



AvidIntelliTM

PRODUCT MANUAL

Product by  **avidest**
TECHNOLOGIES





AvidIntelli™

A DIY Online Survey creation tool for developing creative surveys with multiple question types, logics including image/video-based questions coupled with ease of questionnaire customization and real-time survey status tracking, data collection, and results.





Other Products

AvidHub™

A management tool which enables to choose customer set based on attributes and exchange insights globally, with an ease of managing and engaging members via social behaviour tracker, omni-channels and programs coupled with incentive.

AvidViews™

A Next-Gen online research suite for creating a live video/audio calls with in-call polls/questions and auto-recording and transcription, coupled with sentiment analysis using facial coding, heat mapping via eye-tracking, sharing real-time media for data collection and results.

AvidCircle™

An online community tool for building a brand network by profiling individual, tracking activities, managing queries and accounts and engaging members with surveys, group discussion, and polls coupled with image/video for maintaining an active and healthy environment in the group.

Me-Grow™ For Business Success

Me-Grow is a B2B software-as-a-service (SAAS) product by Avidest Technologies. Aimed at helping businesses grow of all sizes and sectors, unorganized to organized, niche to mass, Me-Grow provides the power to understand customers & competition better. It is a feature-loaded & easy-to-use product with cutting-edge AI technologies to help businesses make smarter predictions and act accordingly. In the longer run, the product is aimed at providing holistic growth and increasing revenue for its subscribers.



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1. Getting Started with AvidIntelli

AvidIntelli is a platform which is helping to enhance & enrich the overall experience of researchers across the globe.

With its Panel capabilities and DIY Survey Programming module, it allows you to create surveys in simple steps and launch with various options. This tool allows you to share the survey link with your audience/stakeholders and also allows you to choose an audience from its large pool of proprietary panels.

1.1. How do I subscribe to AvidIntelli?

Click here <https://www.avidestal.com/contact> to subscribe to the product.

1.2. What are the plans available for subscriptions?/How much AvidIntelli costs?

AvidIntelli has three different subscription plans - a Basic plan, a Standard plan and a Custom plan. You can choose your plans on the basis of your requirement/project need.

Basic plan – Suitable if you are looking for one-time usage. The basic plan comes with 2000 survey complete responses/month.

Standard plan – Suitable if you are looking for moderate usage. The standard plan comes with 5000 survey complete responses/month.

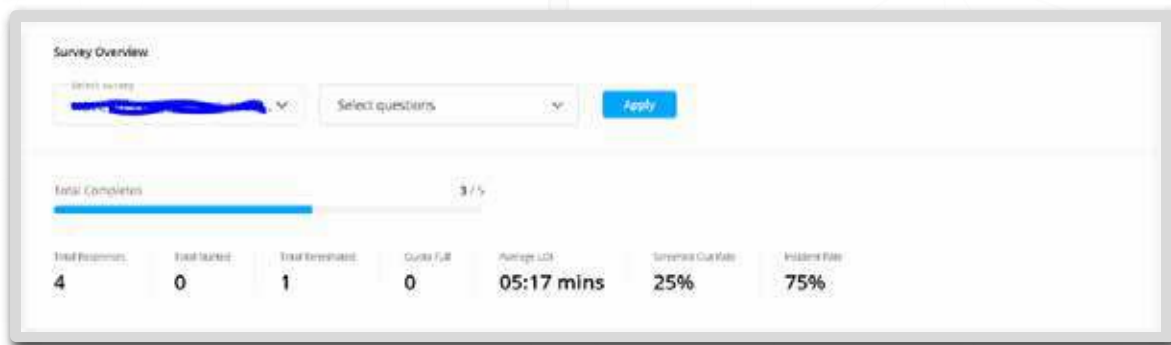
Custom plan – Suitable if you are looking for heavy usage. You can go with a custom plan where you can make custom selections for complete responses/month/year on the basis of your requirement.

For plans, pricing & feature details, visit [AvidIntelli Subscriptions](#).

2. Dashboard

The dashboard will give you a quick overview of recent surveys without visiting the analyze page. You can monitor the latest surveys via the dashboard.

