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SAP Build

Content

1 SAP Build User Guide

1.1 Build Projects

When you use Build you are always working on a project. You can create multiple projects in Build. In each Build project you can create a unique HTML prototype application, invite other colleagues to become contributing team members, and create user research studies specific to the project.

Related Information

Create Projects [page 3]
Invite Team Members [page 4]
Build User Research Studies [page 6]

1.1.1 Create Projects

You create Build projects on the **Home** page of Build.

Context

You must have created a Build account and logged on to Build before you can creat a project.

Procedure

1. Create a project by doing one of the following:
    - Click **Create** on the **Home** page if you have not previously created on become a team member of another project.
    - Click the **New Project** button to create a new project if you have not previously created or become a team member of another project.

    A new project tile is displayed on your **Home** page.
2. Enter a name for the project, and press Enter on your keyboard.
3. Click the project tile to display the project.

The **Study Activity** page is displayed. You can create a user research study, and add people to your project on the **Study Activity** page.

Related Information

Invite Team Members [page 4]
Build User Research Studies [page 6]

1.1.2 Invite Team Members

You can invite your colleagues to become team of a project you created or a project you are a team member .

Context

You must have created and opened a project to invite colleagues to join and become collaborators on the project.

Procedure

1. On the **Home** page click the tile for the project that you want to invite colleagues to.

   The **Study Activity** page is displayed.
2. Click the **Add Members** button.
3. Enter the email addresses of the colleagues you want to invite to join the project team.
4. Click the **Send Invites** button.

Results

Colleagues you invite to become team members are sent an email inviting them to join the project. They must have a Build account to become a member. The email they are sent contains a link to the project, or if they do not have a Build account, the link display the Build **Sign Up** page

1.2 Project Documents

You can upload image, document, and media files you require for a project to the project **Files** folder. In addition, documents you upload to user research studies are automatically added to the **Files** folder.

You can view all project files in the following sections on the **Files** page by clicking the **Files** button on the navigation bar in your project :

- **Everything** - displays all image, document, and media files uploaded to the project.
- **Images** - displays all the image files uploaded to the project. You can use images with JPG, JPEG, PNG, BMP (converted to PNG), GIF (converted to PNG), PICT, PCT or PIC file extensions.
- **Documents** - displays all the documents uploaded to the project. You can use, for example, PPT, PPTX, PDF, XL and HTML documents.
- **Media** - displays all the media files uploaded to the project.

Related Information

Upload Project Documents [page 5]

1.2.1 Upload Project Documents

Files are added to the project **Docs** folder if you upload them directly from the **Documents** page, or if you add them to the project prototype application or user research studies.

Procedure

1. One the **Home** page click the project tile you want to upload files to.

   The **Study Activity** page is displayed.
2. Click the **Files** button the navigation bar.
3. Click **Upload** .

   If you have previously uploaded files to the project **Files** folder, the **Create** link is not displayed, and you click the **Upload** button to upload new files.
4. Browse to the files you want to upload, and click **Open**.

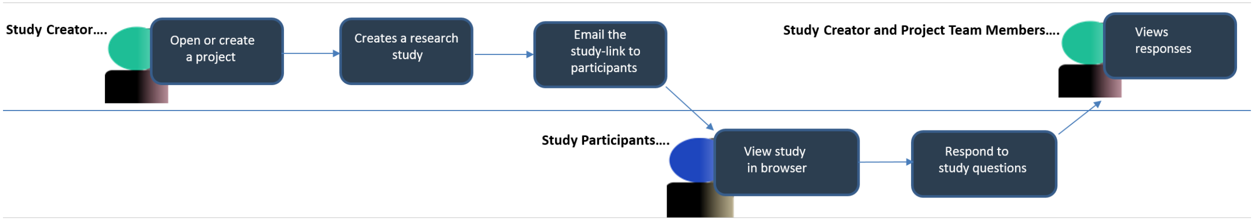
Results

The uploaded files are displayed on the **Files** page. All documents in the projet **Files** folder are displayed on the **Files** page if the **Everything** tab is selected. You can filter the files displayed by clicking **Images**, or **Documents**, or **Media** tabs.

