

## Using Skip Logic Quick Start Guide

This guide is part of the Survey Coach Quick Start Guide series.

For guides on other topics, please visit [www.zoomerang.com/qs](http://www.zoomerang.com/qs) or click the **Support/Help** link on any Zoomerang page.

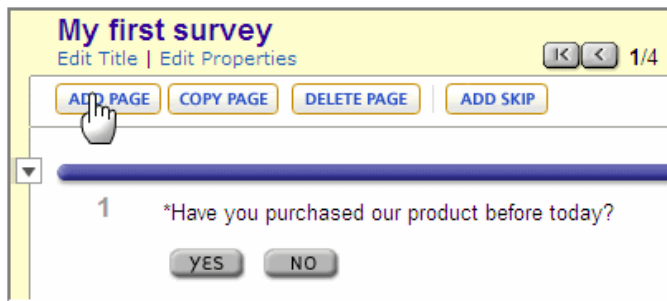
Skip, or branch, logic is a powerful feature available only to paid Zoomerang members.

### Using Skip Logic

Skip Logic allows you to create custom paths through a survey that survey takers follow depending on their response to a particular question. Skip Logic can only be applied to a survey while it is in design mode.

1. First, create a survey with multiple pages. For more information about how to set up your survey, refer to the *Creating a Survey Quick Start Guide*.
2. Organize the questions so that the last question on each page is the one you will add Skip Logic to.

You can add additional pages to your survey by clicking on either **Add Page** button.



Notice that as you add subsequent pages to your survey, the **Add Skip** button appears. Skip Logic can be applied to all but the last page of your survey.

## Zoomerang Support Resources

### Learn More Links

Click on any of the **Learn More** links next to some of the features within Zoomerang to bring up help articles directly related to that topic.

### Demo Videos

We have several short demo videos that show you how to create, deploy, and analyze the results of your survey. Visit [www.zoomerang.com/demos](http://www.zoomerang.com/demos) for a complete list.

### Online Support Center

Just click the **Support/Help** link on the top of any Zoomerang page to be taken to our Online Support Center. Once there you can:

- Search our extensive Knowledge Base
- Submit your question to our support team
- View your support question history

### User Forums

Curious about how others are using Zoomerang? Visit our User Forums at [forums.zoomerang.com](http://forums.zoomerang.com) to find out and ask any questions you might have about using Zoomerang.

### Telephone Support

Paid members have phone support available to them. Just click the **Support/Help** link at the top of any Zoomerang page once you are logged in for a list of support phone numbers.

## Skip Logic Tips

### Skip Logic Best Practices

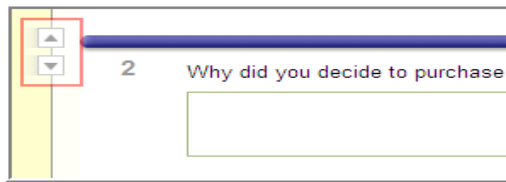
- Create all questions and pages and map out the skip logic path before applying skip logic to the survey
- You must have at least two pages in your survey before you can add Skip Logic
- Make all questions that contain Skip Logic mandatory
- Make the last question on a survey page the one that contains Skip Logic
- Respondents can only skip forward in a survey; they cannot skip backwards to a previous page
- Test all possible paths of your survey using the Preview function

### Skip Logic can be used on the following Question Types:

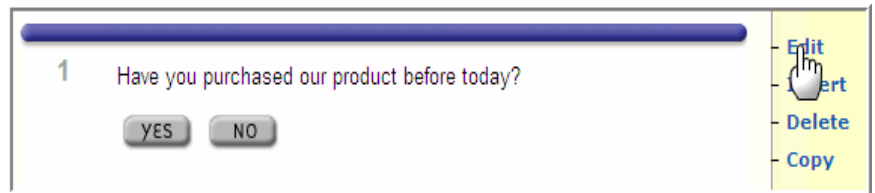
- Multiple Choice - One Answer
- Multiple Choice - One Answer (Drop Down)
- Multiple Choice - Multiple Answer (Bullets)
- Rating Scale - One Answer (Horizontal)
- Yes or No

Skip Logic cannot be used on open-ended questions.

