

 Tree Test Dashboard

- a** Once the study has collected responses, go to “Tree Test Dashboard” via the sidebar menu. Each Tree Test Task will show up in an individual tab.

Task Title

Tree Test1

TreeTest2

- b** For each Tree Test Task, you can download a .csv file of the individual participant responses:

[Export Tree Participant Data](#)

- c** The .csv export lists each click made by each participant on every category (node) on an individual row.

Column A: This is the question id for the tree test task, which should be the same for all rows.

Column B: This is the participant id, which should be the same for all rows that list the clicks for each participant

Column C: This is the number of the click in order of selection that the participant from column B made on the tree structure

Column D: This is the name of the category (node) that the participant clicked on

Column E: This column indicates whether the clicked node was a success node, i.e., whether it was marked in the study creator to validate task success

Column F: This column indicates whether the clicked node was on a direct path to a success node

Column G: This is the time the participant spent since the previous click before clicking on the current node

Column H: This is the total time the participant spent on the tree test task, which should be the same for all rows that belong to each participant.

Column I: This is the full path name of the clicked node. This column allows to distinguish any nodes that may have identical names, but different paths.

	A	B	C	D	E	F	G	H	I
1	qid	participant_id	selection_order	node_name	success_node	on_success_path	selection_time_offset	total_time	full_node_path
2	1445		1	1 Home	FALSE	TRUE	653	1393	Home
3	1445		2	1 Home	FALSE	TRUE	766	3052	Home
4	1445		2	2 Contact	FALSE	FALSE	2166	3052	Home > Contact
5	1445		3	1 Home	FALSE	TRUE	1030	2321	Home
6	1445		4	1 Home	FALSE	TRUE	946	2724	Home
7	1445		5	1 Home	FALSE	TRUE	951	3891	Home
8	1445		5	2 Products	FALSE	FALSE	1919	3891	Home > Products
9	1445		5	3 About	TRUE	TRUE	2871	3891	Home > About

e Under "Sample Size", you can select which set of participants you want to include in the tree test results.

By default, only those who are "Approved for Results" via the Participant Grid are included. However, you can also include those who were rejected (i.e. manually marked as "X" in the Participant Grid) by selecting "All Study Completes" or those who did not complete the study by selecting "All Study Completes and Incompletes" as long as they completed the tree test.

Sample Size

Participants Who Completed the Tree Test: "Approved for Results" only

n = 5

- "Approved for Results" only
- All Study Completes and Incompletes
- All Study Completes

f Under "Overall Tree Test Metrics", you can review the high-level metrics for the entire tree test task.

The red "X" indicates what percentage of participants failed the tree test, whereas the green checkmark indicates what percentage of participants succeeded the tree test. Underneath, the failure and success rates are broken down by whether they were "Direct" (i.e. via a straight path down the tree, i.e. no going back or sideways), or whether they were "Indirect" (i.e. they did not take a straight path).

On the left, you can review the total number of participants in the tree test (based on your selection under "Sample Size" above), and the median time on the test for all those participants.

Overall Tree Test Metrics

Overall			80% ✗			20% ✓	
Total Tree Test Participants	5	Total Fail	4	80%	Total Success	1	20%
Median Time on Tree Test	2.7 s	Direct Fail	4	80%	Direct Success	0	0%
		Indirect Fail	0	0%	Indirect Success	1	20%

g Under "Item-by-Item Metrics", you can review the breakdown for each category (element). Each category is shown as an expandable box that contains the metrics for that category. The categories are laid out to match the format of the tree structure as it was shown to the participants.

A red outline and "X" indicates that there was a percentage of participants (shown on top right corner) that chose this category as their final selection, whereby it was an incorrect option, i.e. a task failure. A green outline and checkmark indicates that there was a percentage of participants that chose this category as their final selection, whereby this was a correct option, i.e. validated as task success. No outline and "0%" indicates that no participants chose this category as their final selection.

"Total Visits" indicates the total number of clicks on this element by all participants for this tree test. Underneath you have the breakdown for direct visits (via a straight path down the tree) or indirect visits (either from a backwards path or sideways path). The "Median Time Spent" is the median time that all participants spend between clicking on this element and clicking onto the next element.

"Continued on to" indicates the breakdown for the next click following the click of this element of all visits on this element. "Select Element" is the number (and percentage) of visits that then chose this element as their final selection, "Success Path" is the number of visits that clicked on the next element that continues on a direct path towards a success node (if applicable), "Fail Path" is the number of visits that clicked on an element that does not follow a direct success path, "Back to Previous" is the number of visits that clicked on that element's parent category.

"Total Selection" shows the breakdown for the number of participants that chose this element as their final selection and whether they made a direct selection (after taking a direct path to this element) or indirect select (after taking an indirect path to this element). The number of total selections is used to calculate the percentage of all participants shown in the top right corner.

Item-by-Item Metrics

▲ Home 60% ✗

Total Visits	5	Continued on to		Total Selections	3
Direct Visits	5	Select Element	3 (60%)	Direct Selections	3
Indirect Visits	0	Success Path	0 (0%)	Indirect Selections	0
Median Time Spent	1.3s	Fail Path	2 (40%)		
		Back to Previous	0 (0%)		

▼ Contact 20% ✗

▲ About 20% ✓

Total Visits	1	Continued on to		Total Selections	1
Direct Visits	0	Select Element	1 (100%)	Direct Selections	0
Indirect Visits	1	Success Path	0 (0%)	Indirect Selections	1
Median Time Spent	1s	Fail Path	0 (0%)		
		Back to Previous	0 (0%)		

▼ Products 0%