



CONFIRMIT FLEX

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Any companies, names and data used or described in the examples herein are fictitious.

The information herein describes Confirmit Flex and its features as of November 2009. New features may be introduced into Confirmit Flex after this date. Go to www.confirmit.com or check “News” on the Customer Extranet for the latest updates.

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What's New in this Issue?

Some text has been updated in this Confirmit Flex User Guide to reflect changes to the application. Specific changes are described in the following sections:

- The Confirmit extensions functionality product name is changed to Confirmit Flex. This document is updated to reflect this change.

Note: The general layout and language in this document is continually being corrected, adjusted and improved to ensure the user has the best possible source of information. Only NEW information and details of functionality that has changed since the previous issue are listed here - minor corrections to the text and document layout are not listed.

Important

We need your feedback so we can improve this document and provide you with the information you require. If you have any comments or constructive criticism concerning the content or layout of this documentation, please send an email to documentation@confirmit.com. Please include in your email the section number and/or heading text of the section to which your comment applies.

1. Introduction

Confirmit Flex is the product name given to Confirmit's inbuilt extensions functionality.

An extension is a computer program designed to be incorporated into and run by another "parent" application to provide additional functionality for the parent application - effectively a type of add-on. Extensions can be used to modify the behavior of existing features within Confirmit or add entirely new features.

Important
 The iPhone and Fraud extensions are Add-Ons that are currently offered to On-Demand users only, on a strict BETA basis. Commercial terms may apply at a later date. These extensions are currently hosted on a single server on the Confirmit US On Demand Hosting environment at the DFW (Dallas - US) Rackspace data center, and are not subject to the overall Confirmit SLA since there is no redundancy in place for these extensions. For the Fraud extension there is a fallback mechanism in place such that the IP checking will be skipped and the respondent will be allowed into the survey regardless of IP/location in the event the extension becomes unresponsive.

The extensions are hosted on the Confirmit US On Demand Hosting environment at the DFW (Dallas – US) Rackspace data center regardless of whether the projects using them are hosted on Confirmit's US or UK hosting environments. The DFW data center is Safe Harbour certified. The iPhone extension only creates an alternative survey rendering for iPhones, and will not store any data. The Fraud extension will store some project level settings (“Anonymous Proxy Access” (Allow/Flag/Block), “Satellite Provider Access” (Allow/Flag/Block), “Violator Access” (Flag/Block), “Custom Block Page” text, Countries to be Blocked/Flagged, Last Timestamp and some aggregated statistics (Total Allowed/Flagged/Blocked for each respondent country)), as well as some respondent level data (IP Address, Country Code, Timestamp, Confirmit Project Id, Access (Allowed/Flagged/Blocked) and Confirmit Respondent Id), but no personally identifiable information.

The Fraud extension includes reporting options in Google Earth or Google Maps that interoperate with Google services. Those parts of the Add-On depend on the continuing reasonable availability of the Google API and program.

Confirmit refers to and runs an extension when it is called by a survey. The change-over between Confirmit and the extension is seamless in both directions and the respondent will not know that the extension is running as an extension - it appears to be just another part of the Confirmit functionality.

Note: The extensions themselves are separate pieces of software which will be accessible from and listed in Confirmit where applicable. In this documentation, where a procedure describes for example "How to Register an Extension", you are registering the extension for use in the current Confirmit survey, and thereby creating the link between the survey and the appropriate extension software.

In many cases the extension has an interface page such that you can set up the extension to function as required for your current survey. When such an interface is available for an extension and that extension has been selected for a survey, then an additional tab will be displayed in the **Project Management > Overview** page for that survey. Click on this tab to open the interface page for the extension. Note that the setup you specify here will apply only to the current survey; you can specify different setups for the same extension for any number of surveys.

The extension programs currently available within Confirmit Flex are created by Confirmit engineers. However the intention is to allow customers or third-party developers to create their own extensions as required - all the customer will require is the interface API from Confirmit. The extensions that are currently available include:

- **Fraud detection** - allows the user to block or flag respondents suspected of providing fraudulent response data. Various methods and "degrees" of detection are available (go to Fraud Detection - Introduction on page 9 for more information).
- **iPhone surveys** - adapts the survey layout such that the survey is suitable for display on an iPhone (go to iPhone Surveys on page 17 for more information).

2. The Project Management > Extensions Menu

When you have opened a project, the Project Management menu includes the Extensions sub-menu. Go to this sub-menu to open the Project Extensions page. This page lists all the extensions that are available to your company. Here you can activate and deactivate the extensions you require for your project. Once an extension is activated here, additional tabs and properties may become available in your project.

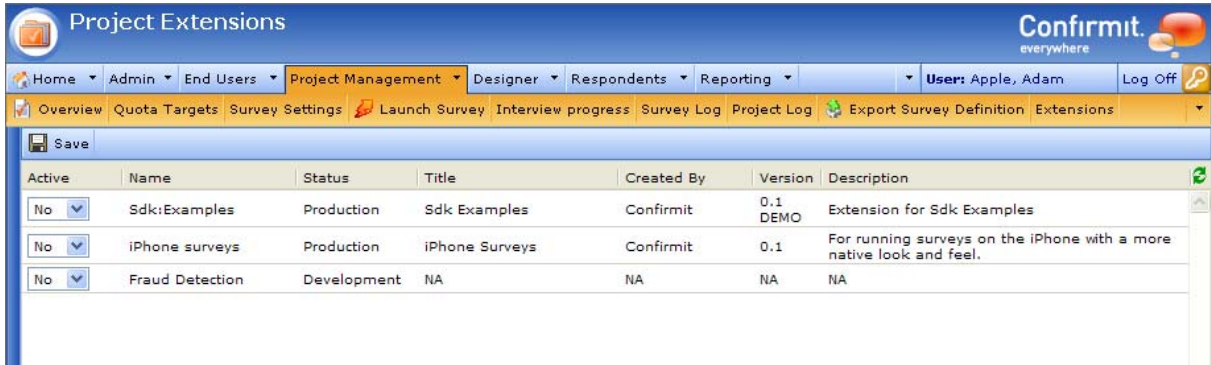


Figure 1 Example of the Project Extensions page with available extensions listed

The fields and columns are as follows:

- **Active** - indicates whether or not the extension is active for this project.
- **Name** - the name of the extension.
- **Status** - the current status for this extension.

