



Image Selection

The Image Selection question type allows you to upload images as the answer choices to a question; the respondents can select an image from the options.

For example, assume that you've been running a cafe for the past two years. As part of a rebranding that you're planning, you would want to conduct a survey and understand your customer preferences on various aspects of your cafe. You could use an image selection question to learn their thoughts about a new logo design. You could use the image star rating question to rate the choices with their order of preference as well.

Image selection (one answer) question sample:

We are in the process of reviewing our logo. Here are some samples- please pick your favourite.

The image shows a survey question interface. At the top, there is a text prompt: "We are in the process of reviewing our logo. Here are some samples- please pick your favourite." Below the text, there are four image options, each with a radio button underneath. The first option shows a logo with a coffee cup and the text "Coffee n' MUGS". The second option shows a black circular logo with "Coffee n' Mugs" in white. The third option shows a circular logo with a coffee cup and "COFFEE n' MUGS" around it. The fourth option is partially visible, showing a brown background. Below the options, there is a horizontal line and a red "Submit" button.

Image selection (many answers) question sample:

Café Customer Feedback Survey

Pick your top three preferences for our logo revamp.



Submit

The information collected through this survey will be used in accordance with our [Privacy Policy](#)

Image star rating question sample:

Rate these logos based on how well you think they match our brand identity.



Submit

To add an image selection question in your survey:

1. Click **Image Selection** in the question types listed on the left pane. You can also drag and drop the question type to the builder.

Image Selection

Editor Display Logic Answer Display Logic

Question Insert Variable ▾

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Make this question mandatory

