

Asking User Manual Contents

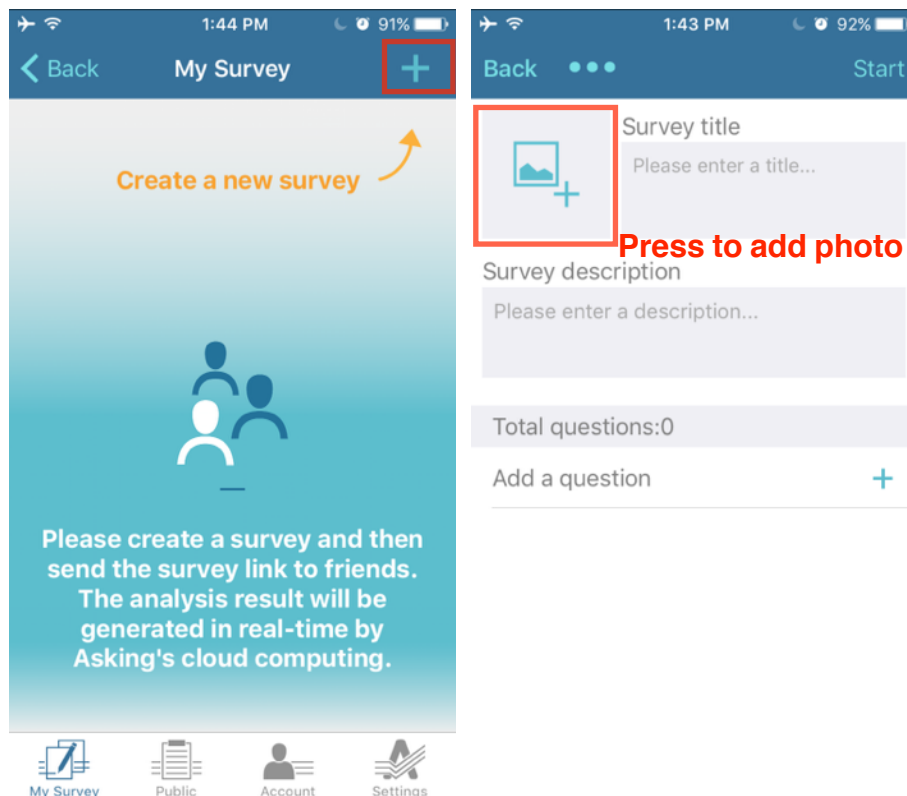
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1. How to Create a Survey

(1) Start Creating a Survey

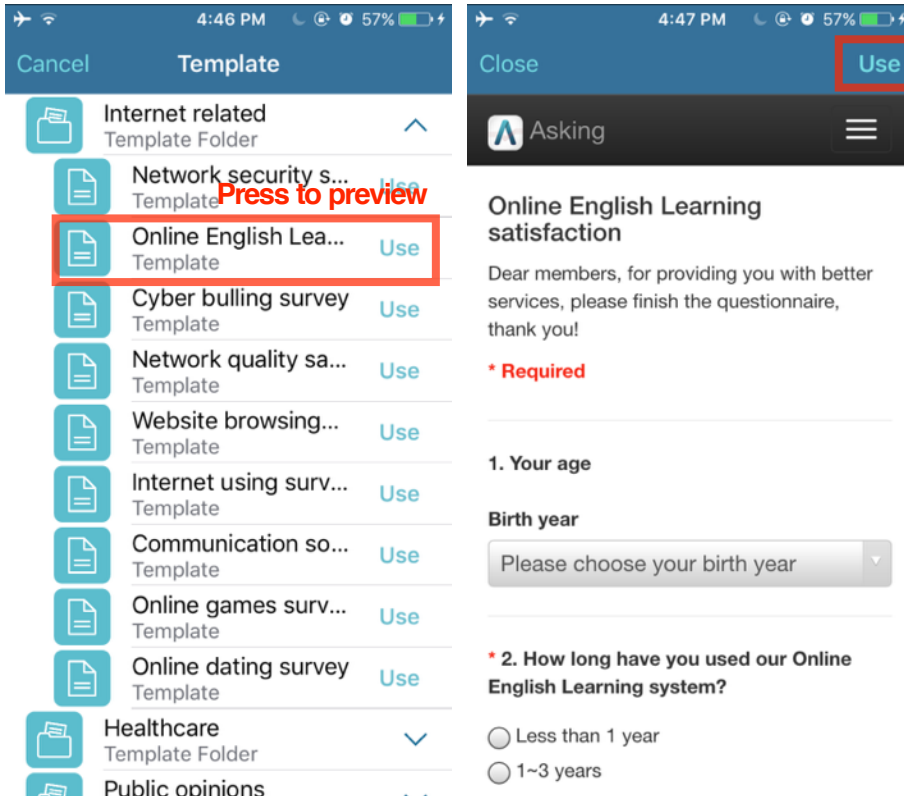
After registering by mobile phone number, press “+” to start creating your survey. “Asking” provides useful question types like “Choice (Single, Multiple)”, “Personal Info”, “Text Input”, “Scale (Score 1~10)”, “Dropdown” and “Date”...etc for helping you handle with any kind of needs. You can preview and copy questions or replace their order at all time while you are editing the survey.



(2) How to Use Templates

“Asking” provides more than a hundred of templates including “Activity Planning”, “Customer satisfaction”, “Marketing Research”, “Business Starting”, “Forms” for you to create surveys easily. You can just choose one of the template that meets your need and modify it. Then you can submit the survey right away.

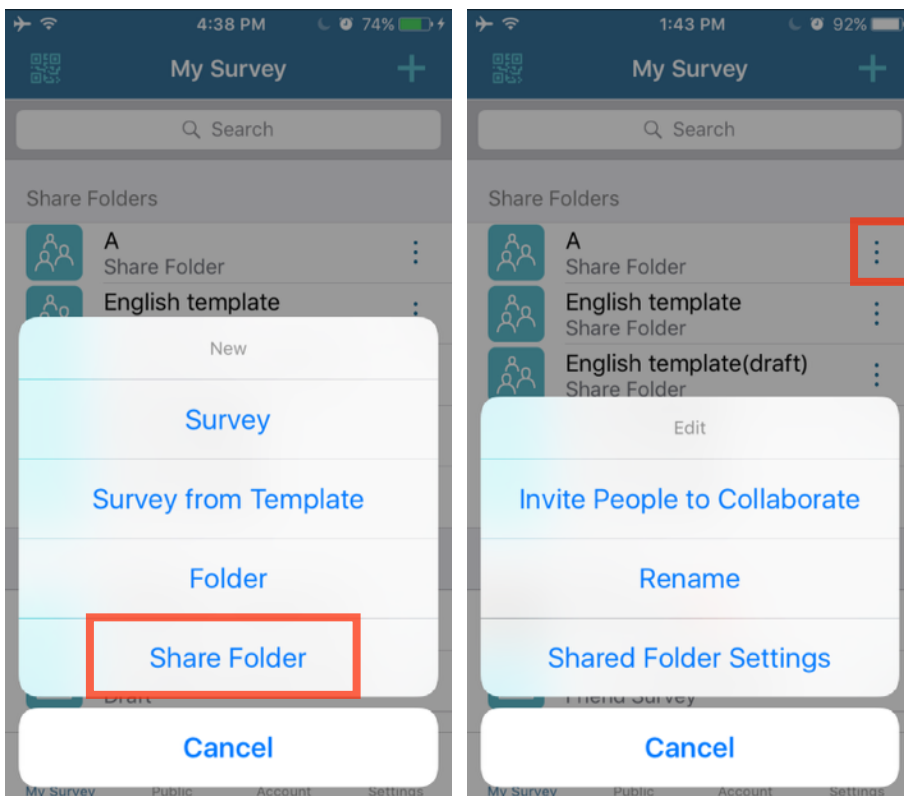
a. After choosing a template, press “Use” to download.



(3) Create Share Folders

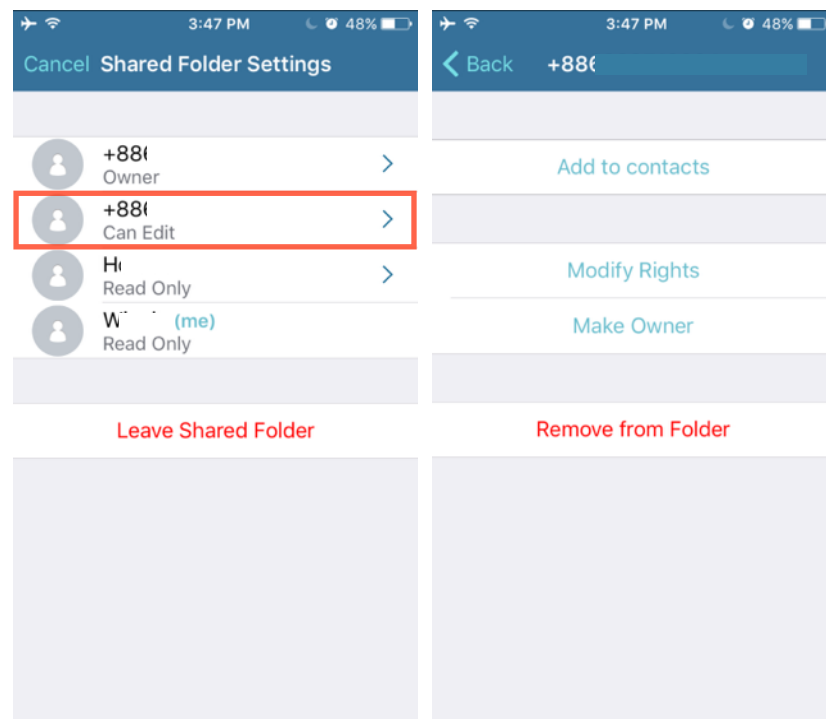
Besides ordinary folder, paid members are able to create share folders so you can collaborate surveys with others.

Press “...”(As the right picture shown), the owner of the share folder can not only invite people to collaborate surveys, but also modify the collaborator list and rights of collaborators.



There are three kinds of collaborator in share folder which are “Read Only”, “Can Edit” and “Owner”.

