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Projects Overview

After a successful login to the CoolTool system, project management form will be automatically displayed:

1. **Projects navigation panel.** Here it is possible to:
   - create new project.
   - filter the projects. Available filters – All projects, Purchased, Published or Shared.
   - sort projects. Available options – Recent changes, Last created and Name.
   - search for a required project by entering part of its name.

2. **Projects management.** All created projects are displayed here. You can use the navigation panel to find needed one. CoolTool system automatically creates 3 demo projects for familiarization with the system capabilities. For project management you need to click on its name. There are following project actions:
   - duplicate. Create a copy of existed project.
   - sell the project at the CoolTool Marketplace.
   - delete the project.
3. *Tips panel.* General tips from CoolTool company:

- Visit marketplace. At CoolTool marketplace it is easy to purchase questionnaires, respondent panels and other services.
- Complete own profile. After creating a trustworthy profile user can sell own services to thousands of clients.
- Hire professionals. A lot of professionals can outsource research tasks for you.
- Contact CoolTool team form.
Create new project

To create new project, please click on “Create new project” button, enter the new project name and click on the "Create" button.

Project management form will appear:

In the header of the new project it is possible to change:
- project image by uploading the new one.
- project name by clicking on it.
- project description by clicking on it.
1. Creating a questionnaire

There are 3 possibilities to create a Questionnaire:

- manually.
- copy from previous projects.
- buy at Marketplace.

Please click on “Create” button to create a questionnaire manually.

Questionnaire creating form consists of two tabs. On a left tab you can create the structure of the questionnaire and manage the general settings. On the right tab properties of the selected item are displayed. At any time you can Preview your questionnaire by clicking on the appropriate button.

**Questionnaire structure**

- *Welcome message*

Here you can write general information about your survey and welcome visitors.
● **Page break.**
  Creates the new slide

● **Section.**
  Allows to group the questions. Section settings:
  - system object code – unique identifier in system.
  - section text – name and section description.
  - Checkbox show or not section name to the respondents.
  - Randomize question in section – checkbox to determine will questions order in the section be different for each respondent or not.
  - Randomize sections – checkbox to determine will section order be different for each respondent or not.
  - Upload section picture – here you can upload section image for reports.

● **Question adds** the new question to the questionnaire.
Question settings will appear on the right tab, when you add a question.

- Opens Survey Script Editor. Available for Guru subscription only.
- Allows to add a filter to the question.
- Allows to duplicate a question.

Question types are divided to two groups – General questions and Neurolab tests. For Neurolab tests special hardware is required. Please visit https://cooltool.com/neurolab for additional information.
- Question types.

- Single answer (radio buttons).
  Respondent must select one of the options by marking the desired radio button.
  Question settings:
✓ **System question code** is used for system navigation.
✓ **Question text** – please enter your question in this input field.
✓ **Options (one per line)** – please enter your answer options in these fields.
   Additional options settings:
   - **Keep position** – keeps position despite randomization.
   - **Stick to previous** – keeps option position stick to previous despite randomization.
   - **Subheader** – use option name as a Subheader.
   - **Hide name** – do not show name, used for images.
   - **Open-ended text** – show an input field to respondent.
✓ **Add new option** – adds new answer to the question.
✓ **Comment after the question** – text, that was entered there will be displayed after the respondent will answer the question.
✓ **Layout** – you can choose how option fields will be displayed at screen.
✓ **Answer required** – checkbox to determine can respondents keep question unanswered or not.
✓ **Randomize options** – checkbox to determine will options order be different for each respondent or not.
✓ *Hide question* – question won’t be shown to the respondents. Usually is used for script questions.
✓ *Add new question* – button to add new question after this question.
  - *Single answer (drop down)*.

Respondent must select one of the options from the drop down menu. Question settings:

- **System question code** is used for system navigation.
- **Question text** – please enter your question in this input field.
- **Options (one per line)** – please enter your answer options in these fields.
  
