



OPINATOR™ PLATFORM

USER MANUAL

User Manual Updated for Version v2.10.0.of OPINATOR

February 2013.

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NOTE. *It is recommend to be connected to the OPINATOR® platform and follow the steps while using this manual. In case that you identify a mistake or want to give your opinion about this manual or make a suggestion, click here <http://opin.at/3npK>*



1. PLATFORM ACCESS.

In order to access the platform, type the following URL in your browser¹: www.opinator.net/login and follow this steps:

1. Fill in the **Username** field with the email address provided by OPINATOR, for example: company@opinator.es
2. Fill in the **Password** field with the key provided by OPINATOR (See in 3.4.1, how to change your password)
3. Press the **LOGIN** button.

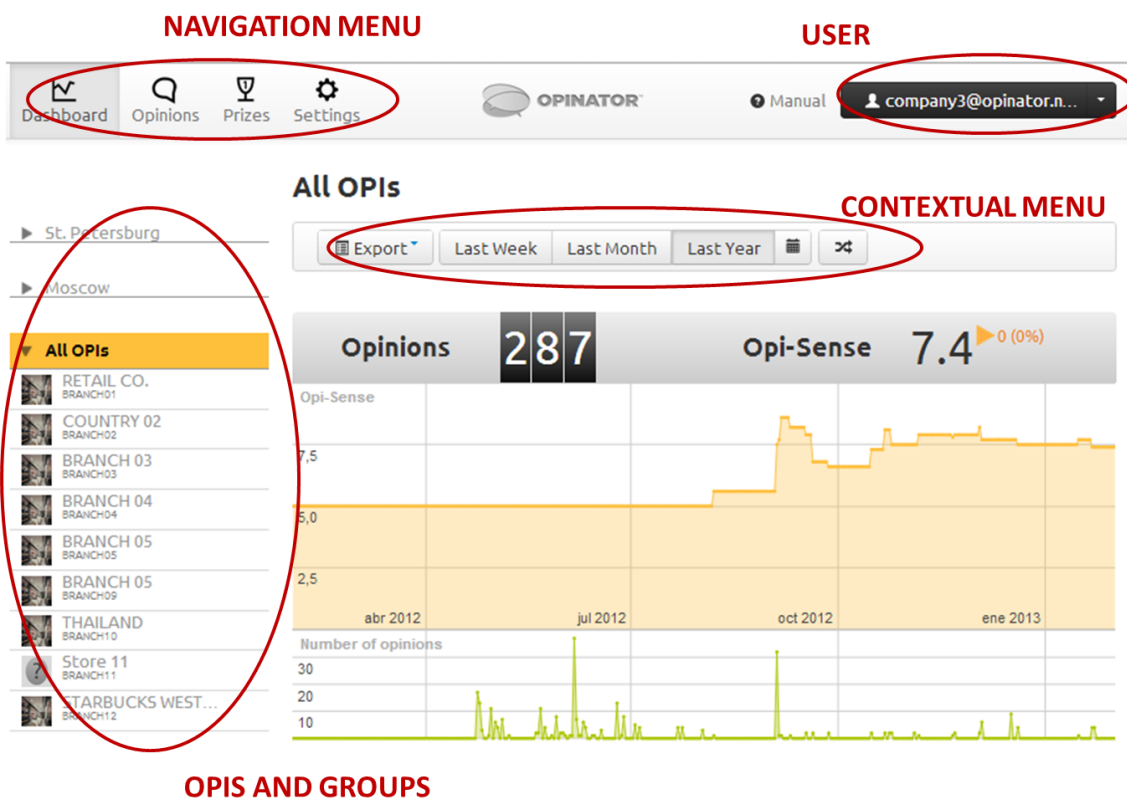
A screenshot of the OPINATOR login interface. The form is titled "Login" and contains two input fields: "Username" with the text "company3@opinator.net" and "Password" with four dots representing a masked password. Below the fields is an orange "Login" button and a blue link for "Forgot password?". The OPINATOR logo and tagline "OPINATOR™ SOLUTIONS FOR A CHANGED THE WORLD" are at the bottom.

¹ Tested browsers: Firefox v14, Crome 19, Internet Explorer 9

2. HOME SCREEN

Once access to the OPINATOR Platform is gained, the **HOME SCREEN** is displayed with the following key elements:

- **NAVIGATION MENU.** Upper left corner. This menu contains the buttons: **DASHBOARD, OPINIONS, PRIZES** and **SETTINGS**.
- **OPIs AND GROUPS.** At the left. Shows the OPIs and groups of OPIs the user has access to.
- **CONTEXTUAL MENU.** Center of the screen. Menu Options and the information shown below this menu depend of the **NAVIGATION MENU** area highlighted.

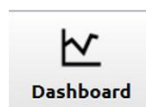


3. NAVIGATION MENU



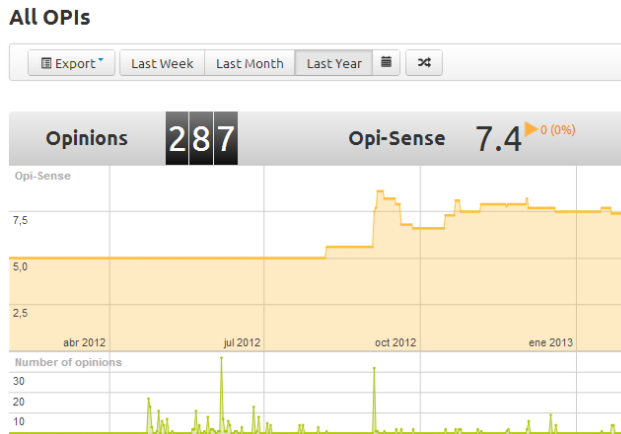
This is the main menu of the platform and menu allows navigation to all functionality of the platform. This chapter covers the screens, buttons and options related to this menu.

3.1. DASHBOARD



The **Dashboard** summarizes the information about the OPIS (or groups of OPIS) selected in the **OPI SELECTION COLUMN**. If there is no OPI selected, the information shown in the dashboard will be about **All OPIS** the user has access to. The **Dashboard** is structured into *3 main blocks*:

3.1.1. FIRST BLOCK. NUMBER OF OPINIONS AND OPI-SENSE®



The **CONTEXTUAL MENU** shows the time window options for which received opinions are visualized. It can be set according to the specific time frame required, either standard periods of time (*last week, last month, last year*) or select any dates.

Once the time frame is selected, the dashboard shows the following information:

- **Opinions.** Show the number of opinions received during the timeframe selected.
- **OPI-Sense®:** our exclusive indicator that takes into account the quantitative and qualitative (free text) pieces of information of the opinions received. **OPI-Sense** provides a general and quick overview about *how is the OPI doing*, i.e. how positive or negative (0 from 10) our opinions are, and the variation (absolute and percentage) with the previous day.
- **Time evolution graphs:** evolution of the **OPI-Sense** indicator (orange) and the **Number of opinions** (green) within the time frame selected.
- **Export button.** Exports preset reports. Currently, the first report ready to be exported is the Global Benchmark rating the OPI Sense in a PDF or XLS file for the timeframe selected.
- **Compare mode.** If selected, several OPIs or groups can be chosen in order to make a graphical comparison of these graphs.



3.1.2. SECOND BLOCK. POLARITY AND WORD CLOUD



This block is related with the comments in the free text field of the opinions.

Opinion Sentiment: OPINATOR analyzes the opinion and provides a polarity or valuation (positive, negative or neutral). The graph shows the percentage of positive (green), negative (red) or neutral (orange) opinion valuations.

Word Cloud: Most common words written in the free text field of the opinions received. A higher font size indicates that the Word appears more frequently. The Word Cloud is **clickable**, i.e., by clicking any word in the cloud, all the opinions that contained that word are shown.