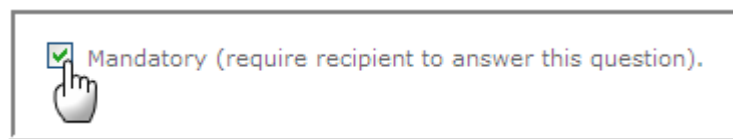
Move questions up, down, or to different pages using the up and down arrows to the left of each question.



3. Make the question that contains Skip Logic mandatory.
  - Click on the **Edit** button to the right of the question.

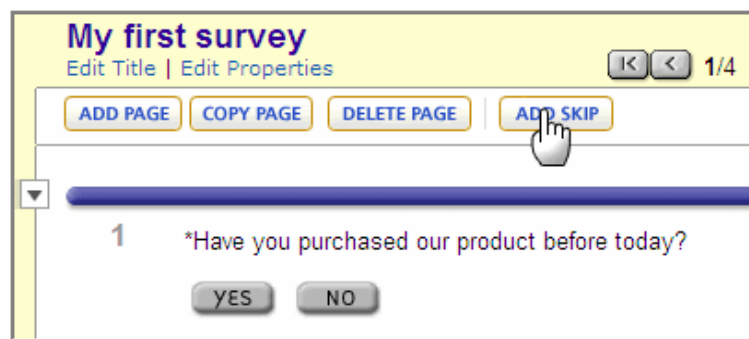


- Click on the **Mandatory** checkbox at the bottom of the Edit a Question screen.

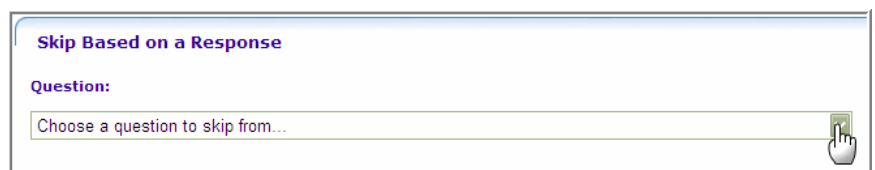


- Click **Continue** to return to the survey page.

4. Click on either **Add Skip** button at the top or bottom of the survey page.



5. Select the question from the pull-down that you want to add Skip Logic for. Note that each mandatory question on the page appears in the pull-down.



After you select a question, you will see that there is now a pull-down next to each possible answer to the question. Use these pull-downs to send survey takers to the correct page in the survey based on their response to this question.

- 6. Select the path from each answer choice you would like your respondents to follow from this question.

**Skip Based on a Response**

**Question:**

1. Have you purchased our product before today?

For each answer, you may select the page the respondent will see next.

Answer	Go to page:
Yes	2
No	3

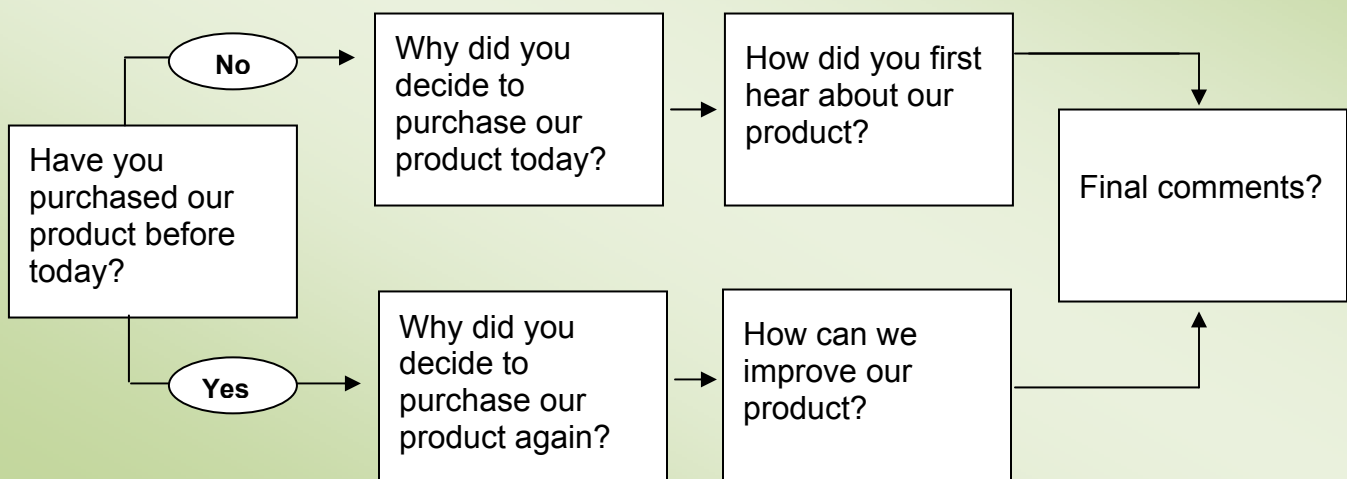
In this example, we want “Yes” responses to go to page 2 of the survey and “No” responses to skip over the responses intended for those who have purchased our product before and go to page 3.

