Multi Select Open End Pate Pank and Sort	^	Button Single Select Grid	m the otions. Multi-Select Grid	Button Multi- Select Grid	This or That	~	
	Stimulus Respondent Unload		 Single Select 			☆ O Domo	^	
	Advanced Logic Elements		Single-select questions can have m and/or columns.	ultiple rows	Learn More		Į	
	Structural Elements	Ŷ	Optimized For:			-	~	
					Car	acel Add		
+ Page Break: + Element	<						1	

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3. The survey element will be added to the question tree on the left side of the screen. Each element is templated making it easy to modify. To begin customizing, click into any of the fields in the middle of the screen. The menu bar at the top of the screen will help you with formatting.

Portal New Survey TESTING	OVERVIEW BUILD PREVIEW RESPONSES REPORT	Help
	SURVEY EDITOR THEMES MORE TOOLS V	
Wiew Options ▼ [*] O C [*]	All changes have been saved.	Launch Survey
SURVEY ELEMENTS	Ø ≠ B I U 12pt ▼ ▲ ▼ 国 % H 単立 三 日田 正 正 本 x ² x ₂ Ø つ C	SINGLE SELECT OPTIONS
Respondent Sources	q1 : Single Select © Preview	New Single Select Question
⊚ q1 New Single Select Question	Question:	Label: gl
(* Exit Pages	New Single Select Question Begin customizing the question	b. Chang life all
The survey element	Instruction: Use the menu bar above to	> Show II: all
is added into the question tree.	Select one help with the formatting.	> Languages: all
		OPTIONS
	Rows Row Actions +	Mandatory
	Sample Row #1	Randomize:
	Sample Row #2	Rows
		Columns
	+ New Row	Groups
		Rating/Scale
	Add Columns	More Options: 🛞
		Choose one v
+ Page Break + Element		

4. To preview the question as a respondent would see it, click the "Preview" link located in the top right corner of the element. The preview of the element opens in a new tab in your browser.

Portal New Survey TESTING	OVERVIEW BUILD PREVIEW RESPONSES REPORT	Help
	SURVEY EDITOR THEMES MORE TOOLS V	
● View Options マ つ C	All changes have been saved.	Launch Survey
SURVEY ELEMENTS		SINGLE SELECT OPTIONS
Respondent Sources	q1 : Single Select	Which brand arest familiar with?
Q1 Which brand are you most familiar with? Evit Panes	Question:	Label: <u>g1</u>
. Los rayes	Which brand are you most familiar with?	> Show If: all
	Select one	> Languages: all
	Rows Row Actions -	OPTIONS
	II Brand A	Mandatory
	# Brend B	Rows
	Brand C	Columns Groups
	# Brand D	Rating/Scale
	II None of the above	More Options: 🕢
+ Page Break + Element	+ New Row	Choose one +



Preview Questions

Device preview shows how questions will render on desktop, tablet, or smartphone.





Add Question Logic

You can add simple survey logic directly to a question or response option using the Survey Editor.

 Select a question from the question tree, then click "Show If" on the right. Click "New Condition" to create a new logic condition for the question or choose a saved condition from the list.

Portal New Survey TESTING	OVERVIEW BUILD PREVIEW RESPONSES REPORT	Help
	SURVEY EDITOR THEMES MORE TOOLS V	
● View Options マ つ C	All changes have been saved.	Launch Survey
SURVEY ELEMENTS		STAR RATING OPTIONS
Respondent Sources	Q1 : Star Rating Service	A How did you feelRun experience?
Immo Thank you for visiting Burger Run. It was	Question:	Label: <u>Q1</u>
⊚ q10 Are you?	How did you feel about your Burger Run experience?	- Show If all
© Q11 Which of the following categories best de	Instruction: Click on "Show If"	✓ shown: an
★ q1 How did you feel about your Burger Run ex	Select a star value. Condition"	+ New Condition
	Star Tool Tips Star Tool Tip Actions 🗸	
⊚ qz Did your experience	H Not at all satisfied	> Languages: all
🖸 🚥 What's the likelihood of visiting us again in	H Not very satisfied	OPTIONS
	# Somewhat satisfied	Mandatory
L Q4 How did we do on the following aspects?	H Very satisfied	Randomize:
	H Completely satisfied	Columns
	+ New Star Tool Tip	Groups Choices
Page Break + Element		Rating/Scale