3.1.3. THIRD BLOCK. QUALIFIERS

Question	Avg	Answers	Values
OVERALL	4.03 ★★★★☆	70	5 Stars ██████ 25 (36%) 4 Stars ██████ 29 (41%) 3 Stars ██████ 12 (17%) 2 Stars ██████ 1 (1%) 1 Stars ██████ 3 (4%)
QUALITY	4.5 ★★★★★	32	5 Stars ██████ 22 (69%) 4 Stars ██████ 6 (19%) 3 Stars ██████ 3 (9%) 2 Stars ██████ 0 (0%) 1 Stars ██████ 1 (3%)
SERVICE	4.28 ★★★★☆	25	5 Stars ██████ 16 (64%) 4 Stars ██████ 5 (20%) 3 Stars ██████ 1 (4%) 2 Stars ██████ 1 (4%) 1 Stars ██████ 2 (8%)

Qualifiers: indicators or different aspects asked when requesting the opinion. The information shown for each qualifier is: **Question** (the name of the qualifier), **Avg** (average of the scoring), **Answers** (total number of answers of each qualifier) and **Values** (scoring details both absolute and percentage values).

3.2. OPINIONS





All OPIs

▶ St. Petersburg

▶ Moscow

All OPIs

- RETAIL CO. BRANCH01
- COUNTRY 02 BRANCH02
- BRANCH 03 BRANCH03
- BRANCH 04 BRANCH04
- BRANCH 05 BRANCH05
- BRANCH 05 BRANCH05
- THAILAND BRANCH10
- Store 11 BRANCH11
- STARBUCKS WEST... BRANCH12

Export Search

8.5 *BRANCH 03 (BRANCH03) via WEB 23 Jan 10:47*

ATTENTION ★★★★★	AGE >40	OVERALL OPINION
PRIZE ★★★★★	QUALITY ★★	OVERALL ★★★★★

5.0 *Store 11 (BRANCH11) via WEB 23 Jan 10:43*

Everything ok

8.5 *BRANCH 03 (BRANCH03) via WEB 23 Jan 10:43*

ATTENTION ★★★★★	AGE 26 - 40	OVERALL OPINION
PRIZE ★★★★★	QUALITY ★★★★	OVERALL ★★★★★

In the **OPINIONS** tab of the **NAVIGATION MENU**, *individual opinions* of each OPI selected in the **OPIs SELECTION COLUMN** are presented. The information shown per each opinion is:

- **Qualifiers** and score for each one.
- **Free text** of the opinion received (if not left blank).
- **OPI** the opinion refers to (in case multiple OPIs were selected in the **OPIs SELECTION COLUMN**).
- **LABEL** of the OPI.
- **Channel** used for sending the opinion. (web, mobile web, embedweb, sms, etc.).
- **Date and time** of opinion reception.
- **OPI SENSE** of the opinion.
- **SHARE BUTTON** to share the opinion on Twitter and Facebook.
- **REPLY BUTTON** to give a reply if the user asks for it.
- **Polarity** of the opinion (red, green or orange faces). If only the face is shown, the polarity has been selected by the system. *If the face has **shoulders**, the polarity has been changed by the user.*

3.2.1. OPINIONS EXPORT & SEARCH

All OPIs

Export Search

8.5 *BRANCH 03 (BRANCH03) via WEB 23 Jan 10:47*

ATTENTION ★★★★★	AGE >40	OVERALL OPINION
PRIZE ★★★★★	QUALITY ★★	OVERALL ★★★★★

5.0 *Store 11 (BRANCH11) via WEB 23 Jan 10:43*

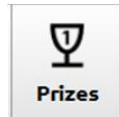
Everything ok



When the **OPINIONS** tab of the **NAVIGATION MENU** is selected, it is possible to **export** the opinions using the **CONTEXTUAL MENU**, over the list of opinions, which has the following options available:

- **SEARCH.** Filters out the opinions that contains the text written.
- **EXPORT.** Allow the user to export the opinions in an excel format.

3.3. PRIZES



Awarded	Delivered	Cancelled	Coupon	Incentive	Msg
22 Jan 10:19	22 Jan 10:27		04646201456	PRIZE01	
16 Jan 11:01			85536744456	PRIZE01	Deliver
17 Dec 11:16			65915490456	PRIZE01	Deliver
17 Dec 11:15			05200253456	PRIZE01	Deliver
17 Dec 11:12			23720948456	PRIZE01	Deliver
17 Dec 10:55			69039	example	Deliver
4 Dec 16:31	4 Dec 16:41		15236	example	
22 Nov 12:14	17 Dec 10:22		48648	example	
21 Nov 11:07			62266	example	Deliver
25 Oct 17:03	6 Nov 15:23		2436123435305919683278	Car	

This tab access the *OPINATOR Rewarding Platform*, which is provided within the OPINATOR Platform. It allows **delivery and follow up** of the prizes or incentives that the company may award to the opinions received.

- **Awarded.** Date in which the prize was awarded.
- **Delivered.** Date in which the prize was delivered.
- **Cancelled.** In case that the prize expire, or if the company decided to cancel it, this column will show up the date in which it was cancelled.
- **Coupon.** Configurable number that is send to the end user that sent the opinion. The end user can justify prize was awarded by showing this code.
- **MsgId.** Internal identification code. Internal message.
- **Incentive.** It helps to identify the incentive being awarded.

DELIVER button. To register the delivery of a prize, press the **DELIVER** button of the corresponding prize line. If no prizes are configured, this screen is empty.

3.3.1. PRIZE EXPORT



All OPIs

Export

Awarded	Delivered	Cancelled	Coupon	Incentive	Msg
22 Jan 10:19	22 Jan 10:27		04646201456	PRIZE01	
16 Jan 11:01			85536744456	PRIZE01	Deliver
17 Dec 11:16			65915490456	PRIZE01	Deliver
17 Dec 11:15			05200253456	PRIZE01	Deliver
17 Dec 11:12			23720948456	PRIZE01	Deliver
17 Dec 10:55			69039	example	Deliver
4 Dec 16:31	4 Dec 16:41		15236	example	
22 Nov 12:14	17 Dec 10:22		48648	example	
21 Nov 11:07			62266	example	Deliver
25 Oct 17:03	6 Nov 15:23		2436123435305919683278	Car	

< 1 2 3 4 >

If selected, an excel sheet with the prizes codes and the opinion of the prize is download to the user device.

3.4. SETTINGS



Dashboard Opinions Prizes Settings OPINATOR Manual company3@opinotor.n...

COMPANY /

OPIs

-9/0 OPIs available

Opi	Name	State	
BRANCH01	RETAIL CO.	ACTIVE	
BRANCH02	COUNTRY 02	ACTIVE	
BRANCH03	BRANCH 03	ACTIVE	
BRANCH04	BRANCH 04	INACTIVE	
BRANCH05	BRANCH 05	ACTIVE	
BRANCH09	BRANCH 05	ACTIVE	
BRANCH10	THAILAND	ACTIVE	
BRANCH11	Store 11	ACTIVE	
BRANCH12	STARBUCKS WESTCHESTER	ACTIVE	

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SELECTION COLUMN

This tab allows configuration and modification of most of the OPINATOR Platform functionality, such as:

- **Password.** Visualize the account data and change the user password and the APIs password in case they are used (APIs allow communication between programs ask OPINATOR personnel for more information)
- **Notifications.** They are emails warning about arrival of new opinions. Those emails will be sent to the username email that has set up the notification.
- **Groups.** Create and modify groups of OPIs (for visualization, statistics, exportation etc)
- **OPIs.** Modify any field in the OPIs. (qualifiers, pictures, messages, etc).



- **OPI-Menu.** OPI Menus are OPI-like set of options. These options may contain one or several OPIs, links to images, videos, websites and the like (only users with administrator permits).
- **Short links.** Very short URLs (website names) that redirect to the “long URLs”. They are useful for publishing OPIs or OPI Menus with very few characters and have highly readable QR codes with very few dots. (only users with administrator permits).
- **Users.** Manage account users and privileges (only users with administrator permits)

NOTE: The **SELECTION COLUMN** (column on the left) of the, has more options in the **SETTINGS** tab than in the previous tabs. This is because the **SETTINGS** tab allows more options than the selection of OPIs. Also, *depending on user privileges*, the number of options can be greater.

3.4.1. PASSWORDS

User password

In the **PASSWORD** tab (**SELECTION COLUMN**), users can change the password and make it more secure.