Error message

This question is mandatory

Choices

Type Multiple Choice (One Answer) ▾

+ ×

+ ×

Image display format

Vertical 1 Column Vertical 2 Columns Vertical 3 Columns Horizontal 1 Row

Advanced options

Change the order of choices

Randomize for each respondent

Flip for each respondent

Rotate for each respondent

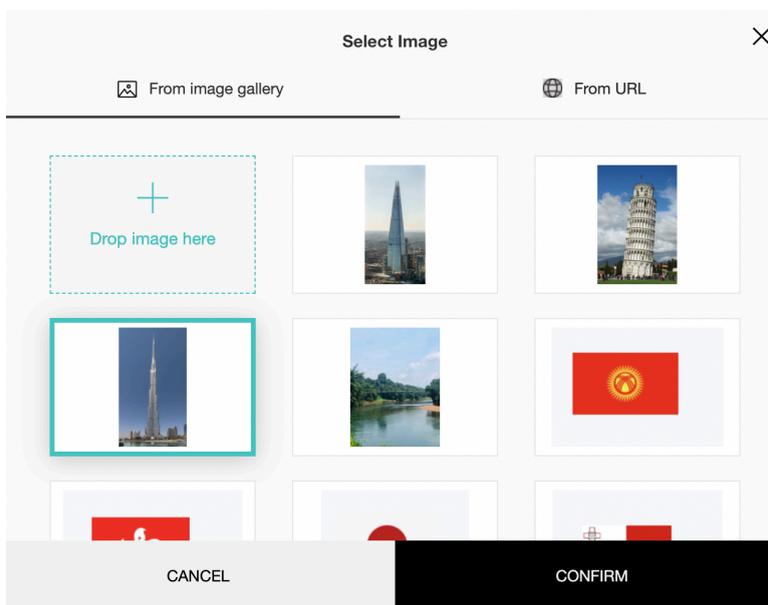
CANCEL SAVE

2. In the *Question* box, type your question.

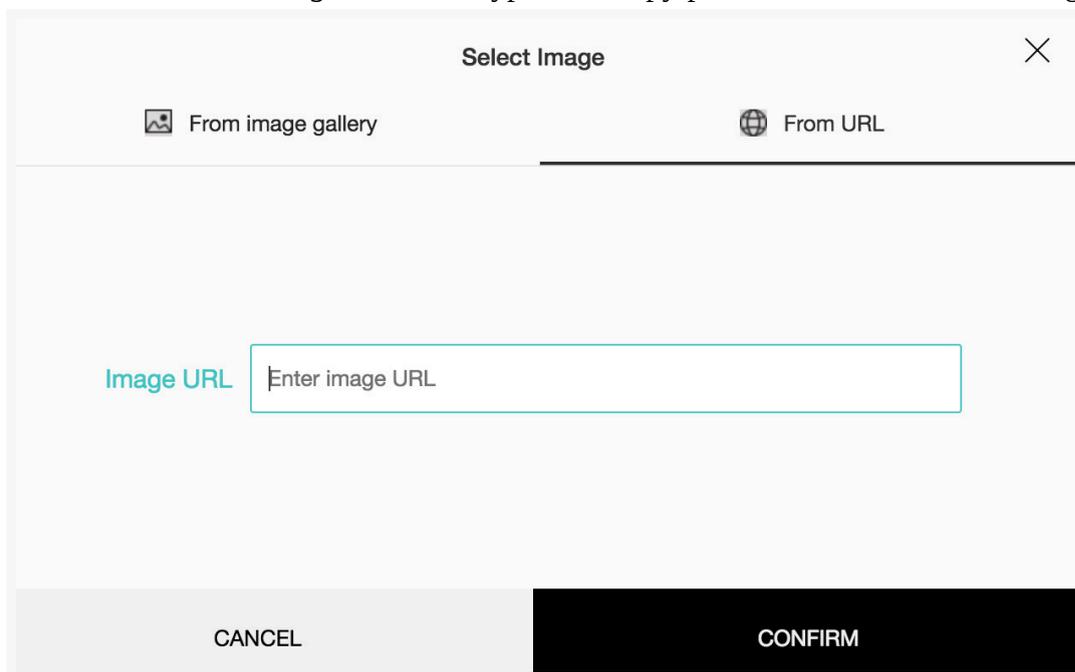
- If you want to mark the question mandatory, select the *Make this question mandatory* checkbox.
- If you want to make changes to the default *Error message* text that displays, edit the content in the text box.
- In the *Required number of rows* dropdown list, select the number of rows you want to keep as mandatory. This can be in the form of at least, at most, exactly or in between. This option appears only if the *Make this question mandatory* checkbox is selected.
- If you want to pipe in custom variables or variables from previous questions and customize the follow-up questions, click the arrow next to *Insert Variable* right above the *Question* box and select the variable you want to use from the list. Read more on [Piping](#).

3. Select [Multiple Choice \(One Answer\)](#) or [Multiple Choice \(Many Answers\)](#) in the *Choices* section *Type* dropdown list.

4. Click  to upload the image choices. Multiple Choice (One Answer) allows the respondents to pick only one image as the answer. Multiple Choice (Many Answers) allows the respondents to select more than one image as the answer. You can select the images by using any of the following methods:
- **From image gallery** - You can drag and drop the image in the box, or click to upload images.



- **From URL** - In the *Image Link* box, type in or copy/paste the web link of the image.

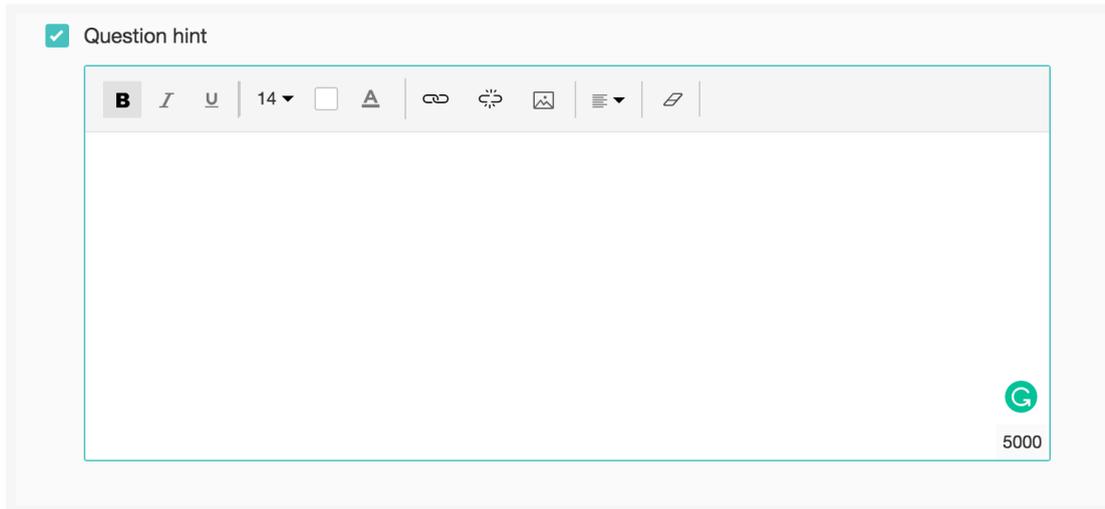


Note

The image upload size limit is 1050 KB.

