Report Types

There are four report types available in QualBoard. Your options are a Crosstab, PDF Transcript, Excel Transcript, Word Transcript or Polling. The Crosstab and Polling reports are only available as an Excel file.

Crosstab Report

A Crosstab Report is a full transcript with followups and insights that break the data down where each question is its own column and each row is its own participant. It's great for showing relationships between different responses. The Crosstab Report is separated into several different tabs: the project users tab and a tab for each section of a Group Discussion/Quick Poll or each repetition of a Diary. The Participants tab lists all participants from the event along with any information in the participant profile including demographics and group tags. Here's an example of what the participant's tab looks like:

Name	Display Name	Email	Group Tags	Last Login	Last Response	Completion Percentage
Doctor Evil	Andrew A.	m.andrew.albright@gmail.com		1/31/20	1/31/20	7
David Ritter	David R	jarroda+1@2020research.com		2/3/20	1/31/20	7
Demo Participant	Demo Participant	olivia.banks+helpdocs@2020rese	Example tag	1/22/20	1/22/20	50
John Jacob	John	olivia.banks+extra@2020research	New group	1/27/20	1/22/20	50
Test Participant	jperk	perkinsjj1@gmail.com		4/23/20		0
Kelly Banks	Kelly	olivia.banks+participant1@2020r	New group	1/22/20	1/22/20	50
Olivia Banks	Olivia	olivia.banks+newparticipant@202	Example tag	5/1/20	2/6/20	36

In each of the other tabs, the first column lists the participants and the subsequent columns contain the responses and data about those responses. The top row contains the question text as well as any media from the original task. Here's an example of what an event tab looks like:

			Please post a description of your meal.	
	Entry	Date	Responses (3)	
John	Entry 1	1/16/20	I grabbed a sub from a food truck	
Kelly	Entry 1	1/16/20	Here's my breakfast of pancakes and eggs from a small cafe	
Olivia	Entry 1	1/16/20	This is soup I made last night	

PDF Transcript

A Transcript report is great for getting data in the most similar format to how you read it in the system. Responses are nested under questions in the same order that they are programmed. You can add filters for users, group tags, and insight tags and also view additional data like what groups a user is in or what insights were left on a post. Here is an example of what a PDF Transcript Report looks like:

Tell us about you
Demo User (Moderator)

Tell us a bit about your life. What do you do, what are your hobbies, how many people are in your family?
Excited to get to know you!

Kelly (Jan 16, 2020 4:22 PM)

I'm Kelly! I'm a work-at-home mom! This is what I made for breakfast today!! I love to cook!

Group Tags:

New group

Kelly (Jan 16, 2020 4:24 PM)

So excited!

Kelly (Jan 16, 2020 4:30 PM)

This is lunch!

Demo User (Jan 22, 2020 3:34 PM)

Excited to get to know you, Kelly!

Kelly (Jan 22, 2020 3:35 PM)

Me too!!

Excel Transcript

Similarly to the PDF transcript, an Excel transcript shows the data question by question similar to how you would find it in the responses view of the events. You can add filters for users, group tags, and insight tags and also view additional data like what groups a user is in or what insights were left on a post. Here is an example of what an Excel Transcript looks like:

Demo Diary			
Title	**Text**		**Media**
Meal Preparation	how do you make your meal		
Entry	**Display Name**	**Responses**	**Media**
Entry 1	Olivia	by myself	
Entry 1	John	I purchased it	
Entry 1	Kelly	I got it at a restaurant	

Word Transcript

Similarly to the PDF transcript, a Word transcript shows the data question by question similar to how you would find it in the responses view of the events. You can add filters for users, group tags, and insight

tags and also view additional data like what groups a user is in or what insights were left on a post. Here is an example of what a Word Transcript looks like:

Polling Report

A Polling Report exports raw data and allows you to easily sort and filter your insights by groups tags, questions, and responses. This is the best report for analyzing your quantitative data. Here is an example of what a Polling Report looks like:

Display Name	Group Tags			Which meal	how do you make your meal	Please post a description of your meal.		How much did it cost ?
	Example tag	New group	Meal		Meal Preparation	Description		Price
John - Entry 1	0	1	Lunch		I purchased it	I grabbed a sub from a food truck		$6
Kelly - Entry 1	0	1	Breakfast		I got it at a restaurant	Here's my breakfast of pancakes and eggs from a small cafe		$12
Olivia - Entry 1	1	0	Dinner		by myself	This is soup I made last night		$20

Insight Report

An Insight Report exports each insight made and allows you to easily sort and filter your insights by groups tags, questions, and responses. This is the best report for analyzing your Insights. Here is an example of what a Insight Report looks like:

Response By	Question Number	Question Title	Question	Response	Insight By	Insight Comment	Insight Tags	Highlighted Text
Kelly	S1Q5	Tell us about you	Tell us a bit about your life. What do you do, what are your hobbies, how many people are in your family? Excited to get to know you!	I'm Kelly! I'm a work-at-home mom! This is what I made for breakfast today!! I love to cook!	Olivia	Works from home		
John	S1Q5	Tell us about you	Tell us a bit about your life. What do you do, what are your hobbies, how many people are in your family? Excited to get to know you!	I am a super cool person who works and has a family.	Olivia	Is a dad		
Olivia	S2Q1	Favorite	Which is the best?	The second one was the best!	Olivia	Prefers the second one		
Kelly	S2Q4	Favorite	fav	blue	Olivia	Interesting		