Attention Tool® - Test Plan Guidelines

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OVERVIEW

Background ........................................................................ 1

Structure .......................................................................... 2

Header Definitions ............................................................ 3

File Structure ...................................................................... 4

Load a Test Plan into Attention Tool .................................... 5

Analysis – Segmentation Background Variables .................. 6

OTHER USES

Screen Recording ............................................................... 7

Web Sites ........................................................................... 8

Survey ............................................................................... 9

Example: Website and Survey ............................................ 10
Background

Test Plan Usage
Create a study that implements a block-design, or special needs for randomisation, or the study design requires that not all respondents see all stimuli.

A Test Plan allows the to design a study into detail. Select a set of stimuli and define the order they will be shown to every single respondent. Furthermore a Test Plan provides customised segmentation options; for example include socio-economic variables.

The examples in this document can be downloaded here:

If link is broken contact support@imotionsglobal.com

Examples of designs that can be implemented with a Test Plan
The following definitions are not universal, there may be overlap between the different types of designs.

Monadic Design
The study can contain any number of stimuli, but each respondent will only be exposed to one stimulus.

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Cell Design
Example: In a paired comparison test, one subsample (or cell of people) tests Product A first and then Product B, while the other subsample (cell) tests the two products in reverse order. Each cell of people can be called Cell A (A first), Cell B (B first).

Randomized Block Design
Divides the group of stimuli into n homogeneous groups of size t. These homogeneous groups are called blocks. The stimuli are randomly assigned to each block.

A Test Plan allows the to design a study into detail. Select a set of stimuli and define the order they will be shown to every single respondent. Furthermore a Test Plan provides customised segmentation options; for example include socio-economic variables.
How does a Test Plan look?
The Test Plan is a text file (.txt or .csv) containing details of every respondent and the subset of images they will be exposed to.

Creating a Test Plan
Before creating a new study in Attention Tool, you need to create the text file that will be the Test Plan. To do so you can create it in a text editor such as Wordpad or Notepad. If the test plan is big (many stimuli & respondents) you can use Excel to create your plan and then export it as a CSV file, that can be used without further modification to import into Attention Tool.

Steps:
1. Open a text editor: Notepad, Wordpad, or open Excel.
2. Once you have opened the text editor you need to write a header in the first line.
The header describes the sequence in which the different elements will occur.

Rules for the header: Name;Gender;Age;City;BackgroundVariable1;BackgroundVariable2;BackgroundVariableN

Each respondent has to follow the pattern of the header

Example of header:
A respondent:

<table>
<thead>
<tr>
<th>Name</th>
<th>Gender</th>
<th>Age</th>
<th>City</th>
<th>BackgroundVariable1</th>
<th>BackgroundVariable2</th>
<th>BackgroundVariableN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael</td>
<td>M</td>
<td>22</td>
<td>COP</td>
<td>A_STIM1.JPG</td>
<td>A_STIM2.JPG</td>
<td>B_STIM1.JPG</td>
</tr>
<tr>
<td>Eric</td>
<td>M</td>
<td>43</td>
<td>COP</td>
<td>B_STIM2.JPG</td>
<td>B_STIM1.JPG</td>
<td>A_STIM2.JPG</td>
</tr>
<tr>
<td>John</td>
<td>M</td>
<td>63</td>
<td>COP</td>
<td>A_STIM1.JPG</td>
<td>A_STIM2.JPG</td>
<td>B_STIM1.JPG</td>
</tr>
<tr>
<td>Brad</td>
<td>M</td>
<td>24</td>
<td>COP</td>
<td>B_STIM1.JPG</td>
<td>B_STIM1.JPG</td>
<td>A_STIM2.JPG</td>
</tr>
</tbody>
</table>

A simple test plan in Excel.
To be saved as a CSV file.

A simple test plan in Notepad.
## Header Definitions

### NAME
The NAME field must consist of alphanumeric characters. The ID length can vary. Consider to use a naming convention that easily helps you to identify respondents belonging to a particular cell or rotation. Some characters are not allowed, e.g., ‘-’, so avoid using special characters.

### GENDER
The GENDER field can only be one of the following characters: ‘M’, ‘F’, ‘m’ or ‘f’. M or m denotes male while F or f denotes female.

