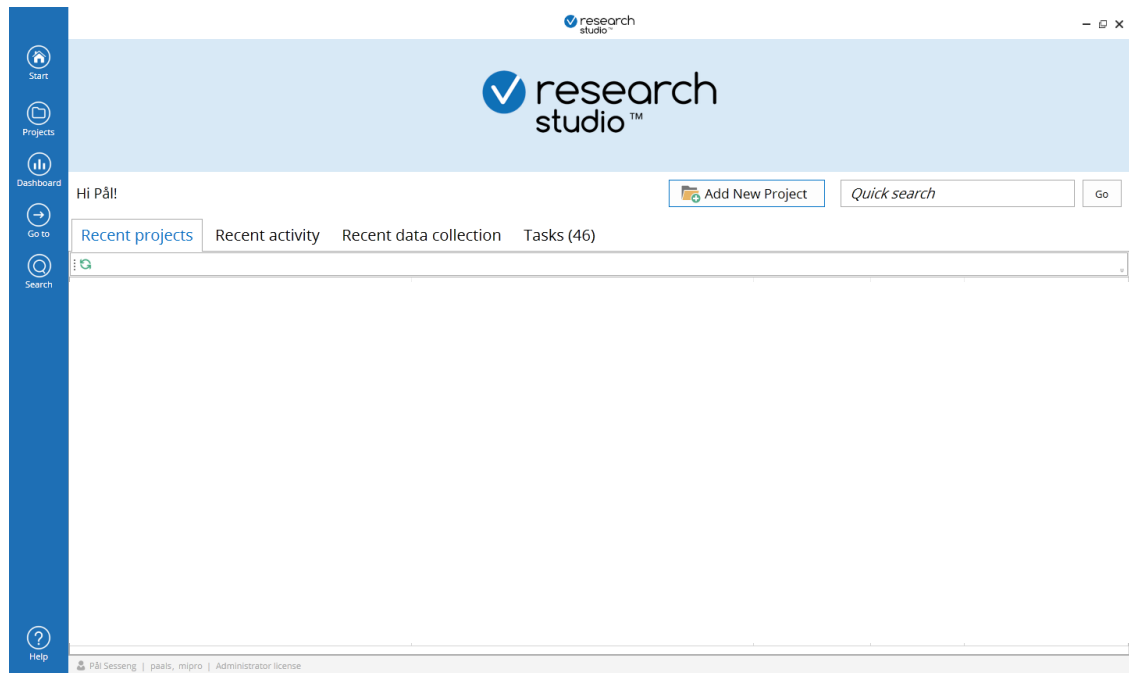


# MI Pro Research Studio 6



## Quick start Guide

A simple guide for new users  
showing the most relevant features  
of Research Studio 6

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# Get started

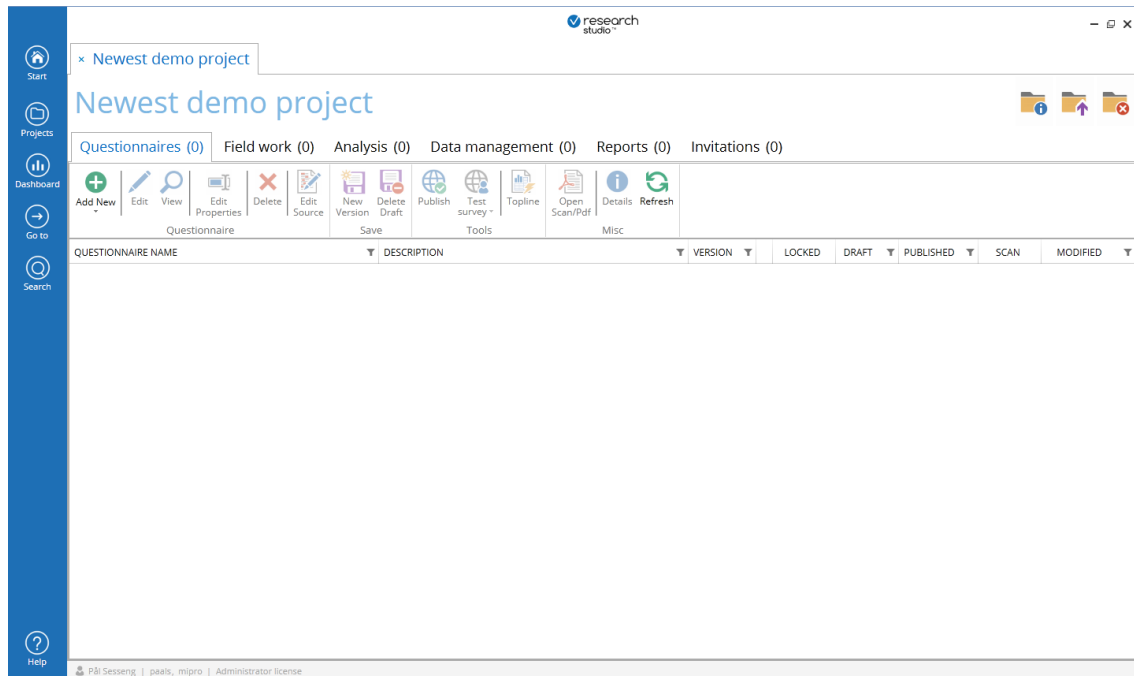
The login form is circular and features the Research Studio logo at the top. It includes three input fields for 'Username', 'Password', and 'Domain'. Below these is a checkbox for 'Remember me' and a 'Sign in' button. A link for 'Forgot your password?' is located at the bottom.

This dialog box, titled 'Research Studio 6 - Select mode', welcomes users to Research Studio 6. It explains that users can work in two modes: 'FastTrack Mode' (optimized for non-trained users) and 'Professional Mode' (full functionality requiring training). It notes that first-time users start in FastTrack Mode. Two buttons are shown: 'FastTrack mode' and 'Professional mode', with the latter highlighted by a yellow border. At the bottom, there is a checkbox for 'Do not show this at startup' and an 'Ok, start' button with a green checkmark.

1. When you sign up for a Research Studio licwens, you will receive a username, password and domain name
  - Username is your personal, can never be changed
  - Password is a temporary, personal password. You will be prompted change this when you log in for the first time. Tick off for "Remember me" if you want to log in automatically
  - Domain name is your private part of Research Studio, e.g. your company's. Only you and your colleagues will have access to these projects
2. You have two modes in Research Studio:
  - The "FastTrack" mode which is a simplified version targeted for non-trained users and for the every day use.
  - The "Professional mode", which has all the functionality a professional user needs for surveys.
  - If you have signed up for a "FastTrack" mode only, you will not get this option. However, you may at any later stage upgrade from a FastTrack to a Prefessional edition – when you get more experienced