  Additional options settings:
  - Keep position – keeps position despite randomization.
  - Stick to previous – keeps option position stick to previous despite randomization.
  - Subheader – use option name as a Subheader.
  - Hide name – do not show name, used for images.
- Open-ended text – show an input field to respondent.
- **Add new option** – adds new answer to the question.
- **Comment after the question** – text, that was entered there will be displayed after the respondent will answer the question.
- **Layout** – you can choose how option fields will be displayed at screen.
- **Answer required** – checkbox to determine can respondents keep question unanswered or not.
- **Randomize options** – checkbox to determine will options order be different for each respondent or not.
- **Hide question** – question won’t be shown to the respondents. Usually is used for script questions.
- **Add new question** – button to add new question after this question.

- **Multiple answers.**

Respondent can select unlimited options. Question options:

- **System question code** is used for system navigation.
- **Question text** – please enter your question in this input field.
- **Options (one per line)** – please enter your answer options in these fields.
Additional options settings:

- Exclusive – if this checkbox is marked selecting this option by respondent will unselect all other options.
- Keep position – keeps position despite randomization.
- Stick to previous – keeps option position stick to previous despite randomization.
- Subheader – use option name as a Subheader.
- Hide name – do not show name, used for images.
- Open-ended text – show an input field to respondent.

✓ Add new option – adds new answer to the question.
✓ Comment after the question – text, that was entered there will be displayed after the respondent will answer the question.
✓ Layout – you can choose how option fields will be displayed at screen.
✓ Answer required – checkbox to determine can respondents keep question unanswered or not.
✓ Randomize options – checkbox to determine will options order be different for each respondent or not.
✓ Drop down menu for amount of options which respondent can choose.
✓ Hide question – question won’t be shown to the respondents. Usually is used for script questions.
✓ Add new question – button to add new question after this question.
- Open-ended.

Open-ended questions are ones that require more than one word answers. Respondent must fill the input field. Question settings:
- **System question code** is used for system navigation.
- **Question text** – please enter your question in this input field.
- **Options (one per line)** – please enter your answer options in these fields. Additional options settings:
  - Exclusive – if this checkbox is marked selecting this option by respondent will unselect all other options.
  - Keep position – keeps position despite randomization.
  - Stick to previous – keeps option position stick to previous despite randomization.
  - Subheader – use option name as a Subheader.
  - Hide name – do not show name, used for images.
  - Numeric – you can set valid numeric range for option.
- **Add new option** – adds new answer to the question.
- **Comment after the question** – text, that was entered there will be displayed after the respondent will answer the question.
✓ **Layout** – you can choose how option fields will be displayed at screen.
✓ **Answer required** – checkbox to determine can respondents keep question unanswered or not.
✓ **Input area size** – Textbox or Esse.
✓ **Randomize options** – checkbox to determine will options order be different for each respondent or not.
✓ **Hide question** – question won’t be shown to the respondents. Usually is used for script questions.
✓ **Add new question** – button to add new question after this question.

**Star Rating**
The Star Rating question lets respondents evaluate a statement on a visual scale of stars. Question settings:
✓ **System question code** is used for system navigation.

- **System question code**
  - Value: q5

- **Question text**
  - Value: Your cool question

- **Answer options (one per line)**
  - Value 1: Option 1
  - Value 2: Option 2
  - Value 3: Option 3

- **Comments after question**
  - Options: Keep position, Stick to previous, Subheader, Hide name

- **Add new alternative**

✓ **Question text** – please enter your question in this input field.
✓ **Options (one per line)** – please enter your answer options in these fields.
Additional options settings:

- **Keep position** – keeps position despite randomization.
- **Stick to previous** – keeps option position stick to previous despite randomization.
- **Subheader** – use option name as a Subheader.
- **Hide name** – do not show name, used for images.
- **Add new option** – adds new answer to the question.
- **Comment after the question** – text, that was entered there will be displayed after the respondent will answer the question.
- **Range maximum** – maximum amount of stars. Maximum amount can be from 1 to 10.
- **Answer required** – checkbox to determine can respondents keep question unanswered or not.
- **Randomize options** – checkbox to determine will options order be different for each respondent or not.
- **Hide question** – question won’t be shown to the respondents. Usually is used for script questions.
- **Add new question** – button to add new question after this question.

