Displaying Messages Based on Scoring

WHAT'S ON THIS PAGE:

About Displaying Messages Based on Scoring

The Scoring feature allows you to use Qualtrics to create tests, measure respondents' skills, and assess people in a myriad of ways. But when it comes to assessments, we want to communicate different things to people based on how they performed. We can congratulate people who scored 100%, but we might want to provide guidance and study guides to those who scored below a 75%. Maybe we're running a personality assessment, and want to tell the respondent what profile matches their results.

This page details how to give different end of survey messages to respondents based on their scores.

Was this helpful? | Yes | | No |

Scoring

Before you proceed, make sure you set up Scoring in your survey. See our Scoring support page for more details on this process.

Make sure you figure out your scoring brackets ahead of time, since everyone's set up is a little different. For example, let's say the maximum number of points you can gain in a category is 35. You might want to look at people who scored 1-15, 16-20, and 21-35.

You will also want to make sure that you do **not** automatically show respondents their scores at the end of the survey. This setting will interfere with the message we want to create, which can also include the score.
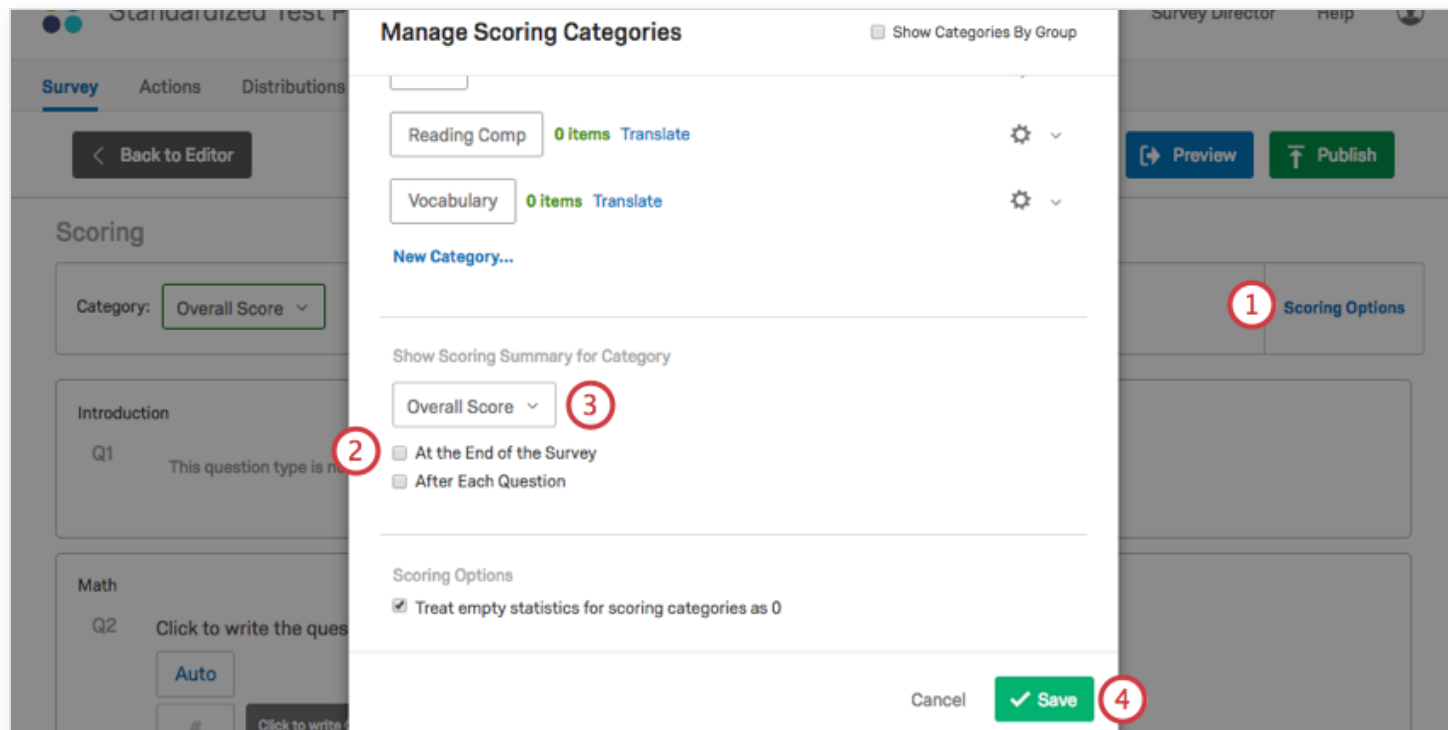
Go to **Scoring Options**.

Make sure **At the End of the Survey** is not selected.

> **Qtip:** It is ok to have **After Each Question** selected!

Use the dropdown to make sure none of your categories have this selected.

Click **Save**.