### AGE
The AGE field must contain a number (e.g. 36). If you do not know your respondents before starting the test, then fill in a default value of 1.

### CITY
The CITY field must contain an alphabetic word. It is case-insensitive (A-Z or a-z).

### Background Variables
A Background variable is used to make subgroups within the respondents (for example, to differentiate between consumers and non-consumers, smokers and non-smokers, different income level etc.) They can contain alphanumeric characters. Each line must contain an equal of variables corresponding to those defined in the header.

### Remaining fields
The remaining fields, i.e. fields after the list of Background variables are file names (images). They can contain alphanumeric characters and special characters in a format as dictated by any standard file naming conventions. The file names should also contain the file extensions (specifically, .jpg extension). However, each line must contain the same number of images.

### NOTE:
The last images should not be followed by a semicolon (;) at the end, meaning that every line will finish with the name of the last image and not with a semicolon (;). Image names must be unique, i.e. no respondent can be exposed to the same image-file twice. If you need to have re-exposures of the same image, you must create different file version of the same image (image-exposure1.jpg, image-exposure2.jpg etc.)
Adding images to the Test Plan

The text file contains all the information about the Test plan: respondents’ information and the order of the images. However, you still need to add those images. To do so, create a folder called “Stimuli” in the same place where the text file is located. Put all the images that the text file is referring to in that Stimuli folder.

NOTE

The name of the images should be exactly the same as the one that are written in the text file. The structure of the folders could look like this:

```
--- Test Plan (folder)
|------TestPlan01.txt
|------TestPlan02.txt
|------TestPlanXX.txt
|------ Stimuli (folder)
    |------image1.jpg
    |------image2.jpg
    |------imagexx.jpg
```

Recommendation

To avoid problems with the Test Plan and images we recommend the following next steps:

1. At the Desktop, right click on the mouse and select “create folder” and call it ‘Test Plan’.
2. Store all the Test Plans (text files) in that folder.
3. Within the ‘Test Plan’ - folder, right click on the mouse and select “create folder” and call it ‘Stimuli’ (must be named exactly that).

Store all images in the folder called Stimuli.
1. Add a new study

2. Choose the test plan option for study setup

3. Navigate to the folder where test plan file and stimuli are located

4. Inspect test plan

5. Add the study to the library

6. The test plan based study is added after a bit of processing..
Segmentation

When creating a new analysis and selecting a study created with a Test Plan you have additional options of segmentation: advanced segmentation. Advanced segmentation allows you to segment the respondents based on any of the background variables you have defined for the respondents.

Use

To add more conditions click in the “+” button. To delete conditions click on the “−” button.

After selecting the desired segmentation click on “Add”. If one or more images included in the Test Plan have not been tested yet, a message will appear saying that there are not enough respondents to display the results.
Other Uses
You can initiate a screen recording with a test plan. In the the top of the test plan file, define one or more screen recording stimuli. The structure of the header is as follows

**ScreenRecording** ; NAME ; PATH-STIMULUS-ICON ; PATH-EXECUTABLE ; INPUT-EXECUTABLE

NAME – the name of the stimulus, that you can reference when coding the rotation for each respondent.
PATH-STIMULUS-ICON – A file path to an icon that can be shown in Attention Tool to represent the screen recording stimulus
PATH-EXECUTABLE – A file path to an executable (application) that will be started during screen recording stimulus exposure.
INPUT-EXECUTABLE – Any input argument for the executable, for example a document file.

**Note:** PATH-STIMULUS-ICON, PATH-EXECUTABLE and INPUT-EXECUTABLE, are optional parameters.

This test plan defines two screen recording stimuli, NotePad1 & NotePad2, that both executes the Windows Notepad.exe application, and uses an image to represent the stimulus in Attention Tool UI (setup_border.PNG), and feeds Notepad.exe with a file that will be opened when Notepad opens (textfile1.txt, textfile2.txt).