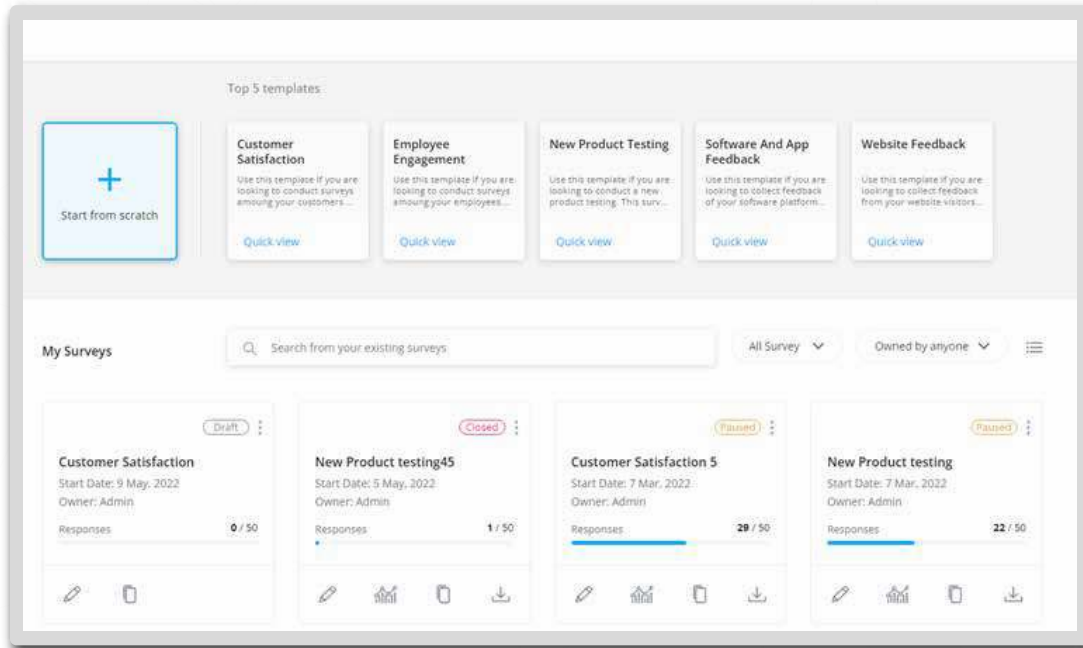
Survey overview – In this section, you can see the latest active survey overview by default. You can also select the different survey which is active if required and see a quick overview accordingly. Under overview:










- You can see the total completes, total responses, total started, total terminate, quota full, average LOI, screen out rate, incident rate for a particular survey.
- You can also select max 5 questions and see the quick results for the selected survey.

Recent survey list – Here, you can see the 5 most recent surveys along with the status of the survey and action items to edit/pause/close/delete/view etc.

3. My Surveys



You can see all the surveys which are in draft, paused, active and closed status from this page. You can also see ready/predefined survey templates which can be used directly to create surveys quickly.

- If you want to choose any predefined survey template and create a survey, just click on the “Quick view” button where you can preview the number of questions included in the template.
- To use the template, click on “Use this template” on the pop-up.
- In the survey list section, you can edit  or clone  the surveys.
- You can go to the analyze page for the survey by clicking  this icon.
- You can download  the data file for any active survey in a code or label format.
- You can filter the surveys based on filters like active, paused, draft, closed and submitted survey or by user type.
- You can view the survey in a list  or a grid view .
- You can also access below survey settings from the hamburger menu .

1. **Activate survey** - When the survey is paused or in the draft status, you can activate the survey using this option.



2. **Pause survey** - You can pause the survey which is in active status.
3. **Question quota** - When you have enabled the quota for a particular question while creating the survey, then you can increase the quota, see the number quota achieved for that particular question.
4. **Close survey** - You can only close the survey when the survey is in the paused status.
5. **Delete Survey** - You can delete any survey using this option.
6. **Cloning or duplicating a survey** - Duplicating a survey creates a duplicate version of a survey in your account. This way, you don't have to start from scratch or make edits to the past surveys that you've already launched and collected the responses from.
 - Click on the icon in the survey card.
 - Give a new survey name for the duplicate version of the survey.
 - Once you click on “Duplicate”, a duplicate version of the survey will be created and kept in a draft state.
 - Themes, logic and other survey design settings will carry over to the duplicate version of the survey.
 - You can edit and preview the copied survey.

4. Create Survey



+ Create Survey

You can start creating the survey by clicking on the “Create survey” button given at the top right corner of the page (both on the Dashboard and My surveys page). You can find following 4 steps when you click on “Create survey”:



Setup > **Build** > Launch > Analyse

1. Set up

2. Builder

- a. Adding questions
- b. Applying logics
- c. Question settings
- d. Survey themes
- e. Preview
- f. Question types
- g. Logics types

3. Launch

4. Analyze



4.1. How to create a survey?



Click on Create Survey in the upper-right corner of your account and give the survey name, select the category, mention the start and end date and click on continue. Get started with the set-up page and fill in the required survey details and click continue.

4.2. Set Up

You can edit the survey name, category & country and add the start and end date for the survey. Give the LOI (length of interview) and completes required for the survey. You can enable the Geo IP (Block a respondent to take the survey from any other Geolocation except the selected country) and allow multiple entries (Respondents can take the survey multiple times until they reach any of our end pages). Before proceeding to the next step, you will have the option to launch a survey which is created on a different platform.

4.2.a How to add the third-party survey link?

Using this feature, you can launch a survey created in a third-party platform by adding a URL of the survey (third-party survey – a survey programmed in a different platform). To launch a third-party survey:

