

# CLICKSPEX MANUAL

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## BRIEF

This application is used to collect user's like or dislike comments about the tested image.

By default, the application is configured to require at least one click and one comment from each user. However, there are many settings you can play with the meet the customized need. These setting care explained in detail in [Packspex Manual / Clickspex Section](#).

## USER INTERFACE (SURVEY)

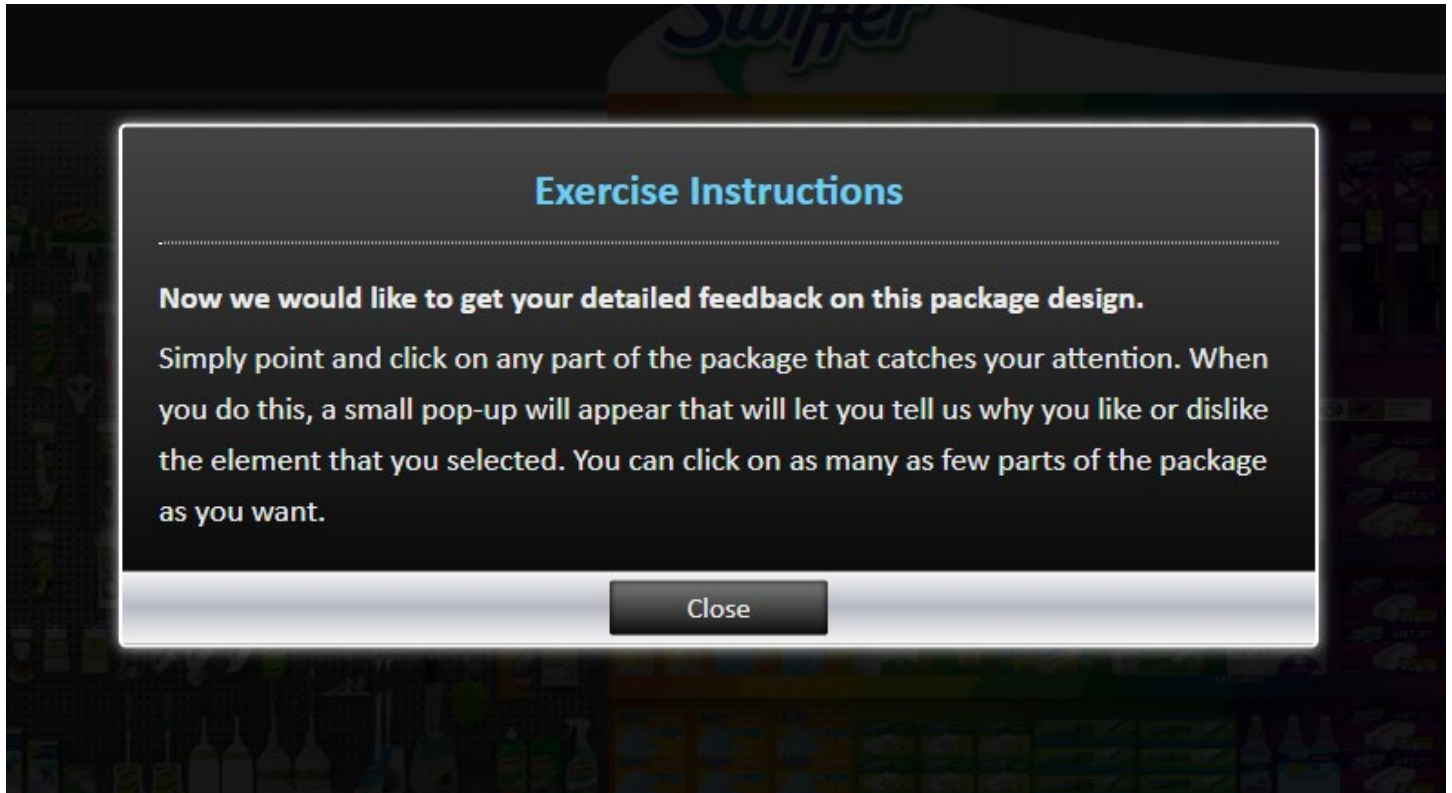
The clickspex front-end (survey) tool is **designed for all devices** – desktop/tablet/mobile. However, it is not suggested to test large image on mobile.