1.3 Build User Research Studies

The Build user research module enables you to quickly create and share user research studies to gather feedback from colleagues or end-users about images, project pages, or complete interactive HTML prototype applications. Team members of a project can create user research studies about that project. In the project, you create the user research study by adding images and asking questions about those images, and by adding HTML prototypes, and creating task for participants to complete using the prototype. Then you publish the study to generate a study-link, which you can send to third parties by email.

The participants can open the URL in their browser, and respond to the questions. You and your team members can then review the responses in Build.



Build User Research Study Worklow

> **Note**
>
> User research studies are created within a project. Therefore you must create a project, or be a member of project , before you can create a user research study.

1. Log on to project Norman.
2. Open a project of which you are a team member.

   > **Note**
   >
   > You must have created or be a member of a project before you can create a user research study.

3. Create and publish a user research study about that project
4. Email the study-link to third parties.
5. The third parties display the user research study in their browser and respond to the study questions.
6. You and other project team members can view the participants' responses.

1.3.1 Create User Research Studies

To create a user research study you must first create a Build project, and then create the study within that project. In the project, you create the user research study by adding images and ask questions about those images. Then you publish the study to generate a study-link, which you can send to third parties by email.

Context

You must have created a project or be a member of an existing project in order an create a user research study.

Procedure

1. Click a project tile on the **Projects** page.

   Your **Study Activity** page is displayed
2. Click the **Create New Study** button.

   The **Study Name and Description** dialog is displayed.
3. Enter a name and description for the study.

   For more information, see Guidelines for Study Names and Descriptions [page 10]
4. Click the **Save** button.

   The **Study** page is displayed.
5. Create a task or ask a question.

   For more information on creating a task, see Create a Task [page 8].

   For more information on asking a question, see Ask a Question [page 9].
6. Click the **Preview** icon to preview your study.

   Previewing your research study opens a new tab displays the research study exactly as participants in the study will see it. You can answer questions about images in a preview and the answers are not saved.
7. Publish the study by clicking the **Publish** button.

Results

A unique study-link URL is displayed for your research study. You can invite thrid parties to participate in your research study by emailing them this study-link URL.

Related Information

[Create a Task [page 8]]
[Ask a Question [page 9]]
[Guidelines for Study Names and Descriptions [page 10]]

1.3.1.1 Create a Task

To add a task to astudy you upload an interactive prototype, select a **Start** and **Target** pages, and enter user guidance. Participants will interact with the prototype and, based on the user guidance, and click the **I HAVE FINISHED THIS TASK** button when they have displayed the **Target** page.

Context

To add a task to a Build user research study, you must first create the user research study, and enter a name and description for the study.

Procedure

1. Click the **Create a task** tile on the Study page.

   The **Select a Prototype** dialog is displayed.
2. Click the **Upload a ZIP file containing your HTML prototype** link.
3. The prototype is uploaded, and available to be used as the basis for the task.
4. Click the radio button for the prototype you want to you.
5. Click the **Next** button.

   The **Create a task** dialog is displayed.
6. Enter a name for the task in the **Name the Task** text box.
7. Unselect any pages you do not want to include in the task by clicking each one.
8. Click the **Select** button.

   The task is displayed on the Study page.
9. Click the task thumbnail.

   The **Define the Task** page is displayed.
10. Roll-over the prototype page you want the the task to begin with, and click **Start**.

    The page is assigned as the **Start** page for the task.
11. Roll-over the prototype page you want to make the target for the task, and click **Target**.

    The page is assigned as the **Target** page for the task.

12. In the **User guidance** text box enter a clear description of what the participants of the study are required to do to complete the task.

    For example, you may describe the target page which participants are required to display; or you may describe a specific task that is completed if the target page is displayed.
13. Click the **Save and Close** button.

Results

The task is created, and displayed on the Study page. You can click the **PUBLISH** to publish the study.

Alternatively, you can add another task by clicking the **New Task** button, or add a question by clicking the **New Question** button.

Related Information

Create User Research Studies [page 7]
Ask a Question [page 9]

1.3.1.2 Ask a Question

You can add images to Build user research studies and ask questions about the images.

Context

To add images and questions to a Build user research study, you must first create the user research study, and enter a name and description for the study.