- a. “Read Only” : you can preview surveys and check analysis reports.
- b. “Can Edit” : in addition to check surveys and analysis reports, people who “Can Edit” have the rights to modify surveys as well.
- c. “Owner” : each share folder has one “Owner” who can invite people to collaborate, transfer the ownership to any collaborator or modify collaborator’s rights.



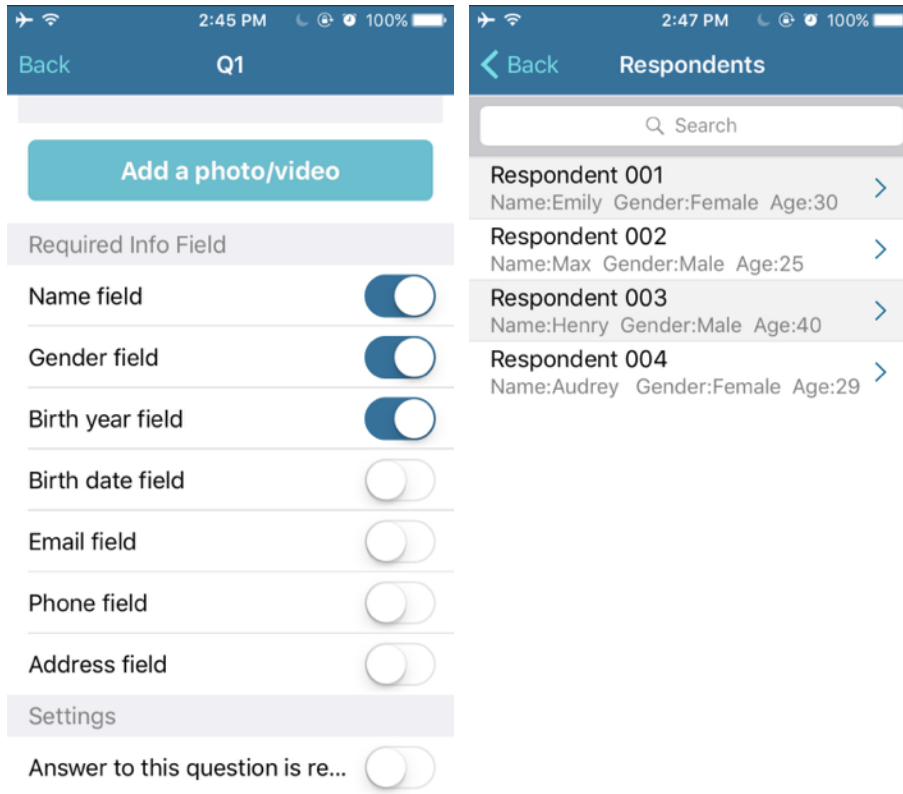
(4) Make a Good Use of Personal Info

“Personal Info” allows you to collect replier’s personal information, such as, name, gender, birth year, birthday, email, phone number, address...etc. You can even set the “Personal Info” question as a required-answer question.

Use “Personal Info” can not only save your time, but also a good news for free member who can only generate 15 questions per survey, all the fields of the personal information are considered as one question!

The information you got from “Personal Info” question is helpful for deeply understanding respondents of your survey.(See the right picture)

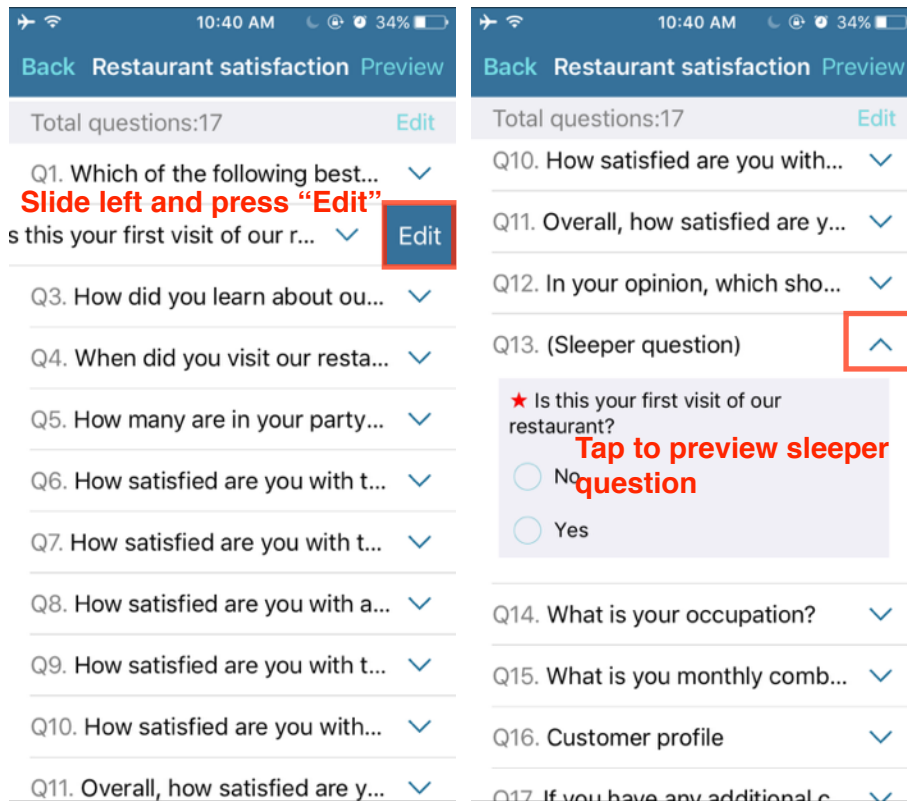
a. Choose the required fields in “Personal Info” first and you will see every respondent’s basic information in analysis report after respondents answer the survey.



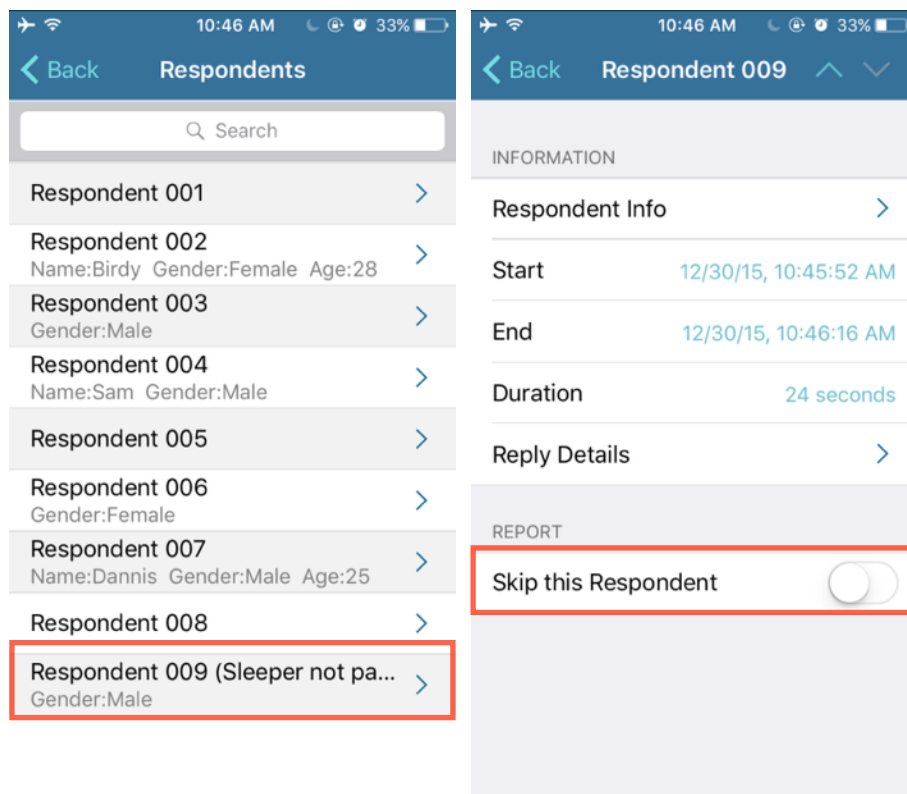
(5) Generate Sleeper Question

To ensure the answering quality, “Asking” provides sleeper question feature. You can generate a sleeper question according to a “Single Choice” or “Dropdown” question. Each survey can only generate a sleeper question, you are able to move the sleeper question, and the system will check the reply after respondents answer the survey. You can decide whether to skip the respondent who didn’t pass the sleeper question test.

a. According to the left picture, press “Edit”, then choose “Generate Sleeper Question” and preview, move the sleeper question if needed.

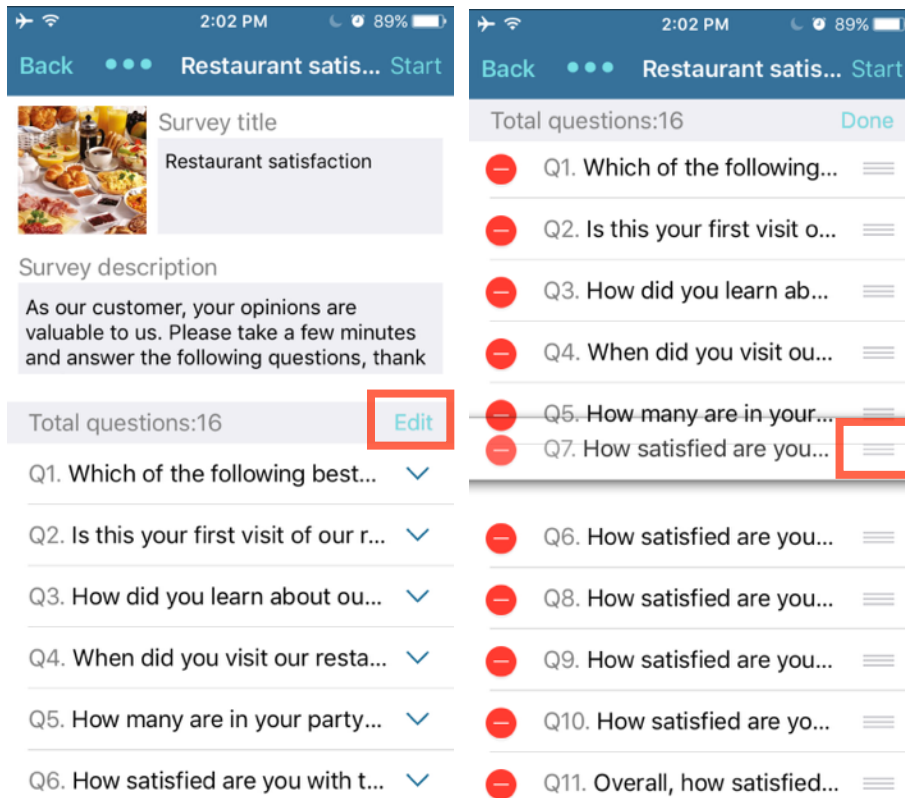


b. In analysis report, whether the respondents pass the sleeper question or not will be shown. You can skip the respondent who didn't pass the sleeper question test to ensure the quality of the analysis report.



