Project Look and Qualtrics Integration

Quick Start Guide

1.0 Introduction

This documentation will provide you with the necessary steps to integrate Project Look to Qualtrics so that you may create your surveys within Qualtrics and easily incorporate video emotion analytics as part of your experiments. Currently you must enter some of the Project Look data manually into Qualtrics, however we are looking to automate this in the future. This manual will be updated with the feature releases accordingly in those cases.

This documentation is not a quick guide or user guide for Qualtrics or Project Look. The User Guide for Qualtrics can be found on their website at www.qualtrics.com/support/ and the user guide for Project Look can be found on Kairos' website at www.kairos.com/project-look-guide. This documentation will also not assist you in the creation of a project in Qualtrics, that information can be found on their webiste at www.qualtrics.com/support/.

For answers or questions about the information provided in this documentation please email support@kairos.com.

1.1 Requirements

Before creating your survey in Project Look you must have an account on Qualtrics. If you do not already have an account on Qualtrics, please see more information on their website at https://www.qualtrics.com/support/. You also must already have a project created in Project Look, as you will be using that public URL link inside of Qualtrics.

2.0 Integrating Project Look into Qualtrics

Before starting, please ensure that you have created a project in Project Look as you will need your survey public URL link to complete this integration process.

Step 1: Navigate to Qualtrics and **login** to your account.

Step 2: Click **+CreateProject**

Step 3: Name your project, this can be any name you want to use to associate the project to the survey.

Step 4: Navigate to your Project Look dashboard, locate your project, and **copy the survey link**.

Step 5: Click **Look & Feel**

Step 6: Click the **Advanced Tab**

Step 7: Add this CSS link, `https://media.kairos.com/externals/qualtrics.css` in the External CSS field. Then click **Save**.

Step 8: Click the **Survey Flow** button

Step 9: Click the **Add a New Element Here** button

Step 10: Click inside the **Embedded Data** field box.

Step 11: Name the field name. The field name can be named anything but whatever the name is, it must stay consistent throughout the survey. For this example we will name it *projectLookURL*. The field name is also CASE SENSITIVE so if you use all caps or mixed caps and lowercase it must stay consistent.

Step 12: You have now created a new field. The next step is to **add the Project Look URL** to the field, do this by clicking the **Set a Value Now** link.

*Please reference the Project Look Documentation on how to create a URL from Project Look. The URL is also CASE SENSITIVE so if you use all caps or mixed caps and lowercase it must stay consistent.

TIP: You can also add *&thankyou=0* to the Project Look URL to automatically shut off the Thank You page that will appear at the end of your survey. In the future we hope to have this automated, so stay tuned!

Step 13: Using the **Move Tool**, move the Data Set box above the Default Box. This is not necessary but will help you in the future in case you chose to replicate the fields with another project.