To change the password, write a new password in the **New Password** field and repeat it in the **Repeat new password** field. Then press the **CHANGE PASSWORD** button on the right.

APIs Password

APIs allow companies to interact with the OPINATOR Platform and integrate it into their systems. *For more information, please ask OPINATOR personnel.*



Use **GENERATE APIs** button for handling APIs access passwords

3.4.2. NOTIFICATIONS

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NOTIFICATIONS are emails sent to the username that has set up the notification. Notifications status can be **ENABLED** and **DISABLED**. If Notifications are **ENABLED**, all created Notifications will be enabled and emails will be sent accordingly. If Notifications are **DISABLED**, no emails will be sent.

There are two types of notifications:

- **DAILY Notifications.** The user receives an email at the end of the day with a summary of the opinions of the day.
- **BUFFER Notifications.** The user receives an email when an OPI receives a number of new opinions configured by the user.

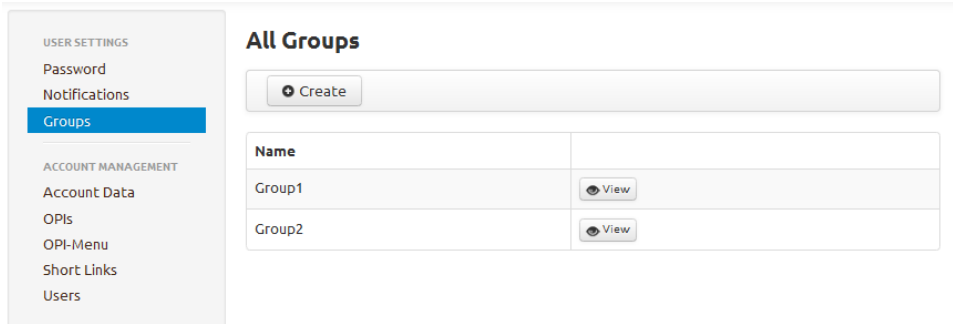
NOTE: The user **MUST BE** a valid email address to be able to receive notifications.

Create a new notification. Press the **CREATE** button, choose the Notification Type, in case Buffer the number of new opinions that triggers a notification and the group of OPIs that are controlled with this notification (may be any group, including a single OPI or All OPIs). Finally, press the **SAVE** button.

Create Notification

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3.4.3. OPIs GROUPS MANAGEMENT



All Groups

CREATE

Name	
Group1	View
Group2	View

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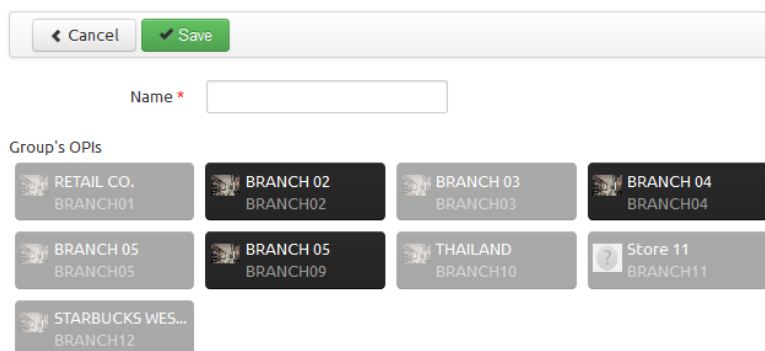
The GROUPS tab allows creation and visualization of *groups of OPIs*. This allows a better export and visualization of results in the DASHBOARD. An OPI can be integrated into several groups. Some examples of groups could be: size, place, type of product, etc.

Visualization and management of an existing group. Press **VIEW** in the group selected. Once inside the group this option allows:

- **Modify the OPIs** that belong to the group.
- **Delete** the group.

Create a new group. Press the **CREATE** button, write the name of the group and select the OPIs that are going to be part of the group. Finally, press the **SAVE** button.

Create Group



← Cancel Save

Name *

Group's OPIs

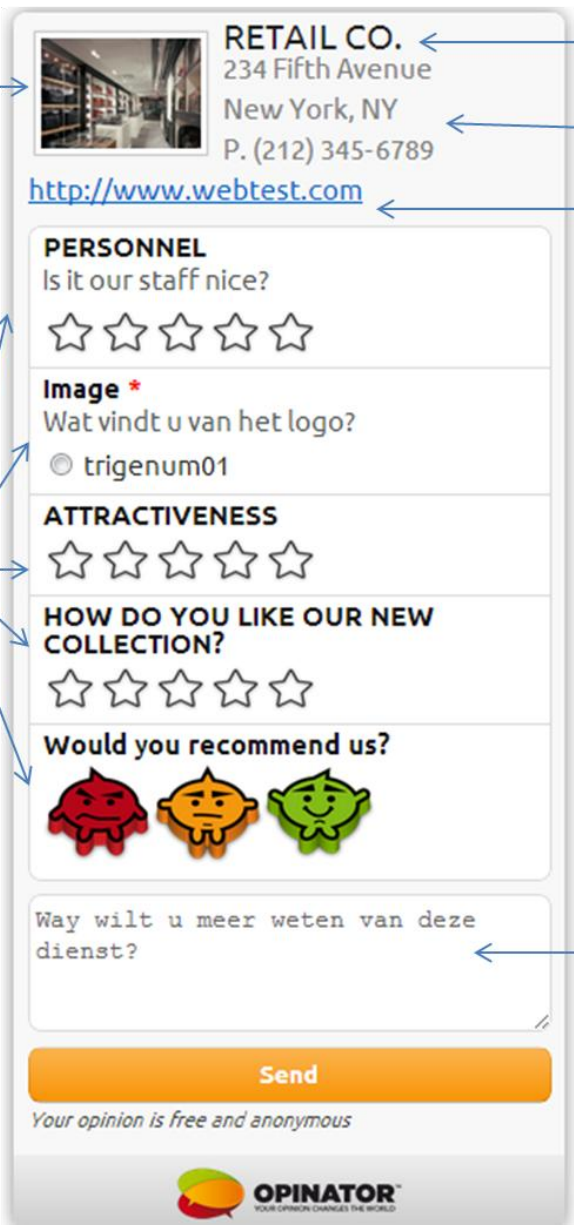
- RETAIL CO. BRANCH01
- BRANCH 02 BRANCH02
- BRANCH 03 BRANCH03
- BRANCH 04 BRANCH04
- BRANCH 05 BRANCH05
- BRANCH 05 BRANCH09
- THAILAND BRANCH10
- Store 11 BRANCH11
- STARBUCKS WES... BRANCH12

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3.4.4. OPI COMPONENTS

Before going into configuration, it is convenient to have *reference information* about the OPI Components. An OPI has several elements related with the messages sent to an user when the

opinion is requested (**OPINION FORM**) and when the opinion is received and thanked for (**THANK YOU FORM**)