(6) How to Copy Question and Change its Order

a. **Change Order:** As the left picture shown, press “Edit” and change the order of questions (See the right picture).

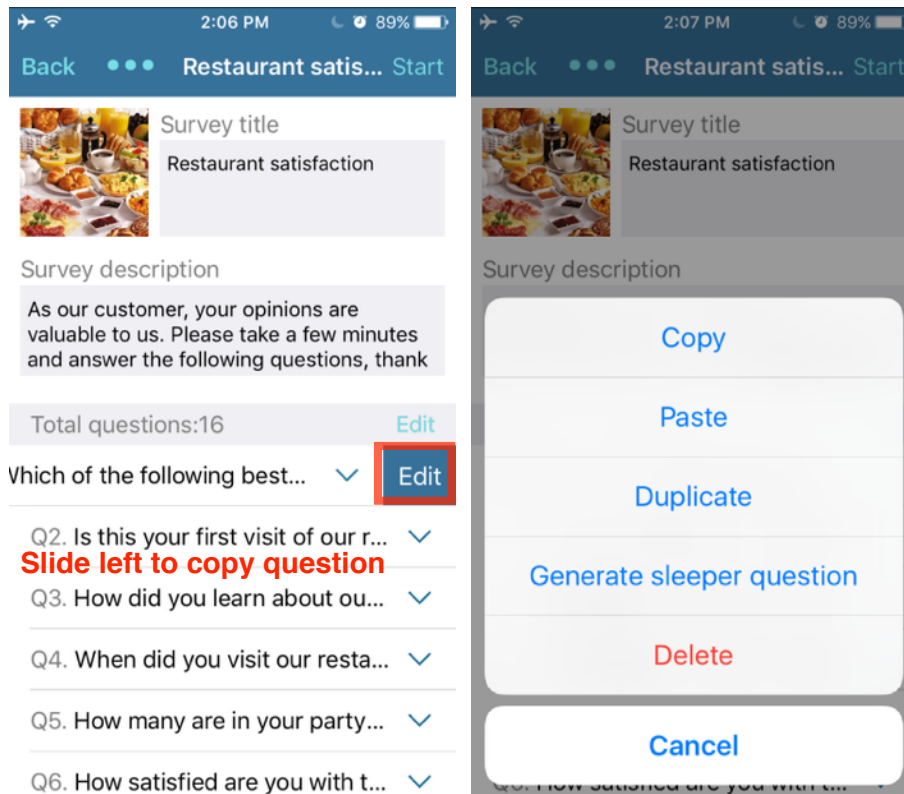


b. Copy Question :

It's bothering if you have to keep typing similar question or choices like “Satisfied”, “Dissatisfied”, “Not Bad” while creating a survey. “Copy” / “Paste” a question is to solve this problem.

As the picture shown below, slide left and press “Edit”, you will see “Copy” which means you can copy this question to the pasteboard, and then “Paste” the question from pasteboard in another survey or the same one. “Duplicate” means you can duplicate this question in this survey immediately.

Even the survey is online, you can still change the order of questions or add new questions, also, you can still change the order of choices or add new one, the analysis result will still be correct.

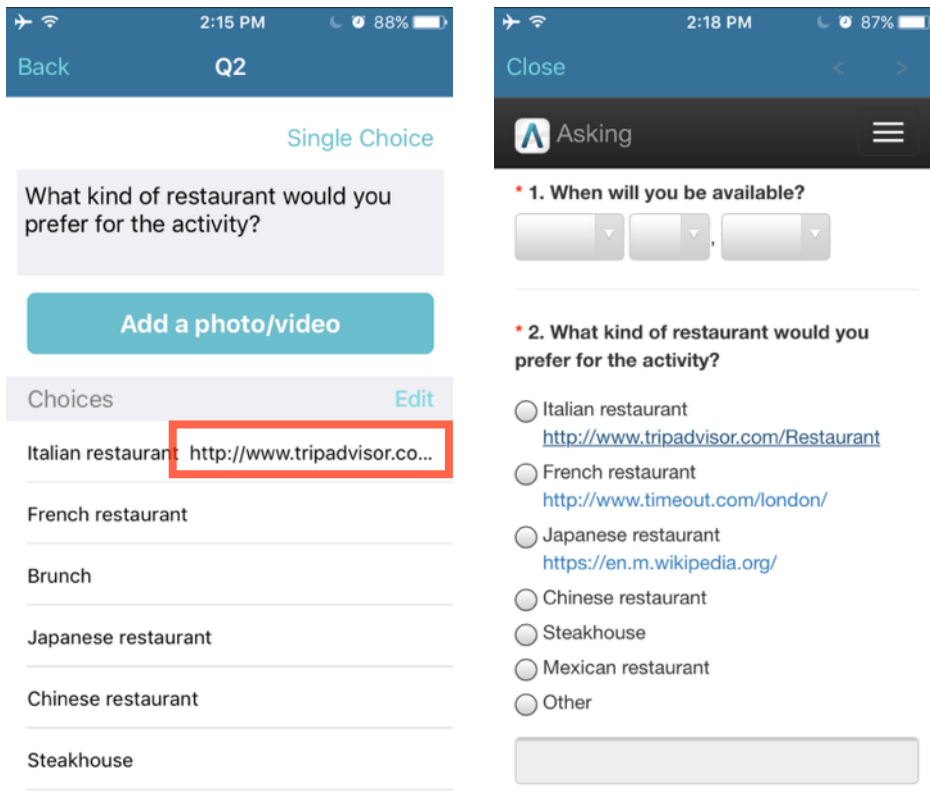


Next, we would like to introduce another practical function to you. In addition to text descriptions, you can also insert URLs, photos or videos in your survey to make your survey looks totally different. For example, if you are going to conduct a product satisfaction, try to add the video to show how good is your product. Let's see how to use the function!

(7) Insert Web Link into Survey

Insert web link to provide more information which is considered as reference material for respondents.

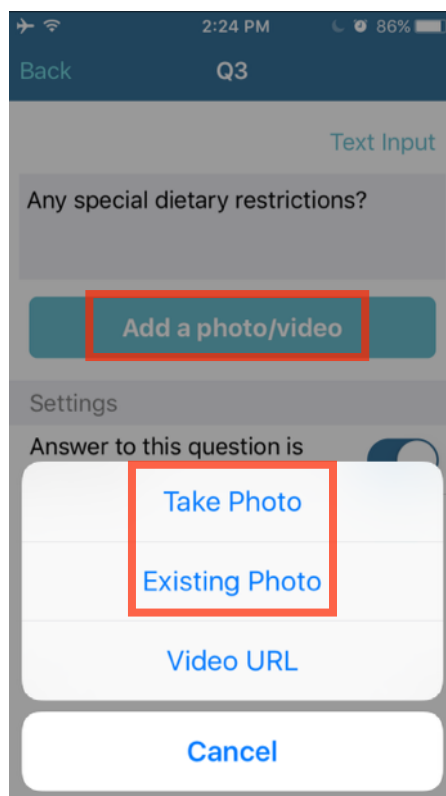
- a. As the left picture shown, paste the link behind the choices or any place you can type.
- b. As the right picture shown, when previewing the survey, all url links become clickable automatically so your respondents can click the links to see web pages.



(8) How to Add Photo in Question

Adding photos or videos in questions can not only advertise your products but also help what words can't do.

Look at the picture below, press "Add a photo/video" first, then press "Take Photo" or "Existing Photo".

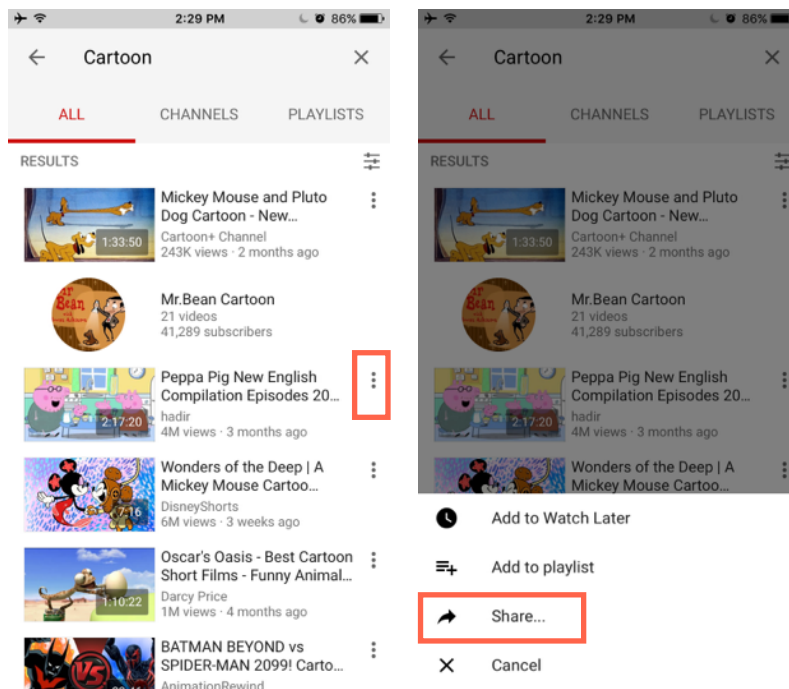


(9) How to Add Video in Question

Adding a video in question, such as product films, activity films. Let's see how to do it!