### Variable needs in tool template

Variable Name	Who set-it-up	Usage
<b>spexID</b>	Dynata	User Identity
<b>clickspexID</b>	HS	To load proper clickspex project setting
<b>fitInScreen</b>	Dynata	<p>This will define how the test image is presented in user screen when the exercise starts</p> <p>Two possible values:</p> <ul style="list-style-type: none"><li>• <b>true</b> - Fit the whole test image in user's window</li><li>• <b>false</b>- Fit the image in user's screen at the beginning. Then auto zoom-in the image to its original size.</li></ul> <p><b>If non-default is needed, HS needs to inform Dynata</b></p>

## Instruction window

In the instruction window, respondent will be informed the purpose of the exercise and the requirement. There are two sets of standard instruction content – [Pack test](#) or [Ad test](#). But you can always customize the content in the Packspex setting tool.



## Main Interface

The main interface consists of two parts: [top console bar](#) and [image display area](#).



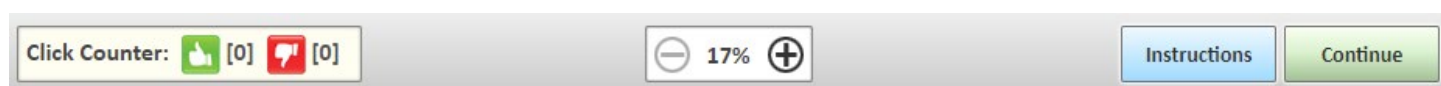
### Top Console Bar

This section has three main functional section:

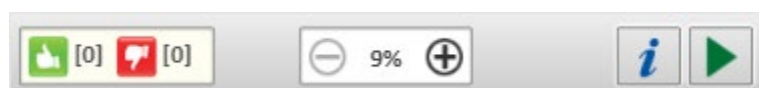
1. [Click counter](#) (on left area)– indicate how many clicks user made
2. [Zooming control](#) (in middle area) – allow user to zoom in/out
3. [Button section](#) – (on right area) user can read instruction again or exit the application

Due to the limit display space on mobile device, the top console bar has two styles:

#### DESKTOP & TABLET



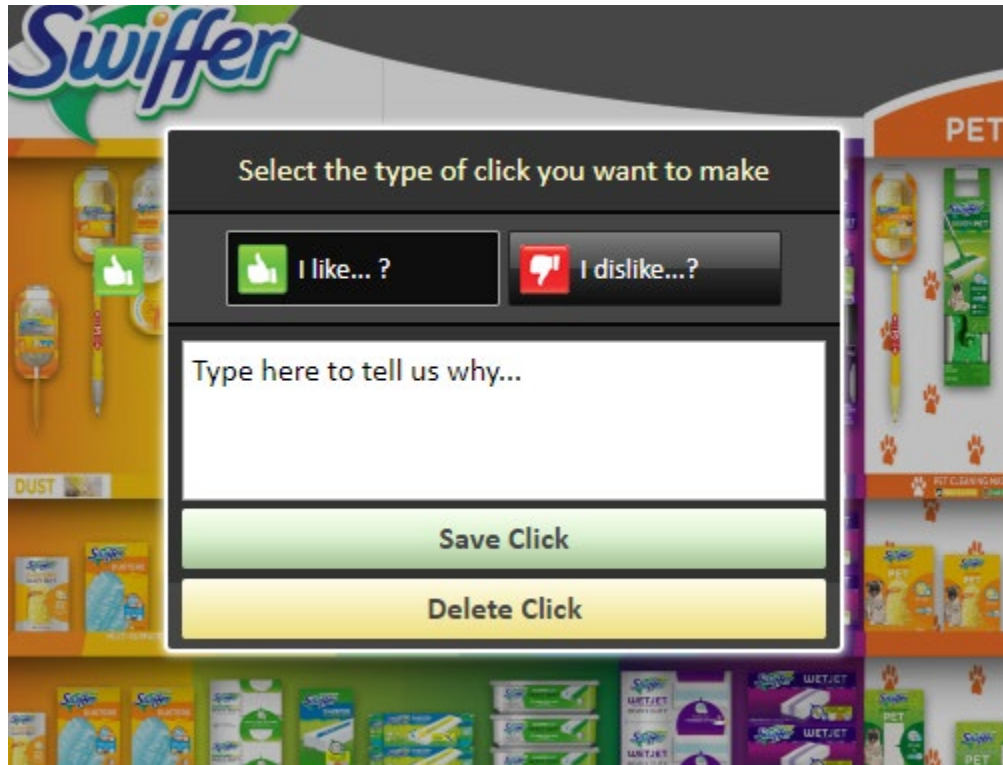
#### MOBILE



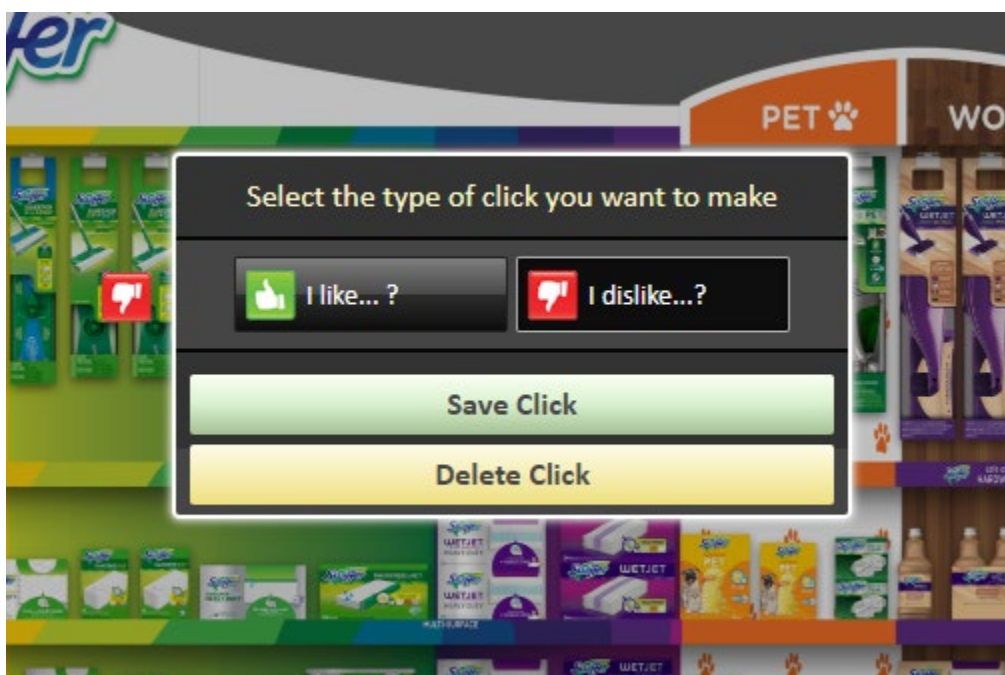
## Image Display Area

When user clicks on an image, a comment window will show up and ask about the users why they click this position and how they feel about it. User will choose whether they like/dislike what they clicked and tell the reason.

By default, the application will always show the comment box.



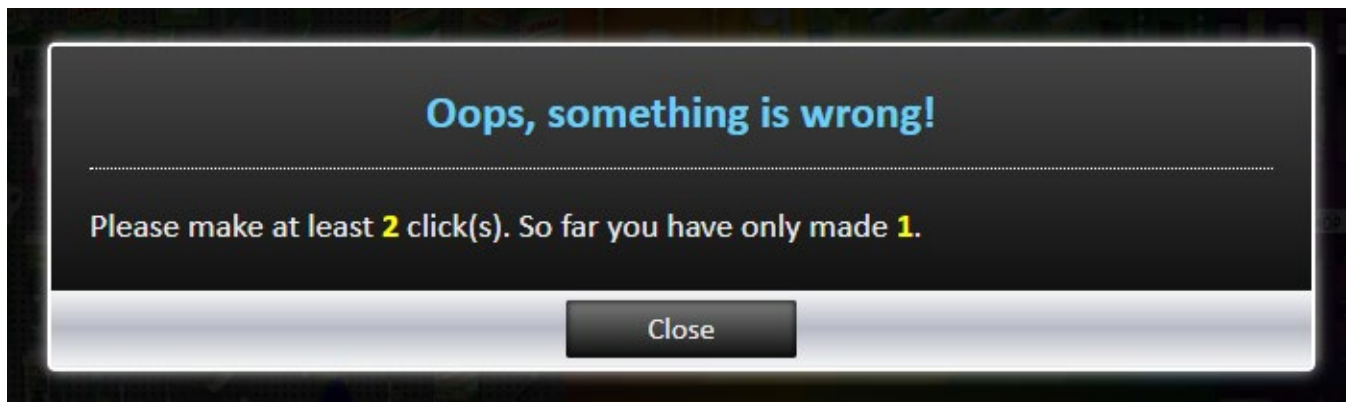
However, when it is configured to skip comment ("Not collecting comment" is chosen in the project's comment limitation setting), the comment box will be hidden, the popup will look like below.