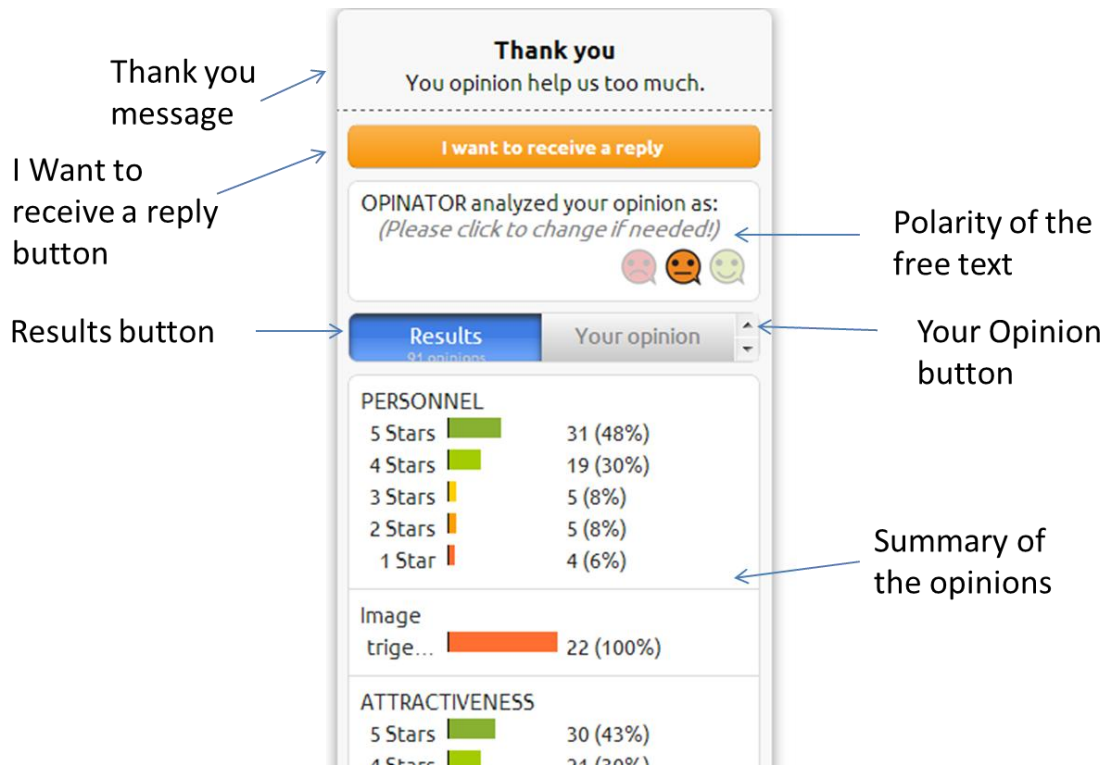


The image shows a mobile opinion form for 'RETAIL CO.' with the following sections and annotations:

- Name:** RETAIL CO. (indicated by an arrow from the right)
- Description:** 234 Fifth Avenue, New York, NY, P. (212) 345-6789 (indicated by an arrow from the right)
- Web:** <http://www.webtest.com> (indicated by an arrow from the right)
- Image:** A photo of a retail store interior (indicated by an arrow from the left)
- PERSONNEL:** Is it our staff nice? (indicated by an arrow from the left)
- Image *:** Wat vindt u van het logo? (indicated by an arrow from the left)
- ATTRACTIVENESS:** (indicated by an arrow from the left)
- HOW DO YOU LIKE OUR NEW COLLECTION?:** (indicated by an arrow from the left)
- Would you recommend us?:** (indicated by an arrow from the left)
- Free text opinion:** Way wilt u meer weten van deze dienst? (indicated by an arrow from the right)

At the bottom, there is a 'Send' button and the text 'Your opinion is free and anonymous'. The OPINATOR logo is at the very bottom.

THANK YOU FORM



3.4.5. OPIs VISUALIZATION AND EDITION

Opi	Name	State	
BRANCH01	RETAIL CO.	ACTIVE	
BRANCH02	COUNTRY 02	ACTIVE	
BRANCH03	BRANCH 03	ACTIVE	
BRANCH04	BRANCH 04	INACTIVE	
BRANCH05	BRANCH 05	ACTIVE	
BRANCH09	BRANCH 05	ACTIVE	
BRANCH10	THAILAND	ACTIVE	
BRANCH11	Store 11	ACTIVE	
BRANCH12	STARBUCKS WESTCHESTER	ACTIVE	

In the **OPIs** tab, the following information about the OPIs accessible by the user is shown:

- **OPI.** Identification code. (shown in the OPINION FORM when the Description field is empty). Must be unique and normally is a meaningless code.
- **Name or label.** The main title show to the user when his opinion is required. It is clearer and more meaningful to the user.
- **State of OPI.** Active if the OPI is in use or Inactive if it is not in use.
- **VIEW Button** Where all the detailed information about the OPI is shown. The OPI also can be **edited** there.

When selecting **VIEW**, all the relevant information about an OPI is shown. All this information will be explained in the points **3.4.6 EDIT OPI:** and **¡Error! No se encuentra el origen de la referencia. ¡Error! No se encuentra el origen de la referencia..**

The information is organized into two categories in order to simplify the OPI edition:

- **OPI Opinion form.** Is the information about the basic data of the OPI, the qualifiers and the information below the response page.
- **OPI Components.** All about response pages, incentives and rules.

3.4.5.1. CONTEXTUAL MENU IN OPIs VISUALIZATION

The **CONTEXTUAL MENU (at the top)** in this case allows switching from the **Opinion Form to Components** and visualizing the inactive questions and the final **OPINION FORM** The menu on the top of the screen shows in this case:




- **BACK.** Back to the OPIs page
- **EDIT.** OPI parameters can be edited and modified.
- **COMPONENTS.** To set up the **RESPONSE PAGES** (screens shows after the user opinion), the **INCENTIVES** (prizes given to the users) and the **RULES** (allows to set different actions depending of the user opinion).
- **VIEW FORM.** Show how the OPINION FORM of the OPI will look like Useful for checking that the screen is correct.
- **Inactive Questions:** Show the qualifiers that are not in use in the form.

3.4.6. EDIT OPI: OPINION FORM


1. **An OPI must be viewed before it can be edited (modified).** To do so, press the button **VIEW** in the OPI that is going to be edited.
2. In the **CONTEXTUAL MENU** on the right select **EDIT.**

An edition screen, in which almost all elements of the OPINION FORM and the RESPONSE PAGE can be changed, will be opened. The editable elements are explained one by one in the following points.

Form Response Page Advanced

Generated QR 

<https://www.opinator.net/opi/BRANCH01> *

RETAIL CO.
 234 Fifth Avenue
 New York, NY
 P. (212) 345-6789
<http://www.webtest.com>




PERSONNEL
 Is it our staff nice?


Image
 Wat vindt u van het logo?
 trigenum01

ATTRACTIVENESS
 Description


Generated QR. No edition capabilities. It is shown automatically. Can be copied and used in stationery to grant access to the OPINION FORM of the OPI. Also, it traces when the opinion has been received through a QR scan.

3.4.6.1. FORM.

In this tab, the user can modify all the elements of the OPINION FORM (OPI code, image, name, description, web and qualifiers).

3.4.6.1.1. MODIFY THE OPI CODE.

OPI or OPI CODE is a code used to identify the target of the OPINIONS. It is not necessarily meaningful and it is used in an URL so only basic characters are allowed (letters, numbers, - and _).

The OPINION FORM will be accessed at <http://www.opinator.net/opi/<OPI>> or through short URL redirection.

<https://www.opinator.net/opi/BRANCH01> *

IMPORTANT NOTE: This code can be modified but it has some implications. If the OPI and the URL have been send or printed in a marketing material, and the code is changed after that, the material printed is useless, and if someone tries to access will find nothing.

3.4.6.1.2. CREATE, MODIFY OR DELETE THE IMAGE.

The OPINION FORM can have an image with a maximum size of 80 pixels height and 140 pixels width.

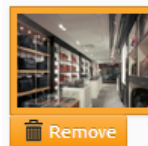
To upload or modify an image, press ON THE IMAGE, search the image in your computer and press **SAVE**.

To delete the existing picture and have an OPI without image, press the DELETE button.



NOTE 1. If the image is too big and error will be shown. In this case, change the size with any image edition program.

Note 2. When the image has been changed, before to click on SAVE, the old picture with an orange frame is shown.



3.4.6.1.3. CREATE OR MODIFY THE NAME.

This is the **Name** displayed on the top of the OPINION FORM. It helps the end user to **identify what the opinion is about**. To modify this field, write over the existing text and **SAVE** it.

RETAIL CO. 

*NOTE: The name should not be too long (20 characters maximum) in order to display an attractive form to the user. To view how the name fits on form, press the **VIEW FORM** button.*

3.4.6.1.4. CREATE OR MODIFY THE DESCRIPTION.

This field provides *additional information to the NAME about the opinion requested* (address, room number, slogan of the Brand, company, status, etc.) To create or modify this field, write over the text and **SAVE** it.

This field is *optional*. If left blank, the OPI CODE will be shown is it is place. As in the **Name** field, the length of the text has to be taken into account for a nice OPINION FORM: 20-40 characters max. are recommended and also use the **VIEW FORM** button to check that the look and feel and aesthetics are correct.