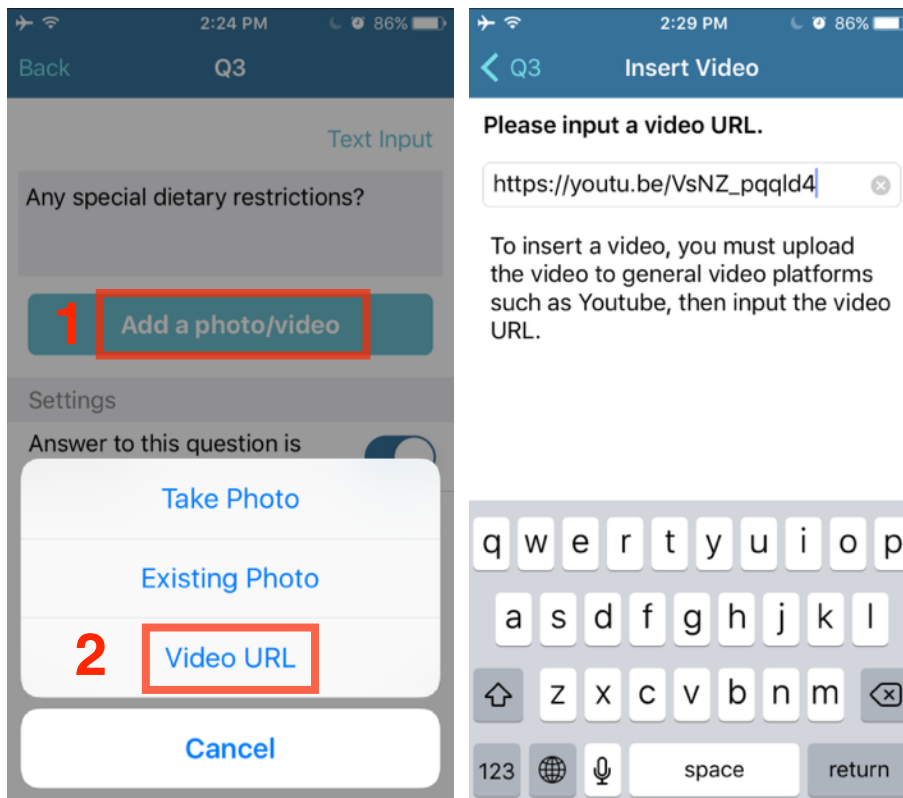
First, get the video link from video sites such as Youtube:

- As the left picture shown, press "...".
- As the right picture shown, press "Share" and get the video link.



Then insert the video into survey:

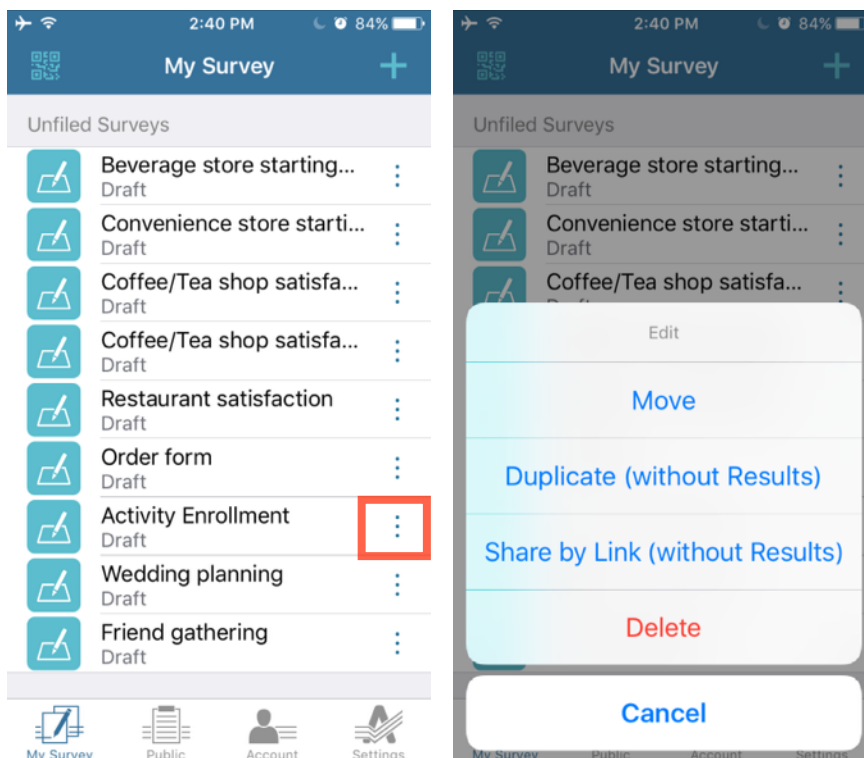
- See the left picture, press "Add a photo/video" and then press "Video URL".
- As the right picture shown, input the video URL you copied before.



(10) Move, Duplicate and Share by Link

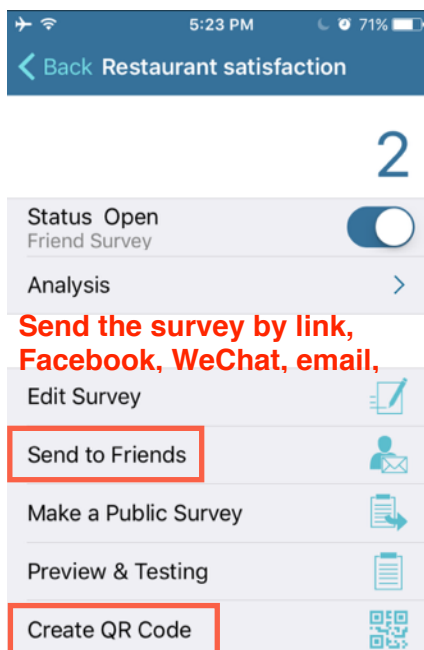
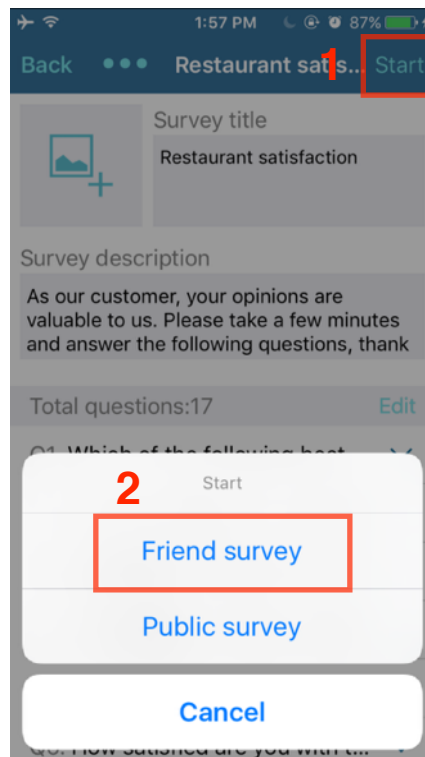
What can you do if you want to move, duplicate or share a questionnaire with your friends?

- a. As the left picture shown, press “...”.
- b. As the right picture shown, press “Move”, “Duplicate”, “Share by Link”, to move your survey to some folder and share the link with your friends so they can use your survey. To ensure the safety when sharing the link with your friends, please remind them to click the link and download the survey before the link expired.



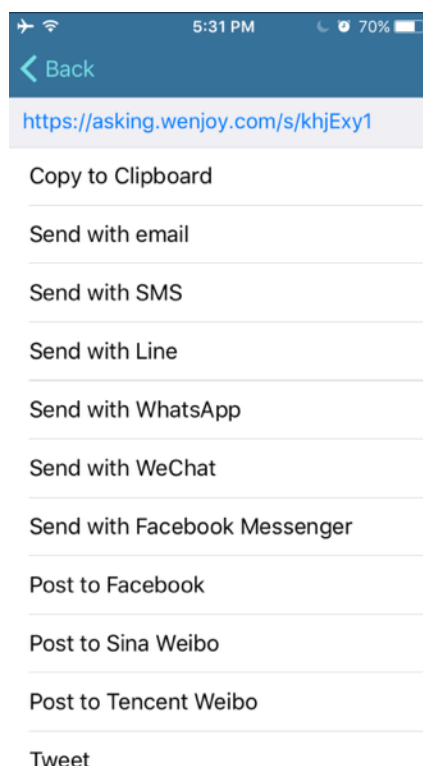
(11) QR Code and Ways to Send

Press "Start" after you completing the questionnaire editing. As soon as the questionnaire is submitted, you can stop or check the analysis result at all time. Choose "Send to Friends" and send the questionnaire via mail or social network apps. Also, you can generate QR Code for people to scan it and answer the questionnaire. Most of all, no need to install app to answer questionnaires. Asking is compatible with PC, tablets, Mac, Windows, iOS and Android.



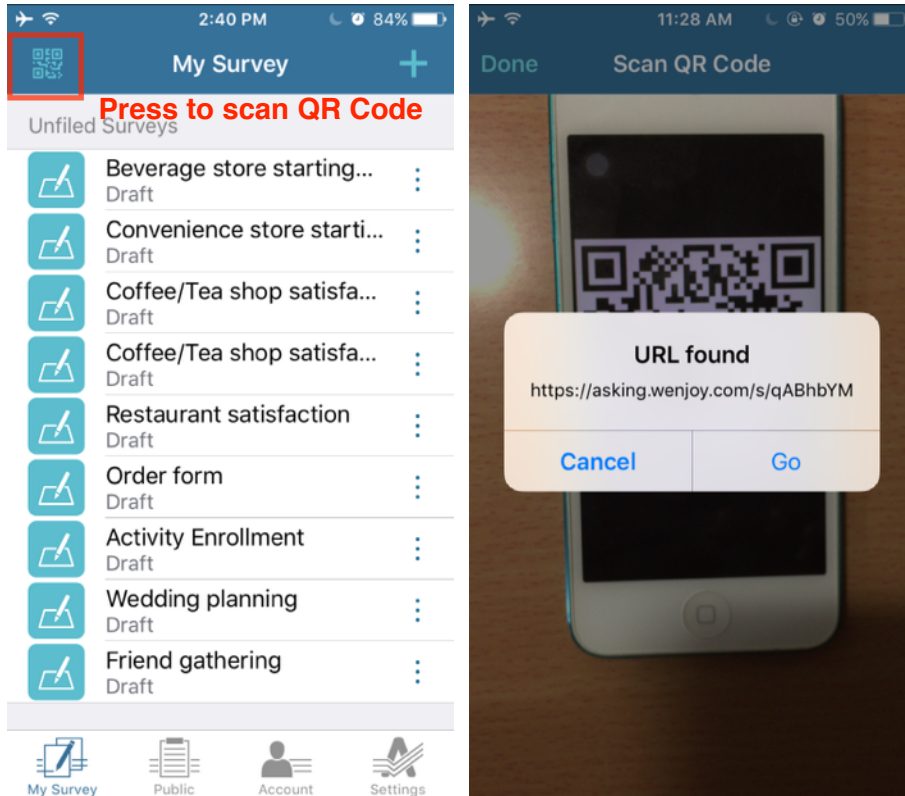
Send the survey by link, Facebook, WeChat, email,

Create QR Code for other application like print it out.