2. Select a question from the dropdown menu, then select the answer choices that will define the logic.

Portal New Survey TESTING	OVERVIEW BUILD PREVIEW RESPONSES REPORT	Help
® View Options ▼ つ C	Logic Conditions Setup: unnamed condition	Launch Survey
SURVEY ELEMENTS	If Q10. Are you? V is V Remove	STAR RATING OPTIONS
Respondent Sources Thank you for visiting Burger Run. It was		How did you feelRun experience?
	r2 Female remain a superior to manupue rows that are checked	Label: 01
© Q10 Are you?	r3 Non-binary / Third gender	✓ Show If: all
© Q11 Which of the following categories best de	r4 I prefer to self-describe:	🛫 ali
★ a1 How did you feel about your Burger Run ex	+ Add More Logic	+ New Condition
© 02 Did your experience		> Languages: all
What's the likelihood of visiting us again in		OPTIONS
L 04 How did we do on the following aspects?	> Show Raw Code	Mandatory Randomize: Rowe
© as Roughly how often have you visited Burger 🗸	Cancel Save As Save	Columns Groups
Page Break + Element		Choices Rating/Scale

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3. To add additional logic, select "+ Add More Logic."

Portal New Survey TESTING	OVERVIEW BUILD PREVIEW RESPONSES REPORT	Help
	Logic Conditions Setup: unnamed condition	Launch Survey
SURVEY ELEMENTS	if Q10 Are you? v is v Remove	STAR RATING OPTIONS
Respondent Sources Thank you for visiting Burger Run. It was Thank you for visiting Burger Run. It was	r1 Male or ∨ r2 Female or ∨ r3 Non-binary / Third gender r4 I prefer to self-describe: + Add More Logic To add more complex Logic, click on "+Add More Logic"	How did you feelRun experience?
What's the likelihood of visiting us again in_ How did we do on the following aspects? OSS Roughly how often have you visited Burger Page Break + Element	Show Raw Code Cancel Save As Save	OPTIONS Mandatory Randomize: Rows Columns Groups Choices Rating/Scale

4. Select another question from the dropdown menu and the answer choices you want. When finished, click "Save As."

Portal New Survey TESTING	OVERVIEW BUILD PREVIEW RESPONSES REPORT	
● View Options マ つ C	Logic Conditions Setup: unnamed condition	Launch Survey
SURVEY ELEMENTS	If Q10 : Are You? is Edit Bernove	STAR RATING OPTIONS
Intro Thank you for visiting Burger Run. It was	and V Q11: Which of the followest describes your age? V is V Remove	Label: Q1
O 010 Are you? O 011 Which of the following categories best de	r1 Under 18 Image: Constraint of the solution of t	 Show If: all ✓ all
★ 01 How did you feel about your Burger Run ex	+ Add More Logic	+ New Condition
© 02 Did your experience		> Languages: all
What's the likelihood of visiting us again in		
.d. Q4 How did we do on the following aspects?	Show Raw Code	Randomize:
⊚ as Roughly how often have you visited Burger	Cancel Save As Save	Columns Groups
Page Break + Element		Rating/Scale