Procedure

1. Click the **Ask a question** tile on the Study page.

    The **Select Images** dialog is displayed. If you have previously uploaded images to a user study, they are displayed.
2. To upload new images, click the **Upload Images** button, and browse for the images you want to include in your study.
3. The images are upoaded and displayed on the **Select Images** dialog.

4. Click the images you want to include in the study, and click the **Select** button.

   The task is displayed on the Study page.
5. Click the thumbnail of the first image to add a question about the image.

   The **Create a Questions** page is displayed.
6. Enter a question about the image in the **Question** text box.
7. Specify how you want participants to respond to the question by clicking one of the following:
   - **Answer through annotation only** - specifies that participants respond by clicking on the image to drop an annotation icon, and optionally enter a comment with each icon. You can limit the number of annotations each particpant and make on the image by clicking the **Limiting annotations** checkbox and entering the maximum number of annotation.
   - **Answer through free text** - specifies that participants can respond by entering and answer.
   - **Answer through multiple choice** - specifies that participants can choose their responses to the question from a number of multiple choices. You enter a minimum of two choices in the multiple-choice text boxes. You can add additional multiple-choice text boxes by clicking **+Add choice** . You can click the **Enable multiple answers** checkbox specify that particpants can select more than one choice in reponse to the question.
8. Click if you want to ask another question about this image.
9. Click the **Next** button to to move to the next image.
10. Click **Done** when you have added at least one quesiton for each image.

Results

The task is created, and displayed on the Study page. You can click the **PUBLISH** to publish the study. Alternatively, you can add another question by clicking the **New Question** button, or add a task by clicking the **New Task** button.

Related Information

[Create User Research Studies [page 7]](#)
[Create a Task [page 8]](#)

1.3.1.3 Guidelines for Study Names and Descriptions

The name and description of your user research studies are displayed to participants if they display the study-link in their browser. The name and description should help the participants to understand what the study is about, and why they are being asked to participate.

Study Name

When you click **Create A Study** on the **Research and Feedback** page the **Name and Description** dialog is displayed.

The name is displayed to study participants so they can get an initial idea of what the study is about. You can use up to 40 characters for the study name.

In user research studies about the design of an application you could use the name of the application as the study name. In general, try to avoid using abbreviations as they may cause confusion.

- **Sample Good Name** - Manage Payment
- **Sample Bad Name** - Blocks SFIN GLAP

Description Name

You should write this description to engage participants' interest so that they are motivated to complete all the study. The maximum number of characters in a study description is 300. Here is a sample description you can adapt according to your study needs:

In this user research study, you are asked to view a number of images and answer one or more questions about each one. Based on your responses, we will be able to identify how we can improve on our designs.

Related Information

Create User Research Studies [page 7]
Build User Research Studies [page 6]

1.3.2 Invite Third Parties to Participate

Publishing a research study generates a unique URL that you send to third parties, such as colleagues or end-users, to invite them to participate in your research study.

When you have finished creating your study, you click the **Publish** button, and a unique URL is generate.

Retrieving the Study-Link for a Research Study

You can retrieve the study-link for an active research study by doing the following:

- Copy the link from the **Study Link** text box on the page displayed if you publish the study.
- Click the **Get Link** icon on the research study tile on the **Study Activity** page of your project.
- Click an active study on the **Study Activity** page of your project, and click the **Get Link** icon beside the study name on the results page.

Related Information

Build User Research Studies [page 6]

1.3.3 Participate in User Research Studies

To particpate in a Build user research study, participants enter a unique Build user research study-link URL in their browser and respond to questions about each image. The then enter responses to the them questions and images.

Context

To particpate in the study, participants must have received a unique Build user research study-link URL that is generated when the user study was created in the Build the study.

Procedure

1. Copy the unique Build user research study-link URL link and open it in your default browser.The home page for the study displays the study name and description.

   You can participate in Build user research studies use Google Chrome on Windows and Mac OS.

   The home page for the user research study is displayed.
2. Read the name and the description of the study.
3. Click the **Start Study** button to start responding to the study.