Step 14: Click **Add Below**

Step 15: Click **Web Service** and add this reporting link, `http://reporting.qualtrics.com/projects/randomNumGen.php` to the **Web Service URL.** Once added then click **Test URL,** and then the green **Add Embedded Data** button.
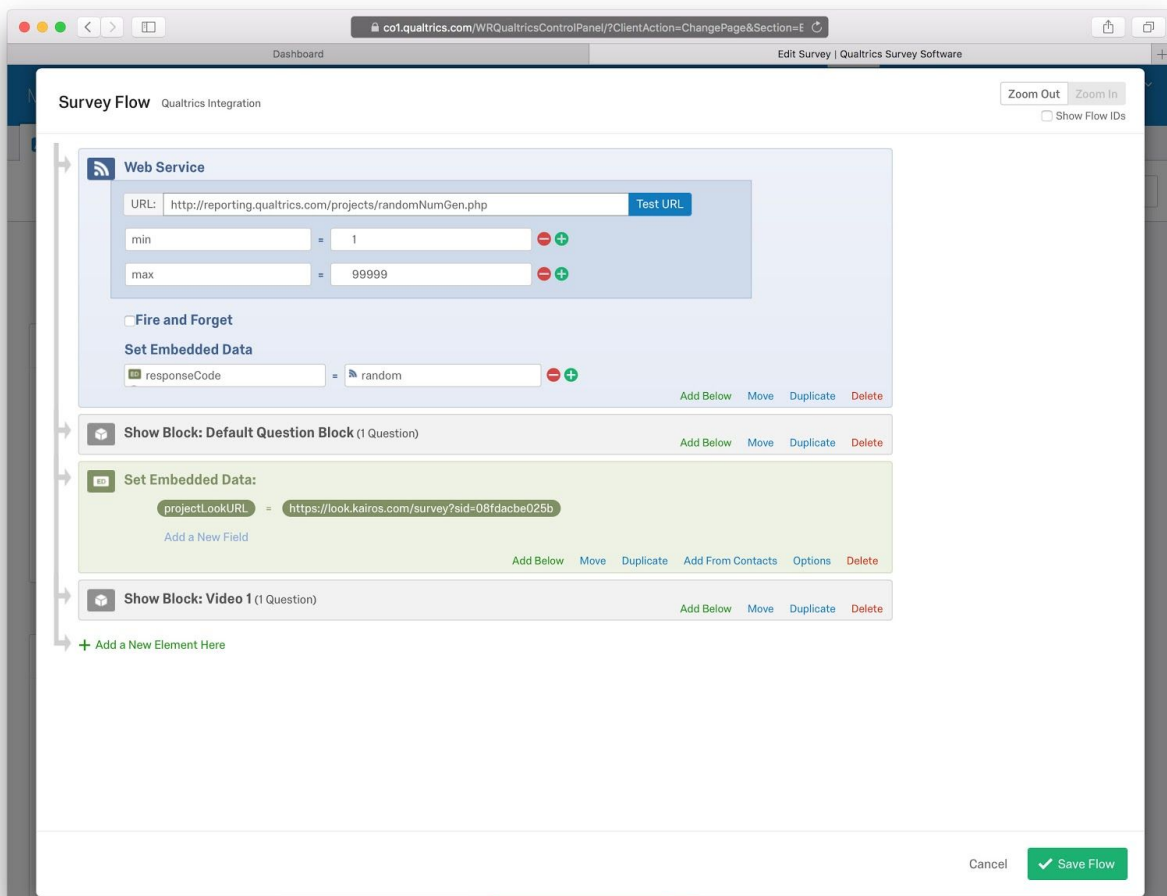
2.1 Adding a Response Code

A response code helps you figure out the specific person who took your survey at a specific date and time. This will help you better understand your findings as you can pin point data sets.

Step 1: Click the **Add Parameter** button and type **min**. For this example we set min value to **1**.

Step 2: Click the + button and type in **max**. For this example we set max to **99999**.

Step 3: Click **Add Embedded Data**

Step 4: Name the field. It can be named anything but it must be consistent going forward. For this example we will name it *responseCode*.

Step 5: In the Wifi Logo field type in "random". **This step can not be skipped.**

Step 6: Using the **Move Tool**, move the web service box above the set embedded data box.

Step 7: Click the green **Save Flow** button.

2.2 Adding the Video Block

To complete the integration, the video block must be added by changing the default.

Step 1: Click **Add Block.** This is where you'll put your Project Look video. We recommended having each Project Look video you want to use in a separate block.

**Step 2:** Next to the 'Create a New Question' button there is a **green drop down arrow.** Click that arrow.

Step 3: Hover cursor over the white arrow on the **Descriptive Text** button and select the **Rich Text** option from the drop down menu.

Step 4: Click **within the text field** and then click the **HTML View** button.

Step 5: Copy the code that you have created below, or at another time, and **paste** into the text box.

```
<iframe
src="${e://Field/projectLookURL}&amp;tid=${e://Field/responseCode}"
frameborder="0" marginheight="0" marginwidth="0" width="100%"
height="100%" scrolling="no" allowfullscreen></iframe>
```