**Smile Rating.**

The Smile Rating question lets respondents evaluate a statement on a visual scale of smiles. Question settings:
- **System question code** is used for system navigation.
- **Question text** – please enter your question in this input field.
- **Smiles design**. Choose desired one.
- **Smiles order**. Sort them from sad to happy or not.
- **Options (one per line)** – please enter your answer options in these fields.
  Additional options settings:
  - Keep position – keeps position despite randomization.
  - Stick to previous – keeps option position stick to previous despite randomization.
  - Subheader – use option name as a Subheader.
  - Hide name – do not show name, used for images.
- **Add new option** – adds new answer to the question.
- **Comment after the question** – text, that was entered there will be displayed after the respondent will answer the question.
- **Answer required** – checkbox to determine can respondents keep question unanswered or not.
- **Randomize options** – checkbox to determine will options order be different for each respondent or not.
- **Hide question** – question won’t be shown to the respondents. Usually is used for script questions.
- **Add new question** – button to add new question after this question.

- **Slider rating**.

  The slider rating question lets respondents evaluate a statement on a numeric scale by using slider. Question settings:

  ![Slider rating question settings](image)

  - **System question code** is used for system navigation.
  - **Question text** – please enter your question in this input field.
  - **Rating labels**. Enter rating labels for beginning, middle and ending.
  - **Options (one per line)** – please enter your answer options in these fields. Additional options settings:
    - Keep position – keeps position despite randomization.
- Stick to previous – keeps option position stick to previous. despite randomization.
- Subheader – use option name as a Subheader.
- Hide name – do not show name, used for images.

✓ Add new option – adds new answer to the question.
✓ Comment after the question – text, that was entered there will be displayed after the respondent will answer the question.
✓ Answer required – checkbox to determine can respondents keep question unanswered or not.
✓ Show labels – mark this checkbox for showing labels to respondents.
✓ Randomize options – checkbox to determine will options order be different for each respondent or not.
✓ Hide question – question won’t be shown to the respondents. Usually is used for script questions.
✓ Add new question – button to add new question after this question.

- Ranking question.

This question asks respondents to compare items to each other by placing them in order of preference. Question options:
System question code is used for system navigation.
✓ Question text – please enter your question in this input field.
✓ Options (one per line) – please enter your answer options in these fields. Additional options settings:
  ■ Keep position – keeps position despite randomization.
  ■ Stick to previous – keeps option position stick to previous despite randomization.
  ■ Subheader – use option name as a Subheader.
  ■ Hide name – do not show name, used for images.
✓ Add new option – adds new answer to the question.
✓ Comment after the question – text, that was entered there will be displayed after the respondent will answer the question.
✓ Answer required – checkbox to determine can respondents keep question unanswered or not.
✓ Randomize options – checkbox to determine will options order be different for each respondent or not.
✓ Hide question – question won’t be shown to the respondents. Usually is used for script questions.
✓ Add new question – button to add new question after this question.
✓ Single answer matrix question.
This question requires the user to choose one option for each row, comparing each row against one another. Question settings:

- System question code is used for system navigation.
- Question text – please enter your question in this input field.
- Matrix columns – please enter your answer options in these fields.
- Matrix rows – please enter your answer options in these fields.
  Additional settings:
  - Keep position – keeps position despite randomization
  - Stick to previous – keeps option position stick to previous despite randomization
  - Subheader – use option name as a Subheader.
  - Hide name – do not show name, used for images.
- Add new column – adds new column to the matrix.
✓ Add new row – adds new row to the matrix.
Comment after the question – text, that was entered there will be displayed after the respondent will answer the question.
✓ Swap columns and rows – button to swap columns and rows.
✓ Answer required – checkbox to determine can respondents keep question unanswered or not.
✓ Randomize rows – checkbox to determine will rows order be different for each respondent or not.
✓ Randomize columns – checkbox to determine will columns order be different for each respondent or not.
✓ Hide question – question won’t be shown to the respondents. Usually is used for script questions.
✓ Add new question – button to add new question after this question.
✔ Multiple answer matrix.
This question requires the user to choose unlimited options for each row, comparing each row against one another. Question settings:
✓ System question code is used for system navigation.
✓ Question text – please enter your question in this input field.
✓ Matrix columns – please enter your answer options in these fields.
✓ Matrix rows – please enter your answer options in these fields. Additional settings:
  ■ Keep position – keeps position despite randomization.
  ■ Stick to previous – keeps option position stick to previous despite randomization.
  ■ Subheader – use option name as a Subheader.
  ■ Hide name – do not show name, used for images.
✓ Add new column – adds new column to the matrix.
✓ Add new row – adds new row to the matrix.
✓ Comment after the question – text, that was entered there will be displayed after the respondent will answer the question.
✓ Swap columns and rows – button to swap columns and rows.
Answer required – checkbox to determine can respondents keep question unanswered or not.
Randomize rows – checkbox to determine will rows order be different for each respondent or not.
Randomize columns – checkbox to determine will columns order be different for each respondent or not.
Hide question – question won’t be shown to the respondents. Usually is used for script questions.
Add new question – button to add new question after this question.
Constant sum.
This question permits collection of “ratio” data, meaning that the data is able to express the relative value or importance of the options. Question options:
Additional options settings:

