

Getting Started with Digital Diaries

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Project Navigation

- The navigation bar is located on the left and displays options to manage your project.

Snack Attack Overview

What's new and completion stats. Learn more

What's new

Snack Moments Diary

Kristin 7 days ago

3 0 0

Snack Moments Diary

Kristin 14 days ago

0 0 0

Snack Moments Diary

Kristin 14 days ago

0 0 0

Completion

Completion by: Activity Show me: Everything

Activity	Completion	Response Rate
Hello and Welcome!	20 / 99	20%
Snack Stash	11 / 101	11%
Photo of Meal	7 / 97	7%
Snack Moments Diary	56 / 99	57%

Click here to collapse navigation bar

Overview and Messages

- The project Overview page shows you what's happening with your project and allows you to exchange messages with participants.

Overview
What's new and completion stats. [Learn more](#)

What's new

Most recent participant responses. Click on a tile to view the whole response.

Send and receive messages to and from participants here.

Messages
[View all](#) [Compose](#)

From Subject Sent

Completion [Publish](#)

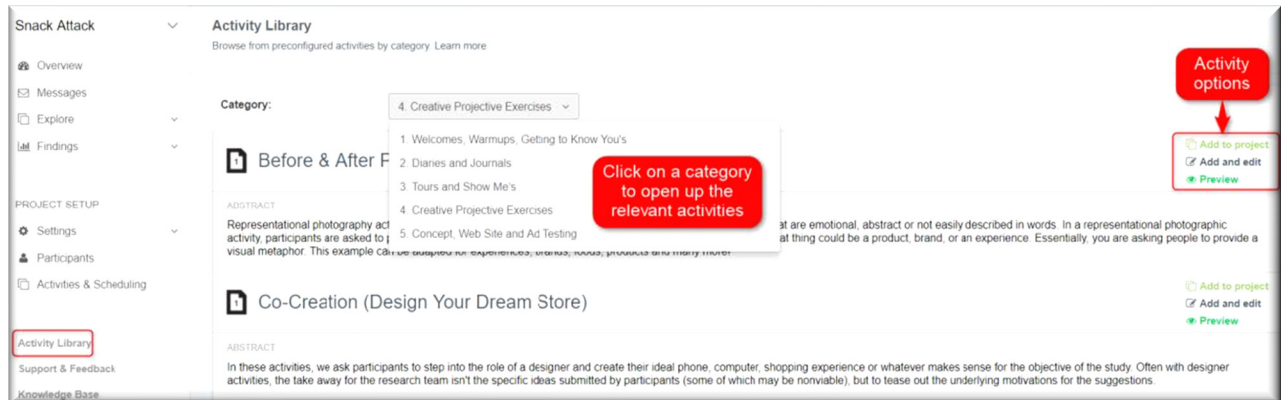
Completion by: Show me:

Activity	Completion	Response Rate
Hello and Welcome!	20	20%
Snack Stash	11	11%
Photo of Meal	7	7%
Snack Moments Diary	56	57%

View completion and response rates by activity and participant.