TIP: You may wish to change the name of your video block to help you differentiate it from other video blocks you use. Also, don't worry about the **"Not Found"** message in your video block, this is normal.
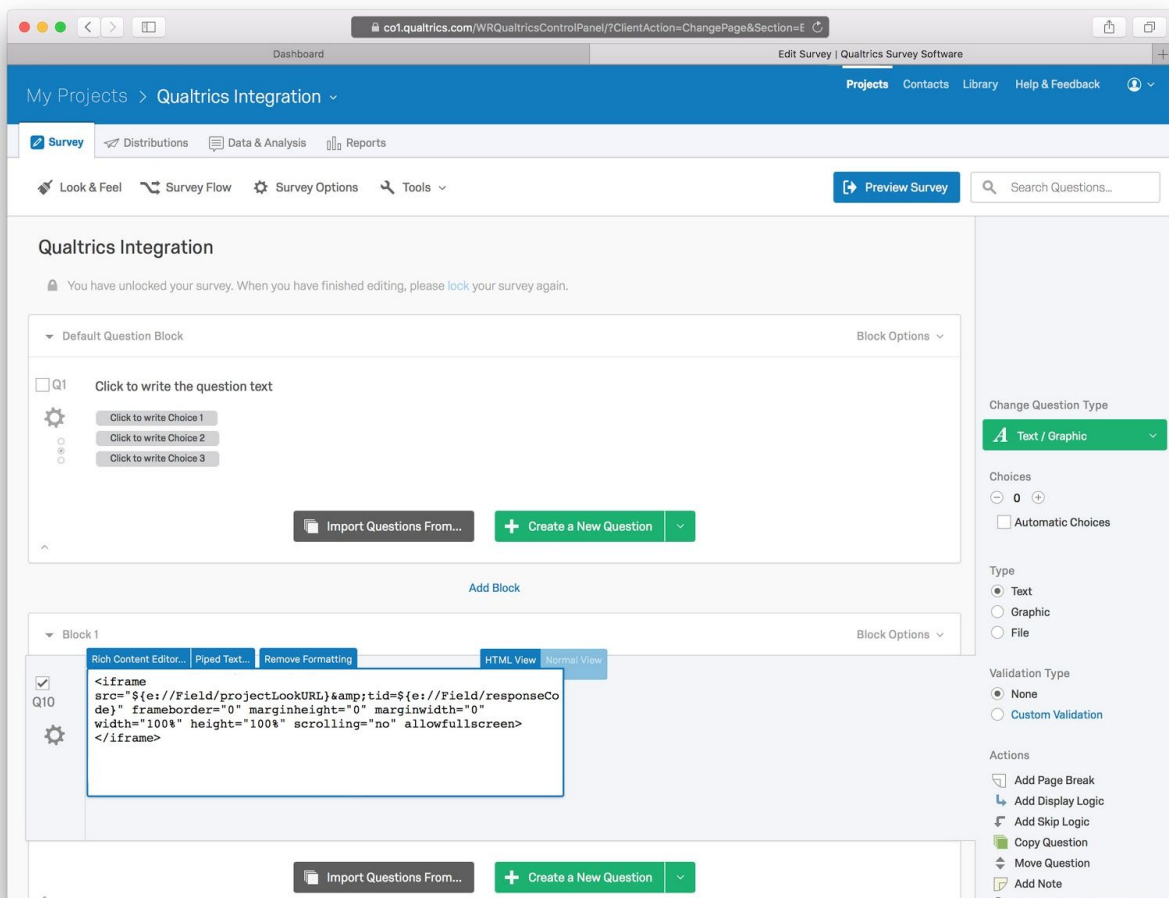
Step 6: Click on the **Advanced Question Options** button (it's the little cog wheel icon on the left of the block) and choose '**Add Javascript**'. Select everything inside the text editor and delete it. Now, copy and paste the following code inside the text editor:

```
jQuery.getScript("https://media.kairos.com/externals/qualtrics.js");
```

Click **Save**.

Step 7: You can now continue to add more video blocks (see section 3.0 below), more question blocks or finish and distribute your survey.

3.0 Replicating the Code

The code that you have just created can be replicated by copying and pasting it into the correct boxes. By doing this you will save yourself time and effort when you need to link additional Project Look projects to Qualtrics.

When duplicating the code there are very few things that need to be changed. You may change the name of the project, which will help you separate different projects from one another, and you must change the URL. The steps below explain how you can duplicate your code and then change the URL.

To change the URL...

Step 7: Click the **Survey Flow**
Step 8: Click **duplicate** to duplicate the set embedded data.
Step 9: Change the **URL** to the new **Project URL.**