Was this helpful?   Yes   No

Survey Setup

Qtip: This method works best if there is only one scoring category you want to base messages on. If you want to use a combined score of all categories, <u>create a new category</u> called Overall Score and <u>score the questions</u>accordingly.

In this example, we have a survey whose All Items scoring category has a maximum of 100 points. We are interested in creating messages for four different scoring brackets: 0-50, 50-75, 75-88, and 88-100.

Make sure your scoring is set up as described in <u>this section</u>.

In your survey editor, navigate to the **Survey Flow**.

Click **Add a New Element Here** and select **Embedded Data**.
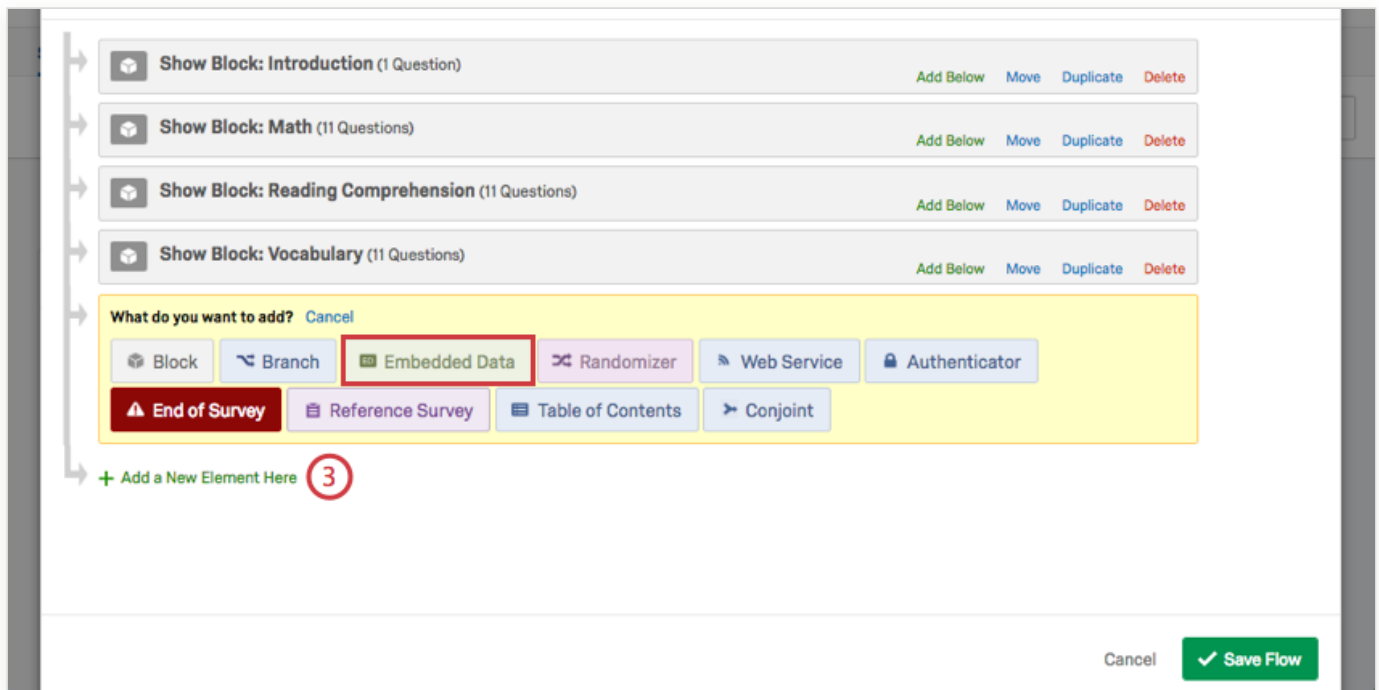
Name your score. For example, here we just call it Score.
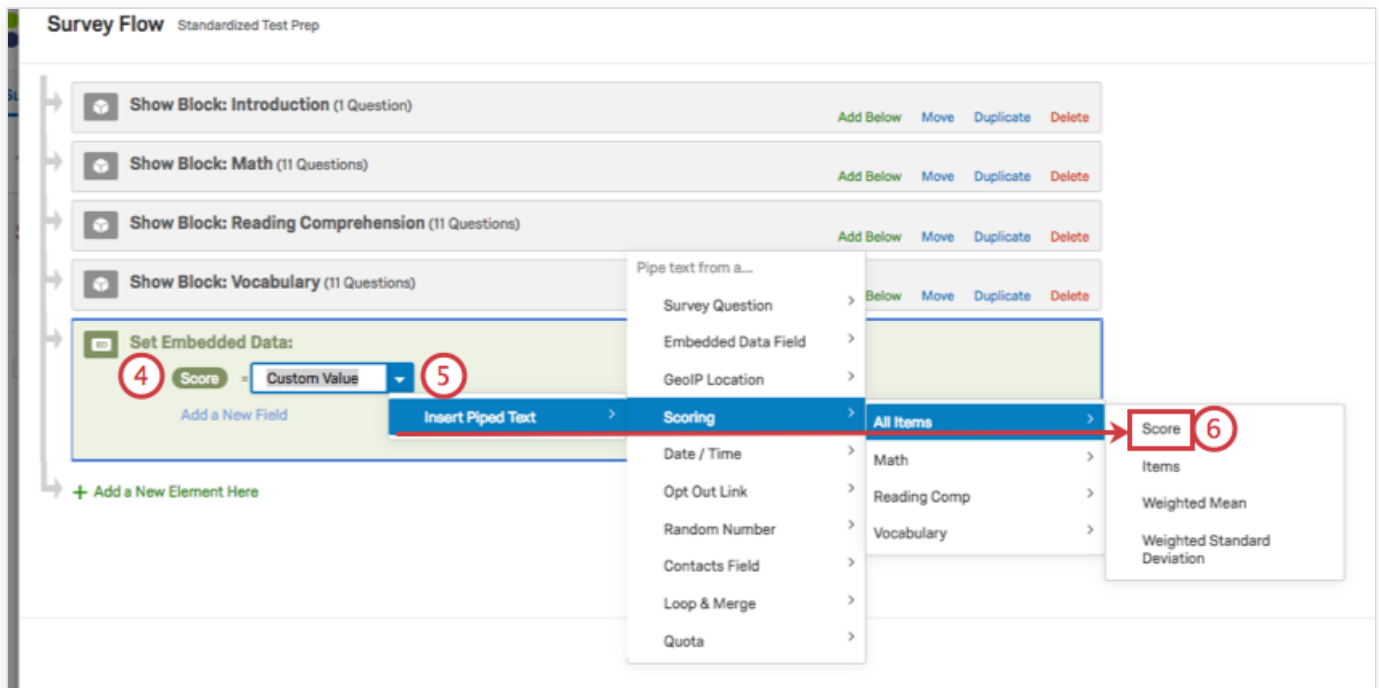
Click **Set a value now**. Click the dropdown and highlight **Insert Piped Text**. Then highlight **Scoring** and select the category whose score you want to display. Here, we called the category All Items.