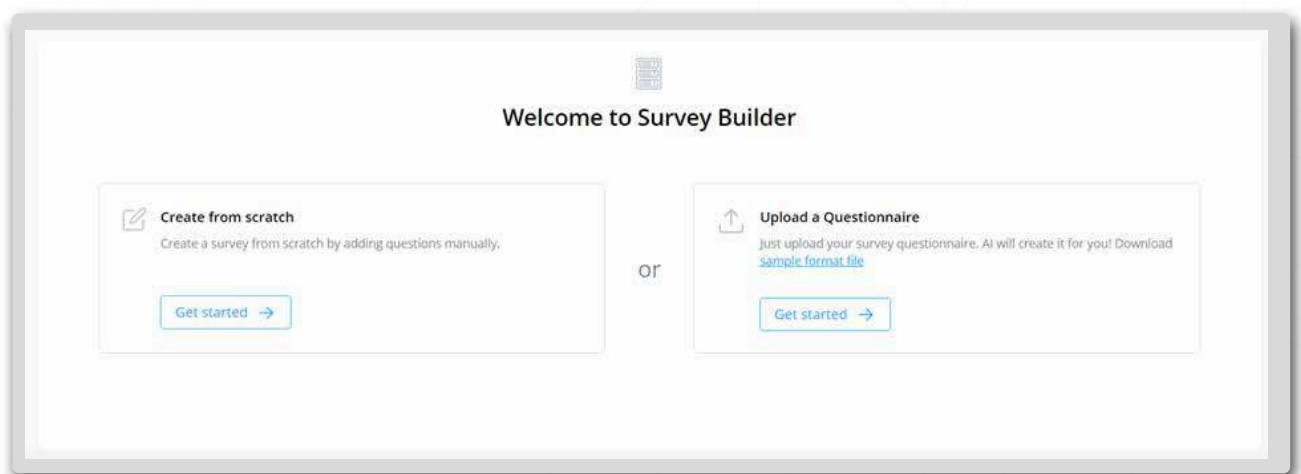
- Enable the third-party survey set up by using the switch. 
- Copy our platform end pages by using the copy option. 
- Append all the three given end pages (Screened Out, Quota Full and Complete) to your third-party survey link as end pages.
- Add your survey link either as a static (single link) or upload unique links (multiple links) using the options given.
- Click on “Continue to Launch” page to launch the survey.
- If you wish to continue without adding a third-party survey – Just disable the “Third-party survey link” switch and you can go to the “Builder” page by clicking continue and start creating a survey in the AvidIntelli platform

4.3. Builder

4.3.a How to build survey questions?

As soon as you continue to builder, you can see two options namely:

1. **Create from scratch**
2. **Upload a questionnaire**

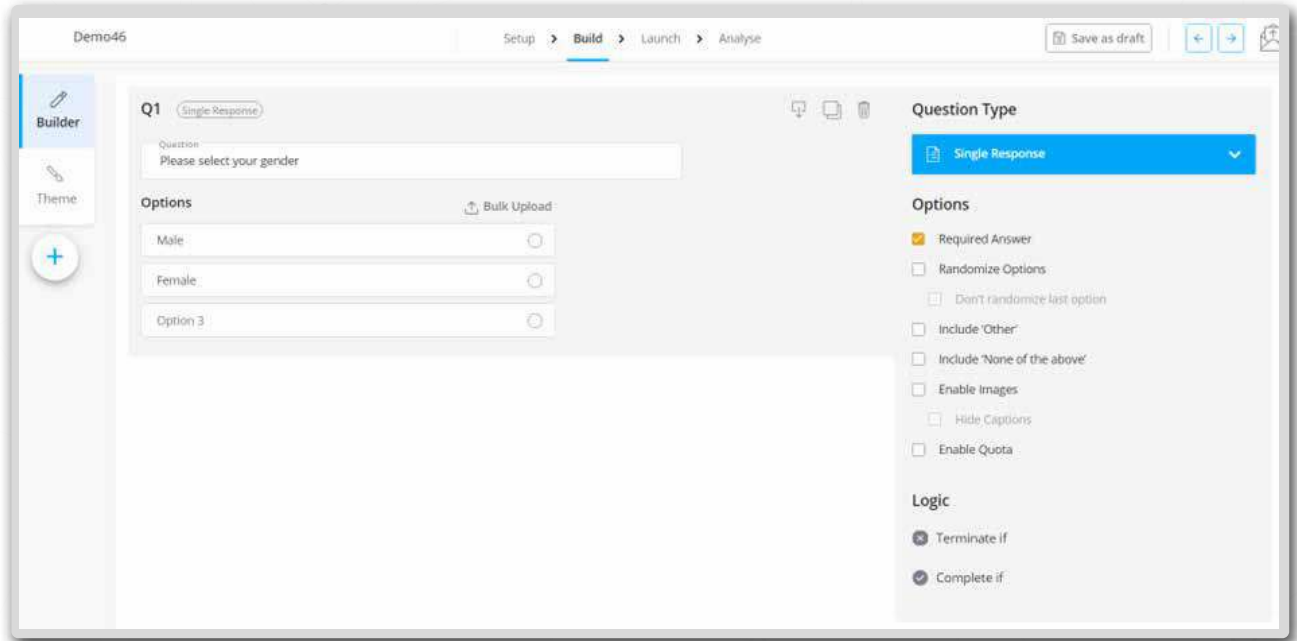


4.3.a.1 Create from Scratch

By choosing this option, you can start creating a survey right away by adding your first type of question.

To keep adding more questions:

- Click on the plus (+) icon on the left corner and select the type of question you want to create.
- Enter the question text.
- In the Answers fields, enter each answer choice.
- Configure any additional options from the right panel in the question editor mode (enable images, enable quota, randomize, required answer etc.)
- Click on the save icon to save the question.