Asking has the built-in QR code scanner:

- a. Press QR Code scanner as the left picture shown.
- b. Scan the QR Code of a survey and start to answer it.

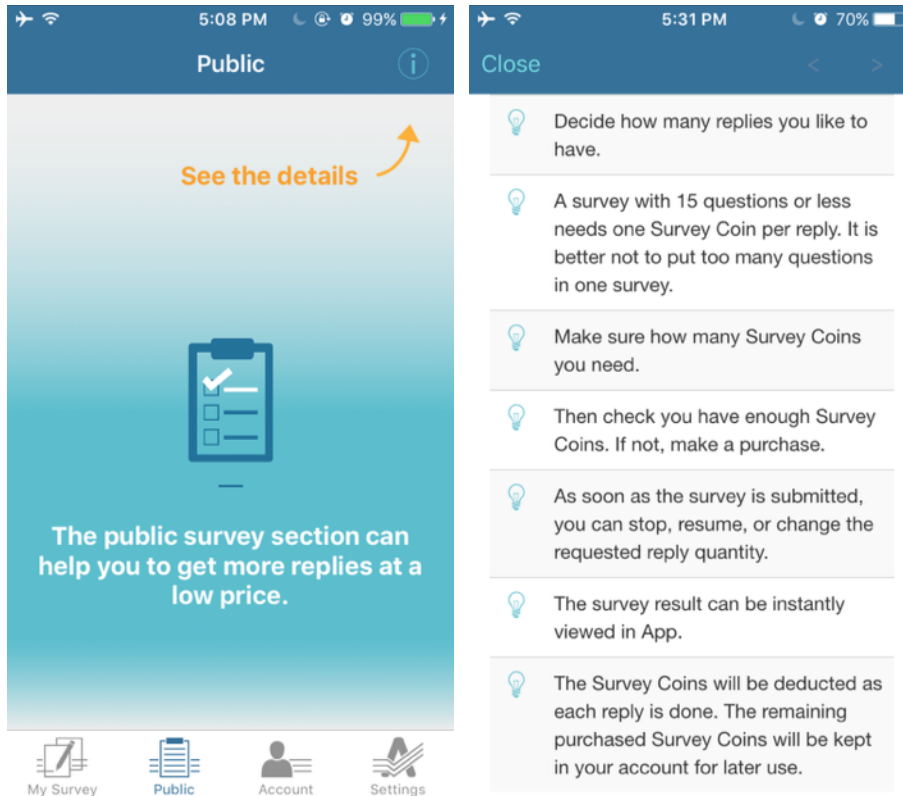


(12) Friend Survey and Public Survey

Friend Survey: Send the link to your friends, customers, etc.

Public Survey: If you like to have more survey replies from strangers, the public section can help you get more replies at a low price.

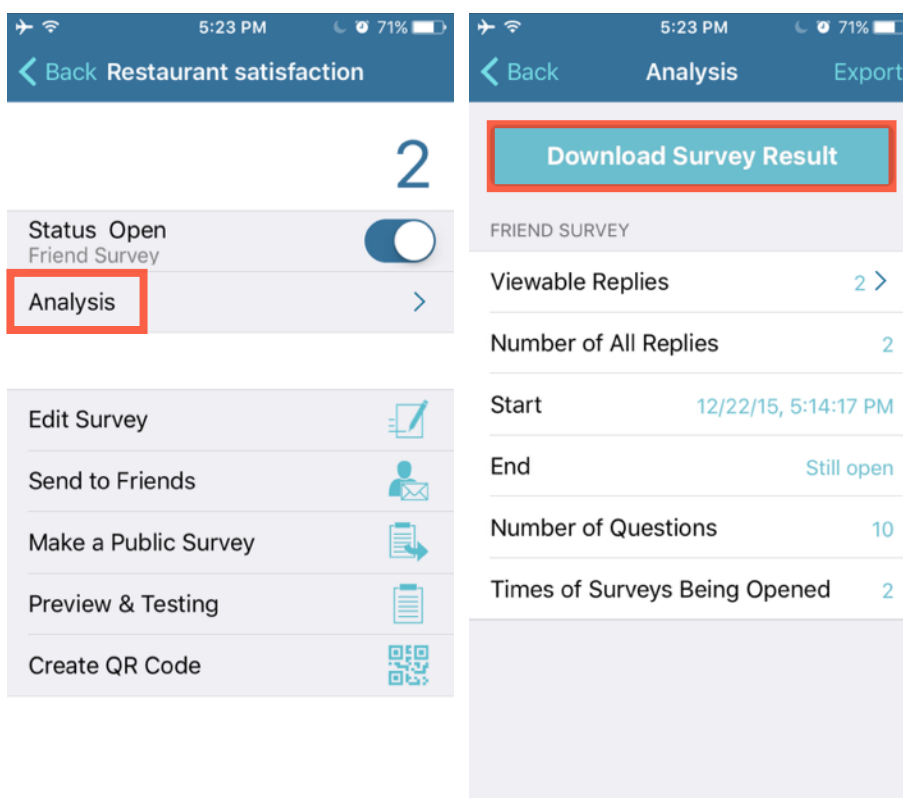
The Survey Coins will be deducted as each reply is done. A survey with 15 questions or less needs one Survey Coin per reply. (A survey with 16~30 questions needs two Survey Coins per reply, A survey with 31~45 questions needs three Survey Coins per reply, and so on.) The remaining purchased Survey Coins will be kept in your account for later use.



2. How to View and Export Analysis Result

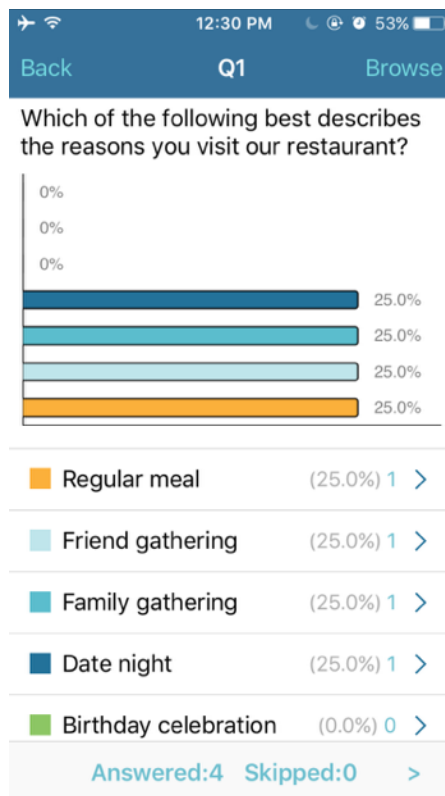
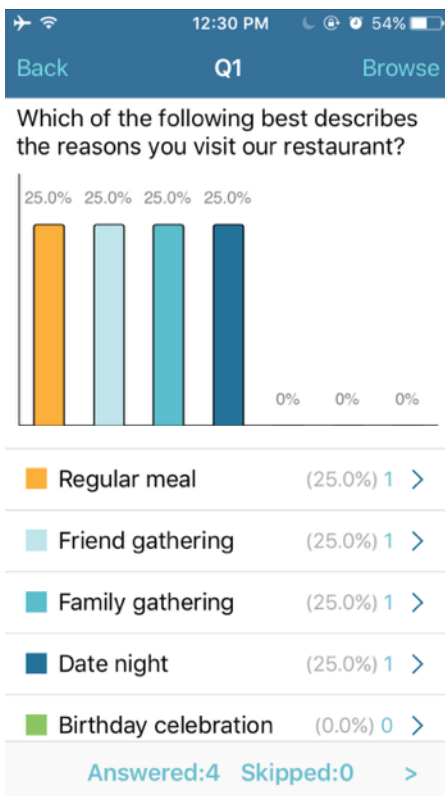
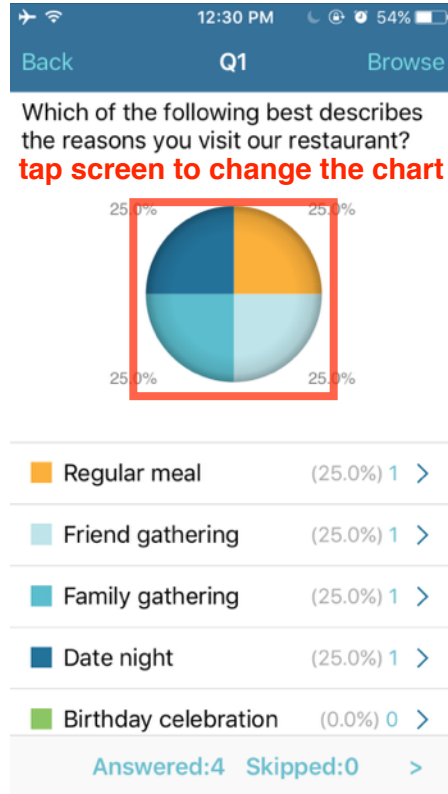
(1) How to View Analysis Report

- As the left picture shown, press "Analysis".
- As the right picture shown, press "Download Survey Result".