5. Enter a name for your logic condition, then click "Save."

Portal New Survey TESTING	OVERVIE	N BUILD PREVIEW RESPONSES REPORT		Help
ම View Options 👻 ටී උ	Logic Conditions Setup:	unnamed condition	×	Launch Survey
SURVEY ELEMENTS	If Q10 : Are You? is rz. Female and Q11: Which of the I r1 Under 18 I 18:24	name this logic condition Add a name for this condition to reuse it inside of builder name*: Female 18-24 *respondent will not see the name; spaces in the name will be replaced with underscores (e.g. my_logic_condition)	×	STAR RATING OPTIONS How did you feelRun experience? Label: 01 Show If: all all there Constitutes
Of How did you teel about your Burger Kun ex. Did your experience What the likelihood of visiting us again in. Mow did we do on the following aspects? Mow did we do on the following aspects? Mow did we do on the following aspects? Page Break + Element	> Show Raw Code	Cancel Save As	Save	Kew Condition Languages: all OPTIONS Mandatory: Randomize: Columns Columns Coups Choices

6. The condition will be applied to your question. It is also saved in a list on the right side of the screen making it easily accessible to apply to other questions in your survey.

Portal New Survey TESTING	OVERVIEW BUILD PREVIEW RESPONSES REPORT	Help
	SURVEY EDITOR THEMES MORE TOOLS V	
Wiew Options ▼ ℃ C [*]	All changes have been saved.	Launch Survey
SURVEY ELEMENTS	The condition is	STAR RATING OPTIONS
Respondent Sources	Q1 : Star Rating	O Preview I O How did you feelRun experience?
Intro Thank you for visiting Burger Run. It was	Show If: Female 18-24	
© 010 Are you?	Question:	Lade: <u>UI</u>
© Q11 Which of the following categories best de	How did you feel about your Burger Run experience?	The condition is available in the logic
	Instruction:	menu for future use. Female 18-24
* 1 How did you feel about your Burger Run ex	Select a star value.	
		+ New Condition
O QZ Did your experience	Star Tool Tips	Star Tool Tip Actions 👻
a ca What's the likelihood of visiting us again in	# Not at all satisfied	> Languages: all
	II Not very satisfied	OPTIONS
4. Q4 How did we do on the following aspects?	# Somewhat satisfied	Mandatory
	# Very satisfied	Randomize:
Qs Roughly how often have you visited Burger		Columns
Page Break + Element	+ New Star Tool Tip	Groups Choices



Test a Survey

Easily review your survey and check each question for errors before it goes live. Use the survey testing system to check logic, skip paths, question settings and text.

Preview the Survey

1. Click "Preview" from the menu options, then select "Test Survey".

Portal New Survey TESTING	OVERVIEW BUILD PREVIEW RESPONSES REPORT	Help
	SURVEY ED OR Test Survey ILS ~	
● View Options マ つ C	All cha Run Simulated Data	Launch Survey
SURVEY ELEMENTS		STAR RATING OPTIONS
Respondent Sources	Q1 : Star Rating @	Preview Run experience?
ntro Thank you for visiting Burger Run. It was	Show If: Female 18-24	Label: 01
© Q10 Are you?	Question:	
© 011 Which of the following categories best de	How did you feel about your Burger Run experience?	Show If: Female 18-24
	Instruction:	✓ Female 18-24 🖋 ③
* a1 How did you feel about your Burger Run ex	Select a star value.	
		+ New Condition
© Q2 Did your experience	Star Tool Tips Star Too	ol Tip Actions 👻
		> Languages: ali
Q3 What's the likelihood of visiting us again in	III Not very satisfied	OPTIONS
± 04 How did we do on the following aspects?	# Somewhat satisfied	Mandatory
	II Very satisfied	Randomize:
© QS Roughly how often have you visited Burger	II Completely satisfied	Columns
Page Break + Element	+ New Star Tool Tip	Groups Choices

2. Click "Show Respondent View" to manually test the survey. Click "Send to Phone" to send a link to your phone (available in the U.S. and Canada).

