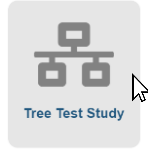


a **+ Create Study**



When you create a new study, you can select to construct a new Tree Test Study.

The study constructor will then be preloaded with standard demographic questions, as well as an example Tree Test.

IMPORTANT: Tree Tests are considered a Task Type in MUIQ. They will be added in the Tasks tab.

b **+ Add Task**

Task Type
Tree Test

To add a new Tree Test, simply add another Task and set the Task Type to Tree Test.

c **Untitled Task**

Enter an internal name for each Tree Test task. Participants will not see this, but this will keep track for analysis.

d Task Text

Using the following conceptual menu structure for a website, please select where you would go to find _____

Enter the instruction text that will appear above the Tree Test for participants.

e ☒ Validate by Tree Items

By default, Tree Test Task Success will be validated by item. That is, in the tree structure editor below, mark the checkboxes to indicate the correct menu item(s). You can also turn off validation for exploratory Tree Tests that do not have any correct answers.

f Tree Structure

Import Tree from CSV File [View CSV Tree Structure Instructions](#)

If you have a more complex tree structure to test, we recommend importing it via CSV file format. You can view the Tree Structure Instructions on how to format the CSV file via the text link next to the Import button.

g **+ Add New Tree** Reuse Existing Tree

Alternatively, select Add New Tree to build a new structure from scratch, or select Reuse Existing Tree if you already added a tree structure in a previous Tree Test Task that you'd like to reuse.

Tree Test Setup Guide



The Tree Structure Editor opens in a new modal.

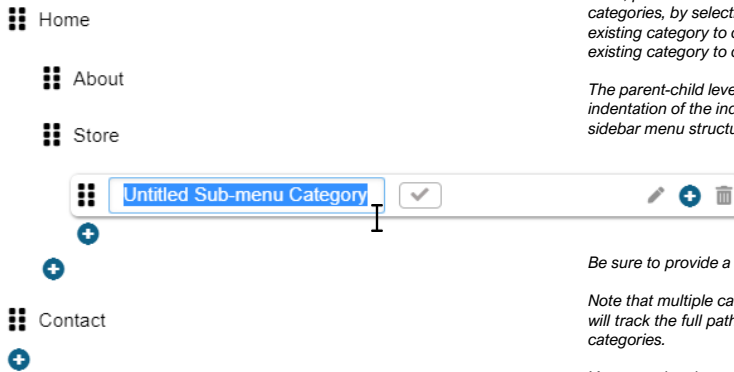
Provide a name for the tree structure to allow selecting it for reuse for other/future Tree Test tasks.



Add your first parent menu category by selecting "Add Category"

Then, proceed to add all remaining menu categories and sub-categories, by selecting the "+" icon either on the same level below an existing category to create a sibling category, or towards the right of an existing category to create a child category.

The parent-child level of the menu categories is indicated by the indentation of the individual categories as you would find in a typical sidebar menu structure.



Be sure to provide a name for each category.

Note that multiple categories can have the same name, as the analysis will track the full path name for each category to distinguish similar categories.

You may also drag-and-drop any categories into other positions if needed. To place them as a sibling, drag them below or above another new sibling category. To place them as a child, drag them on top of their new parent category. Note that any dragged category will also drag with it all its children categories.

Shortcuts

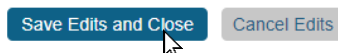
Add new sibling: **ENTER**

Add new child: **SHIFT + ENTER**

Also, note the keyboard shortcuts to quickly add another sibling or child while entering or editing a previous category.

j

Editing this tree will apply changes to all tasks which utilize this tree



Select "Save Edits and Close" to close the Tree Structure Editor.

IMPORTANT: If you have reused this tree structure in other tasks, the edits will apply to all tasks that reuse this same tree structure.

k Tree Structure

Main Menu Version A

☐ Home

☐ About

☐ Store

☒ Special Offers

☐ Contact

[Edit Tree](#) [Remove Tree from Task](#)

Once you have selected or saved the tree structure, you will see a summary view of the tree structure in the task editor.

Use the checkboxes to mark any correct categories that should count as task success for this Tree Test Task.

IMPORTANT: Be sure to check all the correct items (if applicable), as these will be used to calculate % Success in the Study Results.

To make any further edits to the tree structure or remove the tree, select the respective options below.

[Preview Study](#)

Finally, you can "Preview Study" in the top right menu to view the Tree Test as a study participant.

* Using the following conceptual menu structure for a website, please select where you would go to find the holiday specials.

▲ Home

About

▲ Store

Special Offers

Contact

[Confirm Selection](#)