   The first image or task is and question is displayed.
4. Answer questions as follows:
   - For questions which require you to answers through annotation only, respond by clicking on the image to drop **Annotation** icons, and optionally enter a comment for each icon. If a limit to the number of annations has been created, and you exceed this limit, an information pop-up is displayed. You can move and edit the comments in you previous annotations.
   - For questions which require you to enter a free text answer, enter an answer in the text box provided.
   - For multip-choice questions, respond by selecting one or more of the multiple-choice answers provided. It may be possible to select more than one answer in reponse to the question.
5. Display the next question or task by click the **Next** button when you have entered your answer to a question.

   If the next item in the study is a question, it is displayed. If the next item is a task, the **Task** dialog displays containing guidance for how to complete the task.
6. Interact with the prototype, based on the user guidance provide.
7. You can provide feedback at anytime by clicking **Leave and View Feedback** and dropping **Annotation** icons on the image, and clicking the icons to leave comments.
8. When you have finished providing feedback, click **Done**.
9. When you think you are on the page which represents the completion of the task, and click the **I HAVE FINISHED THIS TASK** button.
10. When you have responded to all the questions and tasks in the study, click the **Done** button.

Results

Your responses are now available to the team members of the project in which the study was created.

Related Information

View and Analyze Response to Research Studies [page 14]
Build User Research Studies [page 6]

1.3.4 Pause, Archive, and Restart Research Studies

You your pause or archive your research studies. Particpants cannot respond to paused or archived studies. You can restart paused or archived studies whenever you want.

Pausing Studies

You pause an active study by opening the study from the **Active** tab on the **Research and Feedback** page, and clicking the **Pause** on the results page of the research study. You may, for example, want to pause a study before you begin to analyse the responses.

Once you have paused a study, the **Archive** and **Restart** buttons become available in the research study. It is not possible to retrieve the study link for paused studies from the research study.

> Note
>
> Paused studies are displayed from the **Paused** tab on the **Research and Feedback** page.

Archiving Studies

You can archive paused studies by clicking the **Archive** button on the study page of a **Paused** study. It is not possible to retrieve the study link for archived studies from the research study.

> Note
>
> Archived studies are displayed from the **Paused** tab on the **Research and Feedback** page.

Restarting Studies

You restart paused and archived studies by clicking the **Restart** button on the results page of paused or archived research studies. Once a research study is restarted, it is possible to retrive the study-link for the research study.

Related Information

View and Analyze Response to Research Studies [page 14]

Build User Research Studies [page 6]

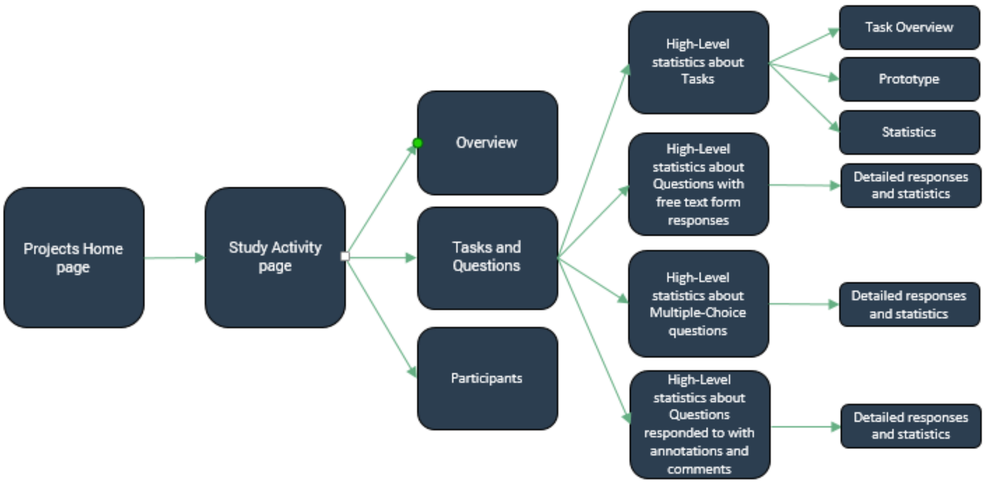
1.3.5 View and Analyze Response to Research Studies

You can view participants' responses to your research studies almost as soon as they enter them in their browser. A tile for each user research study is displayed on the **Research and Feedback** page of your project.