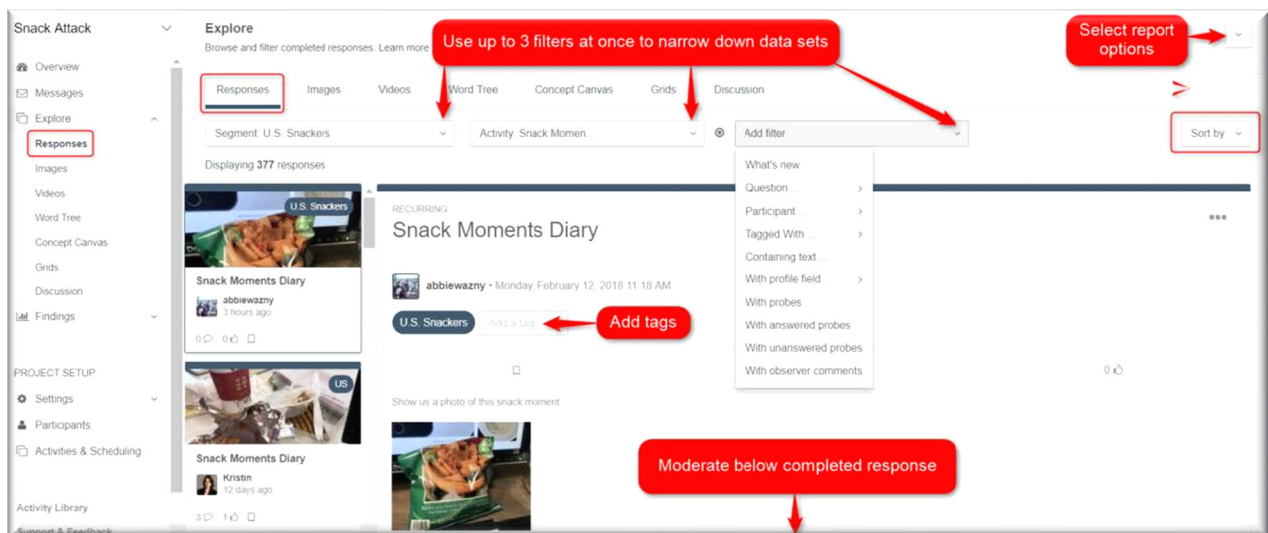
Activity Library (Sample Activities)

- Click on Activity Library to preview, edit and add expertly crafted activities to your project.

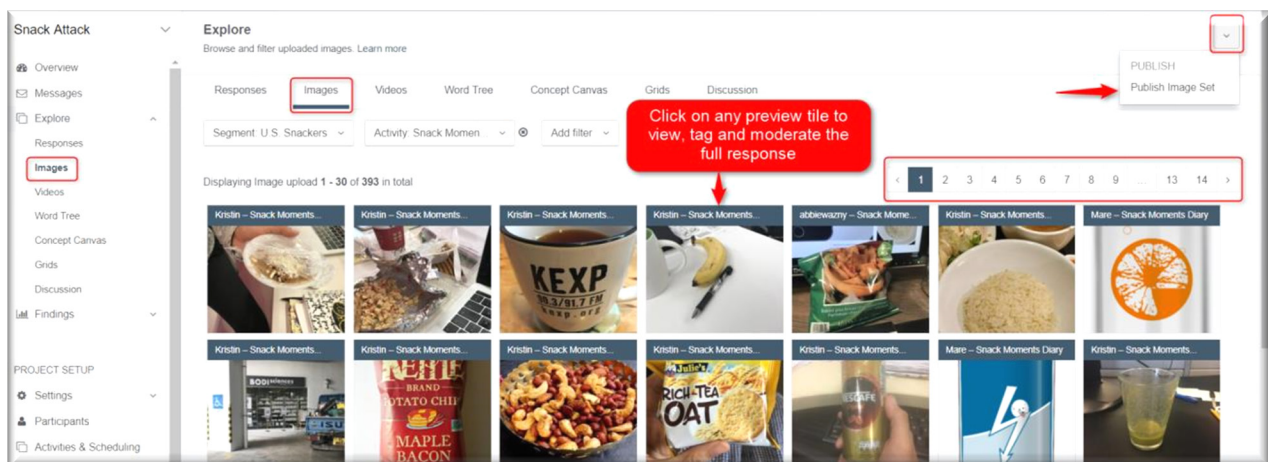


Viewing, Moderating, & Analyzing the Data (Explore)