# Create a new project



**Add project**

Name  
Newest demo project

Description  
For quick start guide

Advanced options

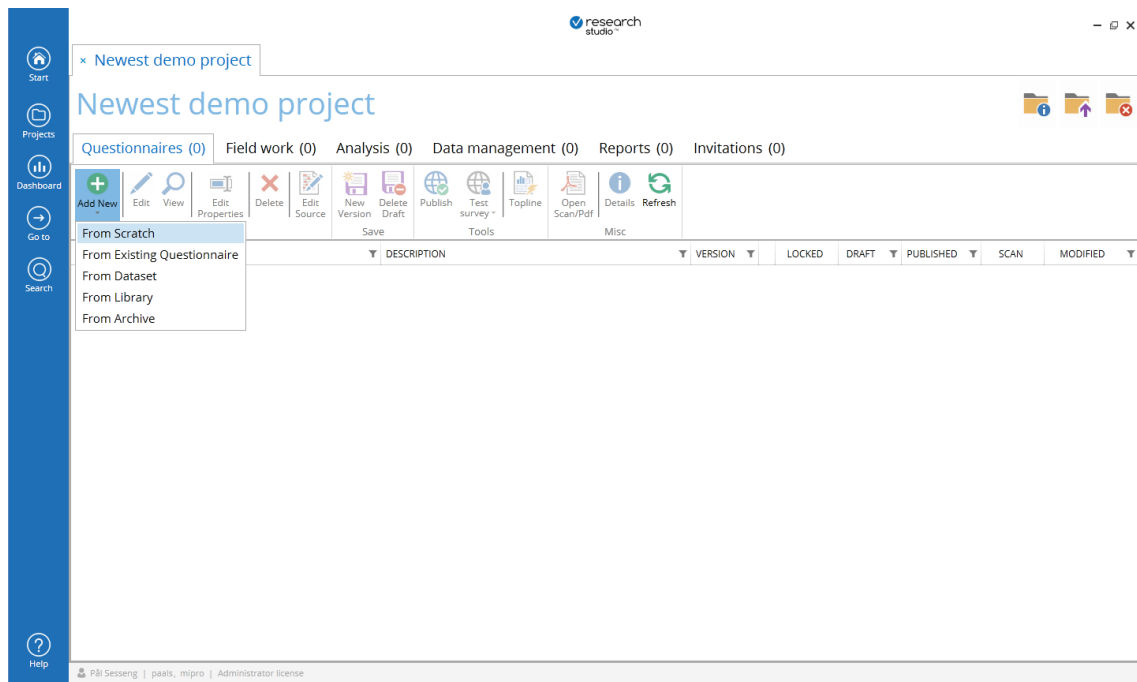
Add Cancel

1. From the start page → Click the "Add new project" button
2. Specify a project name and preferably also a description. The latter will help you at a later stage to search for the project
3. A blank project page appears. The tabs show the normal workflow in a research or customer feedback project:
  - Questionnaires → Where you design your questionnaires
  - Field work → Where you send out and monitor your invitations
  - Analysis → Where you access to powerful and easy to use analysis tools
  - Reports and invitations → If you want to create and distribute online dashboards



# Create a new questionnaire (1)

## Different options for a quicker start

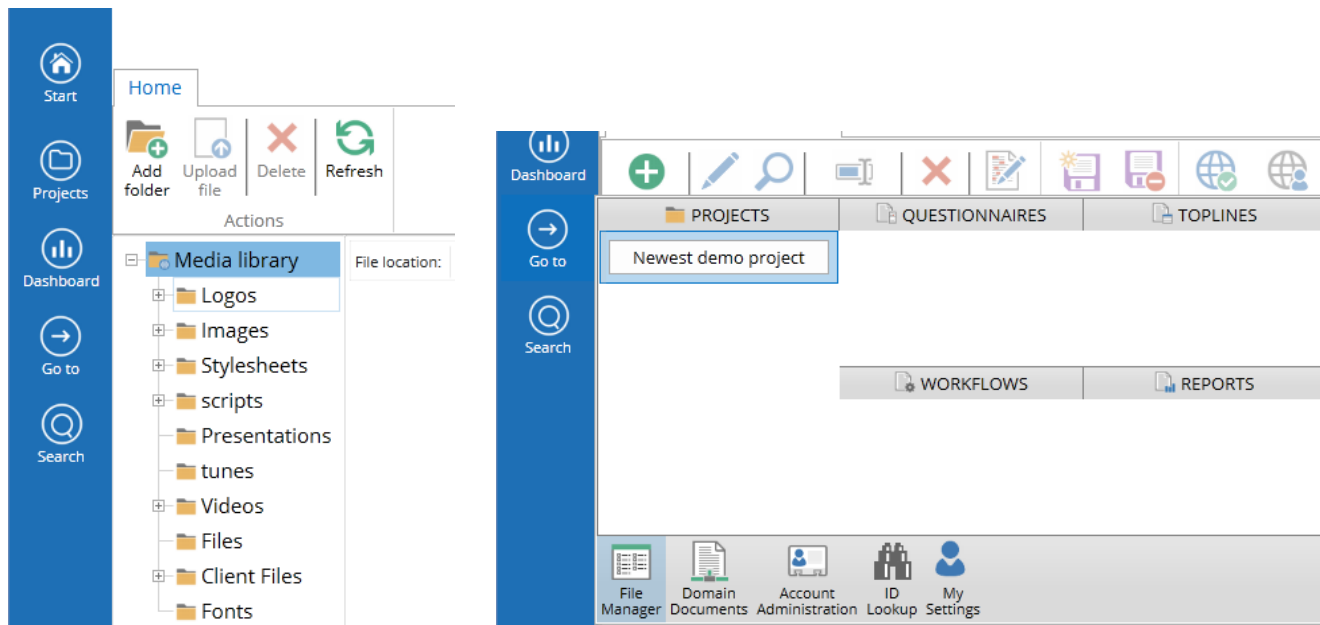


1. To create a new questionnaire, click on the button "Add new"-questionnaire.
2. You will then have 5 options. Normally you will do one out of two:
  - Create from scratch. This starts the design from a completely blank template
  - Create from library. This will normally be the quickest solution if your domain has been set up with a standard template containing correct language, startpage, logo, stylesheet etc. , or when you have saved your own template to the library
3. The three other options can also be very time saving for you
  - Create from an existing questionnaire. Select any questionnaire from any project. Then change texts and edit the questionnaire freely.
  - Create from data set. Only applicable if you have imported a data set with legacy data. Very useful when you want to repeat a survey that has been conducted before you acquired a Research Studio license
  - From Archive. This gets earlier projects from the archive. Only relevant when you have had some experience with the system
4. When creating from scratch, specify a questionnaire name, give a meaningful description, select language (i.e. in which the error messages will appear) and logo.
  - How to specify your own logos and pictures, please see next page