(2) Change Analysis Report Chart

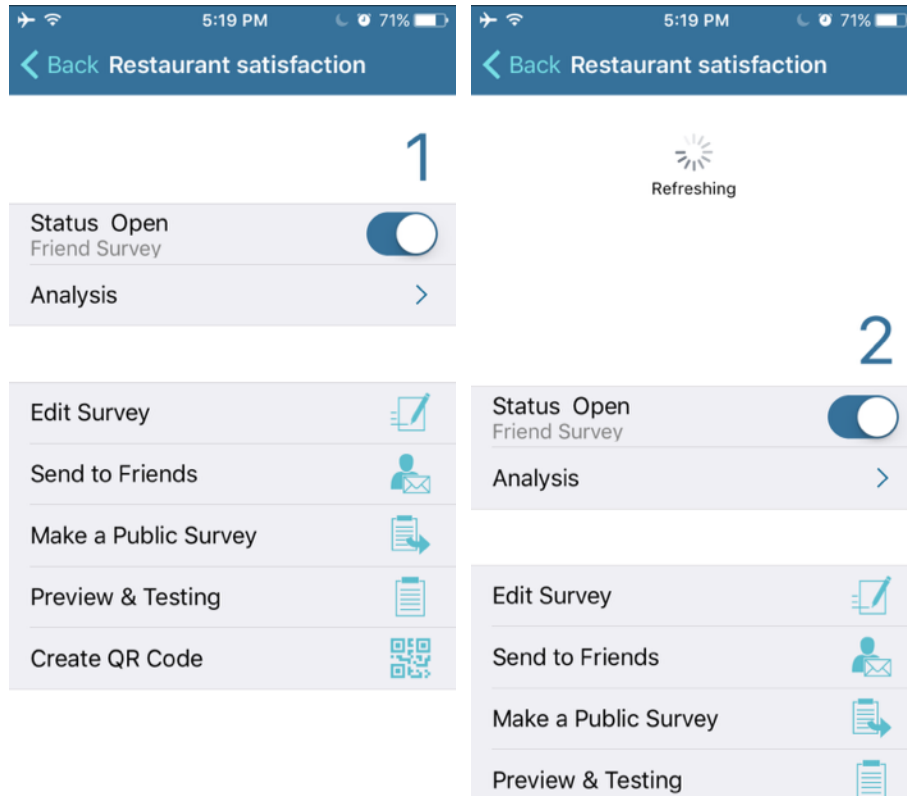
Tap the chart to change the default “Pie Chart” to “Bar Chart”, “Asking” will keep the chart you chose when you view the report next time.



(3) Refresh Analysis Report

How do you know if there are more respondents answer the survey?

As the right picture shown, pull the page down and refresh analysis report.

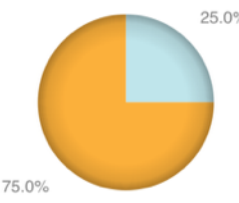


(4) How to Use Cross-Analysis

Cross-Analysis is helpful for understanding specific respondent's demands and thoughts. Once you press any choice of any question, you will see who choose this choice, then press "Cross-Analysis" to see how these respondents answering other questions.

- a. As you can see, there are three respondents choose "No" in question 2.
- b. Press "Cross-Analysis" and see how these three respondents answering other questions.

Is this your first visit of our restaurant?



Yes	(25.0%) 1	>
No	(75.0%) 3	>

No Cross-Analysis

Q Search

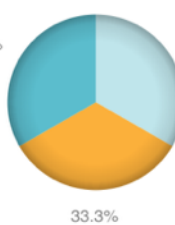
- Respondent 002**
 Name: Birdy Gender: Female Age: 28 >
- Respondent 003
 Gender: Male >
- Respondent 004**
 Name: Sam Gender: Male >

< Answered:4 Skipped:0 >

Back Cross-Analysis Browse

How satisfied are you with the food quality?

Very Dissatisfied :1 Very Satisfied :5



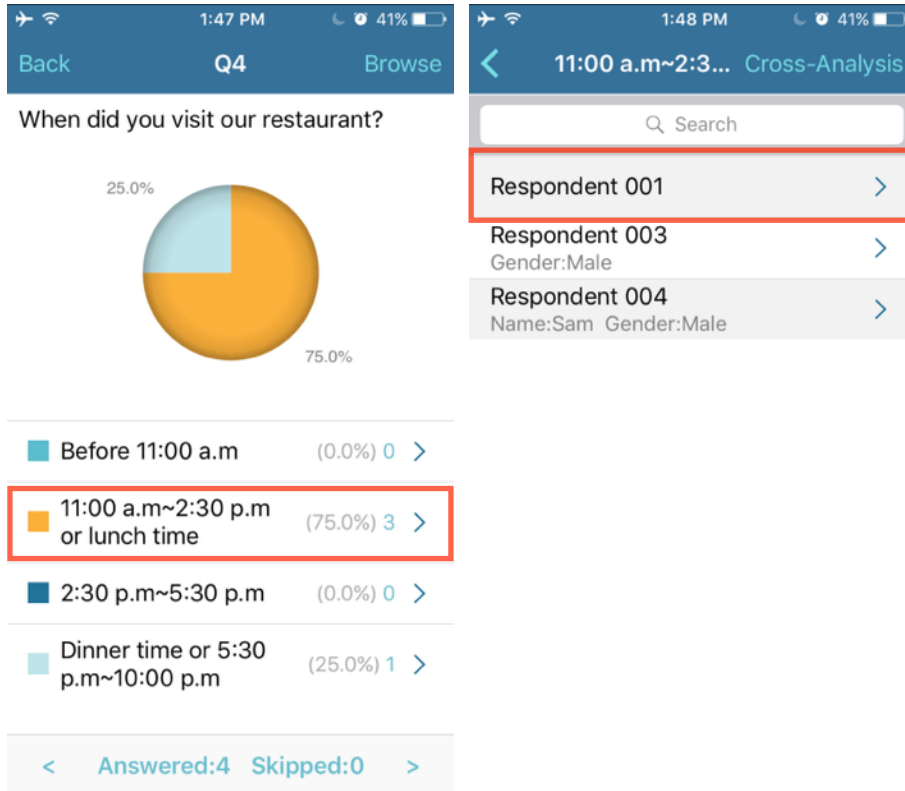
Average : 4.00

3	(33.3%) 1	>
4	(33.3%) 1	>
5	(33.3%) 1	>

< Answered:3 Skipped:0 >

(5) How to Check Reply Details and Skip the Respondent

Check reply details can help you get more detail information of each answering options. Take “Restaurant Satisfaction” for example, if you like to know who visit the restaurant at lunch time, then just tap this option for more information. (See the left picture) or pick one respondent to get more details.

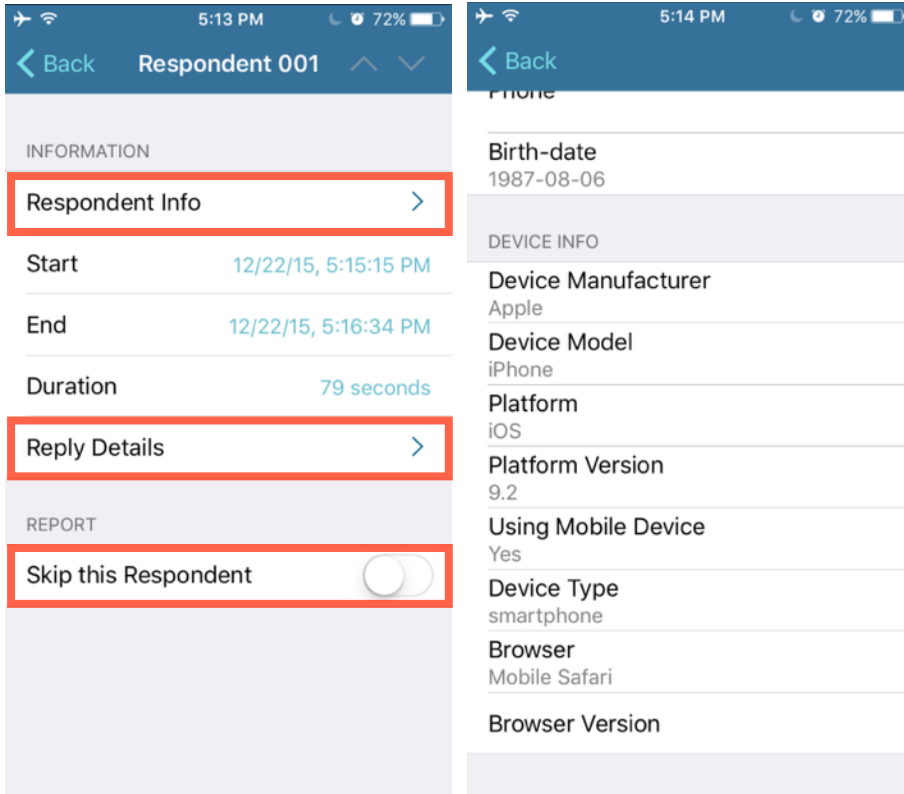


You can see reply information by pressing “Respondent”, please look at the left picture,

- Respondent info: Respondent’s device information, see the right picture below.
- Reply details: Respondent’s complete answers of the survey .

If you like to skip some respondents' answer (e.g. respondent who didn't pass sleeper question test), you can skip the respondent, please look at the left picture.