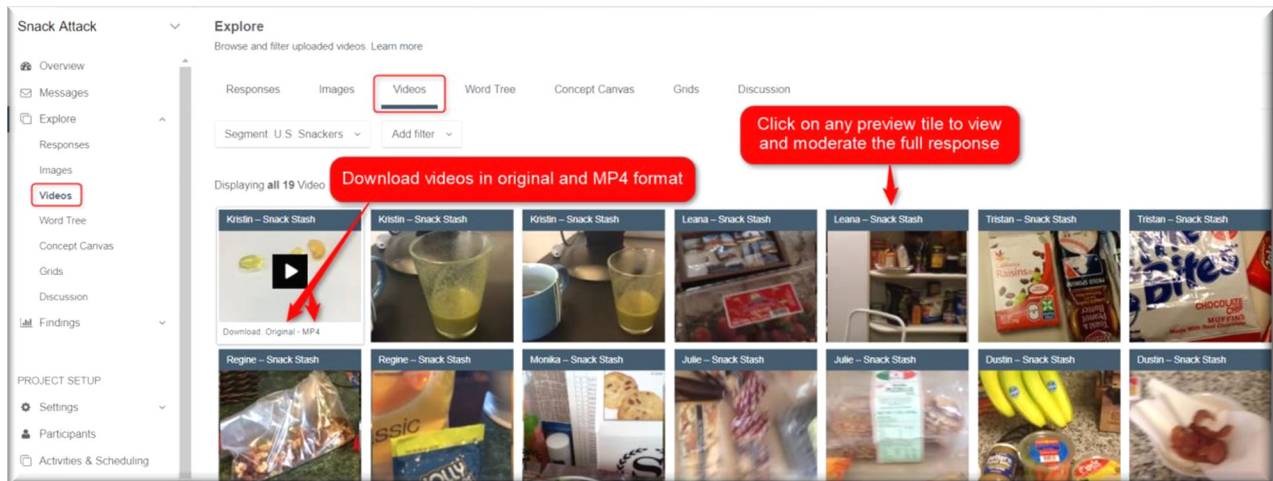
- **Responses:** Once a project is launched, the data will appear in the Explore section in real time as it's submitted by participants. Click on Responses to view the data from both web and mobile app activities, and to communicate with participants and observers.



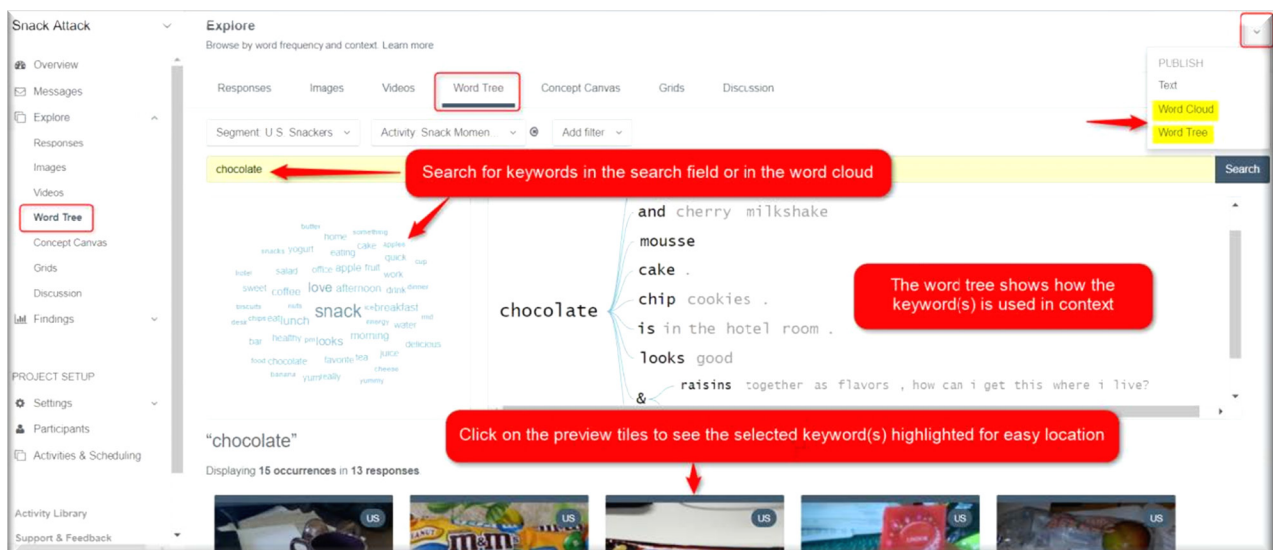
- **Images:** Click on Images to see visual trends in both web and mobile app activities, and to publish zip files of the images.