- Keep position – keeps position despite randomization.
- Stick to previous – keeps option position stick to previous despite randomization.
- Subheader – use option name as a Subheader.
- Hide name – do not show name, used for images.
- **Add new option** – adds new answer to the question.
- **Comment after the question** – text, that was entered there will be displayed after the respondent will answer the question.
- **Answer required** – checkbox to determine can respondents keep question unanswered or not.
- **Specify constant sum total** – use checkbox if 100% is needed otherwise enter required amount in textbox.
- **Randomize options** – checkbox to determine will options order be different for each respondent or not.
- **Hide question** – question won’t be shown to the respondents. Usually is used for script questions.
- **Add new question** – button to add new question after this question.

**Continuous Sum.**

This question allows respondents to enter numeric values for a list of items that are then summed for a total value. Question settings:
✓ System question code is used for system navigation.
✓ Question text – please enter your question in this input field.
✓ Options (one per line) – please enter your answer options in these fields. Additional options settings:
  ■ Keep position – keeps position despite randomization.
  ■ Stick to previous – keeps option position stick to previous despite randomization.
  ■ Subheader – use option name as a Subheader.
  ■ Hide name – do not show name, used for images.
✓ Add new option – adds new answer to the question.
✓ Comment after the question – text, that was entered there will be displayed after the respondent will answer the question.
✓ Answer required – checkbox to determine can respondents keep question unanswered or not.
✓ Randomize options – checkbox to determine will options order be different for each respondent or not.
- **Hide question** – question won’t be shown to the respondents. Usually is used for script questions.
- **Add new question** – button to add new question after this question.
- **Media slide question.**
  *This question* require respondent to check media files before answering the question. Question settings:

![Media question interface]

- **System question code** is used for system navigation.
- **Options (one per line)** – please enter your answer options in these fields. Additional options settings:
  - Keep position – keeps position despite randomization.
  - Stick to previous – keeps option position stick to previous despite randomization.
  - Subheader – use option name as a Subheader.
  - Hide name – do not show name, used for images.
- **Add new option** – adds new answer to the question.
- **Limited show time** – checkbox to determine can respondents keep question unanswered or not.
- **Randomize options** – checkbox to determine will options order be different for each respondent or not.
- **Hide question** – question won’t be shown to the respondents. Usually is used for script questions.
- **Add new question** – button to add new question after this question.
Semantic Differential

This question scale offers a bipolar pair of adjectives between which the respondent must choose along some form of scaling. Valid value range is from -10 to 10. Question settings:

- **System question code** is used for system navigation.
- **Question text** – please enter your question in this input field.
- **Rating labels**. Enter rating labels for beginning, middle and ending.

Additional options settings:

- **Keep position** – keeps position despite randomization.
- **Stick to previous** – keeps option position stick to previous despite randomization.
- **Subheader** – use option name as a Subheader.
- **Hide name** – do not show name, used for images.
- **Add new option** – adds new answer to the question.
- **Comment after the question** – text, that was entered there will be displayed after the respondent will answer the question.
- **Range**. Can be from -10 to 10.
- **Answer required** – checkbox to determine can respondents keep
question unanswered or not.

✓ Show labels – mark this checkbox for showing labels to respondents.
✓ Randomize options – checkbox to determine will options order be different for each respondent or not.
✓ Hide question – question won’t be shown to the respondents. Usually is used for script questions.
✓ Add new question – button to add new question after this question.

Instruction text.
This question type is not really a question because there are no answers to assign to it. Its sole purpose is to present respondents with some text.