You can view responses to studies displayed on the **Active** tab or the **Archived** tab. You click the tile for a study to view and analyze participants' responses. Then you can also display the following view of the responses to the study:

- **Overview**
- **Tasks and Questions**
- **Participants**
- **Settings**

This diagram describes how user research study participants' responses and statistics about their responses are provided:



Related Information

Build User Research Studies [page 6]

1.3.5.1 Overview of Responses

The Overview pages provides a summary of high-level quantiative statistics about responses to the study.

Table 1: Overview Statistics

Icon	Description	Statistics about the Total Number of Responses	Statistics about 100% Completed Studies
	Number of participants	✓	✗
	Average time spent	✓	✓
	% of positive sentiments	✓	✗
	% of neutral sentiments	✓	✗
	% of negaive sentiments	✓	✗
	Number of annotations	✓	✗
	Number of comments	✓	✗
	Number of studies completed	✗	✓
	Most time spend on a study	✗	✓

Icon	Description	Statistics about the Total Number of Responses	Statistics about 100% Completed Studies
	Least time spend on a single study	✗	✓

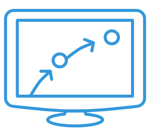
1.3.5.2 Responses to Tasks and Questions

The **Tasks and Questions** page provides high-level quantiative statistics about responses to each task and question in the study, and enables you to view the actual responses to and detailed statistics about each task and question.

1.3.5.2.1 High-Level Statistics about Tasks

High-level statistics about tasks in a study are displayed on the **Tasks and Questions** page.

Table 2: High-Level Statistics about Tasks

Icons	Description
	Number of participants that attempted the task
	Average time spent on the task
	Average nmber of pages participants clicked on in the task.

1.3.5.2.2 High-level Statistics About Questions

High-level statistics about questions with free-form text answer, multiple-choice answers, and answers in annotations and comments in a study are displayed on the **Tasks and Questions** page.

Table 3: High-level Statistics about Questions in Studies

Icon	Description	Free-text Form Question	Multiple Choce Question	Questions with Annotation and Commnets
	Number of participants that attempted the task	✓	✓	✓
	Number of annotations dropped on the image.	✓	✓	✓
	Number of comments entered in dropped annotations.	✓	✓	✓
Thumbnail of image	You can click the thumbnail of the image to view the responses to the question abou tthe image.	✓	✓	✓
% of each multiple choice options selected	The percentage of responses that selected each multiple choice option	✗	✓	✗
	% of positive sentiments	✗	✗	✓
	% of neutral sentiments	✗	✗	✓
	% of negative sentiments	✗	✗	✓

1.3.5.2.3 Detailed Statistics about Tasks

You can display participants' responses to a task in a study by clicking the thumbnail of the task on the Tasks and Questions page in the results page of your study.

The following tabs can be displayed:

- Task Overview [page 18]
- Prototype [page 19]
- Statistics [page 20]

1.3.5.2.3.1 Task Overview

The **Task Overview** tab displays statistics about task, and detailed statistics about participants' responses to the task.

Table 4: Task Overview Statistics

Icon	Description
	Percentage of participants who completed the task correctly.
	Percentage of particpants who completed the task incor-rectly.
	Percentage of participants who abandoned the task before it was complete.
Thumbnail of page	A thumbnail is displayed to represent each prototyp page in the task.
	Number of participants who visited the page during the task..
	Average amount of time participants displayed this page.

Icon	Description
	Number of annotation icons droppped on this page.
	Number of participants who incorrect identified this page as the correct final page for the task.
	Number of participants who abandoned the task on this page.
	Number of comments entered about this page.
	Percentage of sentiments about this page that were positive.
	Percentage of sentiments about this page that were neutral.
	Percentage of sentiments about this page that were negative.

1.3.5.2.3.2 Prototype

The **Prototype** tab displays the fully-interactive prototype upon which the task was based, and displays participants' responses to each page of the prototype and to the overall task.