The following details are extracted from the extension's Information XML page (go to The Information XML Page on page 6 for more information). In the event some information is not available, NA will be displayed in the relevant column(s).

- **Title** - the title of the extension.
- **Created By** - the name of the company to which the person who created the extension is registered.
- **Version** - the version number for the extension.
- **Description** - a short description of the extension.

2.1. How to Activate and Deactivate an Extension

To activate an Extension for a project:

1. Open the project and go to the **Project Management > Extensions** menu command.
The Project Extensions page opens, listing all the extensions that are available to you.
2. Find the extension you wish to activate for the current project.
3. Open the drop-down list in the Active column for the required extension, and select **Yes**.
4. Click **Save** to save the changes.

To deactivate an extension for a project:

1. Open the project and go to the **Project Management > Extensions** menu command.
The Project Extensions page opens, listing all the extensions that are available to you.
2. Find the extension you wish to deactivate for the current project (all extensions that are active for the project have Yes selected in the Active column).
3. Open the drop-down list in the Active column for the required extension, and select **No**.
4. Click **Save** to save the changes.

3. The Admin > Extensions Menu

Go to the **Admin > Extensions** menu command to open the Extensions Overview page. This page lists the extensions that are available to your company, and allows you to create new and edit existing extensions.

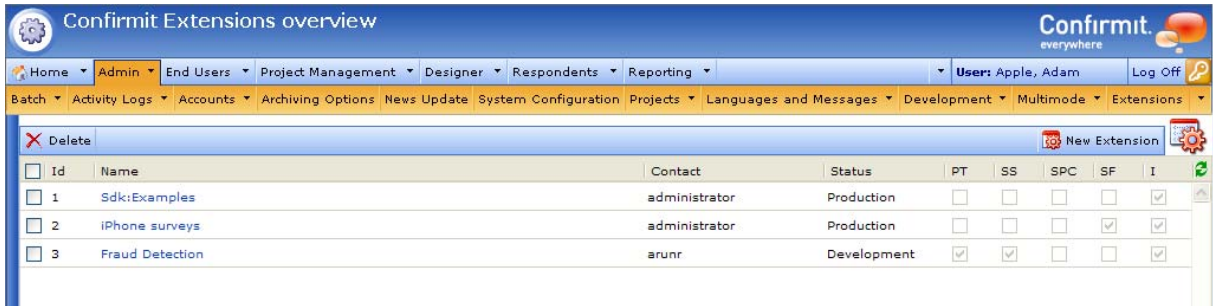


Figure 2 Example of the Extensions Overview page with available extensions listed

The list columns are as follows:

- **ID** - the id number for the extension. This number is generated automatically when the extension is created and cannot be changed.
- **Name** - the name of the survey. Click the link to open the Extension Details page for that extension.
- **Contact** - the person responsible for the extension.
- **Status** - the current status of the extension.
- **Checkbox columns** - the boxes are checked if the Extension Details page has information in the appropriate fields (go to The Extension Details Page on page 3 for more information).

3.1. The Extension Details Page

Click on a Name link in the Extensions Overview page to open the Extension Details page for that extension.

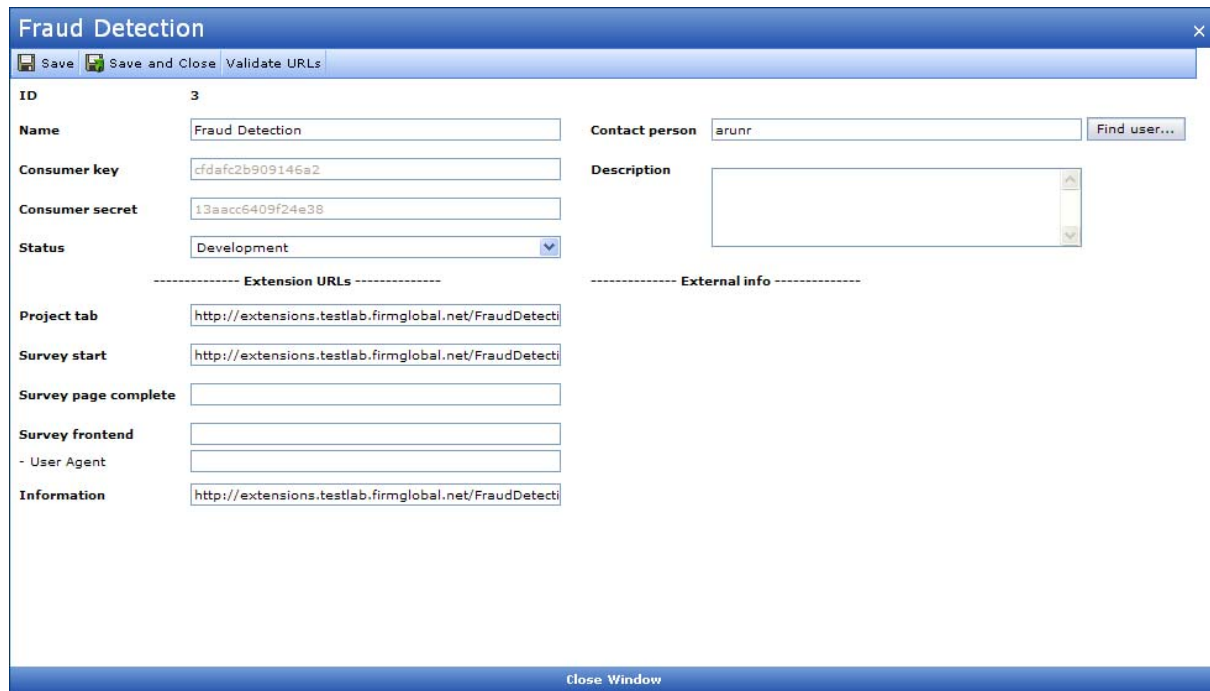


Figure 3 Example of the Extension Details page for an extension

This page is where you set up the various URLs to call the extension when required. The fields and buttons on this page are as follows:

- **Validate URLs** - click this button to run a check of the URLs that have been entered on the page.
- **ID** - the ID number for the extension. This number is allocated automatically when the extension is created and cannot be changed.
- **Name** - the name of the extension. This is the name that will be displayed in the various Confirmit windows. It may be different from the actual name or title of the extension application.
- **Consumer key** - the Extensibility SDK uses Oauth (<http://oauth.net/>) to authorize Extensions to appear within Confirmit and to access specific REST web services that are part of the Extensions SDK. The Consumer Key and Consumer Secret are generated when an extension is registered in Confirmit.
- **Consumer Secret** - this code is created automatically when the extension is registered with Confirmit - see also above.
- **Status** - the current status for the extension. The options are:
 - o **Disabled** - the extension is not available for use.
 - o **Development** - the extension is under development, and will only be available for the user specified as the "Contact Person". This will allow the developer to test the Extension in a survey without others being able to access or use it.
 - o **Production** - the extension is complete and may be used in production surveys.
- **Project tab** - the URL to a configuration page for the extension that will appear on a tab in the Project Overview page (see also the Confirmit Authoring User Guide).
- **Survey start** - the URL to be called whenever the survey is entered by a respondent.
- **Survey page complete** - the URL specified here will be called every time the respondent completes a page in the survey. This could be used for example to log the time a respondent uses to answer the questions as part of a fraud detection program.
- **Survey frontend** - the URL to an alternative renderer for survey pages (for example, specific to iPhones).

- **User Agent** - if you wish respondents using specific browsers to be automatically redirected to the survey frontend extension (specified in the Survey Frontend field) then you must specify a value (regular expression) in the User Agent field. For example, if you want iPhone and iPod users to be automatically redirected to the extension URL, then you can specify the value **Apple.*Mobile.*Safari**. All other users will see the normal web survey. If this field is left empty then all users will see the normal web survey. You will then need to manually specify the extension URL in the browser to access the extension for a survey. If you specify just .* in the field, then all requests will be redirected to the extension URL.
- **Information** - the URL to the External Information page, which provides the Title, Created By, Version and Description information (go to The Information XML Page on page 6 for more information).
- **Contact person** - the person responsible for the extension (the contact person in the event of problems with the extension).
- **Description** - a short description and/or comments concerning the extension.

3.2. How to Register a New Extension

Note: The extension program itself will already exist, created by Confirmit engineers or your company's developers, and will be stored on a server to which you have access. Here you are creating a link between your Confirmit project and the extension by specifying the required URLs.

1. Go to the **Admin > Extensions** menu command.
The Extensions Overview page opens.
2. Click **New Extension**, located towards the right end of the page toolbar.
The New Extension Properties page opens.

Figure 4 The New Extension Details page

3. Fill in the details as appropriate (go to The Extension Details Page on page 3 for more information).

Note: The Consumer key and Consumer secret fields are populated automatically by the system when you create a new extension, and these fields cannot be edited.

4. On completion, click **Save** or **Save and Close** to save the changes.

3.3. The Information XML Page

The Information XML Page is an XML file containing general information about the extension. This file should be created at the same time as the extension, and is intended to provide the title, version, created by and description details presented in the Extension Details page (go to The Extension Details Page on page 3 for more information) and the Project Extensions page (go to The Project Management > Extensions Menu on page 2 for more information). The file should be saved to the same server on which the extension is located.

The XML file allows the creator of the extension to add comments and other text to the Extension Description without having to change the extension application itself. It also allows the creator to control what information should be displayed to Confirmit users about the extension.

When you create an extension application, create a standard XML file with the content as shown in the example below:

```
<ExtensionDetails xmlns:i="http://www.w3.org/2001/XMLSchema-instance">
<Title>iPhone Surveys</Title>
<Version>0.1</Version>
<Description>For running surveys on the iPhone with a more native look
and feel.</Description>
<CreatedBy>Confirmit</CreatedBy>
</ExtensionDetails>
```

The Title, Version, Description and CreatedBy texts will be particular to the extension application.

Once the Information XML page has been created and stored on the extension server, go to the Extension Details page and add the URL of the XML page to the Information field (go to The Extension Details Page on page 3 for more information). The Extension Details page and the Project Extension page will then extract the details from the XML file and present them in the appropriate locations.

4. The Admin > Accounts > Companies Menu Command

1. Go to the **Admin > Accounts > Companies** menu command.

The Company List page opens. This page lists all the companies registered on the server.

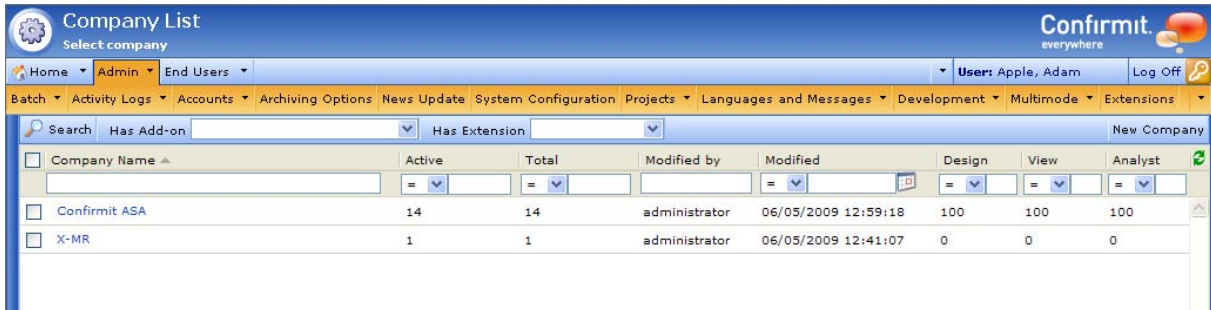


Figure 5 Example of the Company List page

This page allows you to search for companies that have add-ons and/or extensions. To search for companies that have access to a particular extension:

1. Open the drop-down list for the Has Extension field.
This list contains all the extensions available.
2. Select the appropriate extension.
3. Click **Search**.