Portal New Survey TESTING	OVERVIEW Build preview responses report		Help
	SURVEY EDITOR THEMES MORE TOOLS V		
® View Options → "D C"	Survey Test Environment	×	Launch Survey
SURVEY ELEMENTS	Use the settings below to configure the survey testing environment		STAR RATING OPTIONS
Respondent Sources	Q1 : Star Rati	Preview	A How did you feelRun experience?
n Immo Thank you for visiting Burger Run. It was	Show If: Fema Open Survey v English (USA) v		Label: 01
O cos Are you? O cos Which of the following categories best de	Question: How did Instruction: Global Variables source:		 Show If: Female 18-24 all ✓ Female 18-24
How did you feel about your Burger Run ex	Select a Select a Survey Link: https://selfserve.decipherinc.com/survey/selfserve/5b1/181002	itar Tool Tip Actions 👻	+ New Condition
🗃 😳 What's the likelihood of visiting us again in	Not at all s Orpy to Clipboard Send to Phone Not very set	-	> Languages: all
	B Somewhat Show Respondent View Show Survey with Tools		Randomize:
In the second se	II Very satisfied II Completely satisfied		Rows Columns Groups
Page Break + Element	+ New Star Tool Tip		Choices



3. A new window will open allowing you to see the survey as a respondent would see it. Here you can test the entire survey to make sure it is rendering the way you intended.

Which of the following c	ategories best desc	ribes your ag	ge?		
Select one					
Under 18					
0 18-24					
25-34					
35-44					
45-54					
55-64					
○ 65+					
				Continue »	
		Privacy Policy - Help			



Run Simulated Data

An important step in completing any Forsta Surveys project is running simulated data through your survey. The Run Simulated Data feature looks for errors in survey logic or survey flow by forcing simulated data through your survey. By generating enough data to populate all survey questions and hidden elements, this process also allows for thorough testing of the report to help verify that skips and question logic has been defined properly.

1. To run Simulated Data, click on "Preview" from the menu options, then select "Run Simulated Data".

Portal Example Survey DRAFT	OVERVIEW BUILD PREVIEW RESPONSES REPORT		Help
	SURVEY EDV. OR Test Survey		
⊛ View Options ▾ "Ͻ C	All cha Run Simulated Data		Launch Survey
SURVEY ELEMENTS			STAR RATING OPTIONS
Respondent Sources	Q1 : Star Rating Preview ···	Î	How did you feelRun experience?
Intro Thank you for visiting Burger Run. It was	Question:		Label: 01
© Q10 Are you?	How did you feel about your Burger Run experience?		_
# Q11 What is your age?	Instruction:		✓ Show If: all

2. Click on "Configure Test Simulation" if you want to run your test data with options, then click "Run Test Data".

Portal Example Survey DRAFT	Scheck for errors / run simulated errors - Mozilla Firefox	- 🗆 ×		Help
	① ▲ https://selfserve.decipherinc.com/admin/sst/sst?path≈selfserve/5b1/190400	(130%) … 図 ☆ 三		
⊛ View Options 👻 🏷 C	test data needed please run test data			Launch Survey
SURVEY ELEMENTS	Test Result / Errors	~		STAR RATING OPTIONS
Respondent Sources			Serview	How did you feelRun experience?
Intro I hank you for visiting Burger Run. It was O 010 Are you?	Configure your test			Label: 01
# Q11 What is your age?	options.			Show If: all
★ q1 How did you feel about your Burger Run ex	Configura Test Simulation	<u>~</u>		🖌 all
		~	Tool Tip Astions	+ New Condition
Ø 02 Did your experience	View Test Data History View Simulated Data in Report	Clear Test Data Run Test Data	r toor rip Actions 👻	> Languages: all



Reporting

The Crosstabs reporting system is designed to improve the speed and ease of crosstab creation. Pre-defined tables are generated for all question and answer combinations allowing users to quickly select the tables they desire by the segments they wish to view. Additionally, users have the power to define nets, create summary tables, update table text & add desired statistics.

