

What are the Question Types for a Diary on QualBoard?

Last Modified on 08/19/2020 1:30 pm EDT

Text Response

Text response questions are the go to question type when you think of qualitative research. With text response questions you prompt an open-ended response from your participants. This question type allows participants to add images and format/stylize text.

Moderator View:

The screenshot shows the 'Question' editor interface. At the top, there are tabs for 'Question' (selected) and 'Logic'. Below the tabs, there's a 'Choose a Question Type' dropdown menu with 'Text' selected. Underneath is a 'Question Title' field containing 'S1Q1 Text Question Example'. The 'Question Body' section features a rich text editor with a toolbar containing icons for undo, redo, bold, italic, underline, bulleted list, numbered list, decrease indent, link, unlink, image, and emoji. The text area below the toolbar contains the question 'What are you planning to ask?'. At the bottom, there are three settings: 'Require Media' (toggle off), 'Mark as Mandatory' (toggle off), and 'Masking' (dropdown set to 'None'). At the very bottom are buttons for 'Attach', 'Cancel', 'Save & Duplicate', 'Save & Add New', and 'Save'.

Participant View:

The screenshot shows the participant interface for a 'Text Question Example'. At the top, there's a green header bar with the question title. Below this, a moderator profile 'Demo' is shown with the question 'What are you planning to ask?'. A text input field with the placeholder 'Click here to comment' is provided for the participant's response. At the bottom, there are buttons for 'Attach', 'Camera', and 'Submit'.

Multiple Choice

This is a close-ended question type that directs your participants to select only one of the options you have listed. Multiple choice questions can be used to assign group tags to participants based off of their answer. You can also select "Require Comment" to require participants to explain their answers. Additionally, you can use "Require Media" to mandate that they upload [one of the supported file types](#). QualBoard also tabulates multiple-choice answers into a pie chart in the responses view that can be easily exported for you to share or add to reports.

Moderator View:

Choose a Question Type

Multiple Choice

Question Title

S1Q2 Multiple Choice Example

Question Body

Which is the best?

OPTIONS

Option 1	Reporting Alias (Optional)	Group Tags (Optional)	+	-	+
Option 2	Reporting Alias (Optional)	Group Tags (Optional)	+	-	+
Option 3	Reporting Alias (Optional)	Group Tags (Optional)	+	-	+
Option 4	Reporting Alias (Optional)	Group Tags (Optional)	+	-	+

Participant View:

Multiple Choice Example

Demo Moderator

Which is the best?

Select 1 option:

☐ Option 1

☐ Option 2

☐ Option 3

☐ Option 4

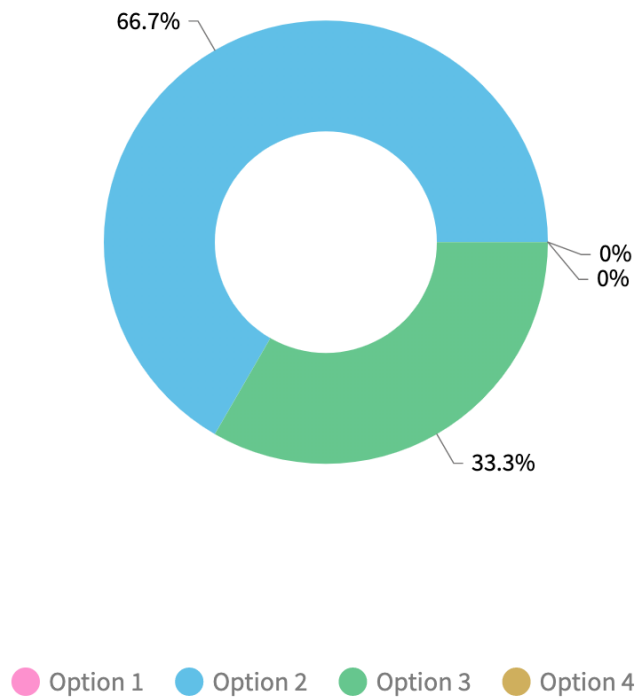
Click here to comment

Attach

Camera

Submit

Results Chart:



Multiple Answer

This is a close-ended question type that allows a participant to select as many as apply from a list of options. You can add group tags, require comments and require media just as you can with multiple choice; however, with multiple answer, you can also mandate a minimum or maximum number of options a participant has to select. QualBoard also tabulates multiple-answer responses into a bar chart in the responses view that can be easily exported for you to share or add to reports.