Furthermore there are three background variables defined **Hobby, IncomeGroup and Profession**

```
ScreenRecording;NotePad1;C:\Program Files\iMotions\Attention Tool 4\images\setup_border.PNG;C:\Windows\System32\Notepad.exe;C:\textfile1.txt
ScreenRecording;NotePad2;C:\Program Files\iMotions\Attention Tool 4\images\setup_border.PNG;C:\Windows\System32\Notepad.exe;C:\textfile2.txt
Name;Gender;Age;City;Hobby;IncomeGroup;Profession
RESPONDENT1;M;26;MOSCOW;Reading;High;SelfEmployed;NotePad1
RESPONDENT2;F;27;MOSCOW;Travelling;High;HomeMaker;NotePad2
```

This test plan defines one screen recording stimulus **Desktop**, which will just show the desktop when initiated during test, as there is no reference to any application executables. Likewise there is no icon defined to show in Attention Tool UI, and there is no input parameter for the **Desktop**. There is not defined any background variables besides the mandatory ones.

```
ScreenRecording;Desktop;;
Name;Gender;Age;City
RESPONDENT1;M;26;MOSCOW;instructionslide-1.jpg;desktop
RESPONDENT2;F;27;MOSCOW;instructionslide-2.jpg;desktop
```
You can initiate a screen recording with a test plan.
In the the top of the test plan file, define one or more screen recording stimuli. The structure of the header is as follows

**WebRecording**: NAME ; PATH-STIMULUS-ICON ; URL

NAME – the name of the stimulus, that you can reference when coding the rotation for each respondent.
PATH-STIMULUS-ICON – A file path to an icon that can be shown in Attention Tool to represent the web stimulus.
URL – the web address to be opened.

Note: PATH-STIMULUS-ICON is an optional parameter. NAME is case sensitive.

This test plan defines a web site test with references to three websites, Google, Yahoo and Bing. There is no icon defined to show in Attention Tool UI – notice the double semicolons `;;` which indicates that the icon-reference is omitted.

WebRecording;GooglePage;;http://google.com
WebRecording;YahooPage;;http://yahoo.com
WebRecording;BingPage;;http://bing.com
Name;Gender;Age;City
RESPONDENT1;M;26;PETERSBURG;GooglePage;YahooPage;BingPage
RESPONDENT2;M;26;PETERSBURG;YahooPage;GooglePage;BingPage
RESPONDENT3;M;26;PETERSBURG;BingPage;YahooPage;GooglePage
A survey slide is stored on the computer as a file-structure, consisting of an XML file and an image folder. If you want to include surveys in the test plan setup it is very simple. Follow these two rules:

- Reference the survey slide as you would reference an image (but using the .xml file extension).
- Put the survey slide’s XML file and image folder in the “Stimuli” folder that should always be present when setting up a test plan.

Name;Gender;Age;City
RESPONDENT1;M;1;COPENHAGEN;instructions.jpg;buying-intention1.xml;buying-intention2.xml
RESPONDENT1;M;1;COPENHAGEN;instructions.jpg;buying-intention2.xml;buying-intention1.xml
RESPONDENT1;M;1;COPENHAGEN;instructions.jpg;buying-intention1.xml;buying-intention2.xml
RESPONDENT1;M;1;COPENHAGEN;instructions.jpg;buying-intention2.xml;buying-intention1.xml

The contents of the “Stimuli” folder for the test plan.

A sample test plan referencing a survey slide as the last stimulus for each respondent.
The goal of this study is to test brand communication of news web sites. We compare BBC and CNN, each respondent is exposed to one OR the other, and is not informed beforehand which web site will appear.

A masking task is given the respondent before the test starts:

"Locate the sports news, and then locate the Golf section."

After the navigation task, a number of survey slides are set up, also with a masking-questions. First slide asks about the attitude towards the site. The second slide contains the central question

"Do you remember which homepage you visited? CNN, BBC or Don’t Recall"
Set up the survey slides in the survey editor and save them to a destination folder. To use the survey data in a testplan, copy the contents of the destination folder to the testplan’s *stimuli* folder.

To reference the survey slides in the testplan, just copy the xml-files and the corresponding image-folders to the stimuli-folder of the testplan (See Page 3 “File Structure”).
The goal of this study is to test brand communication of news web sites. We compare BBC and CNN, each respondent is exposed to one OR the other, and is not informed beforehand which web site will appear.

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“Locate the sports news, and then locate the Golf section.”

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“Do you remember which site you visited?”

A naming convention is used for each respondent, which makes it easy to make out which cell each respondent belongs to when seeing them listed in Attention Tool. The test is prepared for on-the-fly recruiting; each respondent has default gender (m=male) and age (1 year). CITY is set to an arbitrary value.
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support@imotionsglobal.com