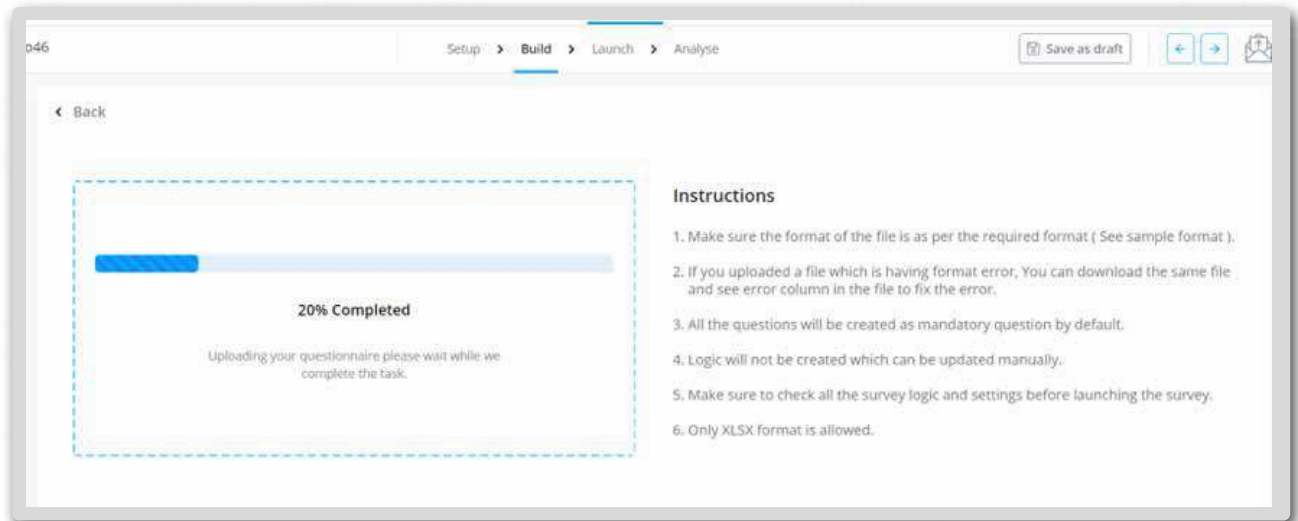
4.3.a.2 Upload a questionnaire

By choosing this option, you can directly upload AI formatted survey questionnaire to AvidIntelli and AI will create all the questions and a few handy configurations automatically. To see the questionnaire format, click [here](#)






To Upload a Questionnaire:

- Click on Getting started with “Upload a questionnaire”.
- Download our “[Sample questionnaire format](#)  ” to know how to create an AI format.
- Once you are ready with your AI formatted questionnaire, drag your file into the upload area or simply click on “Upload” and select your questionnaire file from the computer.
- If the file is not having any format error, you will see a success message and all the questions will be created automatically.
- Once the questions are created, you can edit and update the questions or logics before moving to launch.
- If there are errors in the file, AI will show you the error file and you can download the error file to rectify the file format errors.
- We always recommend you check all your questions and subsequent logics before moving to launch the survey.



4.4. Question Settings

Each question has additional settings that you can configure on the right-hand side of the question type for Options, Logic, Copy and Custom error message.

- Question set up - Change your validation options and how your question is displayed. For example, you can choose “require an answer” which makes the question mandatory, randomize options, do not randomize the last option, enable images, hide caption, enable quota, and include other and none of the above.
- Logic - You can add the logic to direct the respondent to a specific question based on their answer to the previous questions or could send them to terminate/complete pages.
- Duplicate – You can duplicate the same question in the survey. If you have a question set having the same identical options with different question text, you can choose to duplicate the question by clicking  on the top right corner of the question box.
- Delete – You can delete  the question in the survey which is not required.
- Changing question sequence – You can change the question sequence after adding all the questions by clicking and holding  the icon to drag.

Editing a saved question

You can edit your added questions any time when the survey is in draft status. Editing existing questions is easy — just click on any question to go to the edit mode of it.

4.5. What are the question types I can create?

There are 11 different types of questions in the builder tab. You cannot edit the questions once the survey is live.

1. Single response
2. Multiple response
3. Open end
4. Rating
5. Ranking
6. Section intro page
7. Dropdown
8. Matrix scale
9. Matrix rating
10. Date time
11. SEC (India)

Single response

A single response is a simple closed-ended question type that lets the respondents select only one answer from a defined list of choices.

For Example:

Q1. Please select the gender.

A. Male

B. Female

Multiple response

A multiple-choice is a simple closed-ended question type that lets the respondents select more than one answer from a defined list of choices.

For Example:

Q2. Please select the online shopping apps you are aware off?

A. Flipkart

B. Amazon

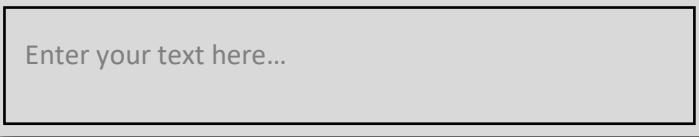
C. Paytm

Open-End

Open-End allows a respondent to answer in open text format such that they can answer based on their complete knowledge, feeling and understanding briefly or with elaborated texts.

For example:

Q3. Tell us about your experience with online shopping so far.



Enter your text here...

Rating

The rating question lets respondents evaluate a statement on a visual scale of stars and numbers. It has a rating limit for stars of 5 and a number has 10.