234 Fifth Avenue
New York, NY
P. (212) 345-6789

3.4.6.1.5. ADD A WEBSITE ADDRESS.

This field provides a website that the company wants to show to the user. To create or modify this field, write over the text and **SAVE** it.

This field is optional. If the company fill this field, the website will be shown below the description in the opinion form. If left blank, nothing will be shown is it is place.

http://www.webtest.com

3.4.6.1.6. QUALIFIERS

Qualifiers are the indicators or questions rated by users. Qualifiers can be edited, created or deleted, and the change appears instantaneously in the **OPINION FORM**.

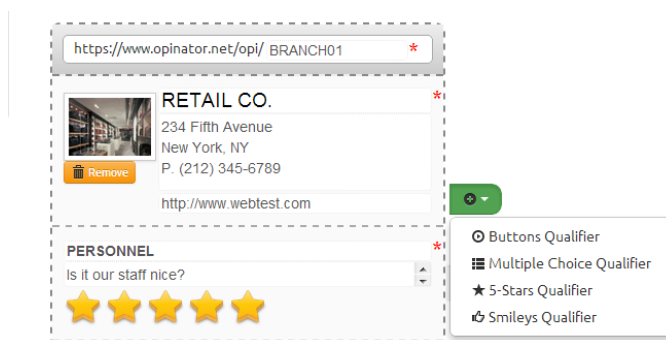
Five types of qualifiers are currently available:

1. **Buttons qualifiers.** Used for segmentation and for choosing one option out of several proposed. This qualifier is used for short answers.
2. **Multiple Choice Qualifiers.** Used for segmentation and for choosing one option out of several proposed
3. **5 Stars Qualifiers.** Or “intensity qualifiers”. Used for rating, from 1 to 5.
4. **Smileys Qualifiers.** Choose between the three faces (green – positive opinion, orange – neutral opinion, red – negative opinion)
5. **Free text Qualifiers.** Used to ask for data or for open questions.

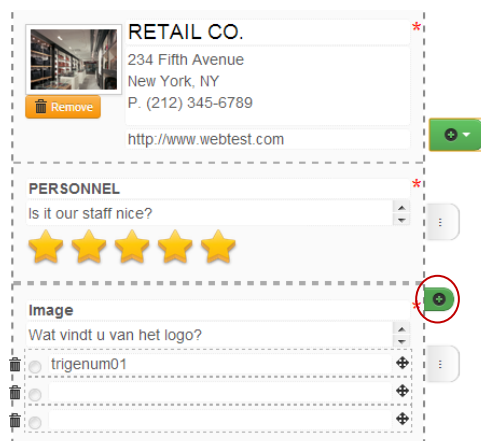
Qualifiers can appear in any order and can be mixed as desired

ADD A NEW QUALIFIER.

To add a new qualifier press on the green button with the plus (+) symbol and choose the type of qualifier.



For the buttons and the multiple choice qualifier, the different options must be added clicking on the small green button on the left.



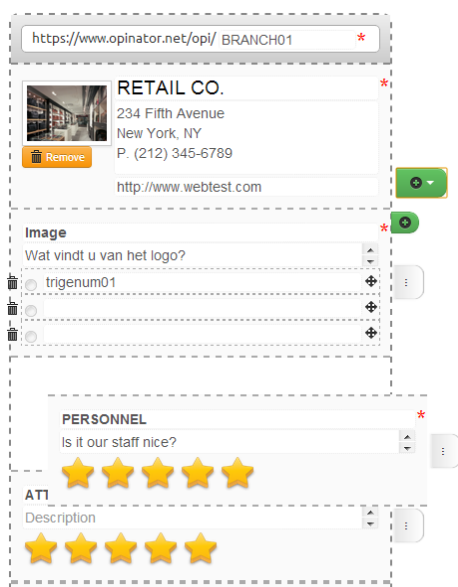
To delete an option click on the BIN symbol.



To move and order options click on the arrows of the left and move it.



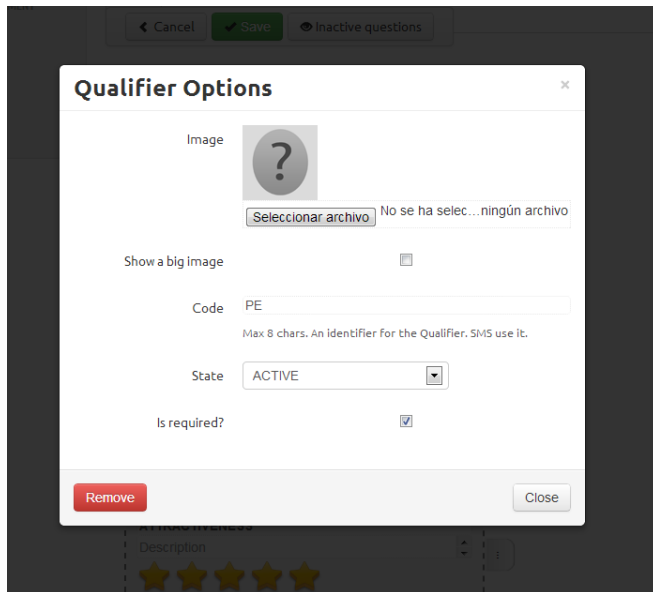
The new qualifier will be always the first, to order the qualifiers, click on the qualifier and move it.



On the left, each qualifier has a button with three dots. Clicking on it a new window with more options is opened.

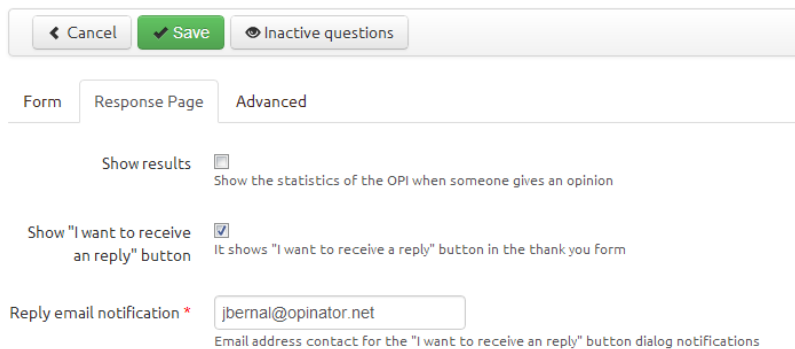
In this new window the following options can be set:

- Add an image for the qualifier.
- Show this image bigger.
- Modify the code for the SMS.
- State of the qualifier (Active or Inactive)
- Set the qualifier as required: The final user must fill the qualifier to send the opinion.
- Remove the qualifier (if the qualifier does not have opinions)



3.4.6.2. RESPONSE PAGE TAB

In this tab the user can set the option of SHOW RESULTS and the I WANT TO RECEIVE A REPLY button.



3.4.6.2.1. SHOW RESULTS.

Information in the THANK YOU FORM: either the opinion sent (as a proof that it has been properly received by the OPINATOR Platform) or a summary of all opinions received until now (thus, socializing the response). By default it is ACTIVATED

3.4.6.2.2. I WANT TO RECEIVE A REPLY BUTTON.

If activated, when an end-user sends an opinion and want to receive an answer regarding the opinion, the end-user can push this button and a contact email is requested. Once entered, emails to the end user as well as the Reply notification email (company representative email) are sent notifying the response requested. Any response is notified to both parties and a



“whatsapp” or chat like communication is established between the company and the end user, with both sides notifications everytime either party enters a message. See real case example for fully understanding who it works.

NOTE: email notifications are sent by webmaster@opinator.net . Neither the end-user nor company see the other party email, but can be asked at any time.

3.4.6.3. ADVANCED TAB.

3.4.6.3.1. OPI STATE

This option is used to make an OPI temporally inactive and stops the opinions collection. To do it select **INACTIVE** in the option box and **SAVE** it. The opinions received until then are saved.

To receive opinions again in this OPI select **ACTIVE** in the box and **SAVE**.

State 


If the state of an OPI is ACTIVE means that it can receive opinions. Otherwise, it won't.