The page will list only those companies that have the selected extension. You can then click on the Company Name link for the company you are interested in. The Company > Details page opens at the Extensions tab (go to The Company Details Extensions Tab on page 7 for more information).

4.1. The Company Details Extensions Tab

This tab lists all the existing extensions, and enables the administrator to specify which extensions the selected company has access to.

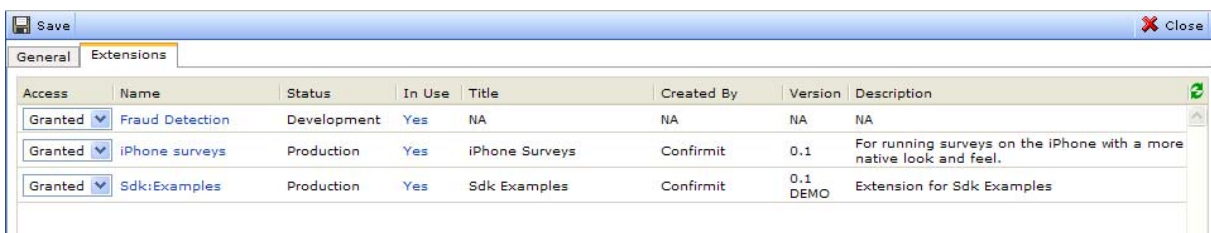


Figure 6 Example of the list of extensions available on the Extensions tab

The fields and columns on this page are as follows:

- **Access** - specifies whether the current company has access to this extension. Open the drop-down list and select Denied or Granted as appropriate.

Note: If access to an extension is denied for a company, the extension will be disabled and removed from all projects owned by that company. Due to this, if access is disabled after the extension has been taken into use in a company's projects, then a message box is displayed requesting that you confirm the denial.

- **Name** - the name of the extension. Click the Name link to open the Extension Details page for that extension (go to The Extension Details Page on page 3 for more information).

- **Status** - the current status for the extension (go to The Extension Details Page on page 3 for more information).
- **In Use** - indicates whether the extension is being used in a project owned by the current company. If "Yes", this will be a link - click the link to open a list of the projects using the extension (go to The In Use Link on page 8 for more information).

The following details are extracted from the extension's Information XML page. In the event some information is not available, NA will be displayed in the relevant column(s).

- **Title** - the title of the extension
- **Created By** - the name of the company to which the person who created the extension is registered.
- **Version** - the version number for the extension.
- **Description** - a short description of the extension.

4.1.1. The In Use Link

If on the Extensions tab, the In Use column for an extension indicates "Yes", then this will be a link. Click the link to open a list of the projects owned by the current company that are using the extension. This provides a quick and easy method of checking which projects are using a particular extension.



Figure 7 Example of a list of the current company's projects that are using a particular extension

5. Fraud Detection - Introduction

Important

This Add-On is made available on a strict BETA basis. Commercial terms may apply at a later date. Confirmit explicitly waives any and all warranties related to this Add-On, including any Service Level Agreements. The Extension is hosted on the Confirmit US On-Demand Hosting environment. By use of this you accept and agree that certain non personally identifiable information will be stored in the US (refer to the Documentation), and that certain reporting functionality available with this Add-On interoperates with Google services and therefore depends on the continuing reasonable availability of the Google API and program for use with the Service.

Detecting fraudulent responses to a survey, and preventing those responses from being included with the response data, are vitally important to maintaining the integrity and reliability of the survey results and thereby any decisions based on those results.

The Fraud Detection extension allows you to define a set of parameters that will help to identify possibly fraudulent responses, such as the geographical location of the respondent or whether or not a respondent is using an anonymous proxy or a satellite provider. You can then for example flag those responses such that they can be identified in the database, allowing you to investigate them further, or you can block them immediately, thereby preventing the data from those respondents being added to the database.

The Fraud Detection extension creates and maintains its own database for each survey that uses the extension. This database stores project configuration information, for example which countries are to be blocked, flagged or allowed, the Block Page for the project (go to The Block Page Editor on page 15 for more information), and the respondent statistics for each configured project. No information is currently stored by the extension in the Confirmit databases. For a blocked respondent, their country of origin as determined by the geolocation database, the project ID of the survey that they tried to access, and a timestamp, are stored.

Note: This functionality is still under development and the options are currently therefore limited. Further functionality will be made available as it is developed.

5.1. The Geolocation Interface

The geolocation Interface has several uses:

- For surveys where your intended audience is located within a particular country or region, it can be useful to be able to flag or block respondents who are attempting to access your survey from outside these areas.
- Survey fraud is far more prevalent in some parts of the world than in others.
- It may also be useful or interesting to register the respondent's country for statistical purposes.

The Fraud Detection extension therefore includes the Geolocation functionality. This detects which country a respondent is replying from, allowing you to block access to the survey from selected countries or flag the data provided by respondents located in those countries. In addition to flagging or blocking respondents from selected countries, you can also flag or block respondents connecting through anonymous proxies and/or satellite providers.

If a prospective respondent is blocked by the Fraud Detection functionality when they attempt to access the survey, then they will be presented with a message telling them the survey is closed to them. You can set up the message that is to be displayed using the Block Page Editor (go to The Block Page Editor on page 15 for more information). If the respondent is flagged for any reason then they will be able to reply to the survey and there will be no indication to the respondent that they have been flagged.

In both cases the status of the respondent (blocked or flagged) will be recorded in the Fraud Detection database. This information is then passed directly to the "statistics" panel on the Geolocation page.

Note: It is intended that the status will also allow you to identify the data in the Confirmit database. In the case of flagged respondents, you will then be able to find and inspect the data in the database and approve or reject it as appropriate. This functionality is not yet available.

For a blocked respondent, their country of origin as determined by the geolocation database, the project ID of the survey that they tried to access, and a timestamp, are stored in the Fraud Detection database.

Geolocation would be most useful for reducing fraud in open surveys. However it may also be used in closed surveys where for example market research companies have bought respondent samples from providers who may not have verified the locations of their panelists.

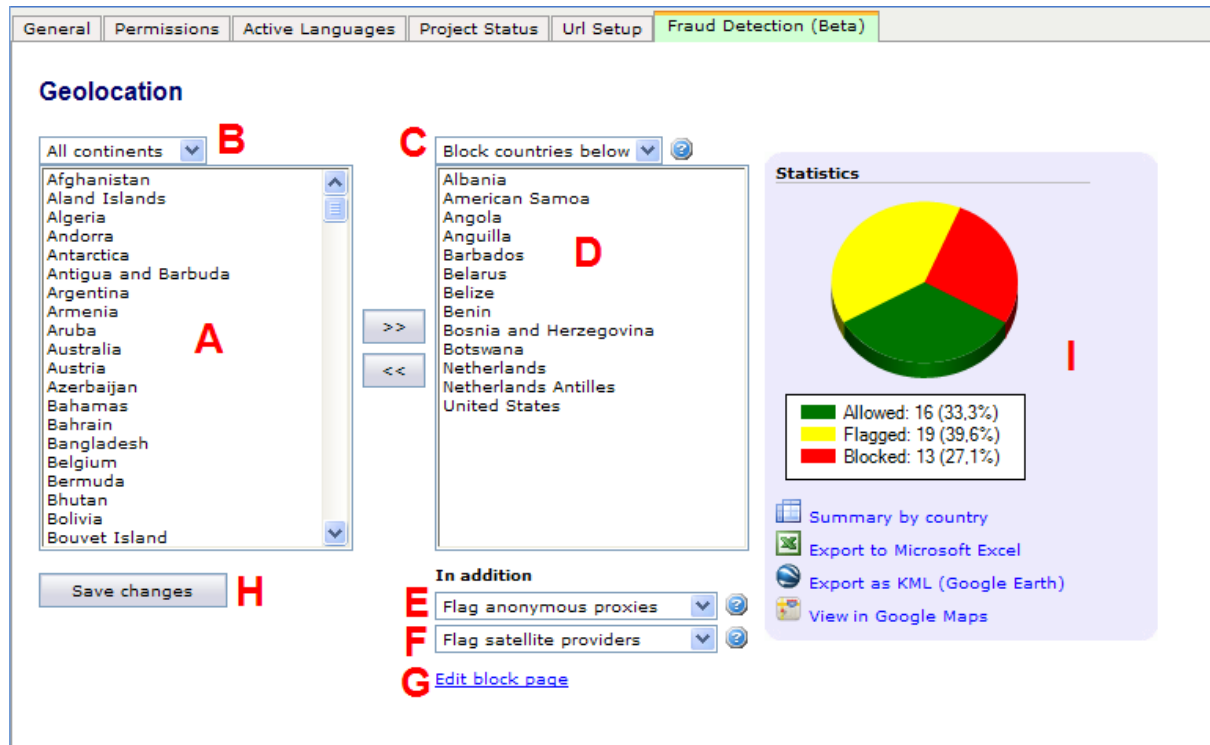


Figure 8 The Geolocation page layout

The areas in the page are as follows:

- **A** - list of countries. Respondents from any country in this list are allowed to access the survey. Note that specific respondents can be flagged or blocked by the Anonymous Proxies and/or Satellite Providers settings.
- **B** - this drop-down filters the Countries list by Continent. A typical scenario would be where all the countries in a particular continent are to be blocked or flagged. This then provides an easy way to list all such countries and move them to the Selected list on the right.
- **C** - this drop-down refers to the Selected list below the field. This allows the user to either flag or block respondents from the countries in the Selected list.
- **D** - list of countries that are to be flagged or blocked.
- **E** - allow, flag or block respondents connecting through Anonymous Proxies. An anonymous proxy is a server that acts as a go-between for requests from clients seeking resources from other servers - for example respondents seeking to respond to a survey. An IP address belonging to an anonymous proxy service, such as Anonymizer, may be employed to mask a user's real geographical location. Note that some respondents may have a good reason for using an anonymous proxy, however the use of one will normally be cause for concern.
- **F** - allow, flag or block respondents connecting through Satellite Providers. It is often difficult to ascertain through their IP address the country of origin of an end user who is using a satellite provider.
- **G**- link to the "Block Page Editor". This editor allows you to customize the page that will be displayed to respondents who have been blocked by C, E or F above (go to The Block Page Editor on page 15 for more information).
- **H** - saves any changes you may have made to the configuration. Note that the configuration will apply only to the current survey.
- **I** - the Statistics panel. This displays the current counts of Allowed, Flagged and Blocked respondents.
 - o **Summary by country** - a list of the statistics, summarized by country, is available (go to The Summary By Country Page on page 11 for more information).
 - o **Export to Microsoft Excel** - the statistics can be exported to an Excel file (go to Export to MS Excel on page 11 for more information).

- o **Export as KML** - if you have the Google Earth application installed on your pc, you can view the statistics as an overlay on the world map (go to Export as KML (Google Earth) on page 12 for more information).
- o **View in Google Maps** - click to open Google Maps with the statistics displayed as an overlay (go to View in Google Maps on page 13 for more information).

To add a country to the Selected list, double-click on it in the Countries list, or single-click on it then click the >> button to move it. To remove a country from the Selected list, double-click on it in the list, or single-click on it then click the << button to move it back to the Countries list.

5.1.1. The Summary By Country Page

This page lists the countries from which responses (or attempts to respond) have been received, and presents the numbers or responses and percentages of the total received from each country.

[Back to configuration](#)

Search:

Origin	Allowed	%	Flagged	%	Blocked	%	Total	%
Unknown IP	0	0.00	19	39.58	0	0.00	19	39.58
United States	4	8.33	0	0.00	10	20.83	14	29.17
United Kingdom	8	16.67	0	0.00	1	2.08	9	18.75
Belgium	1	2.08	0	0.00	1	2.08	2	4.17
Canada	1	2.08	0	0.00	0	0.00	1	2.08
Germany	1	2.08	0	0.00	0	0.00	1	2.08
India	1	2.08	0	0.00	0	0.00	1	2.08
Netherlands	0	0.00	0	0.00	1	2.08	1	2.08
Totals	16	33.33%	19	39.58%	13	27.08%	48	100.00%

Showing 1 to 8 of 8 entries

Figure 9 Example of the Summary By Country page

The fields and columns on this page are as follows:

- **Origin** - the country from which the respondent has replied (or attempted to reply) to the survey.
- **Allowed** - the total number (and percentage) of respondents from that country who were allowed access to the survey. At the time the respondent accessed the survey, the country was selected as one of the countries to be allowed .
- **Flagged** - the total number (and percentage) of respondents from that country who were allowed access to the survey and flagged. At the time the respondent accessed the survey, the country was selected as one of the countries to be flagged.
- **Blocked** - the total number (and percentage) of respondents from that country who were denied access to the survey. At the time the respondent accessed the survey, the country was selected as one of the countries to be blocked.
- **Total** - the total number (and percentage) of respondents from each country.
- **Search** - a text search tool to filter the countries displayed.