## Create a new questionnaire (2)

### Specify your own logos and pictures

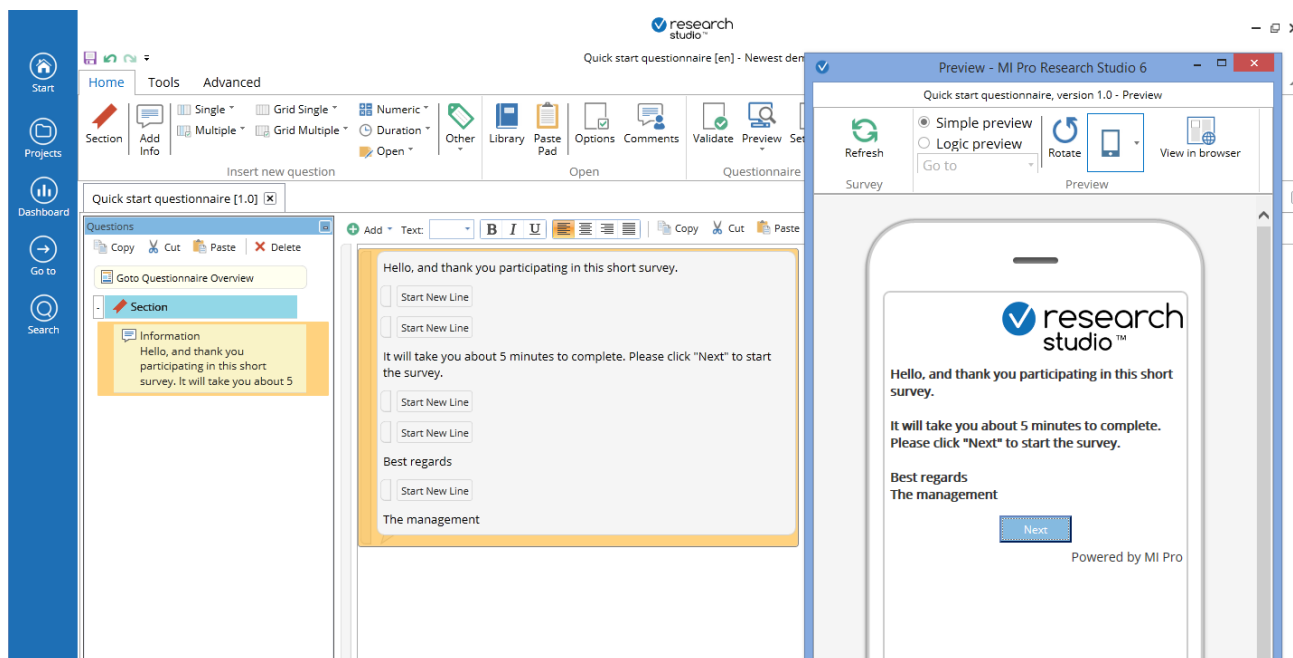


1. When clicking the button on "Top right logo" when specifying a new questionnaire, you will end up in the File manager.
  - You can also always access this by clicking "Go to ➔ File manager" as shown to the right above
2. You can create as many folders and sub-folders as you want (there are 3 or 4 as standard).
3. If you have already your logo (or other picture) present in the "File manager", you can double click this logo and it will automatically be selected
4. If you have NOT your logo (or other picture):
  - Select the folder you want the logo to be in
  - Select "Upload file". You can then select any file from your own PC
  - When uploaded, you double click as described above
5. You can do the same procedure for style sheets (look and feel) for the questionnaire.
  - Normally you will select from one of the existing style sheets
6. If you want this to be a standard template, you may tick for this
  - Next time you create a questionnaire "From Library" using this as a template



## Create a new questionnaire (3)

### Adding an first "intro text"

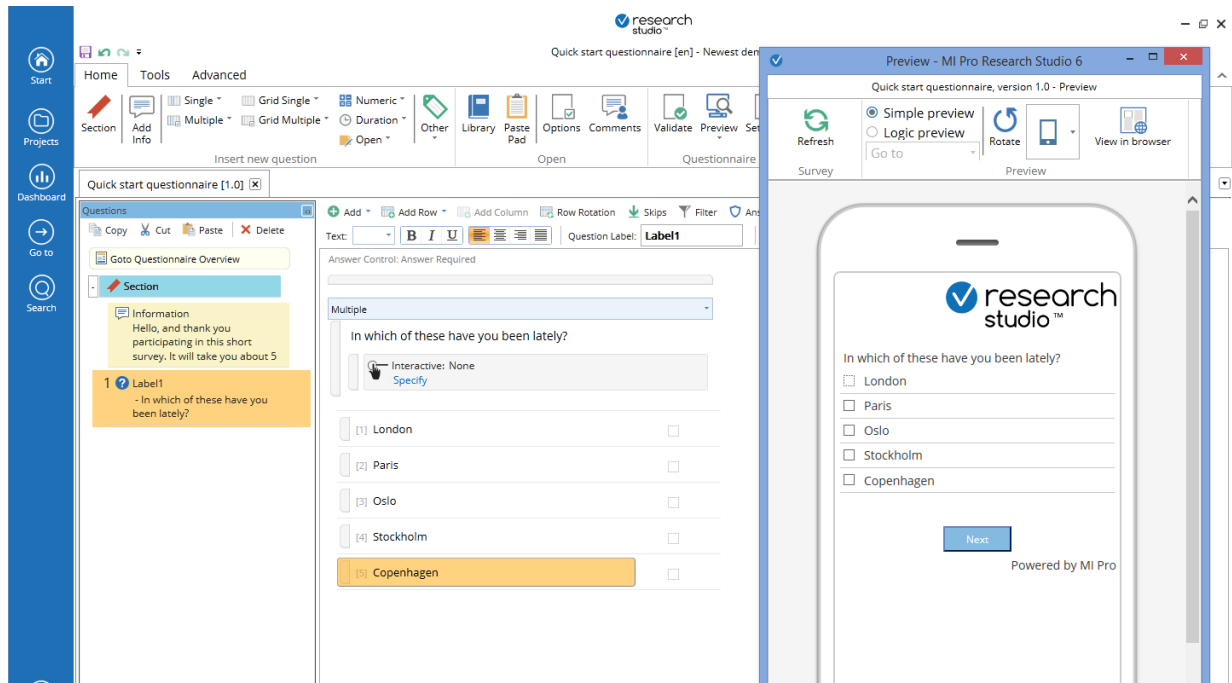


1. First in a questionnaire will normally be a "Info" for the respondents. This can be added by clicking "Add info"
2. A yellow icon appears in the left pane, and a "<Type your text here>" appears in the editor.
3. Write your message.
4. A couple of small "tweaks":
  - If you want a line break, place the cursor where you want it to be → Shift + Enter. A "Start new line"-icon appears
  - If you want a Double line shift (space between as shown above) → Copy the "Start new line"-icon and paste. One new line for each icon inserted
  - Looking at the picture above, there are two "Start new line"-icons between "Short study" and "It will ....". There is only one icon between "Best regards" and "The management"



# Create a new question (1)

## From scratch



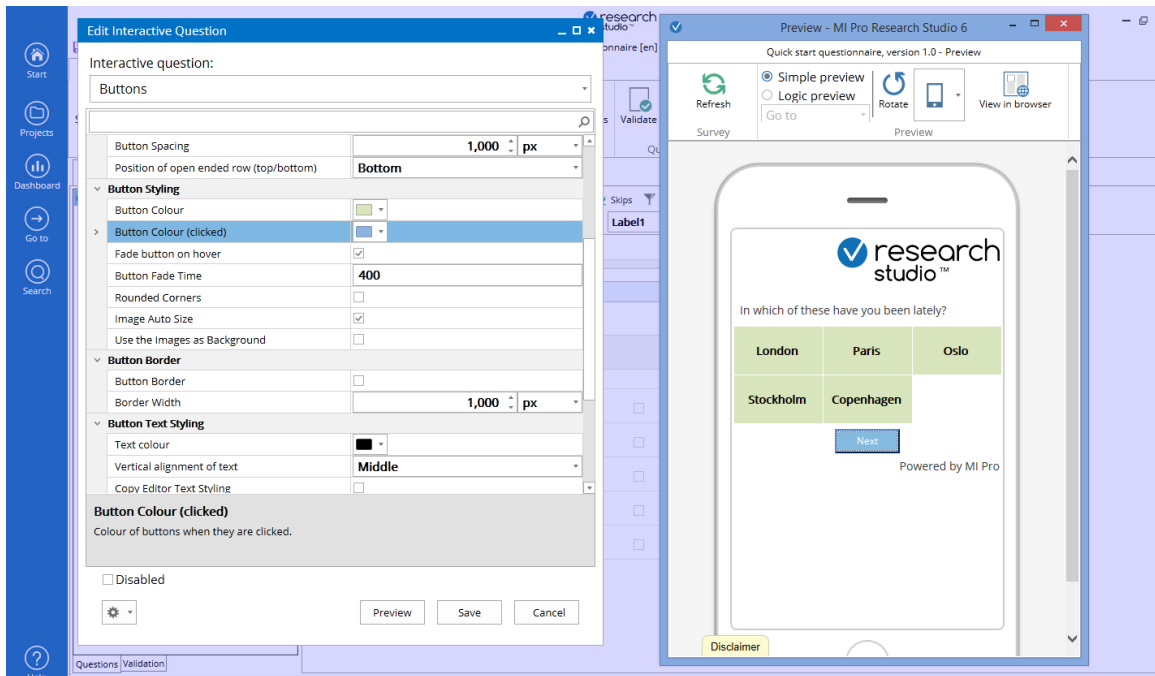
1. From the "Insert new question", you can insert seven basic question types that also may be combined
  - Single / Multiple choice
  - Single / Multiple choice GRID question
  - Numeric question (up to 9 digits)
  - Duration (hh/mm)
  - Open ended
2. Selecting e.g. a multiple choice question, you select number of rows you want to have (as a start).
  - If you specify a grid question, select the number of rows AND columns
3. A question template appears on the right
  - Type in the question text
  - Type in the answer texts
  - Type in the header (if grid question)
4. If you need one extra row:
  - Push "Enter" when you are at the end of the previous text
  - Click the "Add row" button just above
5. If you have specified too many rows (or columns)
  - Mark the row so that it is marked yellow (as shown on "Copenhagen" above) → Delete
  - Mark the column header in the grid question → Delete