Moderator View:

Choose a Question Type

Multiple Answer

Question Title

S1Q2 Multiple Answer Example

Question Body

↶ ↷

Normal

B

I

U

☰

☷

☰

🔗

📎

📎

😊

How many will you pick?

OPTIONS

Option 1	Reporting Alias (Optional)	Group Tags (Optional)	+	-	⛶
Option 2	Reporting Alias (Optional)	Group Tags (Optional)	+	-	⛶
Option 3	Reporting Alias (Optional)	Group Tags (Optional)	+	-	⛶
Option 4	Reporting Alias (Optional)	Group Tags (Optional)	+	-	⛶

Require Comment

☐

Require Media

☐

Mark as Mandatory

☐

Masking

None

Wrap Options

☐

Minimum Number of Options:

Min

Maximum Number of Options:

Max

Participant View:

Multiple Answer Example

Demo

Moderator

How many will you pick?

Select at least 1 option(s):

☐ Option 1

☐ Option 2

☐ Option 3

☐ Option 4

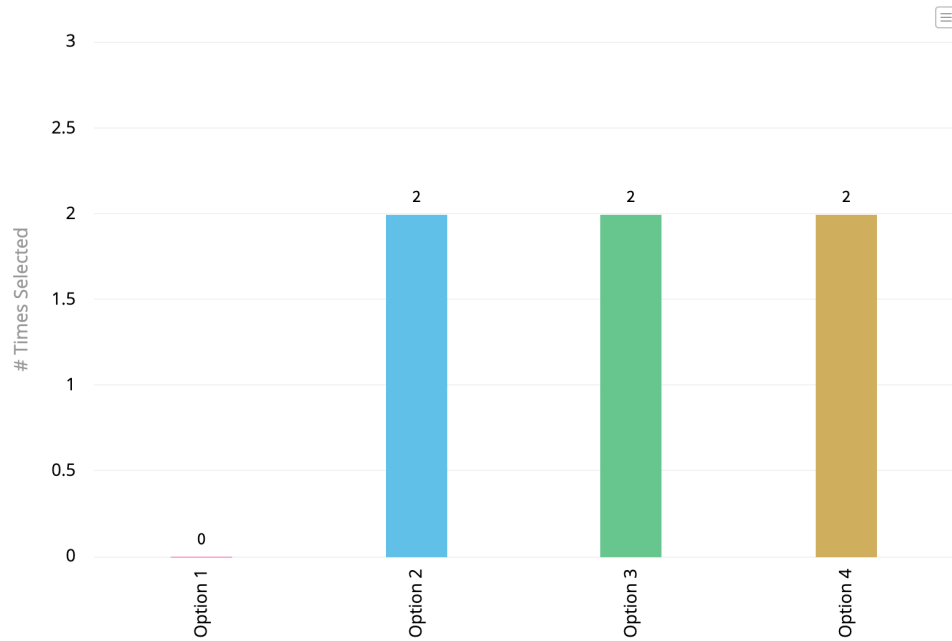
Click here to comment

📎 Attach

📷 Camera

Submit

Results Chart:



Matrix Multiple Choice

This question type creates a grid that allows a participant to select one answer option per row. You are able to require comments, require media, and assign group tags for each individual cell. QualBoard will automatically create a heat map chart for how frequently each cell was chosen that can be easily exported from the responses view.

Moderator View:

Choose a Question Type

Matrix Multiple Choice

Question Title

S1Q3 Matrix Multiple Choice Example

Question Body

Normal

B

I

U

What would you ask?

COLUMN HEADERS

Option 1

Reporting Alias (Optional)

+

-

Option 2

Reporting Alias (Optional)

+

-

Option 3

Reporting Alias (Optional)

+

-

ROW HEADERS

Option A

+

-

Option B

+

-

Option C

+

-

GROUP TAGS

	Option 1	Option 2	Option 3
Option A			
Option B			
Option C			

Participant View:

Matrix Multiple Choice Example

Demo

Moderator

What would you ask?