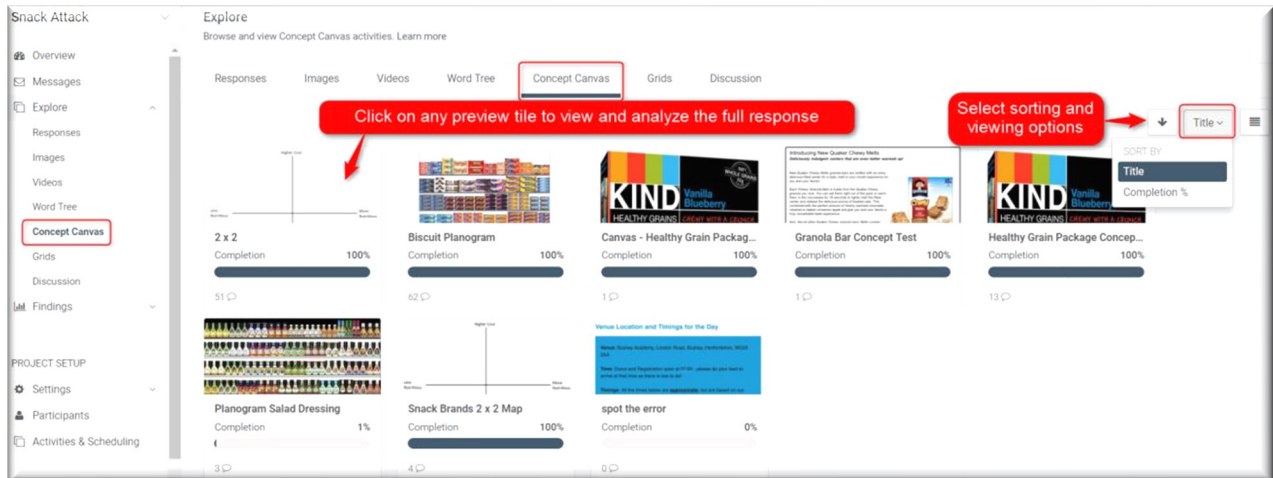
- **Videos:** Click on Videos to view, moderate and download videos collected in both web and mobile app activities.



- **Word Tree (Text Analysis):** Click on Word Tree to quickly search for and analyze the rich textual data collected in both web and mobile app activities. The word clouds and word trees can be downloaded to include in reports.

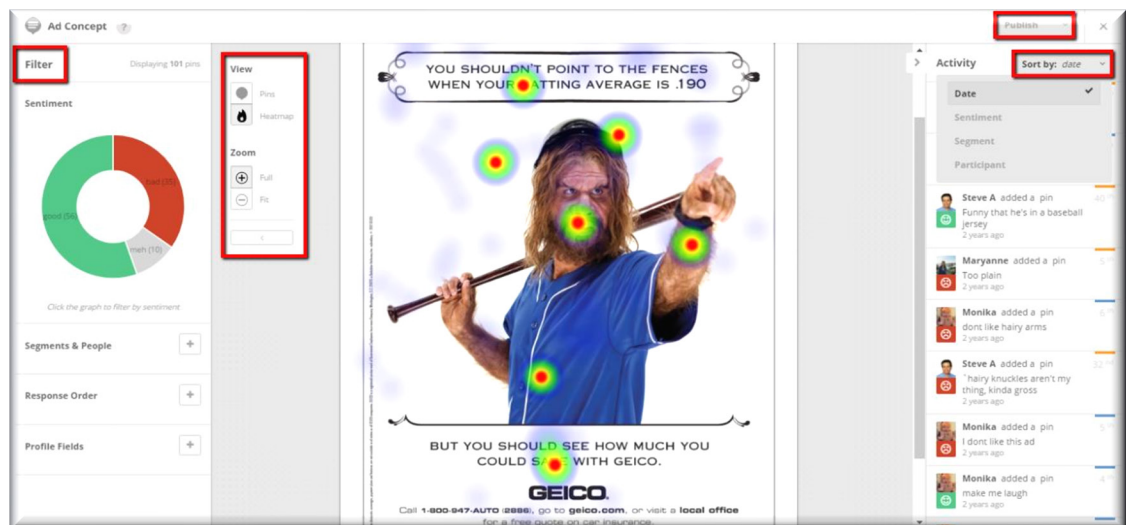


- **Concept Canvas (interactive stimuli activities):** Click on Concept Canvas to display a gallery of preview tiles for a project's Concept Canvas activities (add-on to a standard project).

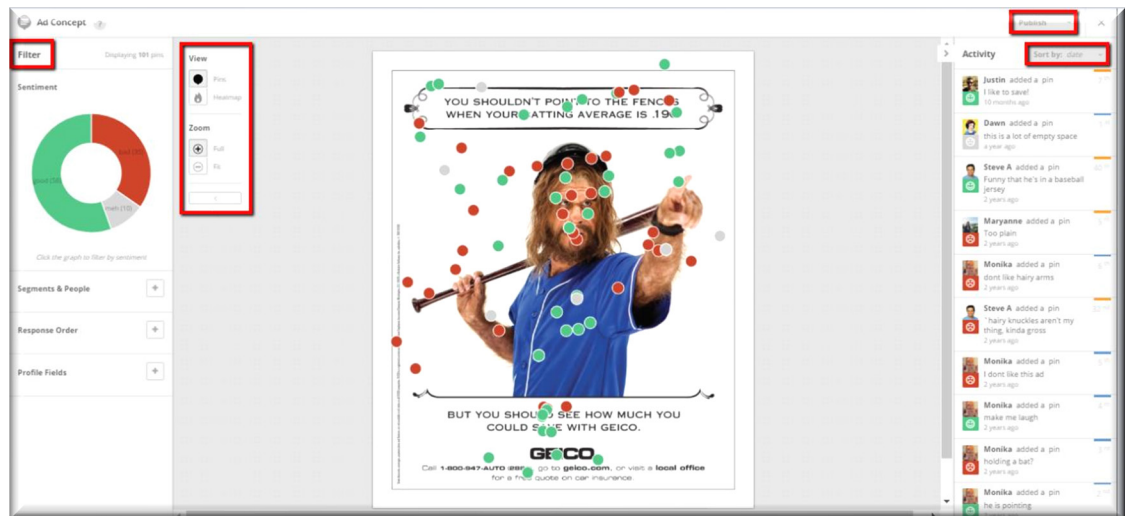


- After clicking on a Concept Canvas preview tile, select from filter, view & sort by options. Publish heat map and pin map images, and Excel reports with the images embedded.

■ Heat Map Example:



■ Pin Map Example:



- **Grids:** Click on Grids to find the tallies to any single choice and multiple-choice questions asked over the course of your project. Publish the grids and then access them in the Findings > Reports section.