For example:

Star rating:

Q1. Please rate your shopping experience with Amazon.



Number rating:

Q2. To what extent did you like online shopping with us? Please rate it on a 10-point scale.



0 1 2 3 4 5 6 7 8 9 10

Ranking

The Ranking question asks respondents to compare items to each other by placing them in order of preference. You can drag and drop the options for the ranking question.

Q2 What best describes your accommodation?

Option A ^ v

Option B ^ v

Option C ^ v

Option D ^ v

Section intro page

Use this question to add an Introduction to the survey or introduction to a section or add stimulus in the form of video/audio/images.

Dropdown

Dropdown is a closed-ended question that allows respondents to choose one answer choice from a list of choices presented in the dropdown menu. You can select single or multiple responses from the drop-down. It has a star and number rating with a limit of 5 stars and 10 for a number rating.

Q2 Lorem ipsum dolor sit amet?

| | Yes | No | Maybe |
|----------|-----------------------|-----------------------|-----------------------|
| Option A | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Option B | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Option A | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Option B | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Matrix rating

A Matrix rating Scale question, commonly known as a Likert Scale, is a variation of the Matrix question where you can assign weights to each answer choice. Rating Scales automatically calculate a weighted average for each answer choice in the Analyze Results section.

Q2 Lorem ipsum dolor sit amet?

Option A

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|----|

Option B

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|----|

Date time

The Date/Time question allows you to collect date and time information in a consistent format.

Q2 What best describes your accommodation?

Select Date/Time

SEC

SEC is a socioeconomic classification group of the urban Indian households based on education and occupation of the chief wage earner (CWE: the person who contributes the most to the household expenses) of the household into five segments (SEC A, SEC B, SEC C, SEC D and SEC E households in that order). You can use this question type only for India.

Q14 SEC Question

Question
What is the education level of the Chief Wage Earner in your household? Now, please select one option that best suits this education?

Options

- Illiterate
- School up to 4 years
- School up to 5 - 9 years
- SSC/HSC
- Some college but not a graduate
- Graduation or Post Graduation - General
- Graduation or Post Graduation - Professional

Q15 SEC Question

Question
Please take a look at this list and indicate which of these items you have at home. The item could be owned by you, your family, or provided by your employer or it could be available in the house you live in; but it should be for the use of just you or your family and should be in working condition. Select all that apply

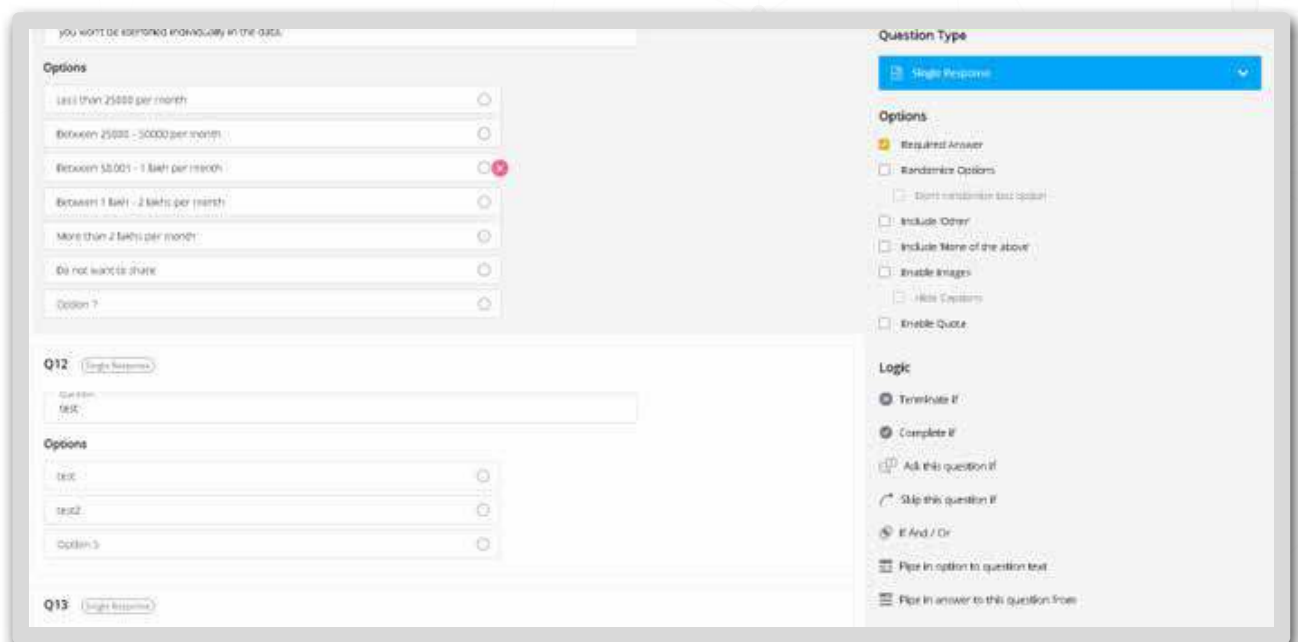
Options

- Electricity Connection
- Ceiling Fan

4.6. What are the types of logics available and how to apply those logics?

After creating the survey question, you can apply the logic to the survey. Logic can help you to get more relevant responses. For example, you can use the "Ask if" logic to control which questions survey takers will see next based on their answers to the previous questions.