## Create a new question (2)

### Add animated interactivity to the question

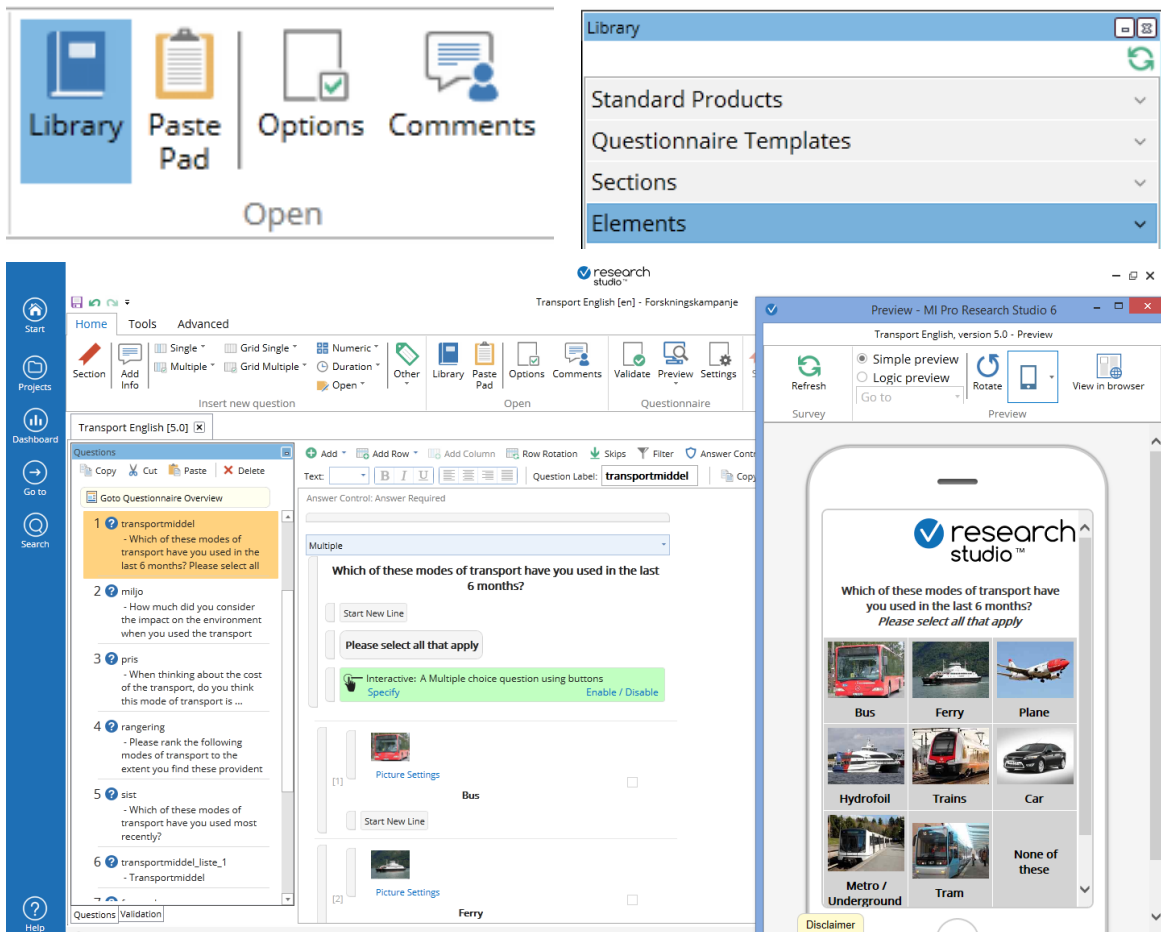


1. In the question editor there is an icon called "Interactive". Click Specify
2. A control panel appears together with a default interactive question in preview to the right.
3. From the control panel you may specify different options to the interactivity
  - Select "type" from the drop-down menu
  - Change settings for the current question. For a multiple choice question the options include "Button layout", "Button styling", "Button border", "Button text styling" and "Other".
  - The different options are explained at the bottom of the control panel. You may also experiment with the options to see what happens in preview. The animated interactivity is stored when you select "Save"
4. The interactive settings may be copied from one question to another
  - Select the green icon → Copy → Go to the next question → Select the same "Interactive icon" → Paste
  - Note: You may only copy between the same question types, i.e. between single to single, single grid to single grid etc.



