



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

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

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



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



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



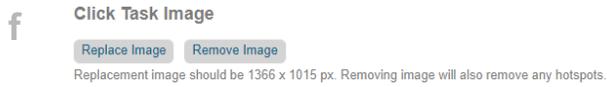
Example: Using the page mock-up below, please click on the link that opens a payment history section.

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

Click Task Image



Next, select Upload Image to select what participants will see during the study. Files must be .jpg or .png and a minimum resolution of 100x100 px. Images must be oriented for desktop or mobile viewing, but not both.



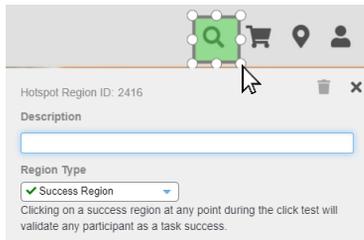
After you upload an image, your image options change to Replace Image or Remove Image. To replace an image, the dimensions must be the same as the previous image. To replace an image with an image with new dimensions, select Remove Image. The buttons will revert to Upload Image shown above.



Select Define Hotspot Region to add your first hotspot region. A hotspot region is an area of the image where clicks will be counted as success, fail, or neutral.

Click Test Setup Guide

h



To create a hotspot region, click and drag your cursor to create a shape over a section of the image you want to collect click data for. By default, the region will be green, and the Region Type will be set to Success Region.

i



There are three Region Types:

Neutral Region (grey): Neutral regions are not considered for task validation but will be labeled for custom analysis purposes.

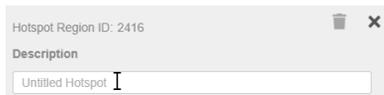
Success Region (green): Clicking on a success region at any point during the click test will validate any participant as a task success.

Fail Region (red): Fail regions do not override task success from clicking on a success region. Fail regions are not considered for task validation but will be labeled for custom analysis purposes.

Selecting any Region Type will display help text.



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Each Hotspot Region is assigned an ID. This is used in the analysis of the Click Test. Additionally, each Hotspot Region can also have a Description.

Note that multiple Hotspot Regions with the same Description can be combined in analysis. Descriptions are not required.

k



When you are satisfied, click anywhere else on your image to close the Hotspot Region prompt. The resizing elements will disappear.

To add another region, click Define Hotspot Region again. You can use a maximum of six Hotspot Regions per task.

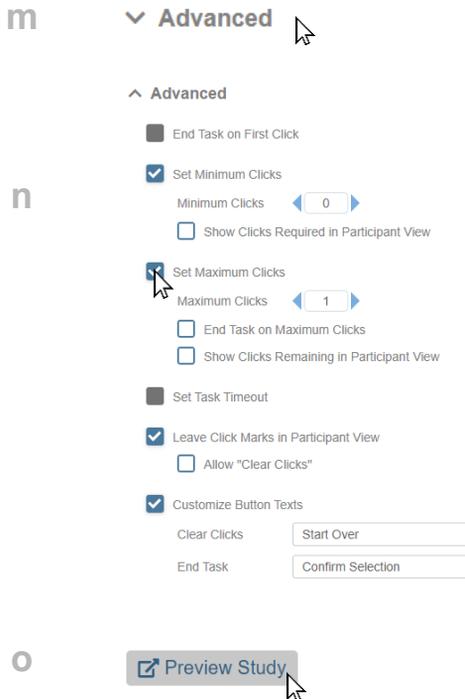
Click on any region to adjust the settings or shape.

l



Note that you are not required to use all three Region Types.

Click Test Setup Guide



Below your image are Advanced options. Click to expand.

Click Test Tasks have six Advanced options available:

End Task on First Click allows participants to click only once, which will end the task.

Set Minimum Clicks requires participants to click a minimum number of times to complete the task. You can choose whether to disclose this number to participants or not.

Set Maximum Clicks limits participants to a certain number of clicks before completing the task. You can choose whether to disclose this number to participants or not. You can also choose to automatically end a task when the maximum number of clicks is reached.

Set Task Timeout limits how long a participant has to complete the task. You can choose whether to show a timer to participants or not.

Leave Click Mark in Participant View places a red dot in each location a participant clicks. This is a default setting that can be turned off. You can choose whether to allow participants to "Clear Clicks" or not.

Customize Button Texts allows you to change the text on buttons that clear clicks or end the task.

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

Using the page mock-up below, click where you would go to search for a new product.

End Task