You can apply the logic from the right-side panel by choosing the right one for a question.



Logic types

1. Terminate
2. Complete
3. Ask this question if
4. Skip this question if
5. If and/or
6. Pipe in option to question text
7. Pipe in option to this question form
8. Auto code



Terminate

It allows to target specific respondents for the survey. For Example:

Q1. Please select the gender.

A. Male

B. Female (terminate if other option is selected)

In the above case, if the survey requires only the male respondents, you can use the terminate logic to terminate the female respondents.

Complete

It will allow a specific group of respondents to complete the survey. For example:

Q2. Please select the shopping app you are aware of?

A. Shopping app 1

B. Shopping app 2

C. Shopping app 3 (complete if shopping app 3 is selected)

D. Shopping app 4

In the above case, if you wish to end the survey and keep them as completes for those who selected Option C, you can apply this logic.

Ask this question if

“Ask this question if” logic lets the respondents answer the specific question based on their answer to the previous close-ended question. For example:

Q1. Are you aware of the below mentioned advertisement or marketing communication?

a. New 1

b. Option 2

c. Attribute 3

d. Answer 4

e. Selection 5

Q2. Which among the following companies could "Attribute 3" belong to? (Ask if logic is applied from Q1 for option C (Attribute 3))

a. Com 1

b. Com 2

c. Com 3

d. Com 4

e. Com 5



Skip this question if

Skip Logic lets you skip a specific question for respondents based on their answer to a previous close-ended question.

For example:

Q1. Please select your gender

A. Male

B. Female

Q2. Please select your favorite brand (Skip if selected option A in Q1)

a. Brand 1

b. Brand 2

c. Brand 3

If And/ Or logic

If and/or logic can be used when you want to ask a question based on the response of previous two questions.

For Example:

Q1. Please select your age group

A. Less than 18 years

B. 18-24 years

C. 25-34 years

D. 35-44 years

E. 45+ Years

Q2. Are you married?

A. Yes

B. No

Q3. How have you done insurance for you or your family member in the recent past? (Ask if Q1=C AND Q2 = A)

A. Yes

B. NO



Pipe in option to question text

You can use this logic to pipe in the answer of previous question to the question text of present question. To use this logic, you have to use the syntax {ans} anywhere in between the question text.

For example:

Q1. Which brand are you aware of?

A. Brand @

B. Brand #

C. Brand \$

D. Brand %

Q2. You have mentioned that you are aware of {ans} (Pipe in the option selected in the previous question). Could you tell us more about it?

Pipe in option from

You can use this logic when you want to inherit the options from any previous multi-response questions.

For example:

Q1. Could you please tell us, which of the following apps/websites have you used for ordering food online? (Multiple question)

A. Food App @

B. Food App #

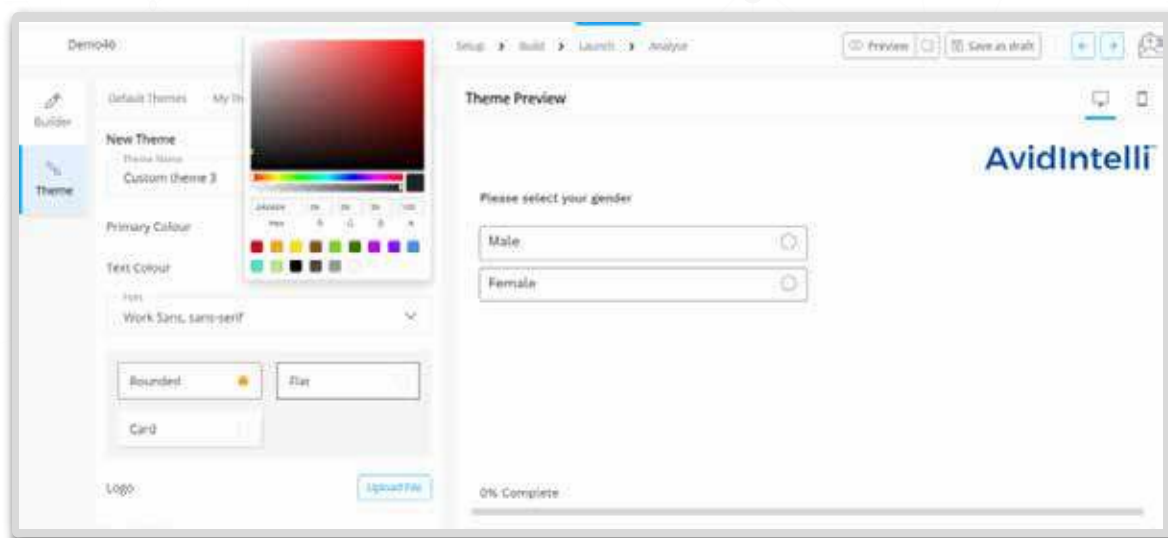
C. Food App \$

D. Food App %

Q2. From the apps/websites which you just mentioned, which is your most preferred app/website? (Pipe in the selected option from Q1).

4.7. How to customize survey themes?

After your questions and logic are in place, you can focus on fine-tuning the look and feel of your survey with our three preset themes. You can customize the theme of your own to suit your needs. You can access themes from the left-side panel in the builder section by clicking on “Themes”.



