ANKETIRAJ.ME

User manual

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1. Introduction

The admin panel allows creating campaigns, building surveys and analyzing results with advanced user behavior tracking (mouse tracking, clicks and interactions).

After login, the Dashboard opens showing the list of all campaigns and surveys.

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2. Creating a campaign

A campaign is a container that includes one or more surveys.

Steps:

1. Open Dashboard after login
2. Click + Create Campaign
3. Enter:
   - Campaign name
   - Campaign end date
4. Confirm creation

The new campaign appears on the Dashboard.

3. Creating a survey within a campaign

Starting the survey creation

1. Open the campaign
2. Click **+ Create new Survey**

Adding questions

For each question, it is necessary to:

1. Choose question type
2. Enter answers/options
3. Click Save as draft

3.1 Advanced options

Enables user behavior tracking.

Free users: 1 question per survey

Premium users: unlimited questions

Activation:
Check the **Advanced options** box

Tracking includes:

- mouse movement
- clicks

3.2 Publishing survey

When you have finished entering all the questions: Click **Publish Survey** and the Survey becomes available to users.

4. Question types

4.1 Carousel:

Used to display photos.

Recommendations:

• Ideal: 4–5 options

• If you have more than 5 options → use Dropdown

4.2 Checkbox – multiple answers (max 10)

The user can select multiple options.

Possible display:

• picture

• text

• image + text

Recommended maximum: 10 options

4.3 Radiobutton – single answer (max 10)

User can select only one option.

Possible display:

• picture

• text

• image + text

Recommended maximum: 10 options

4.4 Likert scale – attitudes/satisfaction (max 10)

It is used to measure attitudes and satisfaction.

Examples:

• Agree / Disagree

• Very satisfied / Dissatisfied

Maximum: 10 options

For more statements → use Tables

4.5 Ranking – order by importance (max 10)

The user ranks the options in order of importance.

Possible display:

• picture

• text

• image + text

Recommended maximum: 10 options

4.6 Mouse-driven choice – tracks mouse path and focus

The user moves the ball around the screen.

The system monitors:

• mouse path

• user focus and attention

Possible display:

• picture

• text

• image + text

Recommended maximum: 10 options

4.7 Dropdown – many answers (age, city, job)

It is used for multiple choice questions.

Examples:

• years of age

• city

• occupation

4.8 Text input – user enters text

The user enters the answer himself.

Examples:

• Place of birth

• Date
• Commentary

4.9 Table – multiple statements same scale

Used for multiple questions with the same answers.

Example:

Multiple statements + same Likert scale.

4.1 0 Info – informational text block

Displays text to the user.

It is used:

• at the beginning of the survey

• between questions

• at the end of the survey

5. Event tracking

Available for all except Info, Text-input, Table, Dropdown.

Options:

Mouse – movement tracking

Click – click tracking

Dragging – drag tracking

6. Admin options

Duplicate – copy question with answers/images

Results – download CSV with mouse & click data

Export survey – Excel results (no advanced metrics)

Delete – permanently remove question

Change order – move questions up/down

7. Best practices

Do not use too many options

Combine question types

Enable advanced tracking on key questions

Test survey before publishing

Download results regularly