



ethnio™

TECHNICAL OVERVIEW

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1.0

OVERVIEW

Ethnio works by displaying a survey-like screener to your site visitors, with questions that you create. It's a DHTML layer that's triggered by one line of JavaScript that you place on one or more of your web pages. This document describes the basic structure and functionality of ethnio.

2.0 SUMMARY

3.0 ARCHITECTURE

4.0 PRIVACY

5.0 PERFORMANCE

6.0 SECURITY & ACCOUNT MANAGEMENT

7.0 MONITORING

Ethnio is similar to a survey in functionality, but built exclusively for researchers. The basic functionality is that you can create a web-based form with custom questions, place JavaScript on your web site, and then control the display of that form from inside of ethnio. A visitor to your web site that views an ethnio form can submit answers that go directly to Ethnio servers, either via SSL or regular HTTP.

Screener consists of three steps:

- Invite page
- Question page
- Thanks page

The first page is implemented using DHTML and can be dragged and dropped. The second and third steps are rendered into an iframe to allow data submission to Ethnio servers from your web site. The Javascript which our customers can embed to the their own site contains three parts:

- 1) Ethnio part
- 2) Drag and drop library based on dom-drag.js
- 3) Maintenance js code

3.0

ARCHITECTURE

1) These are the three most interesting methods:

- Ethnio.should_display
Returns true or false. Checks several option before make decision show or not screener.
- Ethnio.get_cookie
Returns cookie stored by ethnio code
- Ethnio.set_cookie
Set cookie for certain user to know that screener already displayed.
Set key: ethnio_displayed
value: yes
- Ethnio.currently_displayed
Returns true if screener is showing right now
- Ethnio.previously_displayed
Returns true if screener has been shown before
- Ethnio.wheel_of_fortune
Magic function which implements 'Display Interval' functionality managed on activation page

- Ethnio.show
Main point of code for displaying screener. DHTML code for showing first page of screener
- Ethnio.insertiframe
Prepare iframe for rendering second and third steps of screener

2) **Simplest Drag and Drop library** have been added to make first screener's window draggable.

3) **We use maintenance JavaScript** in part three for workaround issue with cross-domain scripting between two different domains. In our case screener's js code can be embedded into any host. Therefore on the second and third steps arise problem with communication between main window (any host) and iframe which contains questions or thanks page and always works with 'ethn.io' domain.

MORE COMING SOON!

We'll be adding more detailed information to this document soon. Hang in there and email info@ethn.io if you need more specifics!