You can do the following on the Prototype tab:

- Interact with the prototype. You can do this by navigating through and using the prototypes itself, or by clicking the **PREVIOUS** or **NEXT** button in the right-hand panel.
- Click the **Results** column on the right-hand panel to view how many particiapnts completed the task on this page by clicking the **I HAVE COMPLETE THE TASK** button, and to view what percentage were correct and what percentage were incorrect.
- Click the **Show Annotations** button to do the following:
  - View all annotations icons dropped on the page. The page fades significantly so that you can view the annotation icons more easily.
  - View all the comments entered about this task in the **COMMENTS** tab on the right-hand panel. If you click a comment, a line connecting the comment to the anntation icon in which it was entered is displayed.

1.3.5.2.3.3 Statistics

The **Statistics** tab displays overall statistics about a task, and information about participants who attempted to complete the task. You can export the question data by clicking the **Export Question Data** link on this page.

Table 5: Statistics About Overall Task

Icon	Description
	Number of participants who attempted the task.
	Average amount of time participants displayed this page.
	Average number of pages participants clicked on.
	Percentage of participants who completed the task correctly.
	Percentage of particpants who completed the task incor-rectly.
	Percentage of participants who abandoned the task before it was complete.
	The least amount of time taken by a participant to complete the study.
	The most amount of time taken by a participant to complete the study.
	Number of participants who incorrect identified this page as the correct final page for the task.

Icon	Description
	Number of participants who abandoned the task on this page.
	Number of annotation icons dropped on the pages in this task.
	Number of comments entered about this page.
	Percentage of sentiments about this page that were positive.
	Percentage of sentiments about this page that were neutral.
	Percentage of sentiments about this page that were negative.

Table 6: Breakdown of Participants Attempts to Complete the Task

Column	Description
Participant	Displays the participants name.
Result	Diplays the result achieved by each participant.
Pages Visited	Displays the number of pages visited by each participant.
Total Duration	Displays the amount of time each participant spent on each page.
Annotation	Displays the number of annotation icons dropped on the task.
Comments	Displays the number of comments entered by participants.

1.3.5.2.4 Detailed Statistics about Questions

You can view the responses to and statistics about questions in studies by clicking the thumbnail image for questions on the **Tasks and Questions** page. The **Page Overview** tab is displayed by default. You can click the **Statistics** tab to display statistics about the question.

Table 7: Page Overview Tab

Question Type	Page Overview tab	Statistics tab
Multiple-Choice Questions	**Results** tab in the right-hand panel, displays the percentages of responses particiapants selected for each choice. **Comments** tab in the right-hand panel, displays the comments entered about this question. If you click a comment, a line connecting the comment to the anntation icon in which it was entered is displayed. In the **Comments** tab, you can filter the comments entered by sentiment.	
Free-Text Form Questions	**Results** tab in the right-hand panel, displays the percentages of responses particiapants selected for each choice. **Comments** tab in the right-hand panel, displays the comments entered about this question. If you click a comment, a line connecting the comment to the anntation icon in which it was entered is displayed. In the **Comments** tab, you can filter the comments entered by sentiment.	
Annotation-Based Questions	**Comments** tab in the right-hand panel, displays the comments entered about this question. If you click a comment, a line connecting the comment to the anntation icon in which it was entered is displayed. In the **Comments** tab, you can filter the comments entered by sentiment.	

Table 8: Statistics About Overall Task

Icon	Description
	Number of participants who answered the question.
	Average amount of time participants displayed the question.
	Number of participants who incorrect identified this page as the correct final page for the question.
	Number of annotation icons dropped on the pages in this question.
	Number of comments entered about this question.
	Percentage of sentiments about this question that were positive.
	Percentage of sentiments about this question that were neutral.
	Percentage of sentiments about this question that were negative.

1.3.5.3 Settings

On the **Settings** tab you can pause or archive your research studies. Particpants cannot respond to paused or archived studies. You can restart paused or archived studies whenever you want.

Pausing Studies

You pause an active study by clicking the **I want to pause this study** check box, and clicking the **Pause** button.

Once you have paused a study, the **Archive** and **Restart** buttons become available. It is not possible to retrieve the study link for archived studies from the research study.

You restart paused and archived studies by clicking the **Restart** button on the results page of paused or archived research studies. Once a research study is restarted, it is possible to retrive the study-link for the research study.

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