- To finalize the image selection, click **Confirm**.
 - To make changes to the image selection, click **Cancel**.
5. Select the appropriate display format for your answer choices in the *Image display format* section.
 6. To add labels to the images, type in the names you want to use in each text box. This is not a mandatory field.
 7. Click + to add more boxes; click X to delete choices.
 8. To learn what else you can do with the question, click **Advanced options**. You can perform the following actions:
 - Select **Change the order of choices**. You can perform the following actions here:
 - **Randomize for each respondent** - To change the order randomly for each respondent
 - **Flip for each respondent** - To show the choices in the opposite order for each respondent
 - **Rotate for each respondent** - To rotate the choices for each respondent

- **Ascending sort** - To arrange the choices in the ascending order
- Select **Don't randomize the last few choices** if you want to select the number of choices that needn't be randomized
- To add a comments box, select *Add 'Comments'* field. If you want to change the name of the field, in the *Comments field label* box, type in the new field name.
- **Question hint** is used to add hints to your question and help your respondents get a clear idea of what your questions are all about. This feature is optional and is available only for certain types of questions.



9. Switch to the [Display Logic](#) and [Answer Display Logic](#) tabs to add a logic condition to the question and answer choices respectively.
10. Click **Save**.
11. To discard the changes, click **Cancel**.

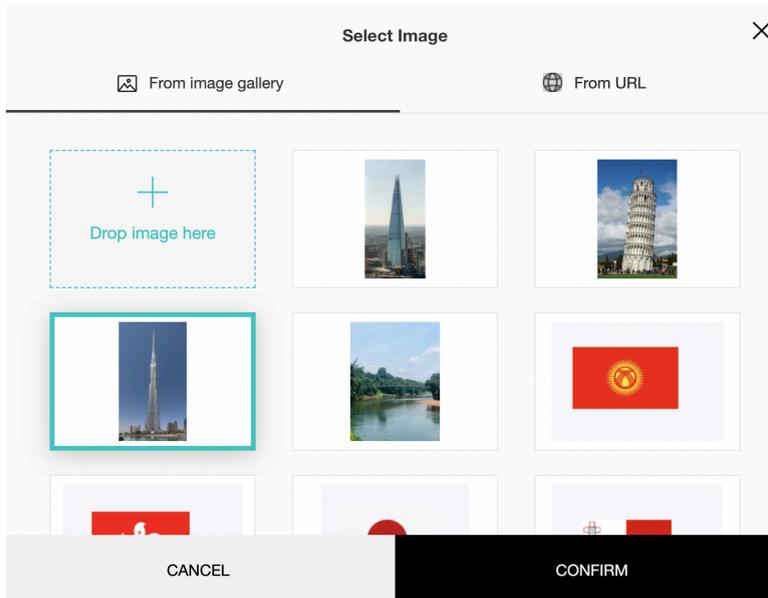
To add an image star rating question:

1. Click **Image Selection** in the question types listed on the left pane. You can also drag and drop the question type to the builder.
2. In the *Question* box, type your question.
 - If you want to mark the question mandatory, select the *Make this question mandatory* checkbox.
 - If you want to make changes to the default *Error message* text that displays, edit the content in the text box.
 - In the *Required number of rows* dropdown list, select the number of rows you want to keep as mandatory. This can be in the form of at least, at most, exactly or in between. This option appears only if the *Make this question mandatory* checkbox is selected.
 - If you want to pipe in custom variables or variables from previous questions and customize the follow-up questions, click the arrow next to *Insert Variable* right above the *Question* box, and select the variable you want to use from the list. Read more on [Piping](#).
3. Select [Star Rating](#) in the *Choices section Type* list.