To customize a theme

Click on the theme hamburger menu of a theme and click on “Customize”. Upon customization, your new theme will be auto-saved under the “My themes” section. Customization has the following options to update:

- Primary color of the theme- This will change the color of elements in the theme including end page elements.
- Text color of the theme – This will change the color of the question-and-answer text.
- Text font of the theme – This will change the font of the text in the survey.
- Option box style (Rounded, Flat or Card) – This will change the option box style.
- Upload your own logo – The logo will show at the top right corner of the survey.



4.8. How to Preview my draft survey?

Before launching, preview the survey to make sure everything is working as expected. You will not be able to edit the questions, logic etc., once the survey is live. So, it's helpful to uncover any issues in your survey design before launching.

To preview the survey design:

- After adding the question types and logic to the survey, click on save.
- Click on preview at the top right corner.
- Check if the features like required answer, randomize option or logics that you may have in your survey design are functioning properly.
- You can also copy the preview link from the preview button to share.

5. Survey Launch

You can launch a survey in 5 different ways on the AvidIntelli platform. Please note that once the survey is launched, you cannot edit the live survey. Hence we always recommend you to check all your survey questions and logics thoroughly to make sure everything is correct before proceeding to launch.

- Buy samples from panel
- Embed in a webpage or an app
- Web link
- Email/SMS
- Social media



5.1. Buy samples from panel

You collect the data from the AvidIntelli double opt-in consumer panel by using this method. The cost per complete will vary on the basis of your survey requirement/criteria.

- You can choose specific profiling categories to target the audience.
- You can see the feasibility and cost details by viewing the quota page (view quota). The cost will be shown based on your survey requirement/criteria.
- Once you hit “launch”, you will be routed to the payment gateway page where you can complete the payment process.
- After payment, your survey will be submitted. It will be launched within 1-3 hours after it is reviewed by the AvidIntelli experts.
- The surveys are reviewed to make sure that no personal information or sensitive topics are asked since the respondents’ panel is AvidIntelli’s consumer panel. If you wish to launch a survey for more hard-to-reach audience, contact us at support@avidest.com.



5.2. Embed in a webpage or app

You can launch a survey within your own app and website using our API/SDKs or a one-time integration code for websites or any web pages. See more on how to integrate here

5.3. Web link

You can use this feature to share your survey anywhere as a web link. You can either use a single link or can download unique survey links to share.

5.4. Email/SMS

You can use this feature to share the survey directly to your database of email lists or mobile number lists. You can also customize your email to your need before sending the survey. To see how many email/SMS invites you can use, see our subscription plans

5.5. Social media

You can connect your social channels and launch the survey directly in those social channels such as Twitter, Facebook etc.

5.6. Customize survey end page

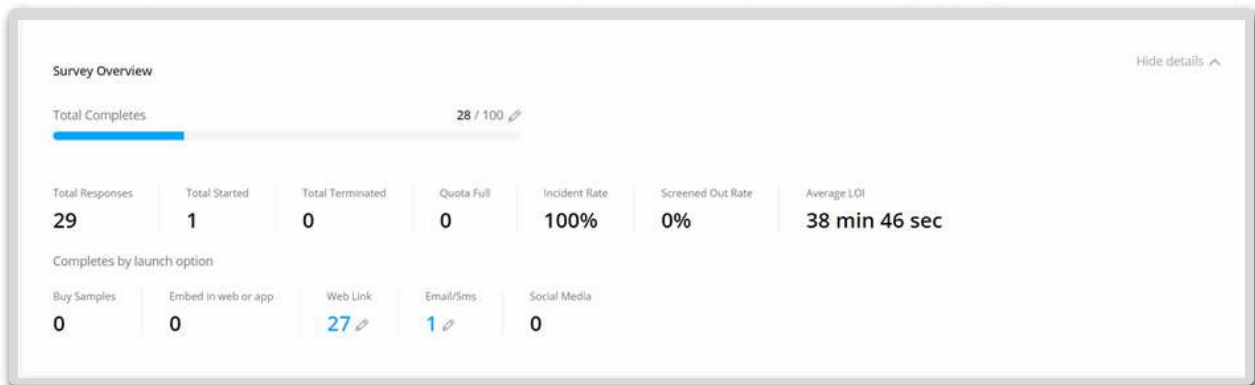
You can customize your survey end pages by clicking on the icon in the launch page. Under end page customization, you can:

- Update end page message.
- You can add your end page logo.
- You can add a footer note.

6. Survey Analysis

From this page, you can view your survey results and monitor survey progress with survey overview.

Survey Overview - Survey overview shows you the number of completes, total responses, starts, terminates & Quota full. You can also see the completed responses based on your launch type. You can see the average LOI of the survey, screen out & incident rate.



Completes – It tells the number of respondents who completed the survey.

Terminates - The number of respondents who did not meet the criteria and got terminated.

Quota full - The number of respondents that had reached the particular quota (which had reached the limit) and were routed to the reached “quota full” page.

Total started - The number of respondents that started the survey.

Completes by launch option

Buy Samples - The number of completes achieved from Buy Samples.



Embed in web or app – The number of completes achieved from your web page or app integration.