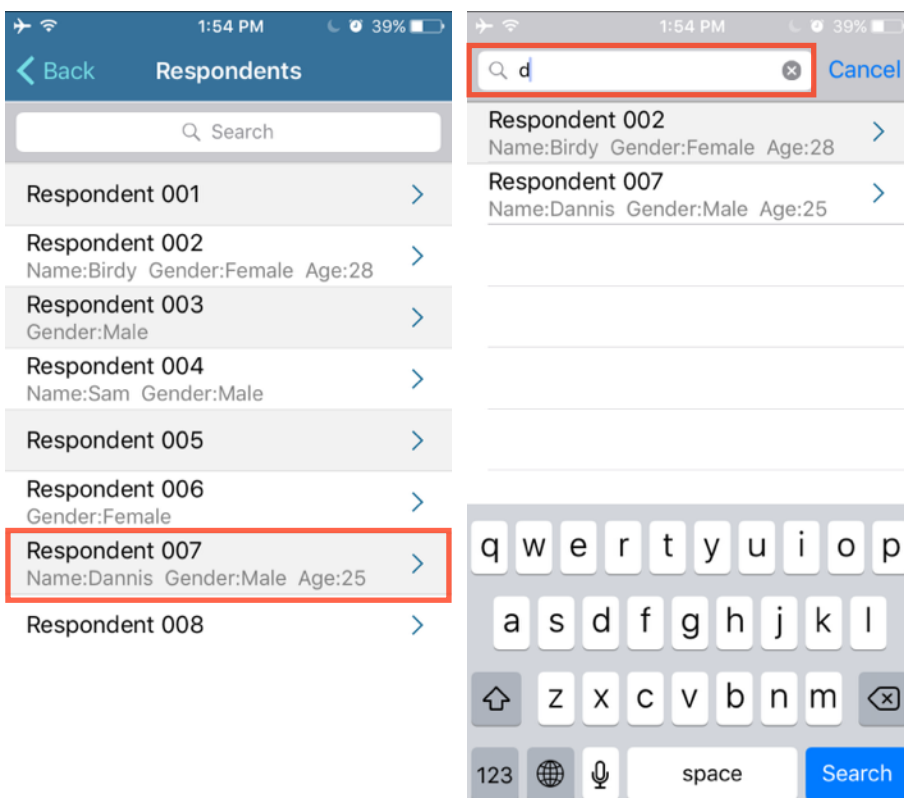
- Turn on the switch to skip the respondent.



(6) Search Personal Information of the Respondent

When there are many respondents, you can search specific respondents if the survey includes “Personal info” question.

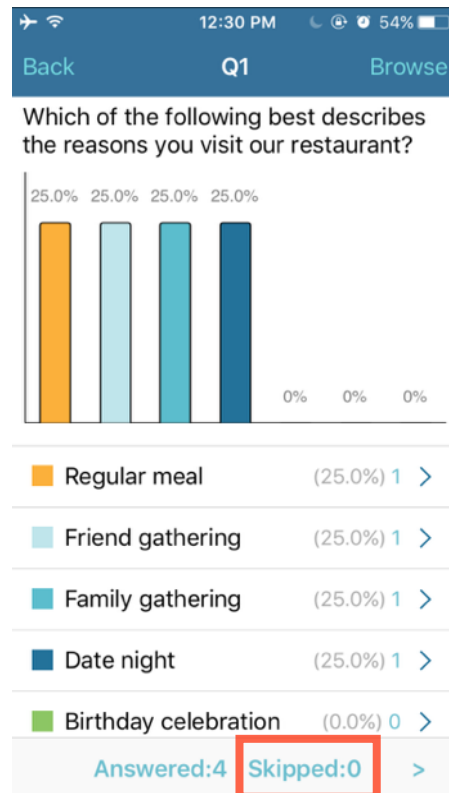
For example, you can get respondent 007 in a minute by entering his name or other information of respondent 007 in the search bar. (see the right picture)



(7) Check Who Skipped the Question

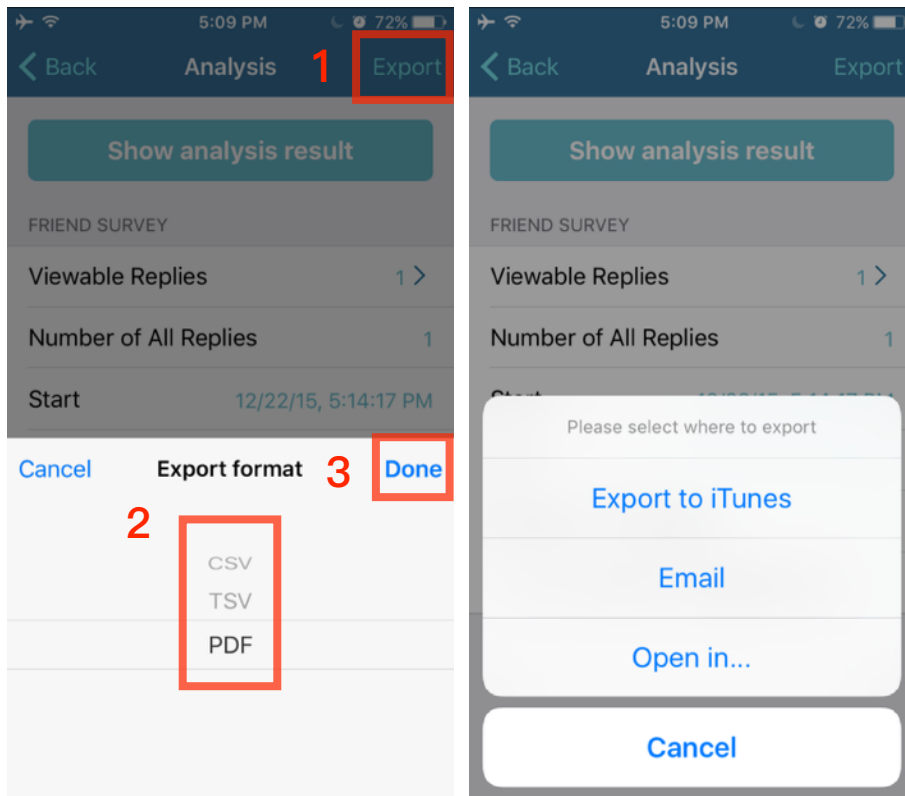
How do you know who didn't answer the question?

As you can see, press "Skipped" to check who didn't answer this question.



(8) Export Analysis Report

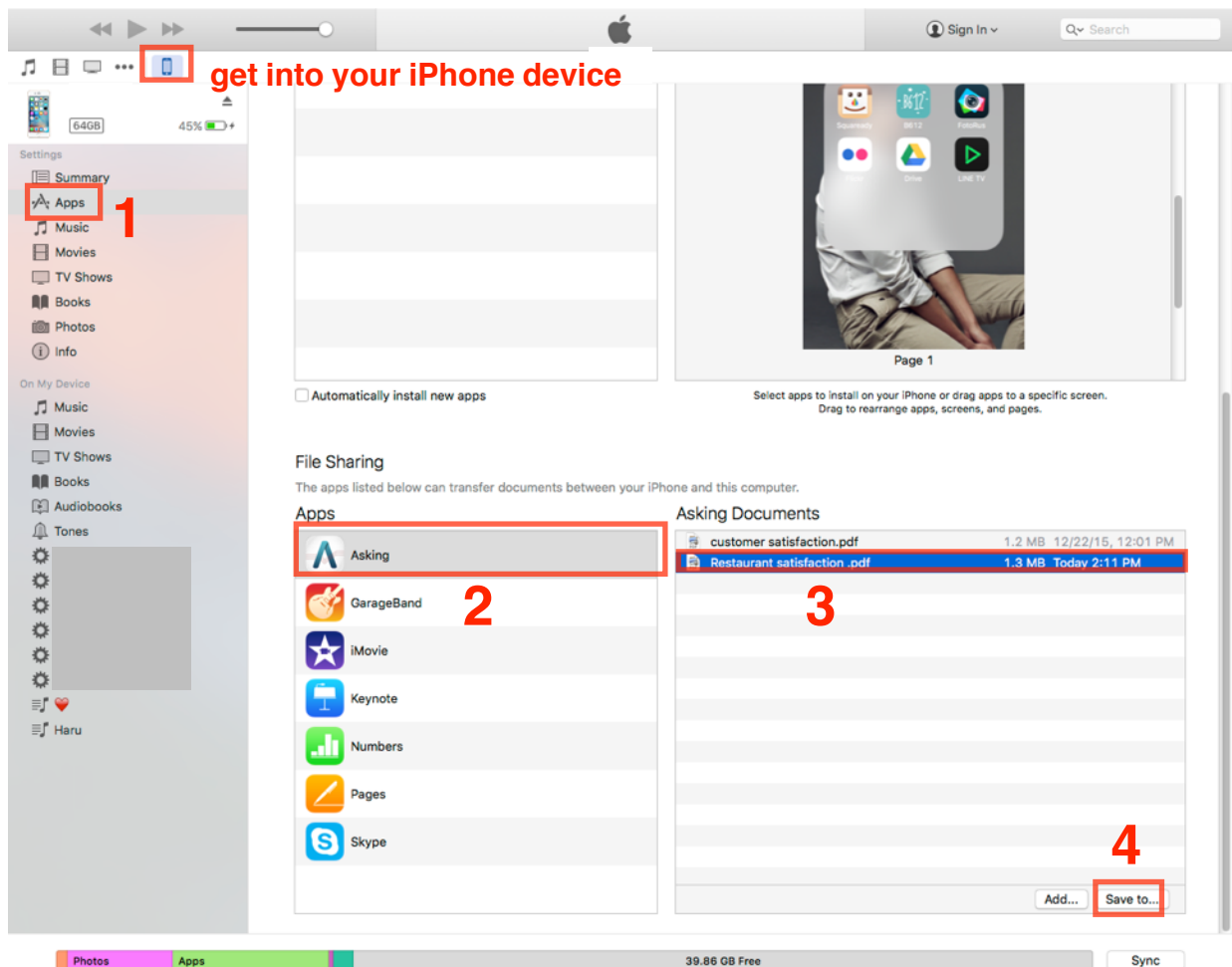
Only a paid member can use export function. Follow the steps: 1. Press "Export". 2. Choose export format. If you like to export all the answering data to Excel or SPSS for more analysis, select CSV or TSV (CSV is recommended). If you select PDF as export format, Asking will export complete analysis chart. 3. Press "Done" and decide where to export. (See the right picture)



(9) How to Save Analysis Report via iTunes to Computer

First, open the analysis report you want to upload and then press “Export” at the right corner. After selecting the export format, choose “Export to iTunes” and follow the steps below:

- a. Connect your iPhone/iPad with PC using USB cable. Start iTunes and get into your iPhone device. Click “Apps” (As step 1 shown)
- b. Roll down the page then you can see “File Sharing” and “Apps”, please click “Asking”. (As step 2 shown)
- c. You will see the list of “Asking Documents” at the right side. Choose the file you want to save to the computer. (As step 3 shown)
- d. Click “Save to” (As step 4 shown) and successfully upload the file to the computer without clicking “Sync”.