Running Crosstabs

1. To run Crosstabs, click on "Report" from the menu options, then select "Crosstabs".

Portal New Survey TESTING		OVERVIEW	BUILD	PREVIEW	RESPONSES	REPORT		Help
		su	RVEY EDITOR	THEMES	MORE TOOLS 🗸	Crosstabs		
● View Options 👻 🗇 C			All cl	hanges have bee	n saved.	Data Downloads ゝ		Launch Survey
SURVEY ELEMENTS						More Tools >		SINGLE SELECT OPTIONS
Respondent Sources	Q10 : Single Select						Preview	Are you?
Intro Thank you for visiting Burger Run. It was	Question:							Label: 010
© 010 Are you?	Are you?							
© Q11 Which of the following categories best de_	Instruction:							> Show If: all
	Please select one							> Languages: all
* Q1 How did you feel about your Burger Run ex								OPTIONS
	Rows						Row Actions -	Mandatany
© 02 Did your experience	# Male							Randomize:
	# Female							Rows
What's the likelihood of visiting us again in								Columns
	# Non-binary / Third gender							Groups
⊥ Q4 How did we do on the following aspects?	# I prefer to self-describe:							Rating/Scale
e os Bouthly how often have you visited Burger	+ New Row							More Options: 💿
w en roughly now orien have you visited burget								Choose one
+ Page Break + Element	Add Columns							

2. A new screen will appear giving you three options for running crosstabs, Total Qualified, Run Quick Split Crosstab, and New Crosstab. For this example, we'll select "Run Quick Split Crosstab."

CROSSTABS DATA DOWNLOADS V MORE TOOLS V	нер
CROSSTABS New Survey Total Completions: 200 Total Qualified: 200 Total Today: 200 Field Dates: 6/10/2020 - 6/16/2020 Click on the "Total	
Qualified banner to run crosstab on all question Total Qualified Total Modified By: Automatic - 10/03/18	ents.



3. Select a question from a dropdown menu to build your new crosstab with a specific banner. In this example, we are choosing the gender question.

Portal New Survey TESTING	Run Quick Split Crosstab	×	Help
	Question Logic Date Logic Seved Crosstab Segment Control Control Control Question Control Control Question Control Control Question Control Question Control Control Question Control Question Control Question Control Con	stab with a Segment	

4. Select the response options to include in your crosstab, then click "Run Crosstab with Segments" at the bottom of the screen.

Portal New Survey TESTING	Run Quick S	plit Crossta	b					×		Help
			-							
	Q10. Are you?									
	Select All	/ Select Nor Male	ne	Select t	he response					
	⊠ r2. ⊻ r3.	Female Non-binary / Tl	hird gender	options the o	to include ir crosstab.					
	⊠ r4.	I prefer to self-	describe:	_						
				+ Add Ne	sted or Appended	I Segments				
	Create Group	Header								
	Crosstab Previ	ew		-						
			Are	you?	T and the ball					
	Total A	Male B	Female C	Third gender	describe:					
							I			
						c	Cancel Run Crosstab with	h 5 Segments		

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5. Results: The tables now have a gender banner.

Portal New Survey TESTING	OVERVIEW	BUILD PR	EVIEW RESP	ONSES RE	PORT		Hel
	CROSSTAL	S DATA DOV	VNLOADS 🗸	MORE TOOLS			
All Crosstabs 🗞 Actions 👁 View Options	Exports					QS	earch:
	Quick Split Are you?	v	P Edit Crosstal	2		🖺 Save	l i i i i i i i i i i i i i i i i i i i
	Settings Respondents: Qualified Only % Table Set: All Da	Base: Total Ansv ata Weighting: No r	vering ne	Stat Test L Stat Test G	evels: 95% / 90% iroups: B-E	Edit Settings	
	Date Range		Addition	al Filter			
	All (10/03/18 - 10/03/18)	*	None			*	
	Segment Summary Click segment name to show logic definition						
				Are	Non-hinany /	I profer to	
		Total A	Male	Female	Third gender	self-describe:	
	Total in Segment	200	49 *	51 *	51 *	49 *	
					* Warning	g: Small Sample Size	