## Create a new question (3)

### Add a question template from the library

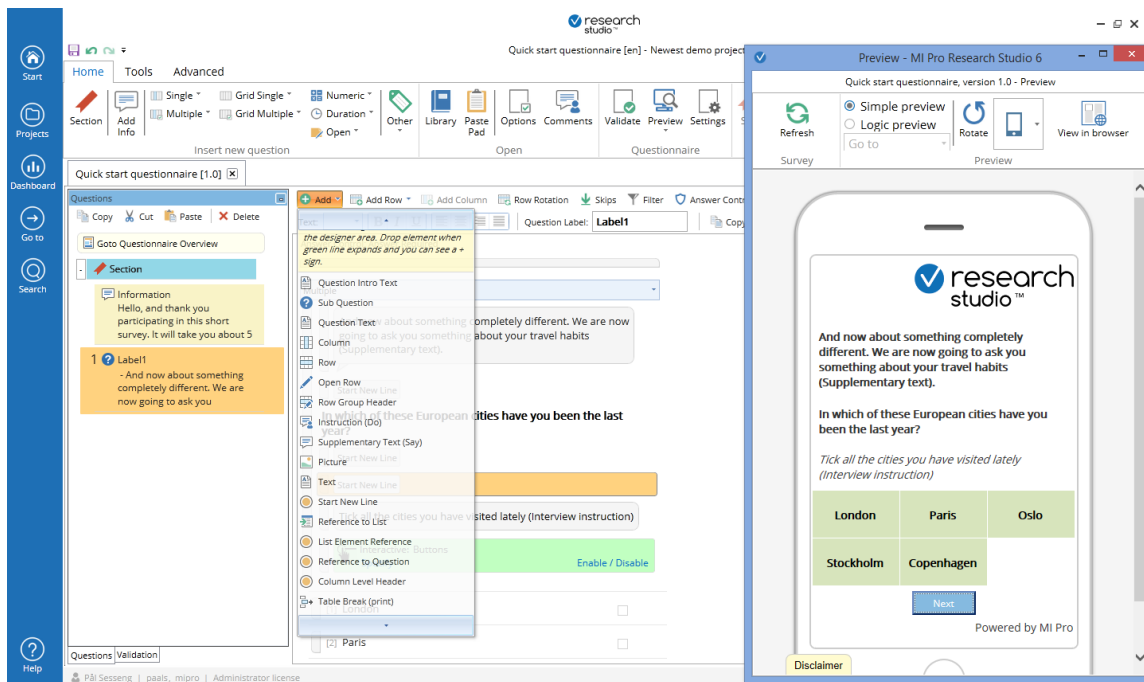


1. A quicker way to create exciting interactive questionnaires is to create the default library and modify these
2. From the Open menu → Select "Library"-button.
3. The included library appears on the right hand side
4. Specify the question you want (insert first/last/before/after current)
5. Change the question as you want it:
  - Change texts, copy or delete rows and columns
  - Change pictures (Double click on picture, upload to file manager. See chapter about "Specify your own logos and pictures")
6. Click specify. The control panel and preview appears
  - Change the interactivity settings as you want them. See for your self in the preview
7. For re-use
  - You may now save this question to your own library (From the tools tab → Add element to library)
  - Copy the question and paste as a new question



# Create a new question (4)

## Adding instructions, pictures and other elements



1. There is a long list of elements that can be added to a question.
  - You can search and read more about these in the manual, from the "help"-menu on top
2. In order to add one of the elements:
  - Click "Add" (The green icon)
  - Select and drag the wanted element into the designer area. Drop element when green line expands and you can see a +-sign
3. Some of these elements are more relevant than other:
  - Instruction (Do) : This is a guide to the respondent how to answer ("Select up to 5 answers")
  - Supplementary text (Say): This is extra in order to put the respondent in the correct mood ("And now we want to ask you about .....")
  - Graphic element = Picture (See explanation on "Specify your own logos and pictures".
    - To specify size, options etc. → Click for "options" in the icon-element
  - "Start new line" and "Text" (see explanation for on "Adding an first intro text")
  - "New row", "New column" and "open row" can be inserted from the bare just above the designer area



## Create a new open ended question

research studio™

Do you have any other comments?

Please answer here

Next

Powered by MI Pro

research studio™

Do you have any other comments?

Please answer here

Next

Powered by MI Pro

1. Sometimes you want to collect verbatims or other open ended answers and comments from your respondents.
2. From the "insert new question"-meny
  - Select open and add as many open rows as you want
3. Default value is that 1 open row has 1 line only (as seen on the left above). If you expect respondents to write more than just one or a few words, you want to modify this to a bigger window:
  - In the question designer → Select the open row so that it is coloured orange
  - From the "Open"-menu select Options → The Options and specifications window opens to the right
  - From the "Format Tab", specify number of "lines in open field". The above to the right has 5 lines. You may also specify the window size ("length of open field"). Simply specify number of characters (e.g. 60)
4. Regardless of the size of open window, Research Studio will collect all written text hence the sizing is for formatting purposes only.



# Create a new numeric question

## Range control and click ranking

The screenshot shows a mobile app interface for a numeric question. At the top is the Research Studio logo. Below it, the question text reads "In which year are you born?". There is a text input field labeled "Year" with a small cursor icon. Below the input field is a blue "Next" button. At the bottom right, it says "Powered by MI Pro".

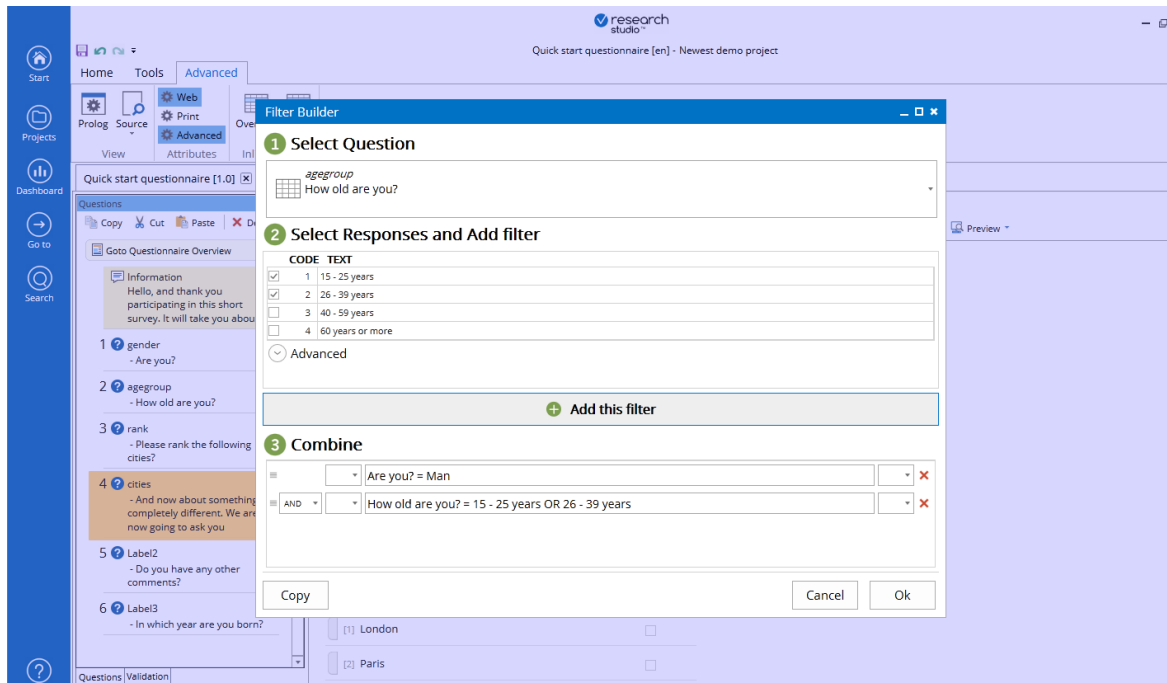
The screenshot shows a mobile app interface for a click ranking question. At the top is the Research Studio logo. Below it is a progress bar showing 50%. The question text reads "Please rank the following cities?". There is a list of five cities: London, Paris, Oslo, Stockholm, and Copenhagen. Each city has a small square icon to its left. The "London" and "Oslo" icons are green with white numbers "1" and "2" respectively. The "Paris", "Stockholm", and "Copenhagen" icons are white with grey borders. Below the list are two blue buttons: "Previous" and "Next". At the bottom right, it says "Powered by MI Pro".