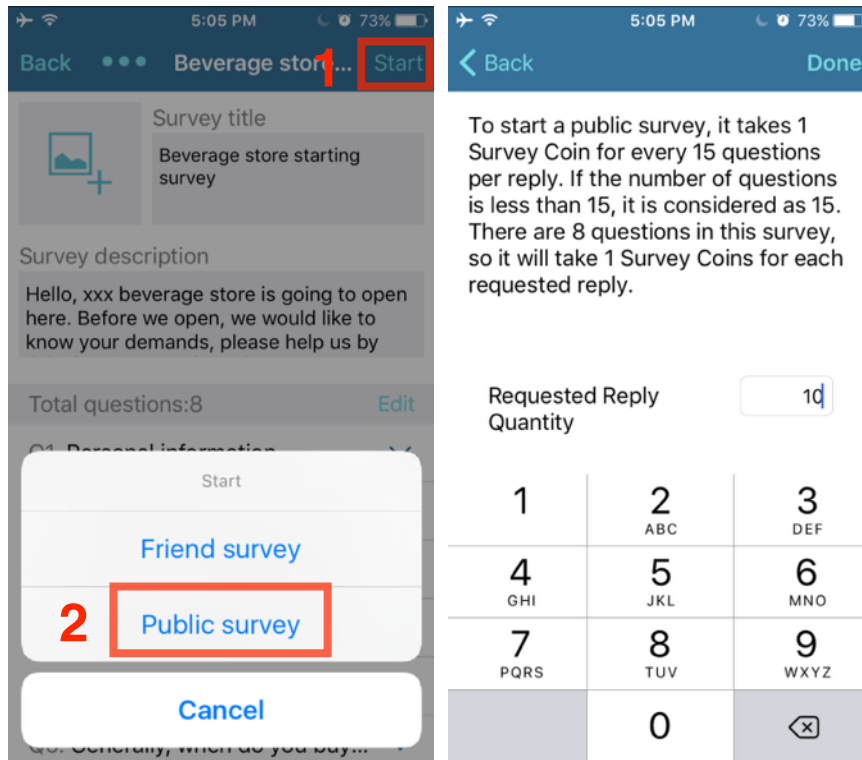


3. Public Survey

(1) How to Conduct Public Survey

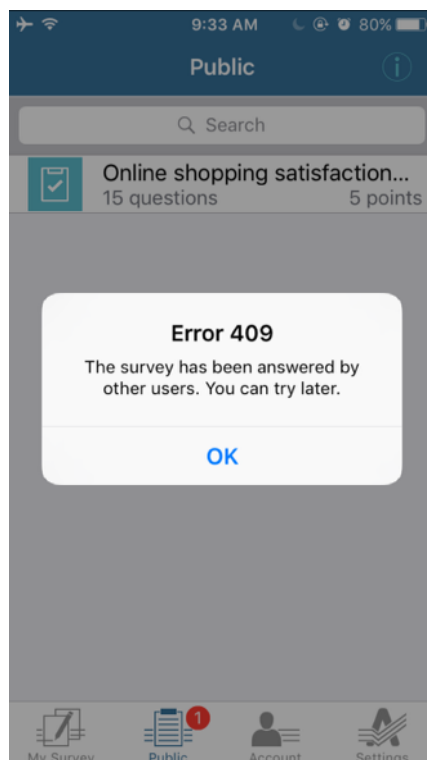
No longer asking strangers to answer your survey on the street! Just follow the steps, you can complete your public survey easily at home from now on.

- a. First, as the left picture shown, press “Start” and then press “Public Survey”.
- b. It takes 1 Survey Coin for every 15 questions per reply, if the number of questions is less than 15, it is considered as 15. For example, it takes 20 Survey Coins for a survey with 16 questions and 10 requested reply.
- c. Decide your requested reply quantity and ensure you have enough Survey Coins. As the right picture shown, enter the quantity, then press “Done” and “Start”, the survey will be sent to public survey section.
- d. Even the survey is submitted, you can stop, resume or change the requested reply quantity.



(2) What is Error 409

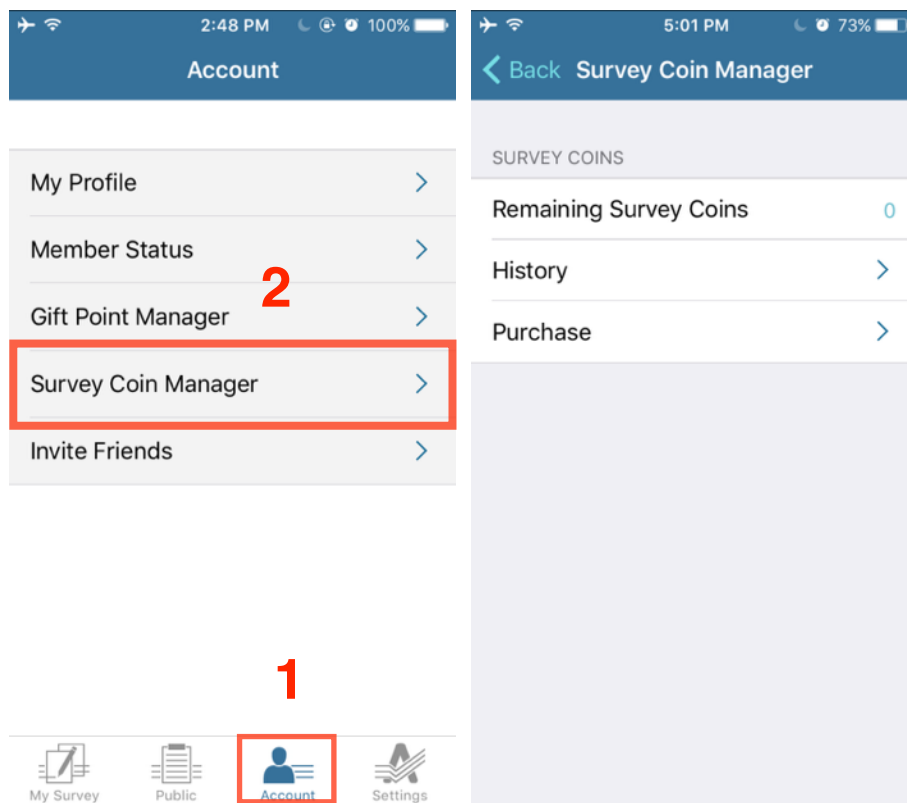
For ensuring the quality of public survey, each person can only answer a survey for once. Surveyors have decided the requested reply quantity before the survey is submitted. When the remaining requested reply is one and there are two or more people like to answer the survey, the system will show the warning message (as the picture shown below) which means you are not allowed to answer this survey now, only when the other person quit answering can you answer this survey.



(3) Survey Coin Manager

Prepare sufficient Survey Coins before you start a public survey.

- a. As the left picture shown, press “Account” and then press “Survey Coin Manager”.
- b. See the right picture, you can check “Remaining Survey Coins”, “History” and “Purchase”.
- c. 2 Survey Coins cost \$0.99

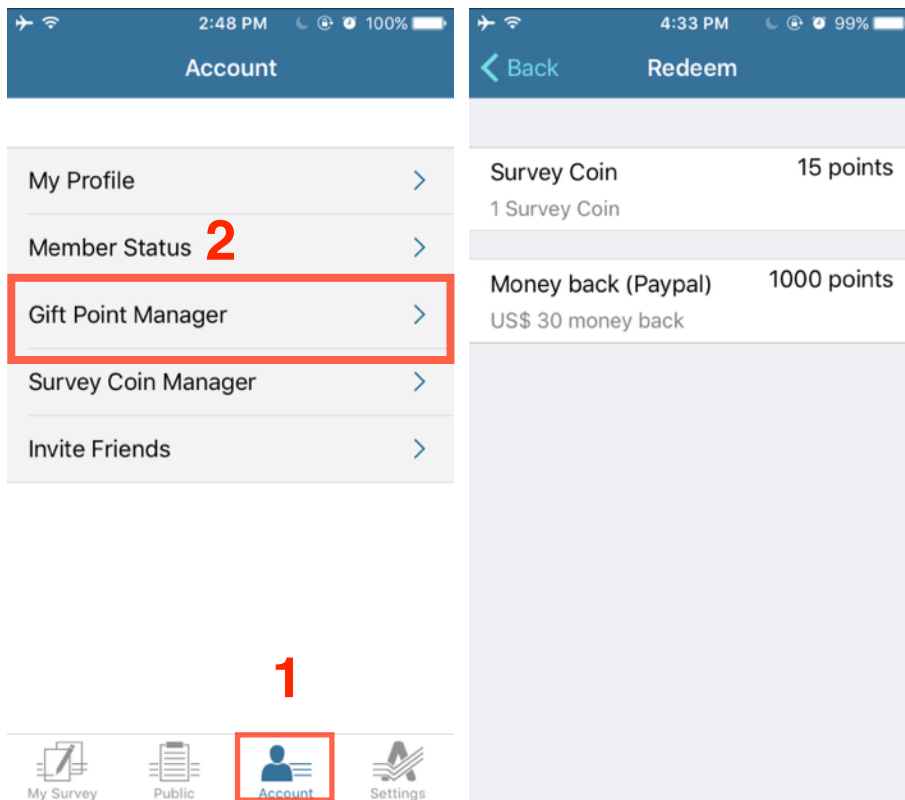


(4) Gift Point Manager and Public Survey Feedback System

Gift points are provided as rewards to whom answers the survey in public survey section. With these rewards, more people are willing to answer the survey. Besides, the quality of replies will be better. Let’s see how the feedback system works:

- a. As the left picture shown, press “Account” and then press “Gift Point Manager”.
- b. As the right picture shown, every 15 points can redeem to 1 Survey Coin and every 1000 points can redeem to \$30.

The feedback system will attract more people to answer the public survey.



4. Member Manager and Upgrade Program

(1) Check Member Status

- a. See the left picture, press “Account” first, then press “Member Status”.
- b. As the right picture shown, check “Member Status” or choose “Upgrade Program” to upgrade your membership.