Question settings:

✓ System question code is used for system navigation.
✓ Question text – please enter your question in this input field.
✓ Comment after the question – text, that was entered there will be displayed after the respondent will answer the question.
✓ Hide question – question won’t be shown to the respondents. Usually is used for script questions.
✓ Add new question – button to add new question after this question.
- **Shelf media.**
  The main purpose of this type of question is to assess the brand awareness of the list. Question settings:
  - **System question code** is used for system navigation.
  - **Shelves design** – you can choose shelves design from the list or upload new one.

  ![Shelf Media question](image)

  - Shelves amount – valid amount is from 1 to 5.
  - Options per shelf – valid amount is from 1 to 10.
  - **Options (one per line)** – please enter your answer options in these fields. Additional options settings:
    - Keep position – keeps position despite randomization.
    - Stick to previous – keeps option position stick to previous despite randomization.
  - **Add new option** – adds new answer to the question.
  - Image display time in seconds.
  - **Randomize options** – checkbox to determine will options order be different for each respondent or not.
  - **Hide question** – question won’t be shown to the respondents. Usually is used for script questions.
✓ Add new question – button to add new question after this question.

➢ Image

Allows to analyze images by using Neurolab hardware. You can directly upload needed image or make a website screenshot. Question settings:

- System question code [q2]
- Neurolab test title (hidden for respondents, will be used in reports only).
- Question media
  - Make website screenshot
  - Upload image
    - Resize image to fit screen
- Media display time [10] (sec)
- Allow finish by pressing any key or clicking mouse button
- EEG (special hardware is needed) [Beta]
- Emotions (built-in or external web camera is needed) [Beta]
- Eye tracking (special hardware is needed)
- Hide question

✓ Test title – hidden to respondents, will be used in reports only.
✓ Resize image to fit screen – image will be resized according to display settings of each respondent.
✓ Image display time in seconds.
✓ Finish by pressing any key or mouse click – if checkbox is marked respondent can finish answering this question without waiting for image display time to end by pressing any key on keyboard or by clicking mouse button.
✓ EEG (special hardware is needed).
✓ Emotions (built-in or external web camera is needed).
✓ Eye tracking (special hardware is needed).
✓ Hide question – question won’t be shown to the respondents. Usually is used for script questions.

➢ Product shelves.

The main purpose of this type of question is to assess the brand awareness of the list by using Neurolab hardware. Question settings
Test title – hidden to respondents, will be used in reports only.
- Shelves design – you can choose shelves design from the list or upload new one.
- Shelves amount – valid amount is from 1 to 5.
- Options per shelf – valid amount is from 1 to 10.
- Image display time in seconds.
- Allow finish by pressing any key or clicking mouse button – if checkbox is marked respondent can finish answering this question without waiting for image display time to end by pressing any key on keyboard or by clicking mouse button.
- EEG (special hardware is needed).
- Emotions (built-in or external web camera is needed).
- Eye tracking (special hardware is needed).
- Randomize options – checkbox to determine will options order be different for each respondent or not.
- Hide question – question won’t be shown to the respondents.
Usually is used for script questions.

- **Video.**
  Allows to analyze video by using Neurolab hardware. Question settings:

  ![Video Question Settings](image)

  - Test title – hidden to respondents, will be used in reports only.
  - EEG (special hardware is needed).
  - Emotions (built-in or external web camera is needed).
  - Eye tracking (special hardware is needed).
  - Hide question – question won’t be shown to the respondents.
    Usually is used for script questions.

- **Website (live).**
  Allows to analyze websites by using Neurolab hardware. Question settings:
- Test title – hidden to respondents, will be used in reports only.
- Website URL – website to analyse.
- Test task description – input field. E.g. Please find the price of the product X.
- EEG (special hardware is needed).
- Emotions (built-in or external web camera is needed).
- Eye tracking (special hardware is needed).
- Hide question – question won’t be shown to the respondents. Usually is used for script questions.

