Custom Themes for Web Intercepts, Links, and App Intercepts
Anything Is Possible

There are no limits to custom themes in Ethnio. Some designs, question flow, or animation may have browser limitations or require more development time, but anything is possible. The most important aspect of custom theme development is that we simply bill by the hour. We work with you based on any fidelity you’d like to provide. That means if you send us sketches we can give you rough hours estimates based on complexity but if we work an hour, we bill an hour.

There is no fixed pricing available. Typically we receive a flat design file, but you can also send us CSS, Sketch files, PSDs, or even a functioning InVision prototype, which is extra awesome.
Complexity

The more pages, platforms, and question types you’d like to customize, the more complexity your theme will have. The key variables to keep in mind when customizing a theme are as follows:

- **3 Page Templates** – every page must be included in the custom theme
  - Invite
  - Questions
  - Thanks *(includes subtle variations: Disqualified & Congrats)*

- **4 Publishing Platforms** – you can choose to only customize one platform, which reduces complexity and hours. If you choose multiple platforms, question types and page templates can vary, so this can increase complexity and our QA time quite a bit, because we always have to check on multiple browsers and devices for each platform.
  - Desktop Web Intercept
  - Mobile Web Intercept
  - Link *(Responsive styles are tied to mobile web intercept)*
  - App Intercept *(iOS & Android)*

- **16 Question Types** - full list here and they must follow the same style rules but can be individually customized. Keep in mind each question type may need to be designed differently for each platform. The most visually complex question types are:
  - Scheduling
  - Magic Drill Down
  - Checkboxes
  - Opinion Scale *(currently in beta)*
Sample Design Spec

This includes all three page templates, but only one platform: app intercept (android). This is a fairly simple theme because it’s only a custom font and no real custom questions.
3 Page Templates

Page 1: Invite

Every screener has to have an invite step, but you can decide if you want the default static text and a button, which this theme uses:

Or if you’d like to start with questions right away in the first intercept. There can be other custom features as well, like a visual page indicator, which you can see to the left is another optional theme feature.
Page 2: Questions

The most complex part of custom question pages is supporting all **16 different question types**. All custom themes have as many questions pages as you’d like, which you can edit for each new screener. You don’t have to change our question types at all, and if you have a custom font and basic look & feel, we can easily update all question types to match that style guide. Or if you want to get pixel-perfect, this is how far you can go:
Another questions example:

Note how the questions page to the right has a custom container size for questions, set as a percentage, custom positioning, set as offset, custom dropdown treatment, in addition to a custom font. Also note how the answers are on a separate row. These are all optional attributes.
Page 3: Thanks

This is the easiest page. There are three versions of it - default thanks, disqualified, and automated “congrats” to send someone directly to a study URL for automated research tools. Most customers specify global styles so the thanks page just follows those rules, but some customers add an image, make a larger size, etc.
4 Publishing Platforms

In addition to the pages above, each theme has four methods of distribution – **web desktop, web mobile, link, and app intercept**. Keep in mind you don’t have to customize all platforms. You might only care about a link, or a custom app intercept in iOS, in which case we can just leave the other platforms with default styling. It usually just comes down to complexity.

**Platform #1: Desktop Web**

You place Ethnio JavaScript on your web site, web app, single page app – anything that has a URL. We can dim the background optionally, add an image, or any size relative or absolute. Note how this starts with an invite instead of a question - also optional.

**Platform #2: Mobile Web**

We run an **entirely different responsive design for mobile web, rather than shrinking down desktop web styles**, because using an iFrame in smaller viewports for mobile devices leads to some unique UX challenges, and it’s important to us that the form field interactions on mobile web have the best experience possible. Please note that our links are responsive, which is standard, but web intercepts in iFrames are still a bit trickier.

**Platform #3: Link**

This is just a link that you send out via email, **and it’s totally responsive**. You can also post on social media, etc. Infinitely customizable with very few constraints. At right is an example design with a smaller questions area and custom font:
Platform #4: App

If you have an iOS or Android app, you can trigger a web view layer that pulls all content and design from Ethnio. [Lots more info in our native app documentation](#), but note that the container at right slides up based on behavioral triggers inside the app. That is up to your mobile developers but we can style the content to match any app fonts, colors, etc.
16 Question Types

Since there are so many question types in Ethnio, you don’t have to customize all of them, or any of them, but even if you specify a new font, that can end up breaking certain platform or page layouts, so we need to go through and test all of them on key browsers and devices. **Bolded question types are the most visually complex.**

1. **Scheduling**
2. **Magic Drill Down** *in-line branching logic*
3. Image & Text
4. Formatted Text Block
5. Qualifying Question
6. **Opinion Scale** *(beta)*
7. Name
8. Email
9. Phone *validation for all countries to correct formatting*
10. **Checkboxes**
11. Drop Down
12. **Radio buttons**
13. Yes/no - only works for english, and just two radio buttons
14. Single line - you guessed it. One single line
15. Paragraph
16. *Hidden External Variable (zero design because it’s hidden)*