3.4.6.3.2. LANGUAGE


This is the default language for the OPI. This information is used in a number of ways:

- **OPINION FORM Texts.** There are quite a few messages in the OPINION FORM apart from the Qualifiers texts: (Send buttons, Your Opinion is free and anonymous text, Anonymous Opinion at the top, etc). Those texts are set up according to the language chosen.
- **WORD CLOUDS** The dashboard of the OPIs show a WordCloud showing what are the main messages of the opinions. This WordCloud is language sensitive.
- **NOTIFICATIONS.** Notifications set up previously will be sent in the language selected in the OPI.

Form Response Page **Advanced**

State 
If the state of an OPI is ACTIVE means that it can receive opinions. Otherwise, it won't.

Since
The date the OPI was created.

Language * 

Spam detection timeout *

Public Opi

Centered

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3.4.6.3.3. SPAM DETECTION TIMEOUT



It allows having a control about how many times a user gives an opinion into the same opinion form.

A minimum time in minutes can be set up between the same person opinions.

Spam detection timeout * Minimum time (minutes) between the same person opinions.

3.4.6.3.4. PUBLIC OPI

When active, a **publicly available web page** is created displaying the opinions received so they are publicly accessible. The web page URL is `www.opinator.net/pub/<OPI>` . This URL can be shown in the THANK YOU FORM, can be embedded in the company web page, etc.

Public Opi If checked the stats and comments will be publicly available at this address `opinator.net/pub/{OPI}`

3.4.6.3.5. CENTERED

When active, the qualifiers in the OPI are going to be shown in the center of the screen, not on the left side.


Centered

3.4.7. EDIT OPIS: COMPONENTS

In this section the user can create or modify Response pages, Incentives or Rules.

View OPI BRANCH01

- Response Pages
- Incentives
- Rules

Generated QR 

3.4.7.1. RESPONSE PAGES

An OPI can have as many response pages as the user need (with the rules the user will decide which one is going to be shown for each opinion) but only one must be checked as Default.

There are four different response pages available: Video, Image, Simple text and HTML.

Response Pages

Name	Default	Type	
VIDEO	<input type="checkbox"/>	Video Response	View Preview
IMAGE	<input type="checkbox"/>	Image Response	View Preview
TEXT	<input checked="" type="checkbox"/>	Simple Response	View Preview

Each response page has the VIEW option (to edit and delete the response page) and the PREVIEW option (to see how the response page looks like).

To add a new response page, click on the ADD button and select the response page required.

Name	Default	Type	
VIDEO	<input type="checkbox"/>	Video Response	View Preview
IMAGE	<input type="checkbox"/>	Image Response	View Preview
TEXT	<input checked="" type="checkbox"/>	Simple Response	View Preview

3.4.7.1.1. Video Response.

To add a Video Response, the following fields must be filled:

- Name: A name for the response page (This is only for internal use and will be necessary for the incentives and rules)
- Default: Set the response page as default.
- Header: Header text of the response page. This text is shown in bold.
- Text: Text for the response page.
- YouTube Video ID: ID of the video that is going to be shown in the response page. The video must be upload in YouTube
- Autoplay: When selected the video will start automatically.
- Show Captations: When selected, after the video the user can be capitation of other videos.
- Full Screen: When selected, see the video on full screen in your device.
- Loop: When selected the video will be reproduce in loop.
- Theme: Theme of the video (light or dark).



Name *
This is an internal field. It will help you to identify the response page. It will NOT be shown in the response page.

Default *
This response page will be shown if there is not other response page with more priority (rules or prizes). There is only one response page per OPI.

Header
This is the header of the response page.

Text
If there is a prize you can use keywords such as \$COUPON, \$DESIGNATOR, \$HHMMSS, \$HHMM, \$DDMMYY and \$DDMM (the time-related ones refer to moment when prize will no longer be valid).

Youtube Video Id *
This is the youtube video identifier. If E: if your video url is http://www.youtube.com/watch?v=wv7jJLx11M then wv7jJLx11M is the video identifier

Autoplay

Show Captions

Full Screen

Loop

Theme
DARK
DARK
LIGHT

3.4.7.1.2. Image Response.

To add an image Response, the following fields must be filled:

- **Name:** A name for the response page (This is only for internal use and will be necessary for the incentives and rules)
- **Default:** Set the response page as the default one.
- **Header:** Header text of the response page. This text is shown in bold.
- **Text:** Text for the response page.
- **File:** Select the picture file in your computer.
- **Fit Width:** When selected fits the width of the image with the width of the response page.

Create Response Page

Name *
This is an internal field. It will help you to identify the response page. It will NOT be shown in the response page.

Default *
This response page will be shown if there is not other response page with more priority (rules or prizes). There is only one response page per OPI.

Header
This is the header of the response page.

Text
If there is a prize you can use keywords such as \$COUPON, \$DESIGNATOR, \$HHMMSS, \$HHMM, \$DDMMYY and \$DDMM (the time-related ones refer to moment when prize will no longer be valid).

File * No se ha seleccionado ningún archivo

Fit width
This will make the image fit the width of the page

3.4.7.1.3. Simple Response.

To add a simple text Response, the following fields must be filled:

- Name: A name for the response page (This is only for internal use and will be necessary for the incentives and rules)
- Default: Set the response page as the default one.
- Header: Header text of the response page. This text is shown in bold.
- Text: Text for the response page.

Create Response Page

Name *
This is an internal field, it will help you to identify the response page, it will NOT be shown in the response page.

Default *
This response page will be shown if there is not other response page with more priority (rules or prizes). There is only one response page per OR.

Header
This is the header of the response page.

Text
If there is a prize you can use keywords such as \$COUPON, \$DISCOUNT, \$MINIMUM, \$MAXIMUM, \$DDMMYY and \$DDMM (the time-related ones refer to moment when prize will no longer be valid).

3.4.7.1.4. HTML Response.

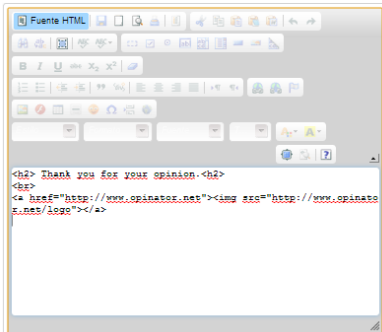
To add a HTML Response, the following fields must be filled:

- Name: A name for the response page (This is only for internal use and will be necessary for the incentives and rules)
- Default: Set the response page as the default one.
- Fuente HTML. Click on this button to write the HTML codes required for the elements to be shown in the response page (link, social networks, email, and so on.)

Create Response Page

Name *
This is an internal field, it will help you to identify the response page, it will NOT be shown in the response page.

Default *
This response page will be shown if there is not other response page with more priority (rules or prizes). There is only one response page per OR.

Text 

NOTE: If incentives with coupons are going to be used, the user must write the prize message in the text box with the parameter \$COUPON on it.

3.4.7.2. INCENTIVES.

An incentive is any kind of prize that the company awards to end users sending opinions to increase the number of opinions received, grab users attention, etc



Incentives

Name	Label	State	
Car	june 2012	INACTIVE	View
PRIZE01	CAR	INACTIVE	View

- **Create an incentive.** Select **CREATE** button and fill in the information (see next point)
- **Modify an incentive.** Press **VIEW** and the press **EDIT**
- **Deactivate an incentive.** If prizes award want to be stopped, simply **Modify the incentive** and change the **STATE** value to **INACTIVE**.
- **Delete an incentive.** Press **VIEW** and the **DELETE**

3.4.7.2.1. INCENTIVES CREATION OR MODIFICATION

The incentives option have three tabs (Basic, Conditions and Advanced).

3.4.7.2.1.1. BASIC TAB

The BASIC tab contains the following information:

Create Incentive

[← Cancel](#) [✓ Save](#)

Basic Conditions Advanced

Name *

Label *

State

Prize Message

Send the prize message through SMS The prize message will be sent through SMS to the user only if the SMS channel is available and the opinion was sent through SMS. When the prize probability is "Always", we recommend you to uncheck this field.