6. To add a chart to any question, click on the Menu icon and select Add/Edit Charts from the dropdown.

Portal New Survey TESTING	OVERVIEW	BUILD PR	EVIEW RESPO	ONSES REPOR	ιτ		н	elp
	CROSSTA	BS DATA DO	WNLOADS 🗸 I	MORE TOOLS 🗸				
All Crosstabs 📽 Actions 👁 View Optio	ns 🕲 Exports					Q Search	E	
	I prefer to self-describe:	25% 49	0% 0	0%	0% 0	100% BCD 49		
	☆ @11 Which of the following categories best o	describes your a	age?		Trans	Export Menu	`	
				Are	you? Edit T	able		
		Total	Male	Female	Non Add/E	dit Charts		
		A	В	С	Pin to	Whiteboard		_
	Total	100% 200	100% 49 *	100%	Show	Question in Survey		Тор
	Under 18	12% 23	20% E 10	10% 5	Save t	o Library		
	18-24	14% 27	12% 6	22% D	6% 3	14% 7		
	25-34	12% 24	8% 4	12%	14%	14% 7		
	35-44	16% 32	12%	22% 11	16% 8	14% 7		
	45-54	16% 31	20% c	8% 4	16%	18%		
	55-64	15%	14%	10%	16%	20%		
	65+	17%	12%	18%	24%	12%		
		33	6	9	12	0		



Portal New Survey (TESTING)	OVERI	VIEW BUILD PRI	EVIEW RESPO	DINSES REPOR	T		Help
All Crosstabs 📽 Actions 👁 View Option	Ad O Exports	dd/Edit Chart	oose from	×	-	Q Search:	
	I prefer to self-describe:	Frequency Data	different charts.	1	016		
	☆ Mich of the following categories	Bar Chart Column Chart Pie Chart Dur a	c	ancel Save			
		Area Chart Line Chart		Are y	rou?		
			Male	Female	Non-binary / Third gender		
	Total						

7. Choose from five different chart types, then click "Save."

8. Results:





Edit Table

Adding Nets

Question tables can be configured using the Table Editor in Crosstabs. Edit the table to apply nets and statistics.

1. Click Menu at the top right of the question and select "Edit Table."



2. Click "+Table Row"

		itle How would you rate	e Brand A?		View	Question	"O Re	set Table
] Nest	Rov	vs under Nets	☐ Hide Rows with No ▼ Responses per Column					
Table	Rov	NS	Opnamic Sorting: None -		+	Table Row		
Show			Row Title	Sort	Include in Base	Stat Values		
✓	Ħ	Excellent		шî		1		
	H	Very Good		nî,		2		
	H	Good		nh.		3		
~	=	Fair		πſ		4		
~	H	Poor		លាំ		5		



3. Click on Net

Table Row	×
Row Type	
Choose a Row Type V	
Choose a Row Type	
Net Row	
OR Net	
Statistics	
Mean	
Median	
Standard Deviation	
Standard Error	
Sum 🗸	
Minimum	
Maximum	
Add Multiple Statistics	
·	
	Cancel Save

4. Enter a name for the Net and choose which table rows to include in the net.

Table Row	×
Row Type OR Net	
Row Title Top 2 Table Rows to Include	
Select All / Select None Excellent Very Good Good Fair Poor	
Position Above First Included Row	
	Cancel Save

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5. Results:

Portal New Survey DE	OVERVIEW B	UILD PREVIEW	RESPONSES	REPORT		Help
	CROSSTABS	DATA DOWNLOADS	✓ MORE TOO	LS 🗸		
All Crosstabs 🛛 📽 Actions	View Options				Q Search:	
	☆ a How would you rate Brand A? RAD				€ Export Menu	
				Are you		
		Total	Male	Female	Non Binary	ſ
	Total	100%	100%	100%	100%	
	Тор 2	46% 91	40% 29	46% 29	52% 33	
	r1 Excellent	27%	22% 16	29% 18	30% 19	
	🔁 Very Good	19% 38	18% 13	17% 11	22% 14	
	🔞 Good	19% 37	15% 11	27% bd 17	14% 9	
	ra Fair	17%	25% C 18	8%	16% 10	∎ Тор
	rs Poor	20% 39	21% 15	19% 12	19% 12	