● *Farewell message.*
Here you can thank the respondents participating in the survey.
- **Questionnaire settings.**

  In settings menu it is possible to:
  - define will questions be displayed on a separate page or not.
  - left panel mode. There can be full preview or just questions without options.
  - edit messages and notifications:
    - Project display name.
    - Next button caption.
    - Loading survey message.
    - Disqualified respondent message (this message will be shown to skipped respondents).
    - Survey finished message (respondents will see this message if data collector will be stopped).
    - Survey paused message (respondents will see this message when data collector will be paused).
    - Message for the non unique respondents.
    - Skip interview confirmation text.
    - Next interview caption.
    - Ranking target container default text.
    - Validation message – Answer is required.
    - Validation message – Open alternative text is required.
    - Validation message – Min characters allowed.
    - Validation message – Min characters allowed.
- Validation message – Min value.
- Validation message – Max value.
- Validation message – Exact checked answers required.
- Validation message – Minimum checked answers required.
- Validation message – Maximum checked answers required.
- Validation message – Number check.
- Validation message – Integer number check.
- Validation message – Numbers only.
- Validation message – Letters only.
- Validation message – Total sum.

➢ manage languages. Here you can edit messages and notifications on different languages.

Also at any time you can hire a professional at our marketplace to translate messages to specified language.

At any time you can visit our Marketplace to purchase ready-to-use methodology
2. Customize design

After a questionnaire is successfully created project design will be opened. It is possible to choose a stylish design from the templates or create own unique one.

Template settings:

- **Layout theme** – available options are paper, glass, plain, side or transparent.
- **Layout theme color** – dark or light.
- **Controls theme** – elegant, metro or classic.
- **Font family** – available options are Geneva, Metro, Calibri, Arial, Lucida, Times, Georgia or Book Antiqua.
- **Font size** – small, media or large.
• Line height – small, media or large.
• Front color – you can select the desired color from the palette.
• Background color – you can select the desired color from the palette.
• Background image – you can upload desired background image.
• Adjust layout to the browser window width – checkbox to determine that option.
• Don’t show CoolTool logo – this option is available only for some subscribe plans.
• Don’t show question code to respondents – checkbox.
• Don’t show project name to users – checkbox.

You can easily hire a designer at our Marketplace
3. Collect responses

After design is specified we can go to the next step – to collect the responses. First of all it is needed to choose how much responses are needed. Available options:

- Collect all responses.
- Limit total number of responses.
- Specify sample and target groups. If this option is chosen, you need to specify the quota for any question from a questionnaire.

Please choose a question and required options.

After that it is needed to choose how responses will be collected:

- **Online data collection**

If online data collection is selected, then it is needed to choose how your survey invitation will be delivered:
Publish my survey link.

- You can get link or button on a website or in a social network.

Enable non unique respondents – if checkbox is marked only unique respondents answers will be collected. Publish settings:

- Direct survey link – you can copy this link and integrate it in your code.
- Hyperlink – formatted hyperlink to paste at your website.
- Button – formatted button to paste at your website.

Get QR code or NFC chip. Publish settings.
Share to third party, panel provider. Attention! This option is available only for some subscription plans.

Here you can get your link and manage backlinks to track data.
Send via email. If this option is chosen, you can directly send emails to respondents.

Access/Buy target groups at Marketplace. You can contact contractors there and get desired target groups in any country.

Online interviews on PC (CAPI, CATI). For this option operator is required, who will fill answers for respondents.
• **Offline data collection**

Please download Android application and use following code for starting survey. After survey is finished you can upload answers at any time, when you will have stable internet connection.

• **Neurolab data collection.**

This data collector requires Eye tracking software. Please order it if you are interested in this data collector.

Please use eye tracker user manual to complete data collection.

For Talent subscription only one data collector per project is available. If more is needed please upgrade your subscribing plan.

**You can visit our Marketplace to hire a fieldwork supplier to do collect responses for you**
4. Data management

After data is collected next step is data management.

Here you can export data, code data and disqualify responses

- Export data.

On this form all collected answers are displayed. It is possible to export data to XLSX or SPSS according to the required filters.

Available filters:
- settings name – saved filters name.

- display. Available options:
  - completed – display completed responses.
  - skipped – display responses that were skipped by quota or questionnaire.
  - test – display responses that were collected in test mode.
  - over quota – display skipped responses that was not collected because the quota was already filled.
  - demo – display responses in demo and purchased projects.
  - incomplete – display responses from incomplete survey.
  - disqualified – display responses that were removed by the user.

- include. In raws answer time and respondent panel id can be included.

- Display format. Available options are Code, Text and Both code & text.

- Choose needed questions. All questions are selected by default.