1. Sometimes you want to collect numeric data. This has the benefit that you in the analysis stage can calculate average, sum and other statistical values.
2. To add a numeric question, from the Insert question menu:
  - Insert numeric → specify number of digits and number of fields (rows), e.g. 1 row, 4 digits (to collect year of birth)
3. From the answer control → Specify a range, i.e. what should be legal answers. In this case that can be from 1914:1999 (In 2014 that is 15-100 years old). All other answers will not be accepted
4. If you want to add a ranking question, do as in bullet 2 above, but add as many alternatives as you want to be ranked (in this case the 5 cities)
  - Specify the interactive question to be "Click ranking"
  - The question will now look as the one to the right, with very simple user interface to rank alternatives



# Insert logic into the questionnaire (1)

## Add a filter to a question

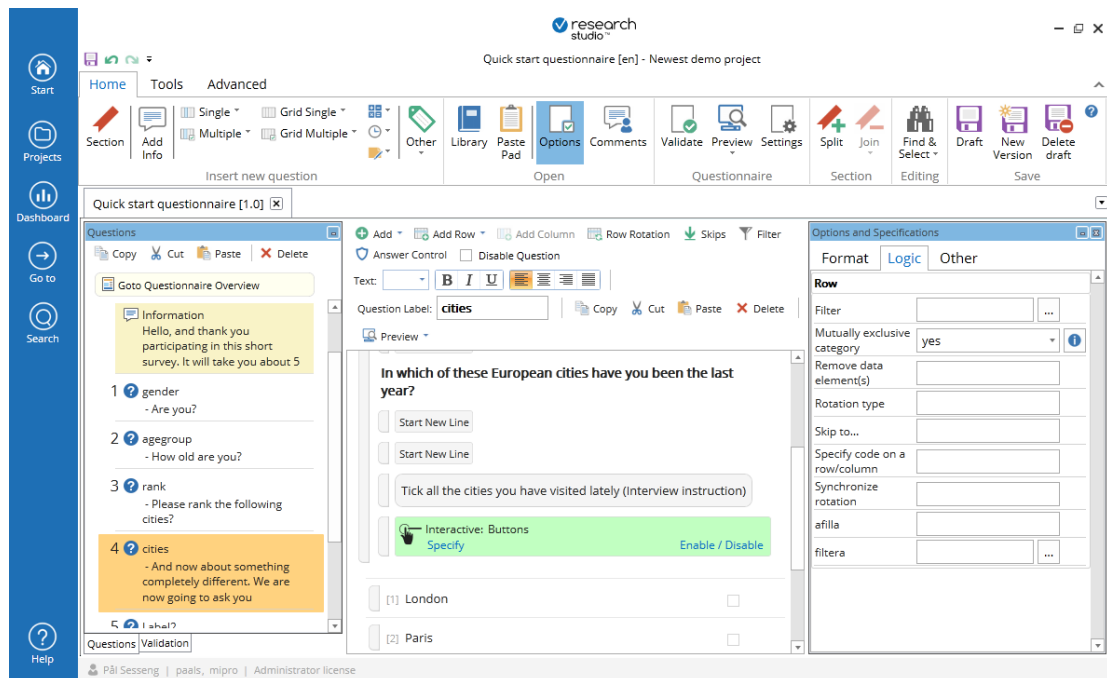


1. In the example above, we have three questions
  - Gender (Male/Female)
  - Age groups (4 age groups)
  - Cities
    - For some reason, we only want young males to answer this question.
2. If so, we apply a filter to the cities question
3. Note, Best practice: In order to create both meaningful logics AND having better overview in the Analysis stage, we encourage you to rename all questions.
  - You do this in the area tool bar above the designer area where it says "Question label". Enter a name (Must be one word only, A-Z and 0-9)
4. In the filter builder
  - a) Select question (from a list of all previous questions)
  - b) Select Categories that you want to apply
  - c) Click on the arrow "Copy to Expressions builder"
  - d) Add logical operator (AND/OR)
  - e) Repeat a – c to add as many logical expressions as you want
  - f) OK
5. A filter expression is shown in the question designer. You may now test the logic in preview



# Insert logic into the questionnaire (2)

## Add an exclusive value to a multiple choice question



1. Sometimes you want to add a single choice "None of these" or "Doesn't apply" to a multiple choice question, i.e. you should never be able to answer both "Visited Copenhagen" and "Visited None of these". In MI Pro this is called a "Mutually exclusive value"
2. Select the row that you want to be a single choice
3. From the "Open menu" → Options
4. From the "Logic tab" → Mutually exclusive value → Yes
5. From the preview (Non interactive shown above) you can see that this now has a single value



# Prepare for data collection

## Save, test and publish the questionnaire

The screenshot shows the MI Pro interface. At the top, there is a navigation bar with icons for 'Publish', 'Test survey', 'Topline', 'Open Scan/Pdf', and 'Det'. Below this, there are buttons for 'Generate Web preview link' and 'Generate Word preview'. A red box labeled '1' highlights the 'Test survey' button. Below the navigation bar, there is a question: 'Please rank the following cities?'. The question has five radio button options: '1 London', 'Paris', '2 Oslo', '3 Stockholm', and 'Copenhagen'. A red box labeled '2' highlights the 'Comments' icon in the left sidebar. Below the 'Comments' icon, there is a 'Comments - Question' dialog box. The dialog box contains a text area with the message: 'There is an error trying to answer this question'. To the right of the text area, there is a 'Name' field with the value 'Consultant' and a text area with the value 'I will fix this'. Below the text area, there is an 'Add' button. The dialog box has a 'close' button in the bottom right corner.

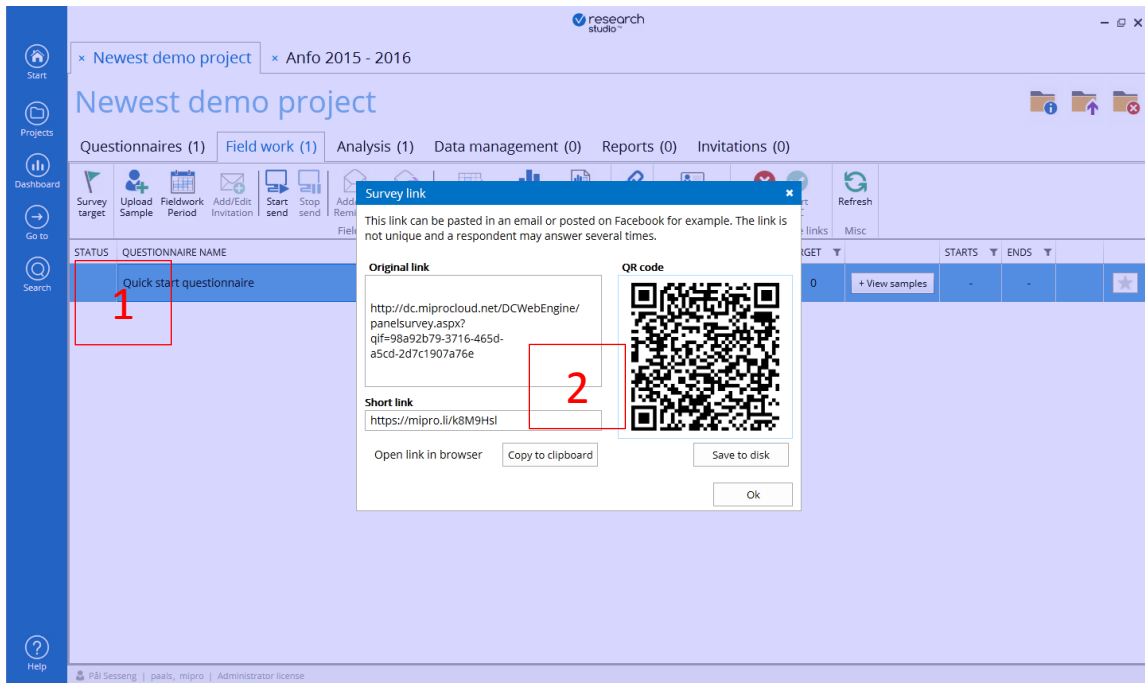
1. When you are finished with the questionnaire design, you may test the questionnaire.
2. From the project page you can select "Generate Web preview link" (1). This link you may send out to your stakeholders.
  - Remember that before you send out an external test link, you need to save as a new version. The external link will always show the latest, saved version.
3. Note from the picture above that your stakeholders may comment on the preview (2). This you may later see as a discussion thread in the designer (selecting the comments icon)
4. When you are finished with your questionnaire, you can prepare it for data collection. Click "Publish".
  - The system will now generate a new major version of your questionnaire (Version 2.0, 3.0 etc. depending on how many times you have published before)
  - The questionnaire is now on the data collection servers and ready for real interviews.