Snack Attack

Explore
View and download activity grids. Learn more

Responses Images Videos Word Tree Concept Canvas **Grids** Discussion

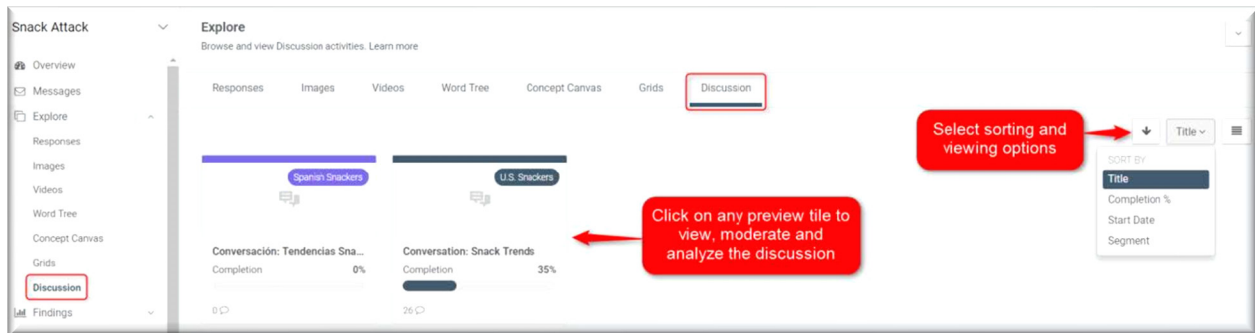
Snack Moments Diary

Why did you eat this snack? (select all that apply)

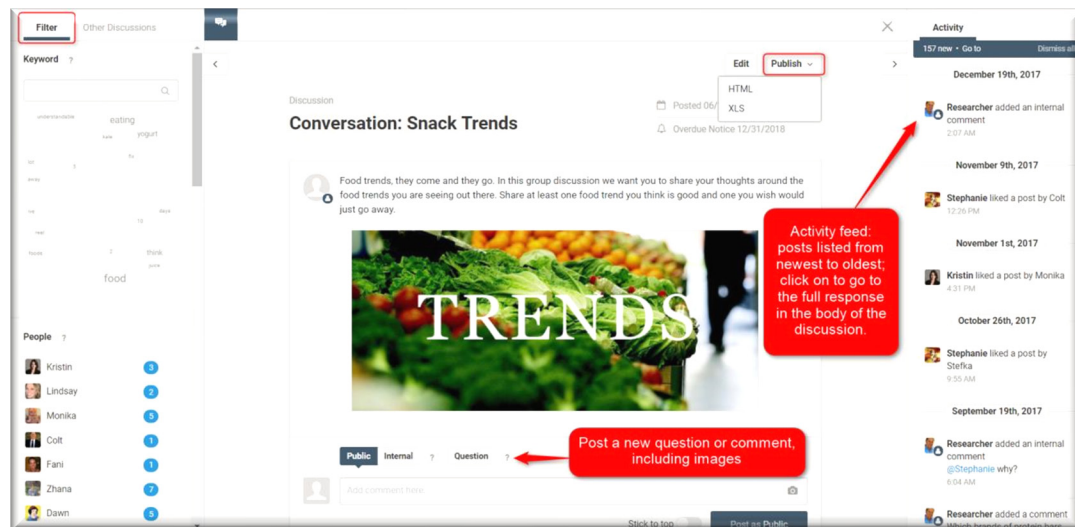
Segment	Hold me over until my next meal	Need a salty fix	Need a sweet fix	Part of my daily routine	Need some energy	Pre-exercise fuel	Post-exercise recharge
U.S. Snackers	161	61	111	116	119	18	14
Spanish Snackers	3	3	10	5	10	1	0
Total	164	64	121	121	129	19	14

PROJECT SETUP

- **Discussion:** Click on Discussion to display a gallery of preview tiles for a project's discussion activities.

