Now that you've learned how to build a survey, it's time to put your skills to work. In this scenario, you are building a short survey for a bakery that would like to see which products their customers have tried recently.

Follow the steps below to create a survey that meets the bakery's needs. If you get stuck or need help, visit our help site at www.qualtrics.com/university for step-by-step guides and video tutorials.

First, the bakery would like to ask some general questions.
1. Open Qualtrics and create a new survey through the Quick Survey Builder.
2. Name the survey “Product Survey” (don’t worry about a destination category).
3. Add the questions below in multiple choice format:

   What is your gender?
   ○ Male
   ○ Female

   Have you purchased one of our bakery products in the past month?
   ○ Yes
   ○ No

Next, the bakery would like to ask which products the respondent has tried.
4. Add the following question in multiple choice format and make sure multiple answers can be selected.

   Which products from our bakery have you tried?
   ○ Cookies
   ○ Cake
   ○ Rolls
   ○ Brownies
   ○ Other

5. Add a text box to the “Other” answer choice so respondents can type in another product.

Recently, the bakery has gotten some negative feedback on their cake. To further understand the problem, they would like an open-ended question asking respondents for their comments and/or suggestions on the cake.
6. Add the following question, formatted as “Text Entry”. Change the text box size to “essay”.

   Do you have any comments or suggestions on how to improve our cake?

   ____________________________________________________________

You realize this cake question should only appear to those who select “Cake” in the question “Which products from our bakery have you tried?”
7. Add display logic to the text entry question so that it only appears if respondents select “cake” in Q3.
8. You also need to add logic to Q2, so respondents who choose “No” are skipped to the end of this survey. Add skip logic to Q2 to make the change.
After looking over your survey, you decide that you would like to add a short introduction at the beginning of the survey to give some brief instructions.

9. Add a question to the beginning of your survey and change the question type to “Text/Graphic”. Once you have done this, copy and paste the following instructions into the text box:

   Thank you for choosing to participate in our survey. We value your opinion and honest feedback. The survey will take approximately five minutes and will be completely anonymous. Please click the “>>” button below to continue.

10. Add a page break after your introduction so that respondents see your instructions on one page.

11. To add emphasis to your introduction, the bakery would like you to bold the words “five minutes”. Open the rich text editor and bold the appropriate text.

Your survey looks complete, however, the bakery would like to change the look of the survey so it is more interesting.

12. Open the Look and Feel option and choose a new skin from the menu on the top left.

13. Before you launch the survey, check to make sure all of the Survey Options are set up as you would like them. Add a back button to your survey and change any other options the bakery might need.

When your survey is complete, it should look like this: