

How to create surveys in Access using Loop11

Create your project

1. Create your survey in Loop11.
2. When you reach **Step 3: User Test Options** in the Loop11 platform, you will be able to implement our redirect links (links will be given to you when you have created your project in Access)
3. In the **Link to URL on User Test completion** box, enter the **complete** redirect link.
 - a. After the participant leaves the evaluation they can be redirected to a specific website. Leave blank if you want to simply close the window without redirection.
4. Next, tick the box under the **Append custom IDs to user test URL** header.
 - a. This will allow CINT to track participants in order to provide incentives appropriately.
 - b. Your URL must follow the format shown below:
 - c. [http://www.loop11.com/usability-test/120/introduction/?c=\[ID\]](http://www.loop11.com/usability-test/120/introduction/?c=[ID])
 - d. You may name your ID variable whatever you like. The important part is that your link must include a '/' followed by a '?', then the variable name ex. 'c', followed by an '=' and then '[ID]'.
5. When you reach **Step 4: Invite Participants**, select **Create a link (URL) to the user test**.

Screen-Outs

Screen outs are not able to be utilized within the Loop11 tool. If there is a chance that a respondent will not qualify for your test, please screen them out ahead of time if possible.



Generate links in Access

1. Create your project and target groups in Access
2. After you have clicked on Create Project, click on Add links
3. Copy the web link from Loop11 and paste it under Enter link template. At the end of the link, add ?c=[ID]. The link should look like this:
 - a. [http://www.loop11.com/usability-test/120/introduction/?c=\[ID\]](http://www.loop11.com/usability-test/120/introduction/?c=[ID])
4. Copy the Preview Survey link from Loop11 and paste it under Add test links for survey approval.
5. Add a text under Add target group or screenout information for testers to read.
6. Click on Use generated links for this target group.
7. Access will now generate unique links for your project. Repeat the step if you have more than one target group.