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Adding Statistics

1. To add statistical summaries to the tables, use the Table Editor in Crosstabs.



2. Click "+Table Row"

(q1) T	abl	e l	Editor											×
Quest	tion	ı Ti	itle How would y	/ou rate Bra	nd A?						View	Question	🕽 Reset	Table
🗆 Ne	st R	ow	s under Nets	□ F	lide Rows wi	th No 🔻 Respons	es per Column							
Tab	le Ro	ow	IS			Oynamic	Sorting: None	e 🕶			+1	able Row		
Show	,					Row Title				Sort Lock	Include in Base	Stat Values		
~	:	•	Excellent							en en		1		
	:	•	Very Good							n P		2		
	:	•	Good							n n		3		
	:	•	Fair							m		4		
	:	•	Poor							nî.		5		
Filter:	+ Ta	able	e Filter		% Base:	Total Answering		Base Descri	ption: Automatic 🖋				Cancel	Save



3. Choose individual statistics or click "Add Multiple Statistics" if you want to apply more than one statistic at a time.

Table Row	×
Row Type	
Choose a Row Type v	
Choose a Row Type	
Net Row	
OR Net	
Statistics	
Mean	
Median	
Standard Deviation	
Standard Error	
Sum	
Minimum	
Maximum	
Add Multiple Statistics	
Cancel	Save

4. Choose the Statistics you would like to apply and click Save.

Table Row	×
Row Type Add Multiple Statistics	
Table Rows to Include	Stats to Include
Select All / Select None C Excellent Very Good Good Fair Poor	Select All / Select None Mean Median Standard Deviation Standard Error
Position Below "Standard Error"	Minimum Maximum
	Cancel Save

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5. Results:

Portal New Survey	DEV	OVERVIEW B	UILD PREVIEW	RESPONSES	REPORT		Help
		CROSSTABS	DATA DOWNLOADS	✓ MORE TOOL	s v		
🕇 All Crosstabs 🛛 📽 Actio	ons 👁 View Options 🛛 Exports					Q Search:	
	☆ 1 How would you rate f	Brand A? RAD				⊕ … Export Menu	
					Are you		
			Total	Male	Female	Non Binary	
	Total		100%	100%	100%	100%	
	Тор 2		46%	40%	46%	52%	
	1 Excelent		27% 53	22% 16	29% 18	30% 19	
	2 Very Good		19% 38	18% 13	17% 11	22% 14	
	🔞 Good		19% 37	15% 11	27% bd 17	14% 9	Тор
	r4 Fair		17% 33	25% C 18	8% 5	16% 10	
	rs Poor		20% 39	21% 15	19% 12	19% 12	
	Standard Error		0.10	0.17	0.18	0.19	
	Mean		2.83	3.04	2.71	2.72	
	Median		3.00	3.00	3.00	2.00	
	Standard Deviation		1.48	1.47	1.45	1.51	



Exporting Crosstabs

You can export your entire Crosstab report or individual tables. Easily export to Excel, PowerPoint, or PDF. PowerPoint exports are native with the ability to edit your tables and charts.

1. To export the aggregate data, click on "Exports" from the menu options. Choose Excel, PowerPoint, or PDF formats as your export.



2. To export a single table, click on the "Export" icon on the individual table. Choose Excel, PowerPoint, or PDF formats as your export.



