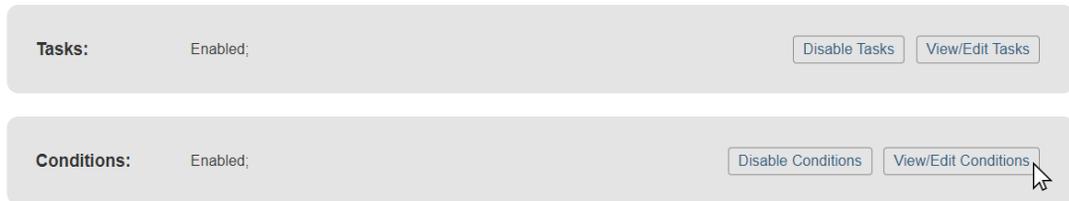


Information/Settings

Study Design

a Under Information/Settings > Study Design, make sure that both Tasks and Conditions are enabled for your study.



Tasks: Enabled; Disable Tasks View/Edit Tasks

Conditions: Enabled; Disable Conditions View/Edit Conditions

b To configure your Conditions, you can select "View/Edit Conditions" or go to Study Structure > Study Design.

Study Structure

- Messages
- Pre-Study
- Conditions**
- Pre-Condition
- Tasks
- Post-Task
- Post-Condition
- Post-Study

c Make sure you have at least two conditions in your study. You can rename them based on your comparison group names.

Conditions can represent any comparison group, such as A/B prototype versions, pre-/post-product versions, or competitor products.

Conditions in MUIQ will automatically set up comparative analyses of the study results for the following study structure tabs: Pre-Condition, Tasks, Post-Task, Post-Condition. The results for the questions or tasks in any of these tabs will show the response breakdown for each of the conditions.



Condition1    

Condition2    

[+ Add Condition](#)

d Above the list of conditions, you can specify how the conditions will be shown to each of the participants.

You can specify whether each participant will be shown:

- All Conditions: *This is also known as a within-subjects study design.*
- Just One Condition: *This is also known as a between-subjects study design.*
- One Fixed Condition and Other(s) at Random: *This is also known as a mixed between/within-subjects study design.*

Each Participant is Shown:

All Conditions 

- All Conditions
- Just One Condition
- One Fixed Condition and Other(s) at Random

e When selecting that each participant is shown “All Conditions” (i.e., within-subjects design), you can now specify whether the conditions are shown “In Listed Order” or “In Fully Randomized Order”

Each Participant is Shown:

All Conditions ▾

In Listed Order ▾

In Listed Order
 In Fully Randomized Order

f When selecting that each participant is shown “Just One Condition” (i.e., between-subjects design), you can now specify whether that condition is “Assigned At Random” or “Assigned Based on Criteria”

Each Participant is Shown:

Just One Condition ▾

Assigned At Random ▾

Assigned At Random
 Assigned Based on Criteria

g When selecting “Assigned Based on Criteria”, each Condition will now show a dropdown that will allow you to specify to “Only Assign If..”.

“Only Assign If..” will open the Logic Constructor from which you can create any logic statement based on any of the preceding responses that should determine whether participants will be assigned to this particular condition. Please refer to the Visibility Logic Setup Guide for additional details on how to construct logic statements in MUIQ.

If participants qualify for multiple conditions, they will still be randomized between all applicable conditions.

If participants do not qualify for any conditions, they will be screened out and disqualified from completing the rest of the study.

Condition1 ✎
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Assignment Logic

Assign If No Criteria Met (Randomized) ▾

Only Assign If...
 Assign If No Criteria Met (Randomized)

h When selecting that each participant is shown “One Fixed Condition and Other(s) at Random” (i.e., mixed between/within-subjects design), you can now specify which condition will be the “Mandatory Assigned Condition”.

By default, participants will see the “Fixed Condition First”. You can also set how many of the other conditions they will then be randomly assigned following the fixed (mandatory assigned) condition.

Each Participant is Shown:

One Fixed Condition and Other(s) at Random ▾

Fixed Condition First ▾

Mandatory Assigned Condition

Condition1 ▾

Number of Randomly Assigned Conditions

◀ 1 ▶