Select 1 option per row:

	Option 1	Option 2	Option 3
Option A			
Option B			
Option C			

Click here to comment

Attach

Camera

Submit

Results Chart:

	Option 1	Option 2	Option 3
Option A	3 (100%)	0	0
Option B	2 (66.7%)	1 (33.3%)	0
Option C	3 (100%)	0	0

Matrix Multiple Answer

This question type creates a grid that allows a participant to select as many answer options as apply per row. You are able to require comments, require media, and assign group tags for each individual cell. Additionally, you can specify a minimum and maximum amount of answer options that a participant

can select per row. QualBoard will automatically create a heat map chart for how frequently each cell was chosen that can be easily exported from the responses view.

Moderator View:

Choose a Question Type

Matrix Multiple Answer

Question Title

S1Q4 Matrix Multiple Answer Example

Question Body

What would you ask?

COLUMN HEADERS

Option 1

Reporting Alias (Optional)

Option 2

Reporting Alias (Optional)

Option 3

Reporting Alias (Optional)

ROW HEADERS

Option A

Option B

Option C

GROUP TAGS

Option 1

Option 2

Option 3

Option A

Option B

Participant View:

Matrix Multiple Answer Example

Demo Moderator

What would you ask?

Select at least 1 option(s) per row:

Option 1

Option 2

Option 3

Option A

Option B

Option C

Click here to comment

Attach

Camera

Submit

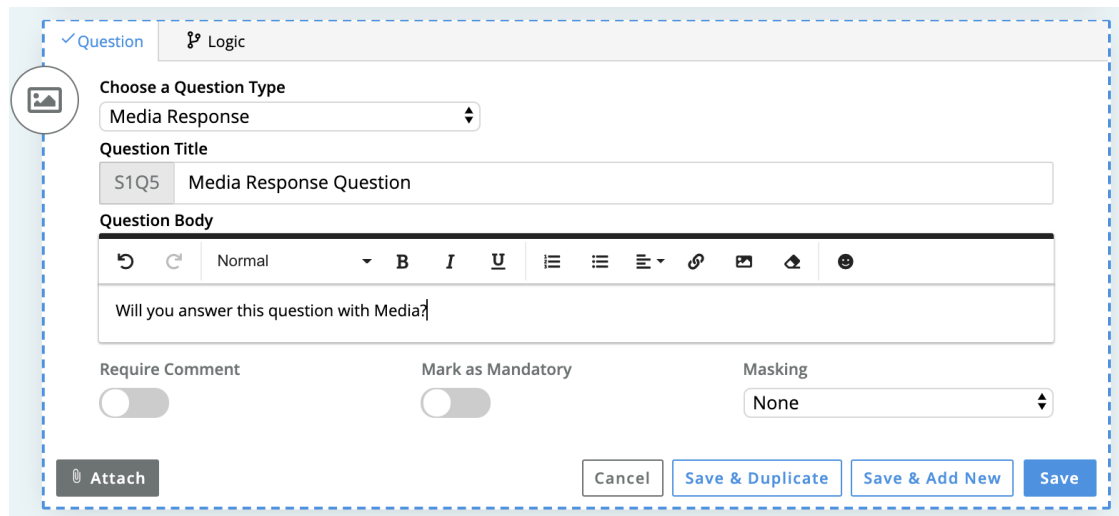
Results Chart:

	Option 1	Option 2	Option 3
Option A	1 (25%)	2 (50%)	1 (25%)
Option B	1 (50%)	1 (50%)	0
Option C	1 (50%)	0	1 (50%)

Media Response

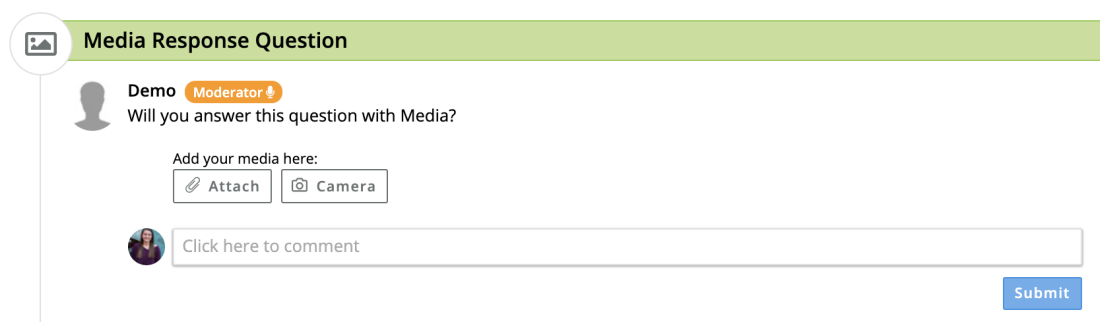
A media response question requires the participant to upload a video or image. There is a comment box available for the participant to enter a caption or provide a description of the media. As in multiple choice and multiple answer questions, moderators can make the comment required.

