**How to Access Qualtrics Through Your Cornell Account**

1. Go to: <https://it.cornell.edu/qualtrics>
2. Click on “Log In to Qualtrics”

Graphical user interface, text, application, email, website

Description automatically generated

3) Use your NetID or GuestID and password to login

\*Note: Similar to email login through Cornell, this login is multifactor authenticated.

4) Click on “Create new project”

Table

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5) Click on “ProductXM”; We will be using “Product Optimization (Conjoint)”, but we will go over how to use it at the workshop

Graphical user interface, application

Description automatically generated