- **Name:** Name of the incentive.
- **Label:** Additional info to the Name for identifying a specific incentive
- **State:** Active o Inactive. If it is active, prizes are awarded according to set up below.
- **Prize Message:** Response page to which the incentive is assigned.
- **SMS:** Opinator will send a SMS when a prize is given and opinion has been received via SMS. This as an extra cost.

3.4.7.2.1.2. CONDITIONS TAB

The CONDITIONS tab contains the following information.

- **DRAW TYPE:** Select how are the system give the prize. (Never, Always, Periodical or Percent)
Always: Every opinion gets a prize.



Periodical. The company selects the number of prizes and the period when they want to award them (minute, hour, day, week, month or year). The service select randomly when the reward is going to be given. The first opinion received after that random time receives the prize. (To select the period of time go to the advanced tab)

Percent. The company selects a percentage of possibilities to get the prize. The service awards the prize to this percentage of opinions.

Create Incentive

Draw type *

Coupon Code:

Coupon Code *

- **COUPON code:** Code associated to a prize that is received by the user. There are three types of codes: Random, fixed or random_fixed.

Create Incentive

Draw type *

Coupon Code:

Coupon Code *

- **Fixed.** Every time that the prize is given, the user receives the same code. In this option the company decides the code and can change it so many times as needed. This is the easiest option for redeeming small prizes, but it is the least secure.

Coupon Code:

Coupon Code *

Fixed Part of the Coupon

- **Random.** Every time that the prize is given, the user receives a different code. The company decides the length of the code. This is the securest option.



Coupon Code:

Coupon Code *

Coupon Random Part Length

- **Random_Fixed.** In this option, the company selects the length of the code and a fixed part in it. The fixed part consists of some numbers at the end of the code. This option also allows redeeming the prize without having to access to the platform.

Coupon Code:

Coupon Code *

Fixed Part of the Coupon

Coupon Random Part Length

3.4.7.2.1.3. ADVANCED TAB

The ADVANCED tab contains the following information.

- **Number of periods:** Select when the prize is given if the user draw the prize as periodical.
- **Number of periods to cancel undelivered prices and Period Units to cancel undelivered prices.** Used for setting the time in which the prize can be redeemed. Do not forget to mention it in the Prize Message

Create Incentive

Basic Conditions **Advanced**

Number of Periods

Period Unit

Number of periods to cancel undelivered prices

Period Units to cancel undelivered prices

3.4.7.3. RULES

Rules allow performing different actions depending of the answer in the opinion form, or in one or more qualifiers.



Rules

Name	
RULE1	<input type="button" value="👁 View"/>
RULE2	<input type="button" value="👁 View"/>

To edit or remove an existing rule click on VIEW.

View Rule RULE1

Name: RULE1

Conditions	<input type="button" value="⊕ Create"/>
Opi-Sense > 7.0	<input type="button" value="👁 View"/>
PERSONNEL >= 4	<input type="button" value="👁 View"/>

Actions	<input type="button" value="⊕ Create"/>
redirect-to("BRANCH11");	<input type="button" value="👁 View"/>

To create a new rule click on CREATE and select a name for the rule.

Create Rule

Name *

Once the rule is created, the user must set the CONDITIONS (one or more conditions) and the ACTIONS (only one). If there is more than one condition in the rule, ALL must happened to have the action selected.

- CONDITIONS.

There are two types of conditions:

View Rule RULE3

Name *

Conditions	<input type="button" value="⊕ Create"/>
	<input type="button" value="👁 View"/> <input type="button" value="👁 View"/>

Actions	<input type="button" value="⊕ Create"/>
	<input type="button" value="👁 View"/> <input type="button" value="👁 View"/>

1. **QUALIFIER CONDITION:** The action will depend of the answer in one or more qualifiers. To create a qualifier condition select the QUALIFIER in the OPI, the OPERATION (>,<=,<,>= or contains) and the VALUE (the number of starts, or the number of the option).



Create Rule Condition

Qualifier *

Operation *

Value *

2. **OPI SENSE CONDITION:** The action will depend of the value of the OPI SENSE in this OPINION.

To create an OPI SENSE rule, select the OPERATION and the VALUE.

Create Rule Condition

Opi-Sense

Operation *

Value *

- ACTIONS

There are three types of actions:

View Rule RULE3

Name *

Conditions

Opi-Sense > 5.0

Actions

Show Response Page

Give a Prize

Redirect to OPI

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1. **SHOW RESPONSE PAGE:** Select a response page different to the default one.

Create Rule Action

Response Page *

- VIDEO
- VIDEO
- IMAGE
- TEXT

2. **Give a Prize:** Give a prize created in the incentives option.

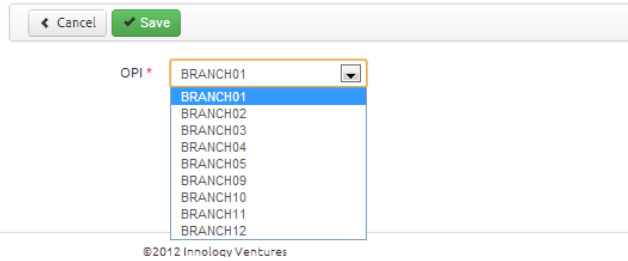
Create Rule Action

Incentive *

- Car
- PRIZE01

3. **Redirect to OPI:** Redirect to other of your OPIs without showing a response page.

Create Rule Action



3.4.8. OPI-MENU (ONLY ADMIN USERS)

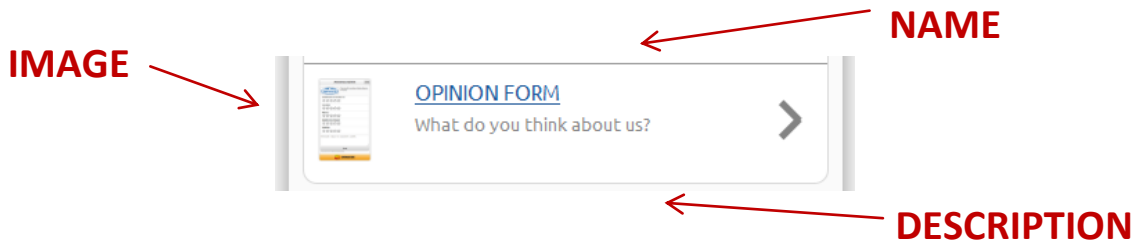
OPI-MENUs have similar look and feel as OPIs but have a number of configurable entries, some of them will link to actual OPIs so a menu of OPIs can be easily set.

Before going into configuration of the OPI MENU, it is convenient to have *reference information* about the MENU and the ENTRY COMPONENTS.

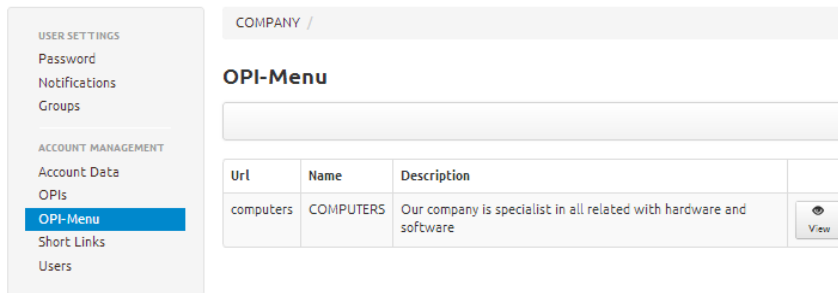
MENU COMPONENTS



MENU ENTRY COMPONENTS



3.4.8.1. OPI-MENU VISUALIZATION AND EDITION

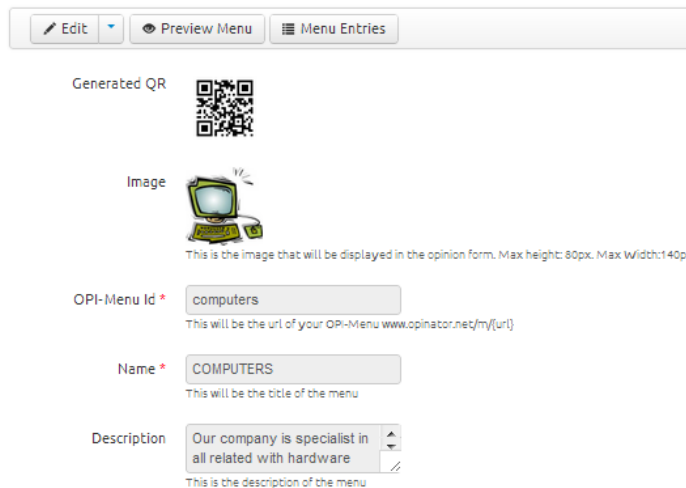


In the OPI-MENU tab, the following information is shown:

