


# Optimal Workshop

paso a paso

Studies

 Create project folder

 Create study

Comenzamos el estudio haciendo click en “**Create study**”  
y elegimos Card Sorting.

## Cards

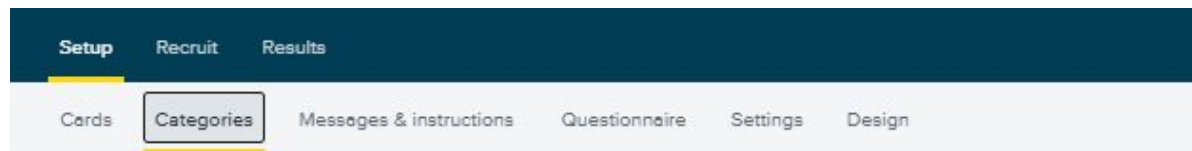
 Import  Export  Delete all

Card label	
<input type="text" value="Filtros"/>	
<input type="text" value="Favoritos"/>	
<input type="text" value="Novedades"/>	
<input type="text" value="Sugerencias"/>	
<input type="text" value="Buscador"/>	
<input type="text" value="Perfil"/>	
<input type="text" value="Chat"/>	
<input type="text" value="Calendario"/>	
<input type="text" value="Eventos"/>	
<input type="text" value="Historial"/>	

 Add card

10 cards

Agregamos Cards (Tarjetas) que correspondan a las funciones de nuestra app con el botón “**Add card**”.



### Sort type

*Changes to Messages will be overwritten if you change your card sort type.*

- ☒ Open — Participants create and name their own categories
- ☐ Closed — Predetermine your categories
- ☐ Hybrid — Predetermine some categories, participants can create their own

Elegimos el tipo de Card Sorting a realizar según los criterios vistos en clase.

**Setup** Recruit Results

Cards Categories **Messages & instructions** Questionnaire Settings Design

### Welcome screen

*Participants will see this message when they first arrive to the study.*

**Title**

Welcome

**Message**

Edit Preview

Welcome to this OptimalSort study, and thank you for agreeing to participate!

The activity shouldn't take longer than 10 to 15 minutes to complete.

Your response will help us to organize the content on our website. Find out how on the next page...

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**Instructions**

**Title**

Instructions

Definimos los mensajes que van a guiar a la persona durante el ejercicio. Son:

**Welcome screen**

Pantalla de bienvenida

**Instructions**

Instrucciones

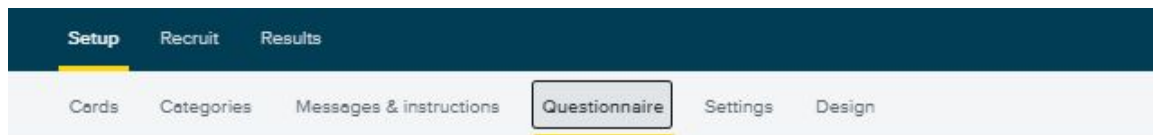
**Thank you screen**

Pantalla de agradecimiento

**Closed**

Cierre





## Participant screener

**Reach the right participants**

Add screening questions at the start of your study to make sure you get responses from participants that meet your criteria. Upgrade to a paid plan to unlock screening questions.





**Unlock**

**Preview**

Which telecommunication provider are you currently with?

Radio button

**Options**

<input type="radio"/> Banancom		then	Next question
<input type="radio"/> TeleFuer		then	Next question
<input type="radio"/> Grape Phones		then	Next question
<input type="radio"/> None		then	Reject

En este paso podemos agregar preguntas para conocer y entender mejor a las y los participantes:

**Pre-study questions**  
Preguntas antes del estudio

**Post-study questions**  
Preguntas al final del estudio



Setup

Recruit

Results

Cards

Categories

Messages & instructions

Questionnaire

Settings

Design

## Study settings

Study link

*No participant data will be collected while the study is in draft.*

https://vow8v0gt.optimalworkshop.com/optimal-sort/

68y4x307

Language

*The language applied to page titles and buttons.*

English (US)

Password protection

Have sensitive information you need to protect?

Set up a password to control participant access to your study. Upgrade to a paid plan to unlock this feature

Unlock

e.g.: @c1d3n0m

Por último, configuramos el idioma, la duración del estudio y accedemos al link para compartirlo.