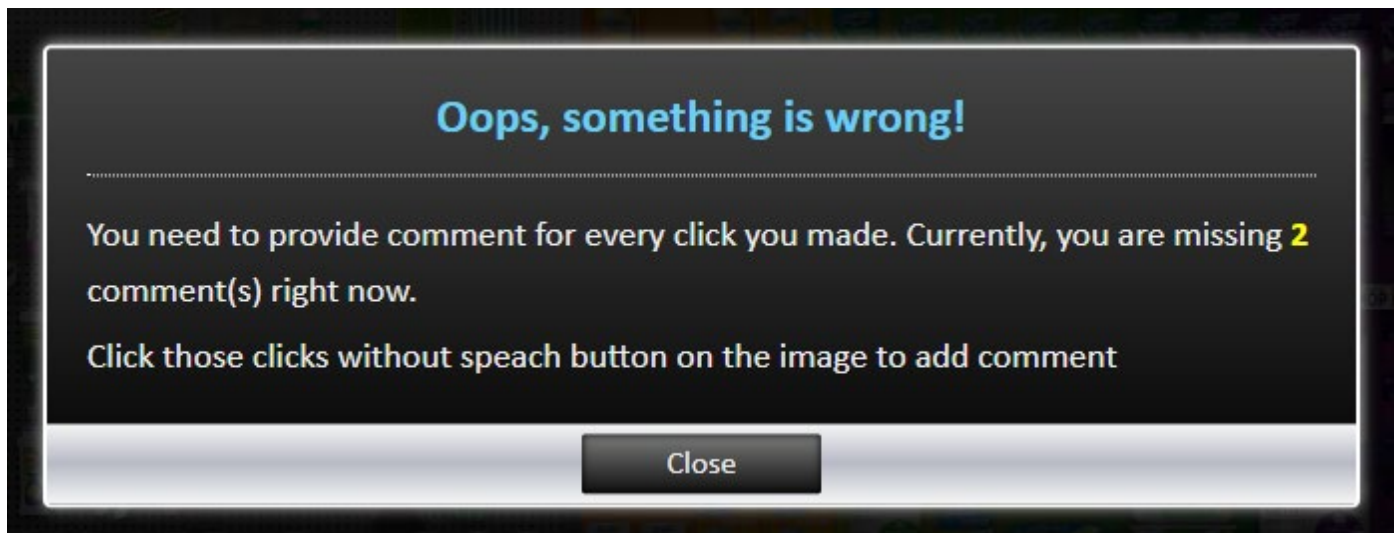
## Warning window

If the exercise is configured of having click or comment limitation and the user try to leave without meeting the requirement, an alert window will warn users and inform what they need to do before they can leave the exercise.

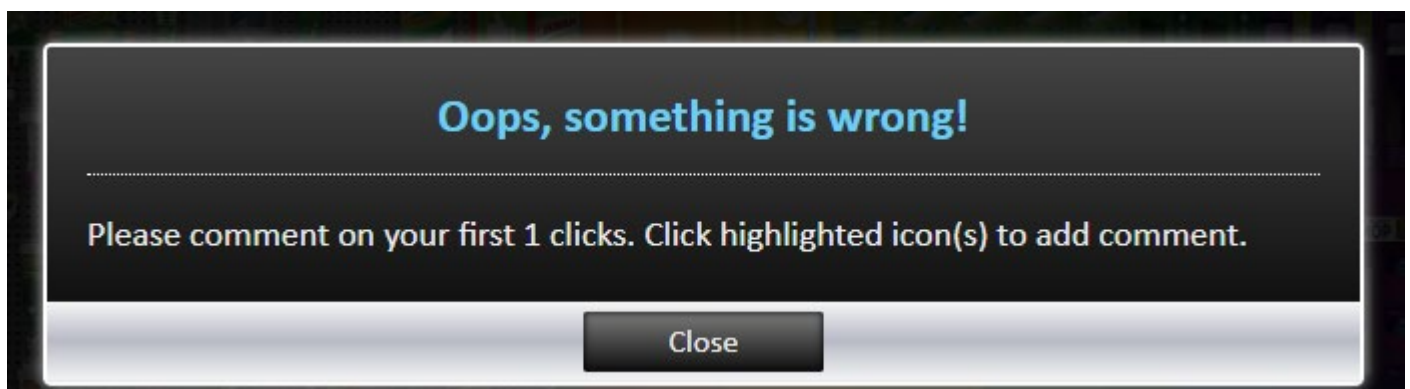
### Not enough clicks



### Missing comment in force commenting mode



### Missing comment when first X comment is required



## USER DATA

For each Clickspex click, the tool will save below information to HS database. No data needed to be saved to Dynata.

Variable Name	Usage
spexID	Respondent ID
IconID	Which type of click respondent make (like / dislike)
xPos	X position on image where respondent click
yPos	Y position on image where respondent click
comment	Respondent's comment about the click
clickOrder	The order of the click