## Field work (1)

Specify target, field work period and upload a sample



1. When you have published your questionnaire, you can move to the Fieldwork tab.
2. Select the questionnaire, and follow through the steps from left to right (1):
  - Survey target (Optional): Specify the number of interviews you want to achieve. Used for statistics only (dashboard etc.)
  - Upload sample (Excel or .csv file): The excel file must contain the sample variable name in the first row. The variable name must be one word. Use the letters A-Z and numbers 0-9 only. The sample will be checked for duplicates and illegal email addresses.
  - Specify fieldwork period (start date/time and end date/time)
3. Note: If you only want an open link, i.e. something you want to share on social media etc., you can click the "survey link" button.
  - Here you have the full link, the short link and the QR-code. All these will start the same interview; it's your choice what to select (2)



## Field work (2)

Write an invitation, prepare a reminder, start sending

**Add email invitation**

Sender information

Name: MI Pro Surveys \* E.G John Smith

Email address: support@mipro.net \* E.G john.smith@example.com

Subject: Survey about European cities \*

Start sending: Please select start date ☒ Start sending when Fieldwork begins

Attributes

DOUBLE-CLICK TO INSERT

SurveyLink

SurveyLink shorturl

SurveyLink urlonly

SurveyLink linktext="Click here"

name

email

Email editor: ☒ Use WYSIWYG editor ☐ Use HTML editor ☐ Use plain text editor

WYSIWYG Editor HTML Editor Plain text editor

Home Insert Table

Verdana 12

Cut Copy Paste Clipboard

Font Paragraph Editing & Proofing

Find/Replace

Enable Spell Check

Find Next Error

Hi [name]

Welcome to this survey. This is about European cities and travel in general.

You may start the survey by [SurveyLink linktext="clicking here"]

If the link above does not work, please copy this entire link into your browser.

[SurveyLink shorturl urlonly]

Test mail address: support@mipro.net Send test mail

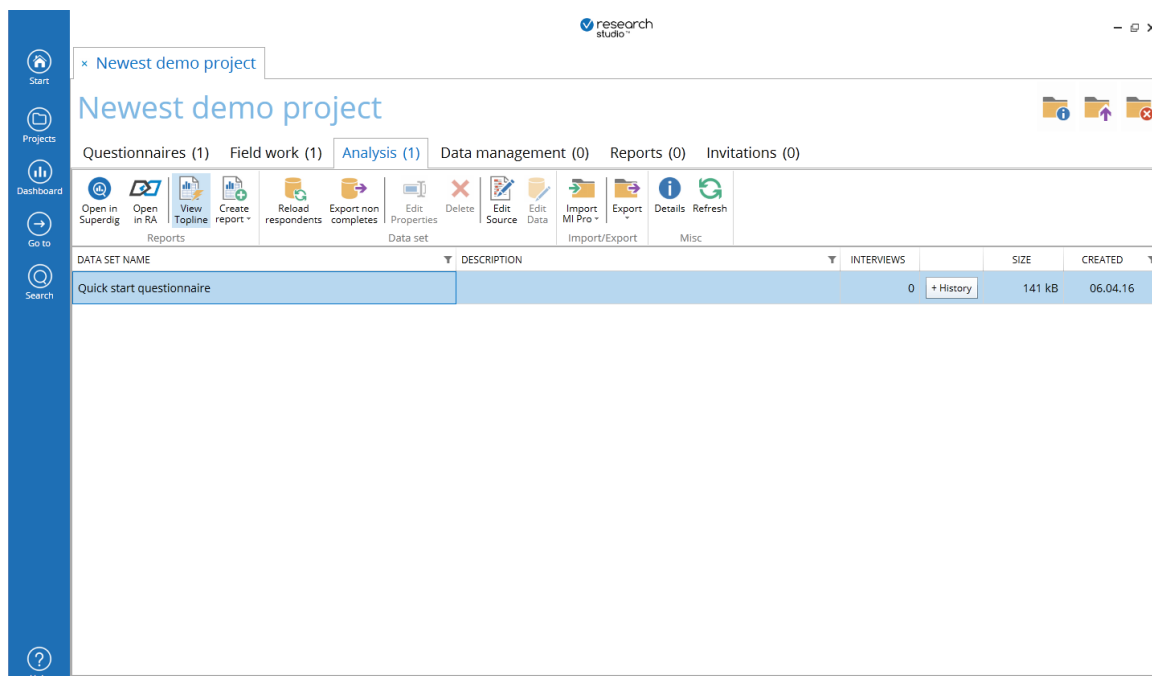
Save and exit Cancel

1. Add invitation
  - Specify sender name, sender email address, Subject.
  - Specify your personal message, and send a test mail to yourself.
  - Save and close
2. Start send: The system will now check all you settings in a launch control. If OK – the invitations will be sent out and fieldwork will start
3. If you also want to prepare for a reminder mail, you may do this the same way: Click "Add / Edit" reminder
  - A copy of the invitation mail will occur. Modify
  - Specify the time when you want the reminder to be sent out or have "Force" ticked. If Force remains ticked, the reminder will only be sent when you click "Force reminder"
4. Clicking the "Fieldwork" button will show you the progress of the data collection:
  - Number of completes, number of active (started but not finished), sample size etc.



## Analysis (1)

Check top line results and export open ended questions, verbatims

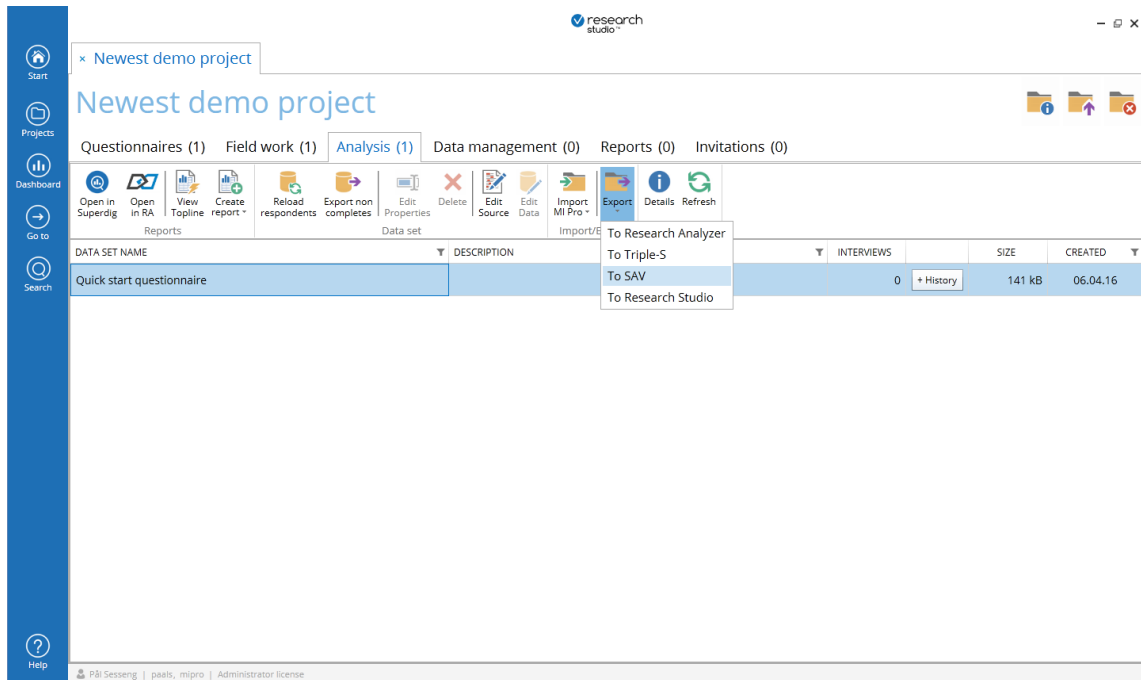


1. When data starts coming in, you may then switch to the Analysis tab.
  - The number of interviews you see are those finished.
  - Click the "refresh" button to update the number of incoming interviews
2. To see the topline results from the survey, simply click "TopLine"
  - Click your way through the questionnaire to see the results
  - Select from "Select table values" which one you want to see in the topline report
3. If you want to look at the open-ended questions, from the topline window, click "view open answers". You may then click your way through.
  - Click the "Export" button at the bottom to get all open answers into an excel file