Click **Score**.

Your value will now be Piped Text. This is code surrounded by French brackets (**{ a }**).

Click **Add a New Element Here** and select **Branch**.

Click **Add a condition**.

Select **Embedded Data** from the first dropdown.

Type the name of your new Embedded Data. Here, it's Score.

> **Qtip:** Don't move your Embedded Data element! It needs to be after the blocks, but before the branches we will create. That will make sure the survey knows the full score before sending people down certain branches.

Type a value, and choose whether this is less than, greater than, equal to, etc. Here, we set it up to be "Less Than or Equal to 35."

Click **OK**.

Indented under the branch, click **Add a New Element Here** and select **End of Survey**.
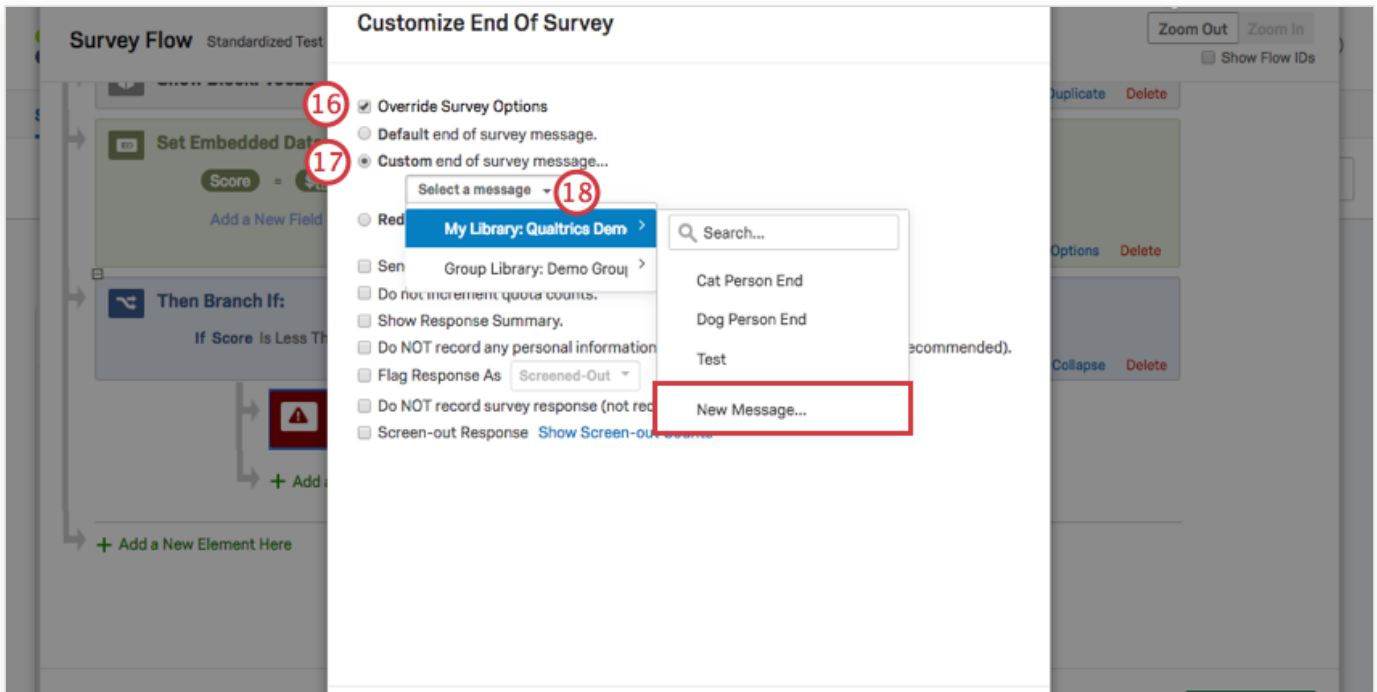