Note that if you select “No skip” as your **Go to page** option for a particular response, Skip Logic will not be applied and respondents will continue to the next survey page.

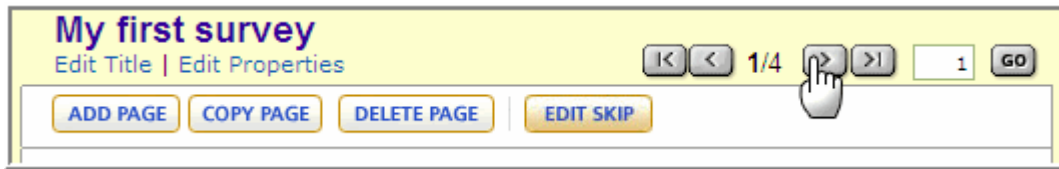
- 7. Another **Go to page** option is to **Screen Out** respondents based on a particular response. When respondents select this answer option they do not continue on to the remainder of the survey, but are taken directly to your **Screen Out** page. For more information about the Screen Out page, refer to the *Launching a Survey Quick Start Guide*.

### Skip Logic Page Mapping

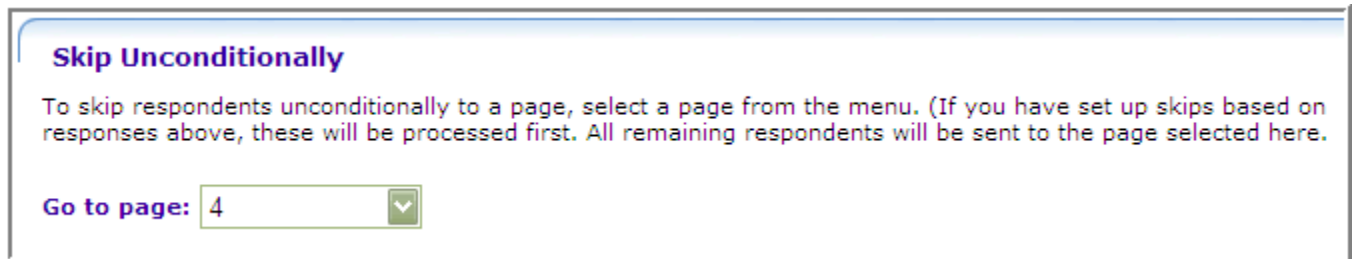
Skip Logic allows you to create custom paths through a survey that survey takers follow depending on their response to one or more question. The illustration below shows the two possible paths a survey taker could follow depending on his response to the first question.



- Click **Continue** to save your choices and return to the survey page.
- Click the page arrow button to move to page 2.



- Add an unconditional skip on page 2 so that those who said “Yes” to the first question will skip over the questions designed for those who have not tested our product before.
  - Click on the **Add Skip** button.
  - Select the final survey page from the pull-down under the **Skip Unconditionally** header.



- Click **Continue** to save your choices and return to the survey page.

Note that respondents will view survey pages numbered in sequential order regardless of how the page numbering appears in design mode.

- We recommend that you use the Preview feature to test each possible path to your survey to make sure everything is working as expected. Click on the **Preview** button from any survey page.