- **URL** or **OPI-Menu Id**. It is the code for the OPI.MENU (similar to the OPI code for an OPI). The URL to access the OPI-MENU will contain this code (only numbers, letters, - and _ are allowed). The URL will look like this: www.opinator.net/m/OPI-MENU_CODE
- **Name**. OPI-MENU name as shown in the MENU COMPONENTS image above.
- **Description**. shown in the MENU COMPONENTS image above

Select the **VIEW** button to visualize the OPI-MENU configuration. QR Code can be downloaded by simply clicking on the image. Press **EDIT** button to edit the OPI-MENU configuration fields. Press **MENU ENTRIES** button to edit the entries of the OPI-MENU.

View OPI-Menu COMPUTERS





Menu Entries

[Create](#)

Order	Name	Description	Target	
1	WEBSITE	Visit our website to know more about us.	https://www.opinator.net/opi/branch03	View
2	BROCHURE	See online the brochure with this months offers.	www.opinator.net	View
3	How to build a computer	Video about how to build your own computer	http://www.youtube.com	View
4	OPINION FORM	What do you think about us?	http://www.opinator.net/opi/BRANCH01	View

3.4.8.2. CREATING AN OPI-MENU

In the **OPI-MENU TAB** in the **SELECTION COLUMN** (left column), select the **CREATE** button on the top right to enter the CREATE OPI-MENU screen. The following fields can be configured:

- **Image.** Picture to be show in the main screen of the OPI MENU.
- **OPI MENU id.** Code that identifies the menu. Works similarly to the OPI code.
- **Name.** Name shown in the MENU
- **Description.** Additional information to the **Name**. It shows underneath the Name in the MENU and with smaller case.

Once the MENU is created by pressing the **SAVE** button, there are no entries still created. To create OPI-Menu entries, press in the **MENU ENTRIES** button to access the Menu Entries Screen and there press on **CREATE** button.

View OPI-Menu COMPUTERS

[Edit](#) | [Preview Menu](#) | [Menu Entries](#)

Generated QR 

Image 

This is the image that will be displayed in the opinion form. Max height: 80px. Max Width:140px.


Menu Entries

[Create](#)

Order	Name	Description	Target	
1	WEBSITE	Visit our website to know more about us.	https://www.opinator.net/opi/branch03	View
2	BROCHURE	See online the brochure	www.opinator.net	View



Create Menu Entry

Image 
 No se ha seleccionado ningún archivo
This is the image that will be displayed in the opinion form. Max height: 80px. Max Width:140px.

Order *
This field will be used to sort Qualifiers.

Name *
This will appear as the title of the link

Description
This will appear below the title

Target Url *
This is where where the user will be redirected when they click the link

New window
The link will be launched in a new window

- **Image:** Picture to be show in the **ENTRY**.
- **Order.** Order of the qualifiers in the **MENU**. Lowest number shows up first.
- **Name:** Name of the entry shown in the **MENU**
- **Description:** Additional information to the Name. It shows underneath the Name in the **ENTRY** and with smaller case.
- **Target Url:** Web address where the entry is going to redirect to the menu user.
- **New window:** If the user wants that the entry will be opened in a new window this mark must be check.

3.4.9. SHORT LINKS (ONLY ADMIN USERS)

USER SETTINGS

Password

Notifications

Groups

ACCOUNT MANAGEMENT

Account Data

OPIs

OPI-Menu

Short Links

Users

COMPANY /

Short Links

OPI-Menu Id	Target Url	Control	
http://opin.at/0cWB	/opi/BRANCH01	AUTO	<input type="button" value="View"/>
http://opin.at/XXV8	/m/computers	AUTO	<input type="button" value="View"/>
http://opin.at/H35f	/opi/BRANCH05	AUTO	<input type="button" value="View"/>
http://opin.at/cik	/opi/BRANCH09	AUTO	<input type="button" value="View"/>
http://opin.at/dg0V	/opi/BRANCH02	AUTO	<input type="button" value="View"/>
http://opin.at/ci9d	/opi/BRANCH12	AUTO	<input type="button" value="View"/>
http://opin.at/6eL3	/opi/BRANCH03?id=56	MANUAL	<input type="button" value="View"/>
http://opin.at/ELEL	/opi/BRANCH03	AUTO	<input type="button" value="View"/>
http://opin.at/gbtj	/opi/BRANCH03?id=653	MANUAL	<input type="button" value="View"/>

OPINATOR has a full URL shortener system included. They are very short URLs (website names) that redirect to the “long URLs”. They are useful for publishing OPIs or OPI Menus with very



few characters and have highly readable QR codes with very few dots or when sending SMSs with the URL requesting an opinion.

When a user creates an OPI or an OPI – MENU, a short link is automatically created and is available for the user. The original link of the OPI or the OPI-MENU also works.


- **OPI – MENU id.** Short link generated by the platform.
- **Target Url.** Url that contains the Short link.

Click on the **VIEW** button in each short link to see the QR CODE for this link and the target URL. The **Click Count** shows the number of timer the short URL has been used.

View Short Link 37

✎ Edit ▾

Clicks Count

Código QR 

Target Url *

Control * ▾
If AUTO, the short link is managed automatically by OPINATOR.

Hide URL? *

Date *

The platform also allows creating a short link. Select the **CREATE** button, and write the target Url for the Short Link.

3.4.10. USER MANAGEMENT (ONLY ADMIN USERS)

A customer account will have one or more account users. Each account user may have different **permissions**.

- **OPIs permissions:**
 - **Read.** The user only can see the opinions in the dashboard.
 - **Modify.** The user can modify the OPI
 - **Prizes.** The user can view the coupon codes and redeem prizes.
- **Distributor permission.** The user can create new OPIs.
- **Administrator permission.** The user can create and modify users to the account and visualize all OPIs of the account..



Users

<input type="button" value="Create"/>		
Username	Last Login	
company2@opinator.net	2013-01-11 14:08:25.0	<input type="button" value="View"/> <input type="button" value="Delete"/>
company3@opinator.net	2013-02-05 18:27:51.0	<input type="button" value="View"/> <input type="button" value="Delete"/>
company4@opinator.net	2013-01-23 10:37:49.0	<input type="button" value="View"/> <input type="button" value="Delete"/>
company@opinator.net	2012-08-29 00:00:00.0	<input type="button" value="View"/> <input type="button" value="Delete"/>

At the **USERS** TAB, users can be created, deleted and modified, and finally, the permissions for each user can be checked and changed:

- **View user permissions** of a user, select the **VIEW** button into the user tab.
- **Modify permissions** or **to change the password**. First view user permissions, then press the **EDIT**. Only users with administration permissions can do this.
- **Delete a user**, press the **DELETE** button in the user selected.
- **Create a user:**
 - Select **CREATE** in the **USERS** tab.
 - Write the *user* (an email address like: staff1@opinator.net) and a *password*.
 - Once the user is created, choose the *permissions* for this user.

Create User

Access Control List	All	All	All
OPI	Read	Modify	Prize
BRANCH01	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BRANCH02	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BRANCH03	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<input type="button" value="Cancel"/> <input type="button" value="Save"/>	
User (e-mail address) *	<input type="text"/>
Password *	<input type="text"/>
Repeat password *	<input type="text"/>
Administrator	<input type="checkbox"/>
Send Notifications *	<input checked="" type="checkbox"/>
Language *	English <input type="button" value="v"/>



4. LOG OUT OF THE PLATFORM

To log out of the platform select the **LOG OUT** button in the upper right of the screen.