## Analysis (2)

Export data to other formats, import from native Research Studio / Research Analyzer formats

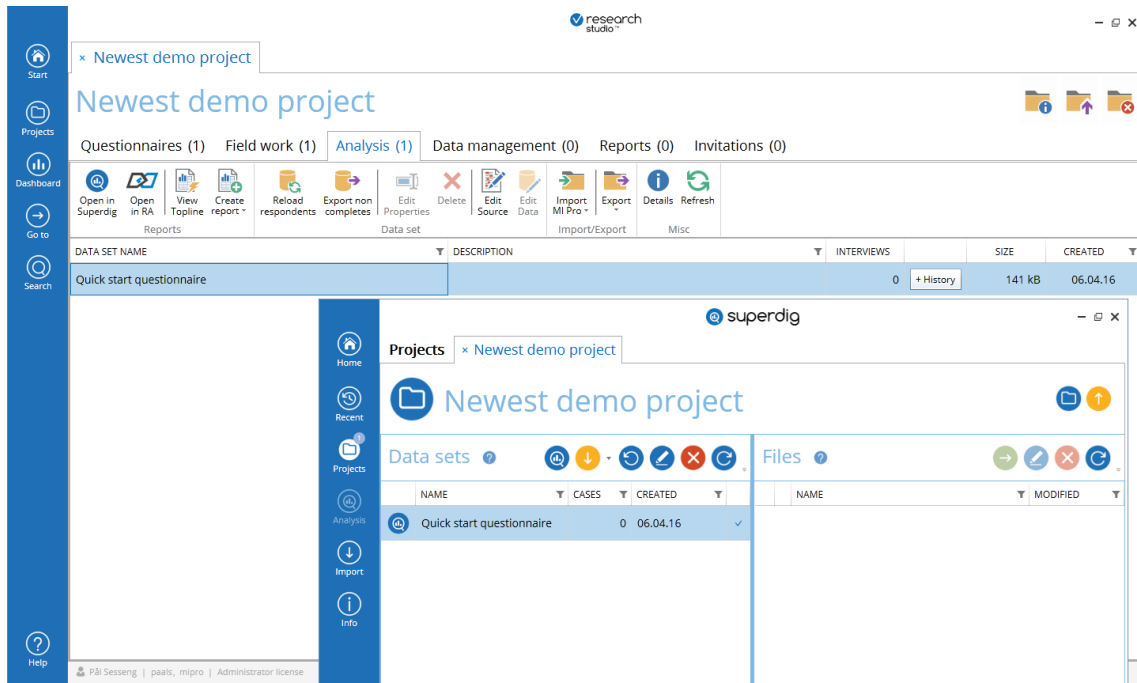


1. If you want to export the data to other formats, you may simply do this by clicking the "Export" button from the Analysis tab. Research Studio exports to the following formats:
  - SPSS .sav file
  - Triple-S (Data in .csv / Excel format, meta data in xml-format)
  - Native Research Analyzer / Research Studio formats
2. Simply select wanted format and export the data to your preferred data folder. Data together with documentation will now be available from this folder on your PC
3. To import from a native MI Pro format, simply click the "Import MI Pro" button, and specify the file on your computer. The data set will now appear on the project from where you import
4. To import from other formats, please use the "Research Wizard"; this is explained in the "Research Analyzer quick start guide"
  - This can import from Excel, SPSS or Triple-S



# Analysis (3)

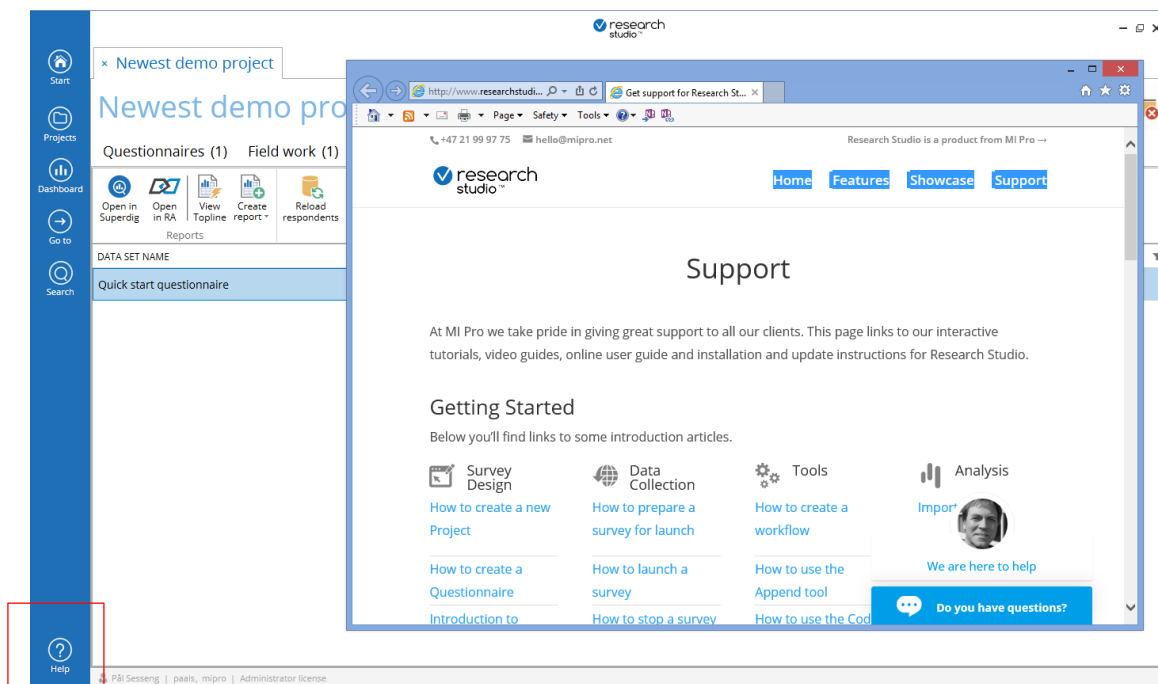
## Open for analysis in Superdig



1. If you haven't got Superdig already installed: go to <http://www.Superdig.net/rs6> and follow the instructions
2. If you have Superdig installed, the application can perform basic analysis in a very simple and user friendly way:
  - Cross tables
  - PowerPoint graphics
  - TopLine report
  - Dig analysis.
3. Your data from your survey will seamlessly be available from Superdig by clicking the big "Open in Superdig"-button
  - For Superdig instructions and to download the Quick start guide, you can download from the help menu.



## More help?



1. For further help and information, we recommend to use the interactive help-menu. You will find this on the top of the screen

Good luck!

The MI Pro team