Note: In the table illustration above, the United States has respondents in both the Allowed and Blocked columns. This indicates that the status for that country was changed after some respondents had accessed or attempted to access the survey.

Click **Back to configuration** to return to the Fraud Detection main page.

5.1.2. Export to MS Excel

Click this link to export the statistics as an MS Excel file.

	A	B	C	D	E	F	G
1	Country	Allowed (not flagged)	Flagged (not blocked)	Blocked	Total	Last response date	
2	Unknown IP	0	19	0	19	08.06.2009 12:31	
3	Belgium	1	0	1	2	04.06.2009 09:27	
4	United States	4	0	10	14	08.06.2009 10:38	
5	Canada	1	0	0	1	04.06.2009 10:27	
6	Germany	1	0	0	1	04.06.2009 10:29	
7	India	1	0	0	1	04.06.2009 10:30	
8	Netherlands	0	0	1	1	04.06.2009 10:31	
9	United Kingdom	8	0	1	9	05.06.2009 11:44	
10							
11							
12							

Figure 10 Example of the statistics exported as an MS Excel file

5.1.3. Export as KML (Google Earth)

If you have the Google Earth application installed on your pc, you can click the **Export as KML (Google Earth)** link to view the statistics overlayed onto the map.

Note: KML is a file format used to display geographic data in an earth browser, such as Google Earth, Google Maps, and Google Maps for mobile. A KML file is processed in much the same way that HTML (and XML) files are processed by web browsers. Like HTML, KML has a tag-based structure with names and attributes used for specific display purposes. Thus, Google Earth and Maps act as browsers for KML files.

The Fraud Detection extension exports the statistics as a KML file and adds colored markers to the map, enabling you to quickly identify the countries from which the various allowed, flagged and blocked responses to your survey originated. Click on a colored marker to open a statistics label for that country, giving you the complete details.

If you do not have Google Earth installed then a message will be displayed asking you to specify the application that is to be used to open the file.

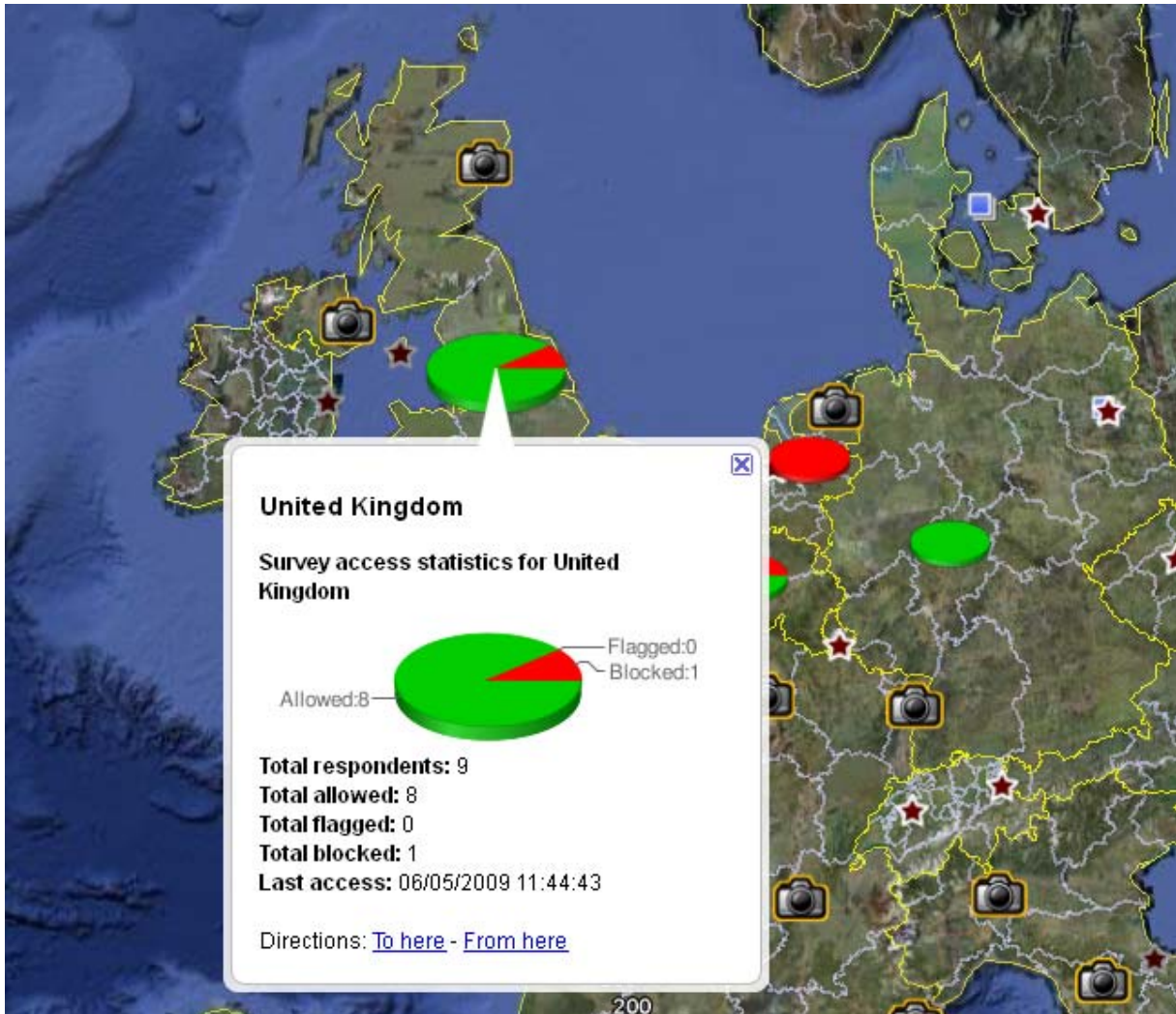


Figure 11 Example of the Export as KML (Google Earth) display

5.1.4. View in Google Maps

Click this link to open a new Internet Explorer window with Google Maps, with the statistics presented as an overlay on the map. The data for each country from which respondents have replied (or attempted to reply) to the survey, is displayed as a small pie chart. The chart sections are colored red, yellow and green to indicate the proportions of respondents who are blocked, flagged and allowed respectively.

