<https://www.realeye.io/login>

Edit Study Name: need separate study for each Phase & Version (so label like so: ADxxx – Ph1 Ver1) and keep them consistent so it’s easier to see visually when launching

* Uncheck: Show items in random order
* Check: Show separator between items
* Uncheck: Ask participant about name, gender & age
* Check: Enable external tool integration

External URLs list: Go into Decipher and make sure to use this job # exactly as it is:

[https://emea.focusvision.com/apps/portal/#/projects/detail/selfserve/1da7/**adxxx**](https://emea.focusvision.com/apps/portal/#/projects/detail/selfserve/1da7/adxxx)

* Finish URL: <https://emea.focusvision.com/survey/selfserve/1da7/adxxx?list=1&ef_status=1>
  + CHECK: Attach info about participant (should already be selected)
* "Skip Button" URL: <https://emea.focusvision.com/survey/selfserve/1da7/adxxx?list=1&ef_status=2>
* Quota Full URL: <https://emea.focusvision.com/survey/selfserve/1da7/adxxx?list=1&ef_status=3>
* Screen out URL: <https://emea.focusvision.com/survey/selfserve/1da7/adxxx?list=1&ef_status=4>

--Next--

Add images, including practice shelf (PRACTICE SHELF, TEST SHELF, PACKCOMP1, TEST PACK, PACKCOMP2)

* Practice Shelf (EF\_PracticeShelf.jpg) can be found here: K:\PRS Files\Departments\Programming\Decipher\Eyeflow

Make sure timing is correct on all images:

* 25 sec for shelves
* 15 sec for packs

Scrolling: Turn **OFF** for all images

Finish on click: should be **OFF** already

Finish on keypress: Turn **ON** for all images

USE THESE INSTRUCTIONS: UPDATED BY SAM 11/4/21

**Add to instruction for Practice Shelf ONLY – EF\_PracticeShelf:**

You are going see shelves from your local store. Assume you are doing your shopping.

Spend as much or as little time on each. When you’re ready **to move on to the next shelf,** **press the spacebar**.

Please remain seated and keep your head still as you look at each shelf.

**Add to instruction box on 1st Competitor Pack ONLY – PACKCOMP1:**

Now you are going see products from your local store.

Spend as much or as little time on each. When you’re ready **to move on to the next product,** **press the spacebar**.

Please remain seated and keep your head still as you look at each product.

\*\*\*NEEDS TO BE SET LIVE IN REAL EYE PRIOR TO DECIPHER LAUNCH.

On the same screen where you just added images, click the orange button on the bottom right ‘Select Participants’.

Pop up should only ask: ‘How many people will participate?’ If you are also seeing the question: ‘How many RealEye panelists should we order?’ then go back to the Study Setup tab and make sure ‘External Tool Integration’ is checked.

When determining how many people will participate, remember that the base size for the entire study could be 300, but only 100 per phase, so we should really put 100 here since we need to split phases for each RE job. I always like to increase this number by another 100-150, just in case we have bad OEs or the resp drops out after RE and is considered a Decipher partial.

\*\*NOW: Go to the ‘Real Eye Code.txt’ file for the code for Decipher.

K:\PRS Files\Departments\Programming\Decipher\Leah - Saved Files\Real Eye

Anyone looking to test the real eye exercise in Decipher will need to be logged into Decipher to see the exercise. To do this, use this link to give them access

* Go to Settings and then Collaboration -- <https://www.realeye.io/dashboard/settings/collaboration>
* Send the invitation link to the person who wants access. They will have the same access as the admin account (edit & view access)

**TRANSLATION**

Instructions on the Real Eye site are automatically translated by Real Eye to any language needed. To trigger Real Eye translation, add the Real Eye language code to the re-direct. For example, to trigger Real Eye to display their instructions in German, add “de” to the re-direct as shown below:

Standard re-direct (no translation):

<suspend sst="0" url="https://www.realeye.io/test/${pipe.ProjectID}/run?&amp;participantId=${uuid}?"/>

Translated re-direct (in this case German):

<suspend sst="0" url="https://www.realeye.io/test/de/${pipe.ProjectID}/run?&amp;participantId=${uuid}?"/>

The list of Real Eye language codes can be found on the Results tab of any job in RE:

Graphical user interface, text, application

Description automatically generated

Click the down arrow on the orange Copy tab to view the list of available languages. Select the required language and the code will be added to the participation link. Simply choose copy to add the participation link to your clipboard and the language code will appear:

<suspend sst="0" url="https://www.realeye.io/test/de/${pipe.ProjectID}/run?&amp;participantId=${uuid}?"/>

If the language needed does not appear in the list, email Real Eye and ask them to support that language.

**ADDING TAGS TO REAL EYE**

Tags allow data from Decipher to be passed over to Real Eye. The Insights group can use the tags as filters when they analyze the Real Eye data.

SINGLE TAG:

To add a single tag, adjust the below standard Real Eye re-direct (used on all jobs without tags):

<suspend sst="0" url="https://www.realeye.io/test/${pipe.ProjectID}/run?&amp;participantId=${uuid}? "/>

To the below, where “Segment” is an autofill in Decipher to be used as a tag on Real Eye. The Segment response will be passed over to Real Eye using the below:

<suspend sst="0" url="https://www.realeye.io/test/${pipe.ProjectID}/run?&amp;participantId=${uuid}&amp;realeye-tester-tags=[pipe:Segment]"/>

Anytime a single tag is needed, use the above re-direct, as it differs from a re-direct used without a tag . You can change the text “Segment” to any other Decipher question (Age, Usage, Gender, etc).

MULTIPLE TAGS:

If more than one tag is needed, use the below string as it differs from the single tag string:

<suspend sst="0" url="https://www.realeye.io/test/${pipe.ProjectID}/run?&amp;participantId=${uuid}&amp;realeye-tester-tags=bumo-[pipe:UserBUMO],pp-[pipe:UserPP],segment-[pipe:Segment]"/>

Notice, that I've added a "bumo-" or "pp-" or "segment-" string right before every value. This solution would create tags:

"bumo", "pp", "segment"

Multi-response autofills will add tags to Real Eye as follows: Oreo User, Triscuit User and Ritz User.

Having the last entry always preceded by “and” makes it difficult for Insights to add filters, as they never know which group might appear last in the string, hence not knowing when “and” might be needed. A work-around is to always add 2 dummy answers to the autofill, set them True, so that they always appear last and will be the only entries to be preceded by “and”:

<autofill label="Segment" randomize="0" where="execute,survey,report">

<title>Segment</title>

<row label="r1" autofill="True">**C**</row>

<row label="r2" autofill="Sample.r1 and SampleQual.r2">**L**</row>

<row label="r3" autofill="Sample.r1 and SampleQual.r3">**T**</row>

<row label="r4" autofill="Sample.r1 and Age.r2">**M**</row>

<row label="r5" autofill="Segment.count == 0">N</row>

<row label="r6" autofill="True">X</row>

<row label="r7" autofill="True">Y</row>

</autofill>

Using the above, X and Y always appear last are the only entries preceded by “and”.

You will notice the single letters C, L, T, M, N as the responses in the autofill. That is to make it easier for Insights to add filters on Real Eye. It is easier to work with single letters, than it is to manually type out **C**ategory Shoppers, Mu**L**ticultural, **T**riscuit Buyers, **M**illennials.

Segment.r5 is counting respondents who have no Segment r1-r4. That may or may not be needed job-to-job.

Ask the Insights team which single letter codes they prefer on their specific project.