Qtip: It is **very important** that you click the link indented under the branch! We want this element to only be shown to respondents if they pass the branch! Move the element if you create it in the wrong spot.
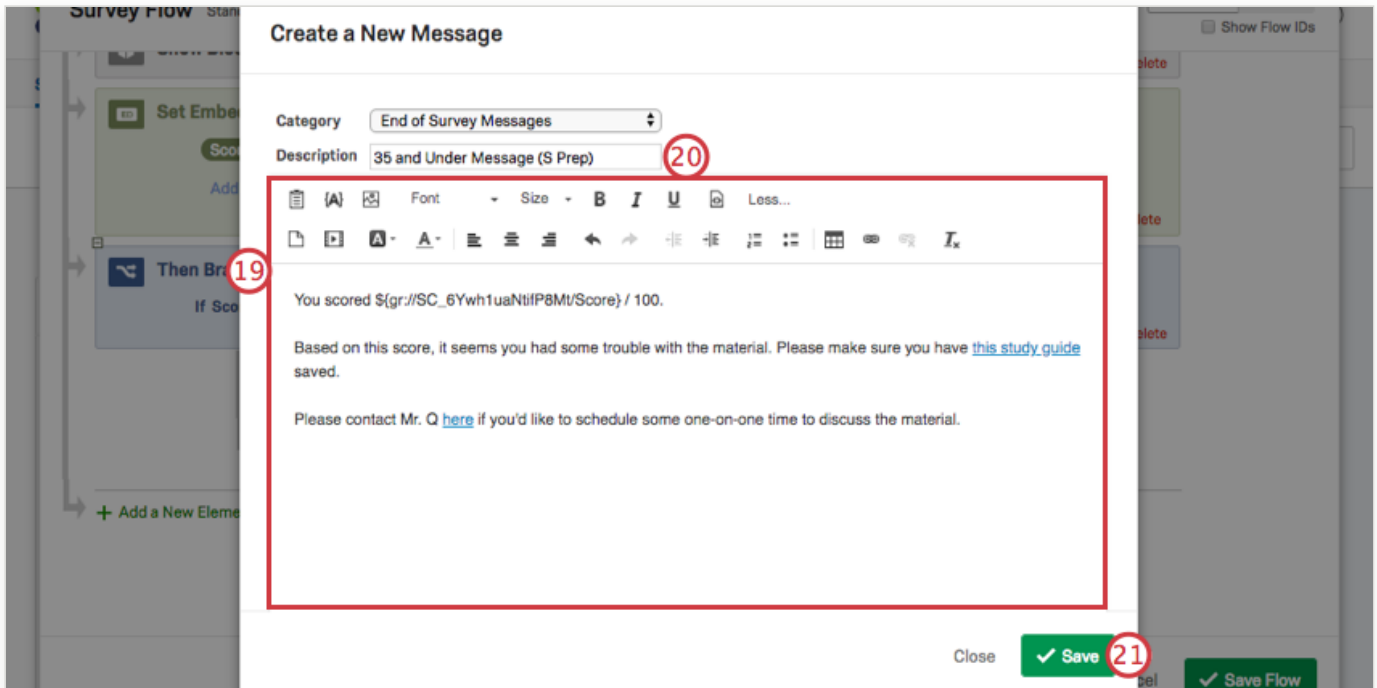
Click **Customize**.

Select **Override Survey Options**.

Select **Custom end of survey message**.

Click **Select a message**, then hover over your library, then click **New Message**.

Create a message in the field. Here are some general guidelines:

- ○ Use the Piped Text button (**{a}**) to display the respondent's score.