Ejemplo

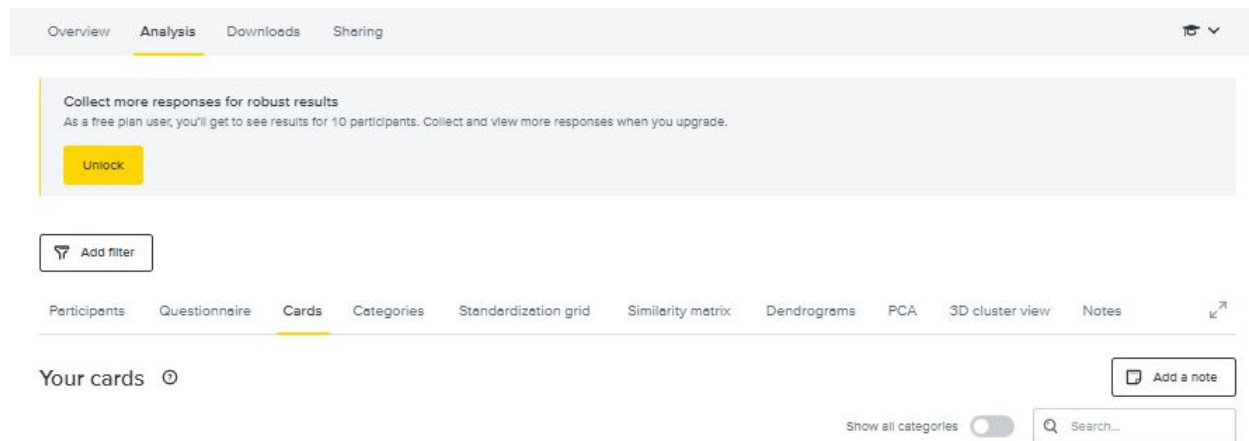
 Save

 Preview

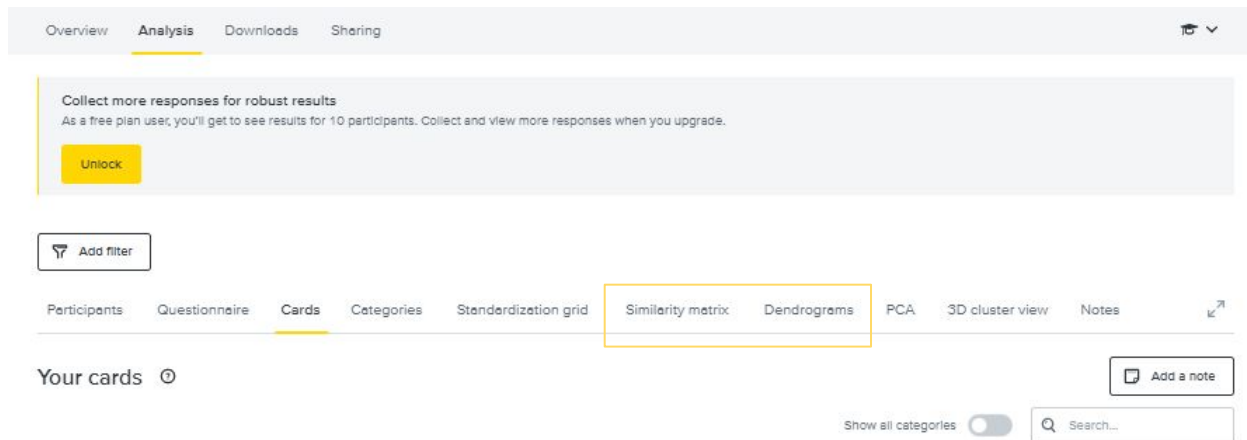
 Launch

Haciendo click en “**Preview**” tenemos una vista previa del estudio.  
Lo compartimos haciendo click en “**Launch**”.



The screenshot shows the 'Analysis' tab of the Codoa interface. At the top, there's a navigation bar with 'Overview', 'Analysis' (highlighted), 'Downloads', and 'Sharing'. Below this, a light gray box contains a message: 'Collect more responses for robust results. As a free plan user, you'll get to see results for 10 participants. Collect and view more responses when you upgrade.' with a yellow 'Unlock' button. A 'Add filter' button is on the left. A horizontal menu below the message includes 'Participants', 'Questionnaire', 'Cards' (highlighted), 'Categories', 'Standardization grid', 'Similarity matrix', 'Dendrograms', 'PCA', '3D cluster view', and 'Notes'. The main area is titled 'Your cards' with a help icon. On the right, there's an 'Add a note' button and a search bar labeled 'Search...'. A 'Show all categories' toggle switch is also present.

Una vez que recopilamos todas las respuestas necesarias, en la pestaña de “**Analysis**” (Análisis) encontramos los resultados del estudio.



Como vimos en clase,  
nos vamos a focalizar en  
los siguientes para realizar  
el informe:

**Similarity matrix**  
Matriz de similitud

**Dendograms**  
Dendogramas