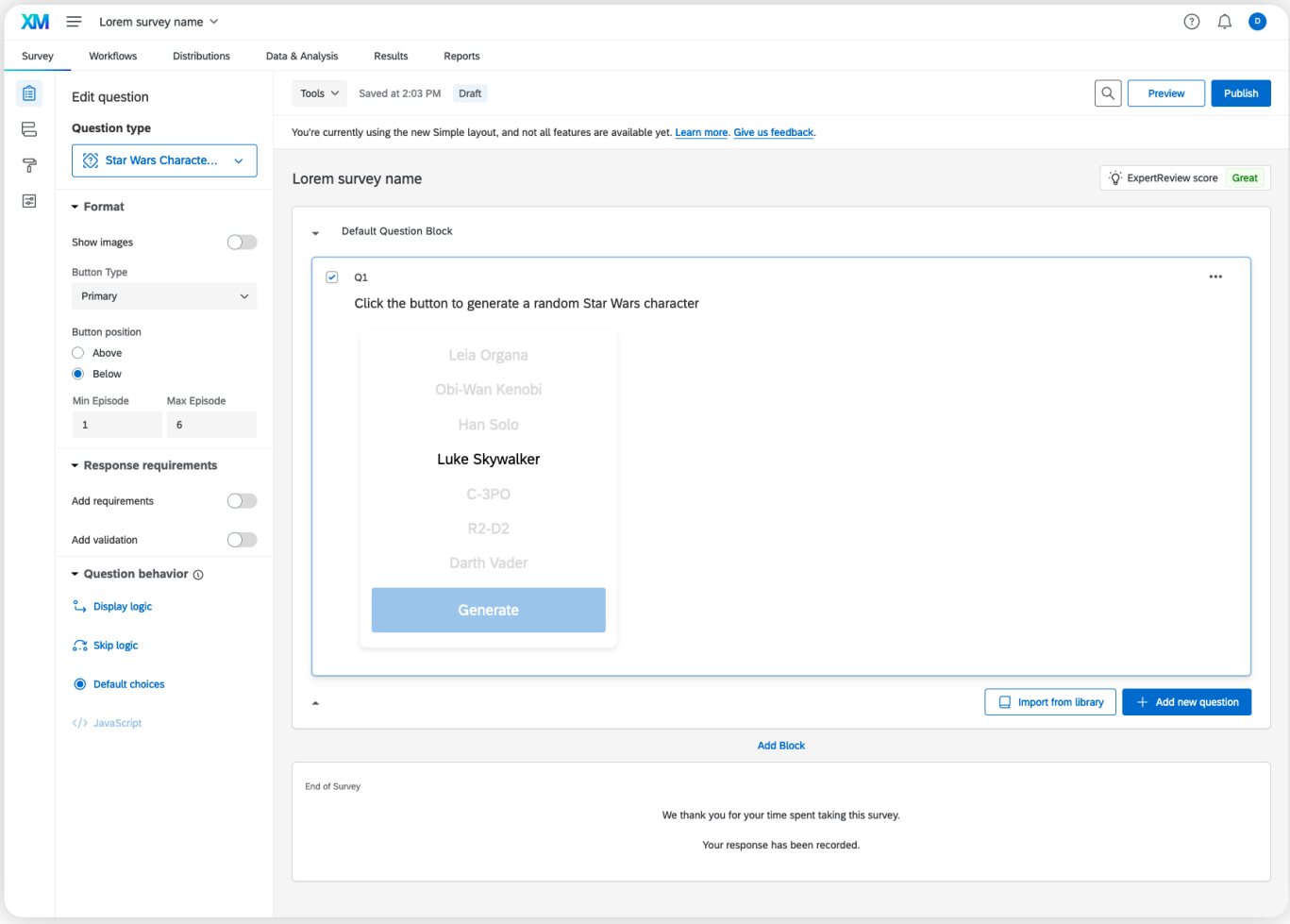


Introducing Survey Question Plugins

Create Survey Question Plugins to enhance surveys with distinct questions that solve unique use cases:



qualtrics XM

What are they?

With Survey Question Plugins, developers are now empowered to create special questions to meet unique use cases. These custom questions show up next to the standard Qualtrics questions, making them easy to find and intuitive to use.

What are some use cases?

+ Integrate seamlessly with external systems
+ Show proprietary question style, format, or data

Why would I want to create one?