- **Data coding**

  In this form it is possible to group respondents answers. First of all you need to click on “Create new data coding” button, enter data coding name and choose needed question.
Second step is to choose categories list or create a new one.

And last step is to assign answer that were made by respondents to the created categories.

- **Disqualify responses**
  Here you can delete data from bad quality responses.
Just enter respondents ids which responses are needed to delete and click on “Disqualify responses” button. Please be careful because all disqualified data can’t be restored and will be excluded from all reports.

There are multiple data processing services available at our Marketplace
5. Analyze reports

Please click on a “New report” button to create new report. New report will be generated from default template. You can manually add or delete slides if it is necessary. On the left side you can check all created slides and navigation panel, on the right side you can manage general settings or check results.

- **Settings**
  Following settings are available:
  - Default settings. This section consists from 3 parts:
    - Default slide header. Information that will be displayed in slide header. It can be section name, question text or own text.
    - Default slide comment. Slide comment that will be displayed over infographics. You can write own text or enter question text.
    - Default slide footer. Information that will be displayed at slide footer. You can choose between project name, project description or use own text.
  - Additional settings. By using switcher user can enable or disable following options:
    - Show questions wording
    - Show sample info
    - Show fieldwork dates

If questionnaire supports multiple languages it is possible to choose reports language there.

![Diagram of report settings](image)
• **Results**

At this tab all report slides can be managed:

- text – adds slide with text box for comments and conclusions.
- graph – adds slide with infographics. Here it is possible to create a single question report or a crosstab. All slides are divided on the following groups Chart, Table and Visualizations:

![q3 NeuroLab test - Areas of interest](image)

**Chart**

- **Type.** There are following options – Column, Bar, Line, Pie and Doughnut

![Chart options](image)

- **Settings.** Here it’s possible to determine:
  - Data show. Exact amount or average, numeric or in percents and how data will be sorted.
  - Data Label. User can choose label position, font size and background.
  - Legend. User can select where legend will be displayed and sign difference.
  - Axis. User can choose minimum and maximum scale value and font size.
  - More. Sign. Dif can be specified.
Filter. This tab is used if some specific questions and answers are needed for report.

Recordings. This section allows to integrate data from Neurolab devices. Possibilities:
- Recordings.
- Eye tracking calibration.
- Eye tracking data integrity.
- EEG Data integrity.
- Emotions data integrity.

Crop. User can select options to show or hide on the slide.

Color. User can select chart color scheme

Highlight options.

Coding. Sends user to Data coding section.
Table

- Settings. Here it’s possible to determine:
  - Data show. Exact amount or average, numeric or in percents and how data will be sorted. Total can be displayed.
  - More. Sign. Dif can be specified.

- Filter. This tab is used if some specific questions and answers are needed for report.

- Recordings. This section allows to integrate data from Neurolab devices. Possibilities:
  - Recordings
  - Eye tracking calibration
  - Eye tracking data integrity
  - EEG Data integrity
  - Emotions data integrity.

- Crop. User can select options to show or hide on the slide.
- Color. User can select chart color scheme

- Coding. Sends user to Data coding section.
Visualizations

Following visualizations are available:

- Heatmap – is a visual representation of data using colors. A heatmap can be used with all sorts of data, from representing the number of foreclosures to the spreads of credit default swaps. Heatmap displays the accumulated fixation duration on the different elements in the image, relative to the total image viewing time.

- Opacity – the same as heatmap just with different visual representation. The gaze opacity heatmap shows the parts of the media with the highest counts or longest fixations and shades the rest of the media.
- Gazeplot – Displays movement sequence, order and duration of gaze fixation. Displays gaze motion of each respondent separately.
Areas of interest (AOI) – Visualize the attitude of respondents related to the definitely given areas of the advertising.
Bee swarm video – Displays gaze fixation of respondents in the form of points that attract the most attention. Provides information simultaneously of all respondents interactive. Especially effective in testing of video clips.
Heatmap video – dynamic display of heatmaps for the whole period of stimuli observation. Especially effective in testing of video clips too.
If you have problems with creating reports you can contact our support or visit Marketplace to hire an analytic.
After all reports are made you can directly convert report from CoolTool to PDF or PPTX.

6. Share

You can invite clients and partners to your project just by typing their emails and clicking on “Invite” button.