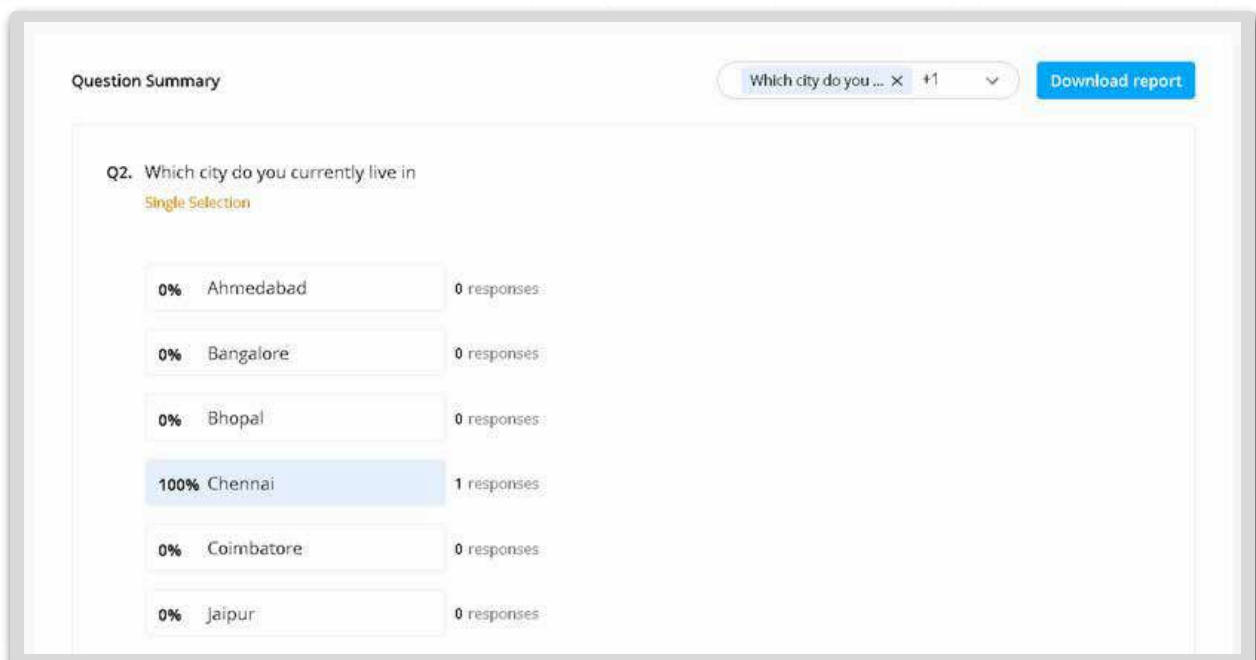
Web link - The number of completes achieved from the Web link.

Email/SMS - The number of completes achieved through Email/SMS.

Social media – The number of completes achieved through social media sharing.

Question Summary - You can see a summary view of your data from this section of the page.

- It will help you see the number of responses and the percentage for a particular survey question for quick insights.
- You can download your survey results in a code or a label format by clicking on the “Download report” option.



Q7. On a scale of 5 stars, How would you rate Office canteen services:

Matrix Rating

28 people responded to this question

| | Rated 1 | Rated 2 | Rated 3 | Rated 4 | Rated 5 |
|--------------------|-----------------------|-----------------------|------------------------|------------------------|-----------------------|
| Food Quality | 14.29% 4 responses | 14.29% 4 responses | 35.71% 10 responses | 17.24% 5 responses | 17.24% 5 responses |
| Service | 7.14% 2 responses | 17.24% 5 responses | 31.03% 9 responses | 20.69% 6 responses | 20.69% 6 responses |
| Water availability | 14.29% 4 responses | 21.43% 6 responses | 20.69% 6 responses | 20.69% 6 responses | 20.69% 6 responses |
| Cleanliness | 10.71% 3 responses | 14.29% 4 responses | 25% 7 responses | 24.14% 7 responses | 24.14% 7 responses |
| Eating Space | 14.29% 4 responses | 10.71% 3 responses | 35.71% 10 responses | 34.48% 10 responses | 3.45% 1 responses |



7. My Profile

You can manage your profile and other following settings from this page.

- **Account information:** You can edit/update your personal details like company name, email id, mobile no. and country.
- **Notification:** You can see all your notifications here. For example, when a survey achieves total required completes, when a quota achieves the required number of completes etc. You can also see the notifications related to payments & subscription.
- **Connect Applications:** You can connect and manage all your web and app integrations from this tab.
- **General setting:** You can change your password, sign-out and delete account from here.
- **Users:** You can add/remove extra user accounts, listed under your company account, from this tab.

My Profile | Manage Users | **Subscription**

Current Plan [Purchase a plan](#)

Basic Plan Ends on: 05.08.2022

| | | | |
|---------------|----------------|------------------------|-------------------------------------|
| Call talktime | 400 mins/month | Available: 400 minutes | Renew Plan |
| Recording | 400 mins/month | Available: 400 minutes | Purchase Additional |

Upcoming Plan

There are no upcoming plan

[Purchase a plan](#)



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TECHNOLOGIES

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AvidIntelliTM

AvidCircleTM

AvidViewsTM

Me-GrowTM
For Business Success

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