Creating a Qualtrics Survey Question Plugin has these benefits:

A Exposure to 12,000+ Qualtrics customers

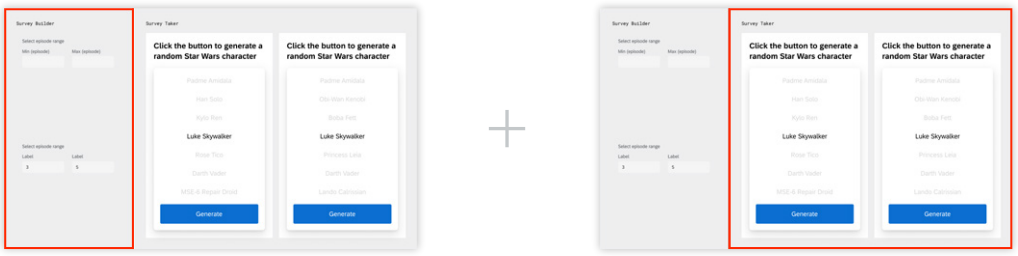
B Native integration into survey building and taking experiences

C Simple and quick set-up

D Increased customer renewals with the added stickiness of the Qualtrics XM Platform

How do they work?

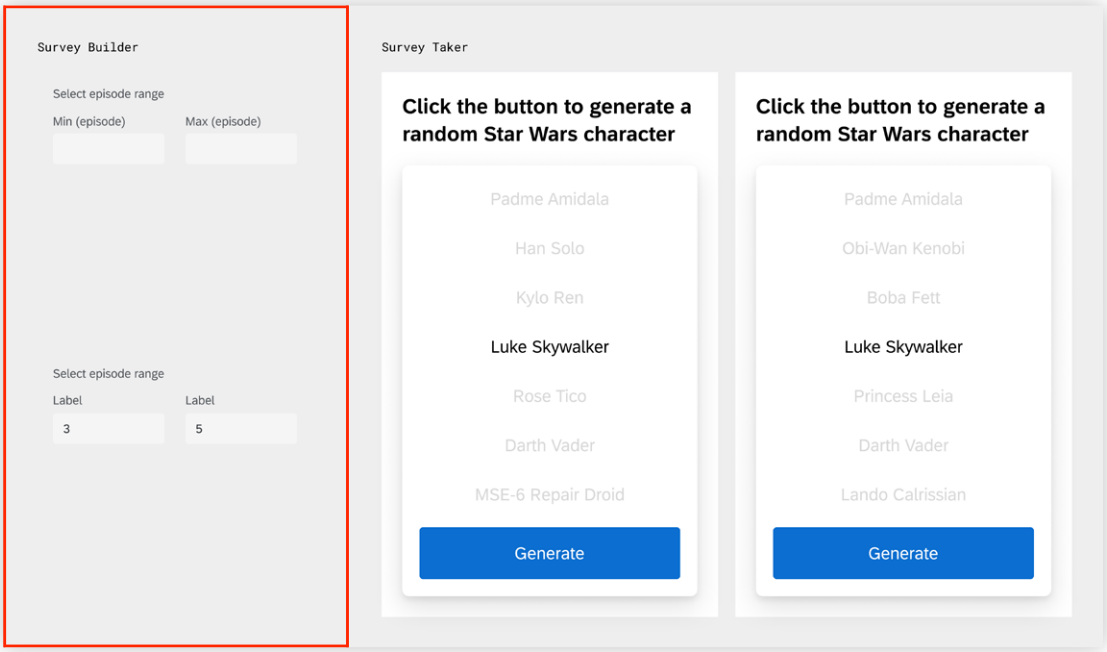
A Survey Question Plugin consists of the survey builder and survey taking components.