Moderator View:



The screenshot shows the 'Question' tab of a form editor. At the top, there are tabs for 'Question' and 'Logic'. Below them is a 'Choose a Question Type' dropdown menu set to 'Media Response'. The 'Question Title' field contains 'S1Q5 Media Response Question'. The 'Question Body' field has a rich text editor with a toolbar (undo, redo, bold, italic, underline, bulleted list, numbered list, decrease indent, link, unlink, insert image, insert video, emoji) and the text 'Will you answer this question with Media?'. Below the text area are three settings: 'Require Comment' (toggle off), 'Mark as Mandatory' (toggle off), and 'Masking' (dropdown set to 'None'). At the bottom are buttons: 'Attach', 'Cancel', 'Save & Duplicate', 'Save & Add New', and 'Save'.

Participant View:



The screenshot shows the 'Media Response Question' header in green. Below it, a moderator profile 'Demo Moderator' is shown with the question text 'Will you answer this question with Media?'. Underneath is a section 'Add your media here:' with 'Attach' and 'Camera' buttons. Below that is a comment box with a placeholder 'Click here to comment' and a 'Submit' button.

Drag and Drop Ranking

For this question type, you give a participant a list of answer options that they can drag from a column on the left to a column on the right in order of the options they like the most to least. This question has the ability to require a comment, require media, and also gives the ability to set a minimum and/or maximum number of things that should be ranked.

Moderator View:

1
2
3

Choose a Question Type
Drag & Drop Ranking

Question Title
S1Q6 Drag and Drop Ranking Example

Question Body
Which is the best?

OPTIONS

Option 1 Reporting Alias (Optional) + - ⇅
Option 2 Reporting Alias (Optional) + - ⇅
Option 3 Reporting Alias (Optional) + - ⇅

GROUP TAGS

	1	2	3
Option 1	👉	👉	👉
Option 2	👉	👉	👉
Option 3	👉	👉	👉

Participant View:

1
2
3

Drag and Drop Ranking Example

Demo Moderator

Which is the best?

Select at least 1 option(s):

Option 1 Option 2 Option 3

required
optional
optional

Click here to comment

Attach Camera

Submit

Results Chart:

	1	2	3
1	0	1	0
2	1	0	0
3	0	0	1

Media Multiple Choice

For this question type the answer options are pieces of media with a title included. Participants can click to select one option out of the list. Additionally, they can click to enlarge the media before making their selection. This question allows you to require a comment, require media, and add group tags. The option title is shown in the pie chart that can be easily exported for you to share or add to reports.

Moderator View:

Choose a Question Type

Media Multiple Choice

Question Title

S1Q7 Media Multiple Choice Example

Question Body

Normal

Which media do you like best?

OPTIONS

	Dog 1	Reporting Alias (Optional)	Group tags (Optional)	+	-	+
	Dog 2	Reporting Alias (Optional)	Group tags (Optional)	+	-	+
	Dog 3	Reporting Alias (Optional)	Group tags (Optional)	+	-	+

Participant View:

Media Multiple Choice Example

Demo Moderator

Which media do you like best?

Select 1 option:

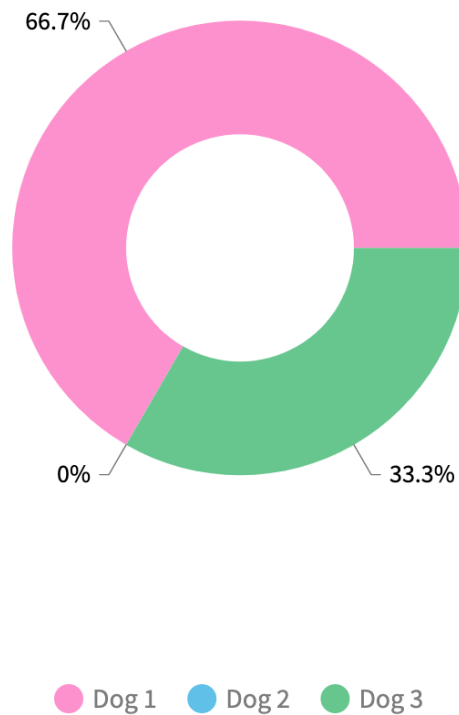
☐ Dog 1

☐ Dog 2

☐ Dog 3

Attach
 Camera
 Submit

Results Chart:



Media Multiple Answer

For this question type the answer options are pieces of media with a title included. Participants can click to select as many options as apply. Additionally, they can click to enlarge the media before making their selection. This question allows you to set a minimum and maximum number of options, require a comment, require media, and add group tags. The option title is shown in the bar chart that can be easily exported for you to share or add to reports.

Moderator View:

Choose a Question Type

Media Multiple Answer

Question Title

S1Q8 Media Multiple Answer Example

Question Body

Normal


B

I

U

Which media do you like best?

OPTIONS




Waterfall

Reporting Alias (Optional)

Group Tags (Optional)

+

-




Cat

Reporting Alias (Optional)

Group Tags (Optional)

+

-



Ladybug

Reporting Alias (Optional)

Group Tags (Optional)

+

-

Participant View:

Media Multiple Answer Example

Demo Moderator

Which media do you like best?

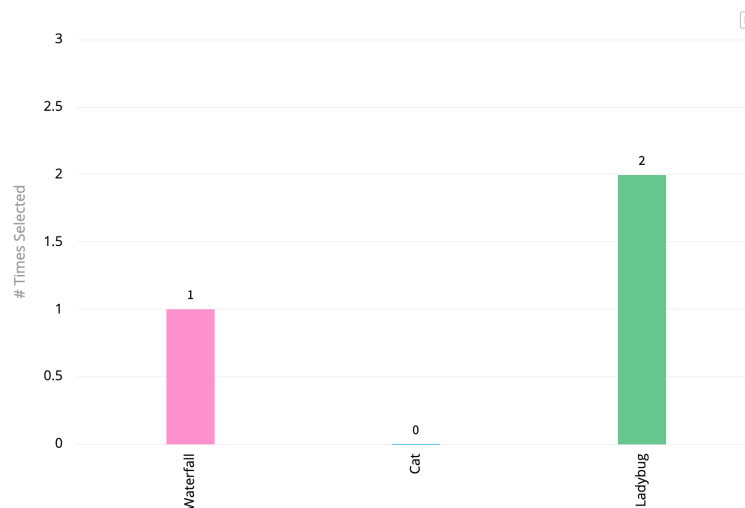
Select at least 1 option(s):

☐ Waterfall

☐ Cat

☐ Ladybug

Results Chart:



Card Sort

For this question type, participants are given cards of text that they can then drag into defined categories. You have the ability to require a comment, require media, set a minimum and/or maximum number of things that should be sorted, and set the minimum and/or maximum number of things that can go into a category.

Moderator View:

Choose a Question Type
Card Sort

Question Title
S1Q4 Card Sort Example

Question Body

Card Sort Example

CARDS

rain

snow

sun

hot

cold

jacket

coat

shorts

CATEGORIES

Winter

Reporting Alias (Optional)

Spring

Reporting Alias (Optional)

Summer

Reporting Alias (Optional)

Fall

Reporting Alias (Optional)

GROUP TAGS

	Winter	Spring	Summer	Fall
rain				
snow				
sun				

Participant View:

card sort

Demo Moderator

which goes with each category?

Use at least 1 card

hot

warm

sunny

rainy

winter

cold

spring

chilly

summer

Drag at least 1 card here

fall

Drag at least 1 card here

Click here to comment

Attach Camera

Submit

Results Chart:

	Winter	Spring	Summer	Fall
rain	0	1 (100%)	0	0
snow	1 (100%)	0	0	0
sun	0	0	1 (100%)	0
hot	0	0	1 (100%)	0
cold	1 (100%)	0	0	0
jacket	0	0	0	1 (100%)
coat	1 (100%)	0	0	0
shorts	0	1 (100%)	0	0