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Export Output Examples



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ste S Format Paintar B I U	10000	8∕7 * 2°, Wrap	Text	General	* 7	N 1	ormal	ad	Good			2 T	
S Ecoremat Dainter		e 🧿 🕀 Merc	e & Center 🔹	5 - % , 5	Conditiona	al Format as N	eutral	alculation	Check Cell	Insert Delet	te Format	Sort 8	& Find &
· Format Painter		the training interest		4 10 - 11	Formatting	* Table *				- · ·		Filter:	* Select *
Clipboard 15 Font	5	Alignment	E.	Number	5		Styles			Cells		Editing	
	/ey												
٨	P	6	D	E	E	G		1.1.1	1	× V		м	N
New Survey	-	· ·	0			0			,	N		m	N N
	-												
010: Are vou?													
						A	re vou?						
	Total (A)		Male (B)		Female (C)		Non-binary	Third gender (D	I prefer to se	olf-describe: (E)			
Total	N=200		N=49		N=51	•	N=51		N=49	*			
Male	25%		100%	CDE	0%		0%		0%				
Female	26%		0%		100%	BDE	0%		0%				
Non-binary / Third gender	26%		0%		0%		100%	BCE	0%				
prefer to self-describe:	25%		0%		0%		0%		100%	BCD			
Q11: Which of the following categories best des	scribes your age?												
						A	re you?						
	Total (A)		Male (B)		Female (C)		Non-binary /	Third gender (D	I prefer to se	elf-describe: (E)			
Total	N=200		N=49		N=51	•	N=51		N=49	•			
Under 18	12%		20%	E	10%		10%		6%				
18-24	14%		12%		22%	D	6%		14%				
25-34	12%		8%		12%		14%		14%				
35-44	16%		12%		22%		16%		14%				
45-54	16%		20%	C	8%		16%		18%				
55-64	15%		14%		10%		16%		20%				
b5+	1/%		1276		18%		24%		12%				
21. Use did on fact the strength D													
u: now did you reel about your Burger Run ex	perience?												
	Total (A)		Male (B)		Female (C)	A	Non-hinesse	Third gender (D	I prefer to o	lf-describer (E)			
	Iotal (A)		Nale (B)		Permale (C)		Non-binary /	i nira gender (D	prefer to se	in-describe: (E)			
Tetel	Distance in the second se		19-14		IN-11		19-14		19-12				



Response Summary

1. The Response Summary shows the progress of your survey. Tabs relevant to your study will appear across the top.



2. To access the Response Summary, click on "Responses" from the Portal.

FV Tech Sales - Company Page	my:favorite	×Q		0	• •	mangone@focusvision.com
Favorites • 18 Surveys	섬 🌢 여					New Survey
+ Name	State -	Accessed by Anyone -	Build	Responses	Report	Actions
Shopping Experience Demo	DRAFT		*	201	da	
Profile Survey	CLOSED	-	*	0	da	
Neptune Growers Survey	CLOSED	-	*	350	da	2

3. You can also click on "Response Summary" under Responses Menu from within the project.

Portal Neptune Growers Survey CLOSED	OVERVIEW BUILD PREVIEW RESPONSES REPORT Help
* Remove from Favorites Actions -	Participant Sources
	Response Summary
Performance - All Participants	SHARED DOCUMENTS SURVey Summary 3 REPORTS
443 Total 350 Qualified	+ Add Shared Docume Show: All - Q.
0 Today 22 Outering	File Name More Tools > Size Uploaded By + Upload Date
11/14/2013 08:53 Completion Time	kb decipherinc.com-Managing_Staff_and_Shall_Use 38.12 KB Denise 07Andrea (ddandrea@focusvisio 10/3/18 O
11/26/2013	
Qualification Incidence Drop-Outs -	L. L.
	Description: P Tags:
LANGUAGES	Project descriptions help-you removiber what the project was all about as well as helping (PV Tech Bales ®) you find them when searching.
English (UEA)	



Summary

For further assistance during your trial, there are two ways you can seek help:

- 1. Review the <u>Knowledge Base</u>, which offers training videos and a searchable database.
- 2. E-mail the Forsta Global Tech Sales team if you need more one-on-one assistance.

We are committed to ensuring the Forsta Surveys tool meets your needs as you're going through this evaluation period.