Full size view on next page

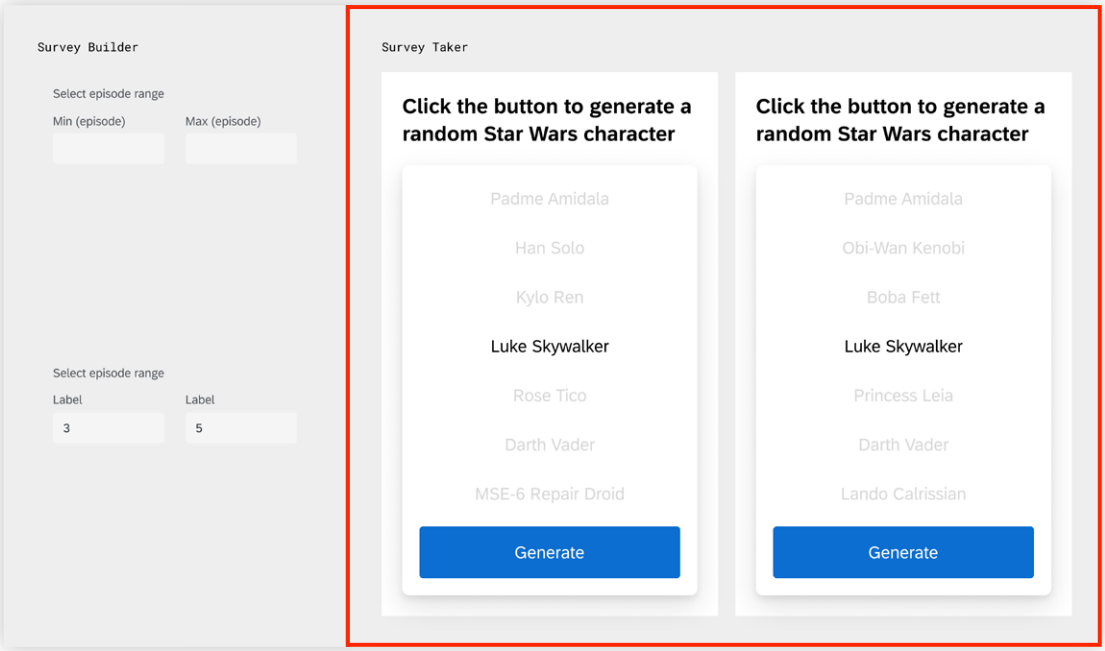
Survey Builder

The developer creates configuration inputs to assist the Qualtrics user in customizing the appearance and/or behavior of the question.



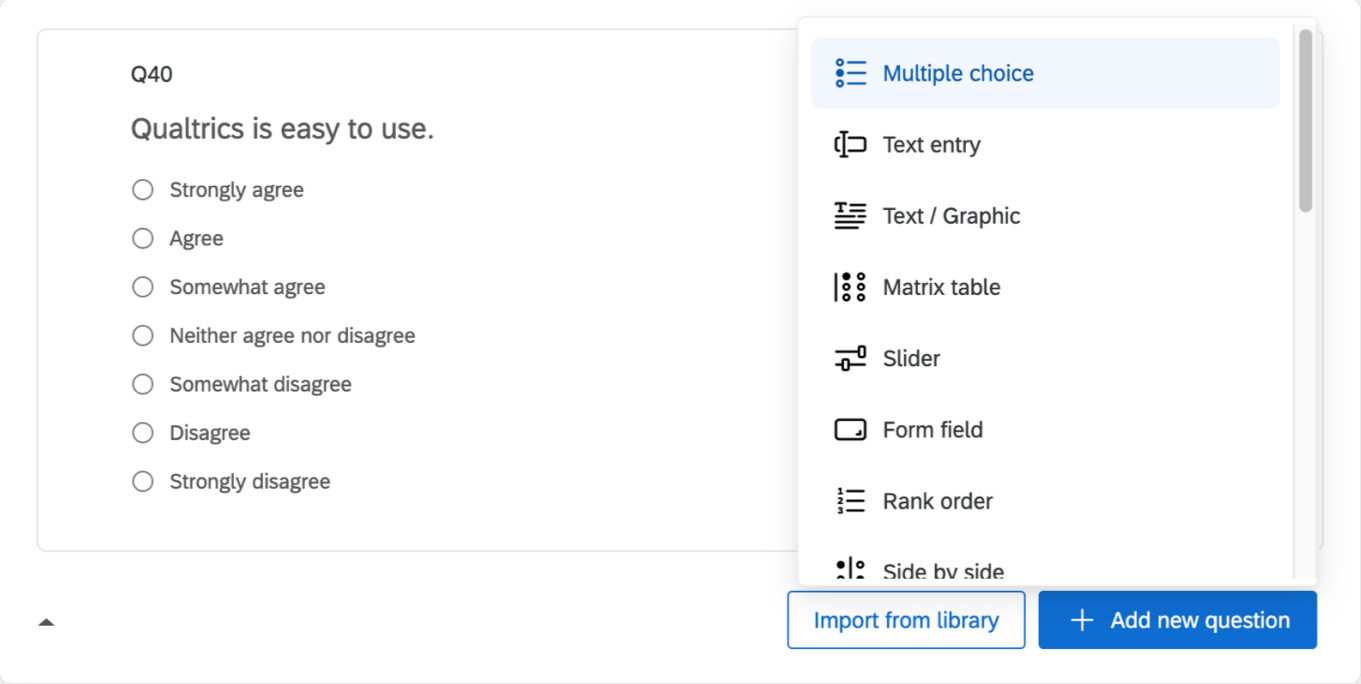
Survey Taker

The survey respondent interacts with the question and their response is recorded.



Survey Taker

The process for adding a Survey Question Plugin to surveys is exactly the same as standard Qualtrics question types, and is done through the Question type menu.



How do I build one?

The XM Extensions SDK contains all of the tooling, libraries, runtime, and documentation needed to create, publish, and manage custom Survey Question Plugins.

Next steps

If you are interested in learning more about Survey Question Plugins and seeing a demo, let us know by filling out this brief form.

If you feel that your use cases don't quite match up, we'd still like to hear from you. We want to better understand your perspective and potentially add your scenarios to our roadmap.