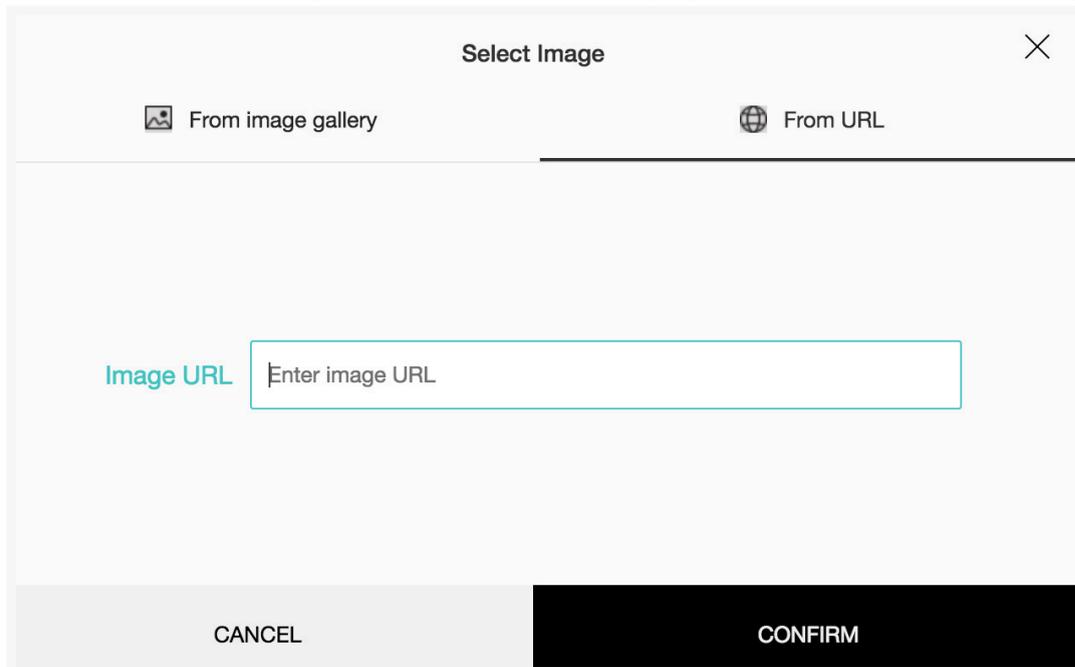


4. Click  to upload the image choices. Star Rating allows the respondent to use stars to rate a single image or multiple images in a single question. You can select the images by using any of the following methods:

- **From image gallery** - You can drag and drop the image in the box, or click to upload images.



- **From URL** - In the *Image Link* box, type in or copy/paste the web link of the image.



Note

The image upload size limit is 1050 KB.

- To finalize the image selection, click **Confirm**.
- To make changes to the image selection, click **Cancel**.

5. Select the appropriate display format for your answer choices in the *Image display format section*.

6. Add "Not applicable" as an option, if required. When a respondent chooses this option it will be excluded while calculating the data statistics for that particular question. For example, it will not be taken into consideration while calculating the mean, frequency, standard deviation etc.

Choices

Type

 + X

 + X

Image display format

Add 'Not applicable' option

Number of stars

Advanced options

Change the order of choices

Add 'Comments' field

Question hint

7. To add labels to the images, type in the names you want to use in each text box. This is not a mandatory field.
8. Click + to add more boxes; click X to delete choices.
9. Select the number of stars you want to use in the *Number of stars* section.
10. To learn what else you can do with the question, click **Advanced options**. You can perform the following actions:
 - Select **Change the order of choices**. You can perform the following actions here:
 - **Randomize for each respondent** - To change the order randomly for each respondent
 - **Flip for each respondent** - To show the choices in the opposite order for each respondent
 - **Rotate for each respondent** - To rotate the choices for each respondent
 - **Ascending sort** - To arrange the choices in the ascending order
 - Select **Don't randomize the last few choices** if you want to select the number of choices that needn't be randomized
 - To add a comments box, select *Add 'Comments' field*. If you want to change the name of the field, in the *Comments field label* box, type in the new field name.
 - **Question hint** is used to add hints to your question and help your respondents get a clear idea on what your questions are all about. This feature is optional and is available only for certain types of questions.

Question hint

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11. Switch to the [Display Logic](#) and [Answer Display Logic](#) tabs to add a logic condition to the question and answer choices respectively.
12. Click **Save**.
13. To discard the changes, click **Cancel**.

What is the best image aspect ratio in the Image Selection question?

In image selection questions, the best image aspect ratio for single-column display is 16:9. For multiple columns and horizontal display, it is 4:3.