Note that Google Maps is a freely-available web application that requires no installation.

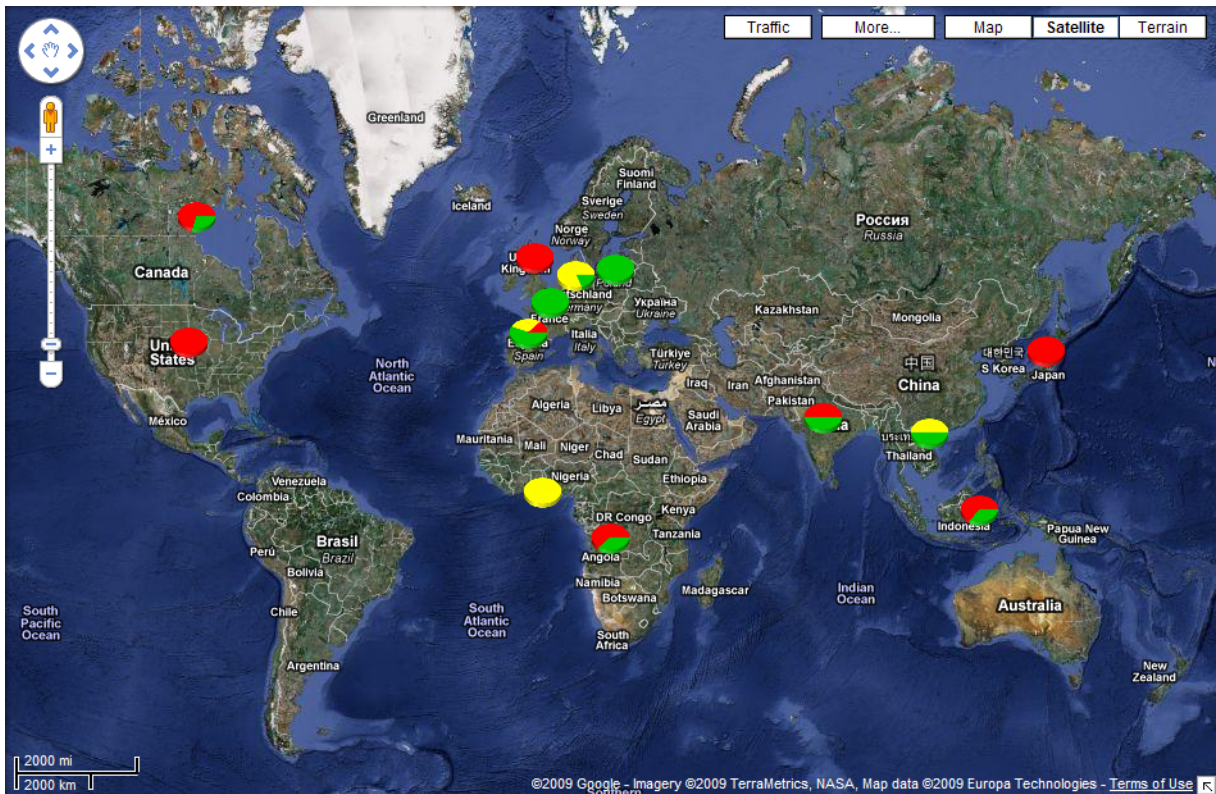


Figure 12 Example of the Google Maps overlay

Click on a pie chart in the map to open a detailed statistics box for that country.

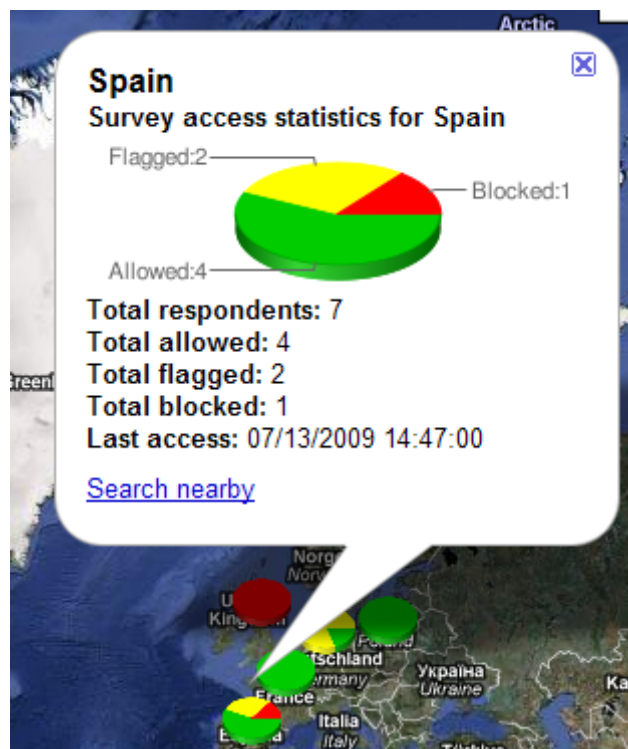















Figure 13 Example of the detailed statistics box for a country

The statistics information is also listed in the Contents column to the left of the map, as shown in the example below.

[Save to My Maps](#)

Contents

-  [Angola](#)
Survey access statistics for AngolaTotal respondents:
-  [Canada](#)
Survey access statistics for CanadaTotal
-  [France](#)
Survey access statistics for FranceTotal respondents:
-  [Germany](#)
Survey access statistics for GermanyTotal
-  [India](#)
Survey access statistics for IndiaTotal respondents:
-  [Indonesia](#)
Survey access statistics for IndonesiaTotal
-  [Japan](#)
Survey access statistics for JapanTotal respondents:
-  [Poland](#)
Survey access statistics for PolandTotal respondents:
-  [Spain](#)
Survey access statistics for SpainTotal respondents:
-  [United Kingdom](#)
Survey access statistics for United KingdomTotal
-  [United States](#)
Survey access statistics for United StatesTotal
-  [Unknown IP](#)
Survey access statistics for Unknown IPTotal
-  [Vietnam](#)
Survey access statistics for VietnamTotal

Displaying content from frauddetection.testlab.firmglobal.net

The content overlaid onto this map is provided by a third party, and Google is not responsible for it.

Figure 14 Example of the statistics information as presented by Google Maps

All the available data is displayed on the map by default. In the Contents column you can deselect specific countries by clicking in the checkboxes, and the pie charts for those countries will then be removed from the map. Click in the boxes again to redisplay the pie charts. Click on a country's link to open the detailed statistics box for that country.

5.1.5. The Block Page Editor

The Block Page is the page that is displayed to people who attempt to respond to the survey from a location, proxy or provider that is blocked (go to The Geolocation Interface on page 9 for more information). This editor allows you to set up the page to present the message you wish to give.

Geolocation - Edit block page

The following text will be displayed to all respondents eventually blocked by the Geolocation extension.

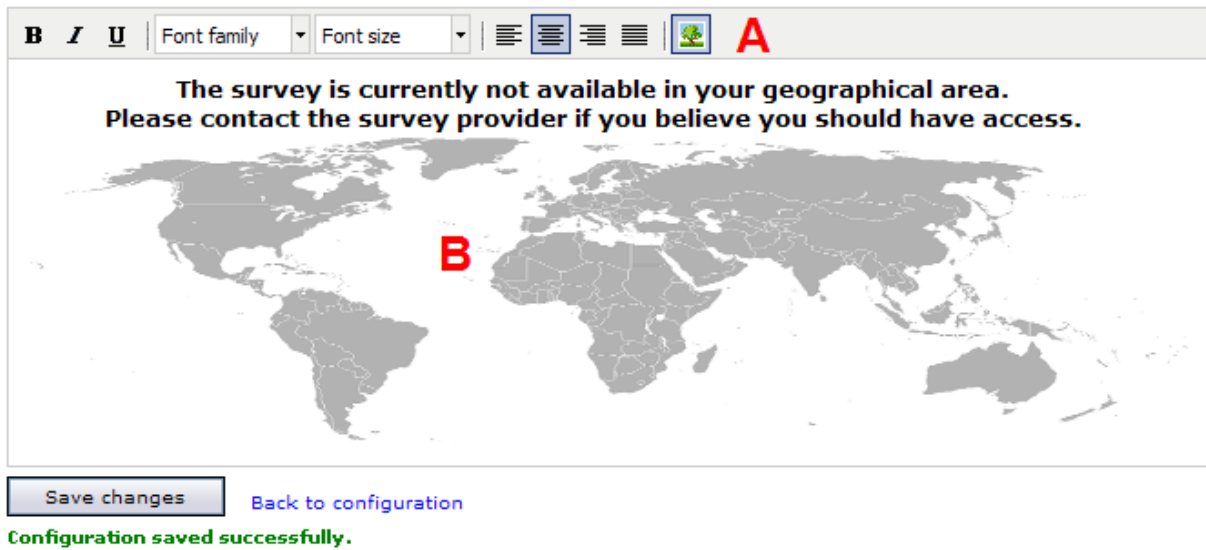


Figure 15 Example of the Block Page Editor

The Edit page areas are:

- **A** - toolbar, containing the editing and formatting tools you will need to edit the text page. These tools have the same functions as the corresponding tools in MS Word.
- **B** - the editing area. This area by default contains some text and a world map image. You can edit the text and delete the image or replaced it as required using the tools in the toolbar above.

When the page is to your liking, click **Save changes** to save the page, then click **Back to configuration** to return to the Geolocation Interface page.

6. iPhone Surveys

Important

This Add-On is made available on a strict BETA basis. Commercial terms may apply at a later date. Conformit explicitly waives any and all warranties related to this Add-On, including any Service Level Agreements. The Extension is hosted on the Conformit US On-Demand Hosting environment.

The iPhone Surveys extension is built by Conformit. When this extension is activated for a survey (no re-launch is required), any respondent entering the survey via an iPhone or iPod Touch will be shown a customized “iPhone” look and feel. The extension makes predefined changes to the survey layout to emulate the iPhone experience. It is not possible to alter this layout through any layout/template system. Points to note include:

- HTML code entered in Conformit will be displayed (such as tags), but any scripts tags will be removed.
- Only one question will be displayed on the screen at a time.
- 3D grids will be split into separate questions.
- The “Auto-other” and “Single-punch” properties for exclusive are automatically enabled.
- Page transitions are made using Ajax, minimizing the bandwidth used by the mobile browser.
- iPhone surveys will also work on iPod touch.

The following "Best practices" should be employed when creating surveys that are expected or intended to be responded to via iPhones:

- Long texts should be avoided as these will break over several lines on the iPhone.
- 3D Grids should be avoided. Even though they are supported, they might not make as much sense when each question is displayed by itself. In addition, the “Title”, “Text”, and “Instruction” for the 3D Grid will not be repeated for the various questions inside the grid, but will be displayed as an Info node before the questions are displayed. Also, any error messages that may be generated for questions inside a 3D Grid will be confusing to the reader as it is not possible to know which question inside the 3D Grid has failed; as far as the validation system is concerned the 3D Grid is one question, so the error message is displayed for every question.
- Long surveys should be avoided as iPhone surveys do not display a progress bar.
- A long-list of answers should be displayed as a drop-down, otherwise the respondents will have to scroll to the bottom of the page to reach the navigation buttons.

The following question types and features are currently not supported:

- Hierarchy questions.
- Searchable multis.
- Dynamic questions.
- Advanced WI Features (sliders etc).
- It is not possible to alter the layout of a question

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