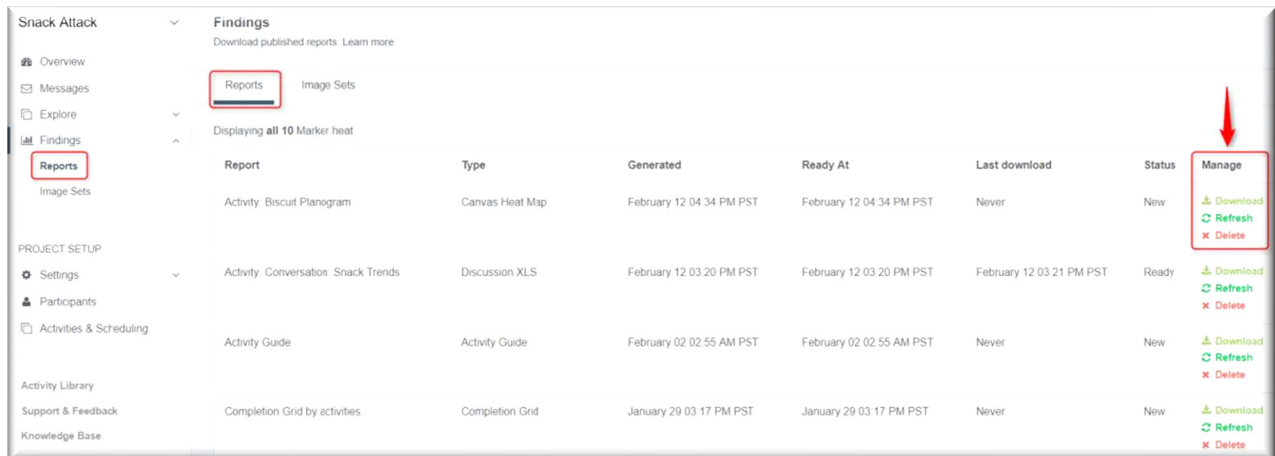


- After clicking on a discussion preview tile, select filters, post new questions & comments, and quickly navigate responses using the Activity feed. Outputs include Excel with images.



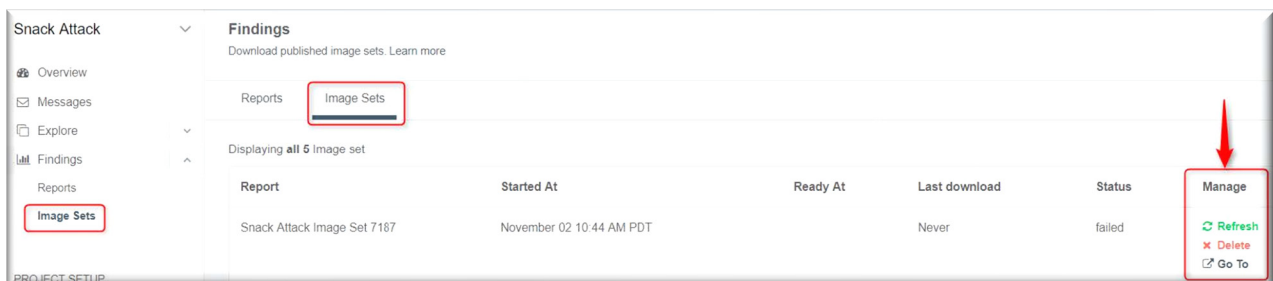
Getting Data Out of the System

- **Reports:** Click on Reports in the Findings section to access all text, Excel and image reports published in the Explore area. Refresh and download reports under the “Manage Column” both during and after fielding.



Report	Type	Generated	Ready At	Last download	Status	Manage
Activity: Biscuit Planogram	Canvas Heat Map	February 12 04:34 PM PST	February 12 04:34 PM PST	Never	New	Download Refresh Delete
Activity: Conversation: Snack Trends	Discussion XLS	February 12 03:20 PM PST	February 12 03:20 PM PST	February 12 03:21 PM PST	Ready	Download Refresh Delete
Activity Guide	Activity Guide	February 02 02:55 AM PST	February 02 02:55 AM PST	Never	New	Download Refresh Delete
Completion Grid by activities	Completion Grid	January 29 03:17 PM PST	January 29 03:17 PM PST	Never	New	Download Refresh Delete

- **Image Sets:** Click on Image Sets to access the zip files of images created in the Explore > Images section. Refresh and download the image sets in the “Manage Column” both during and after fielding.



Report	Started At	Ready At	Last download	Status	Manage
Snack Attack Image Set 7187	November 02 10:44 AM PDT		Never	failed	Refresh Delete Go To

Summary

- In your project, click on the [Knowledge Base](#) link in the navigation bar for a searchable database of articles, FAQs, and step-by-step instructions.
- E-mail the [Qual Customer Success Managers](#) team if you need more one-on-one assistance.

We are committed to ensuring the Digital Diaries digital immersive research platform meets your needs, so please don't hesitate to let us know if you have any questions.