Branching Logic in Digioh

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Use branching logic to control which page a user sees next based on how they answer a question. Instead of following the default quiz order, you can send users down different paths depending on their responses. Note: Branching can get complex quickly. We recommend keeping it to 2–3 branch actions per quiz; most quizzes don't need any.

Two ways to set up quiz branching

There are two approaches depending on your quiz structure:

- **Button-level:** Use this when you have a clear linear path for single-select answers. Best for questions with a few options where only 1–2 answers divert from the default path.
- **Page-level:** Use this for multi-select pages that include a "Next" or "Continue" button, or for more complex branching where multiple pages need to be skipped based on earlier responses.

Setting up button-level branching:

Button-level branching sends users to a different quiz page when they click a specific button. Note: This method only works for routing users based on the button they click on the current page. To branch based on a response from a previous page, use page-level branching instead.To configure your quiz branching on a button level, follow these steps:

1. Open the **Design Editor** and navigate to the page where you want to add branching.
2. Click the button you want to branch to another page. This opens the button settings in the editor sidebar.
3. Select the destination page from the **Button Action When Clicked** dropdown.
4. Repeat for each button on the page. Multiple buttons can go to the same page (the default quiz order), with only 1–2 taking a different path.

Examples of button-level branching

- To customize the experience for new vs. returning customers: when a user selects "Returning," send them to an extra question ("What brought you back today?") before returning to the default quiz flow.
- In some quizzes, not all questions apply to every user path. For example, in a silk accessories quiz, scarves might work for both casual and formal occasions while ties only work for formal. When a user selects "Tie," skip the occasion question and go straight to the next step in the quiz.

Setting up page-level branching

Page-level branching is configured on a page-by-page basis. You can set up multiple branch conditions per page.

1. Open the **Layout** tab on your selected page and scroll down to and enable **Page Branches**.

2. When configuring your branch, you'll choose between two branch types:
    a. **Jump:** Digioh evaluates this condition when you leave a page. Configure it on the page that comes directly before the page you want to jump to.
    b. **Skip:** Digioh evaluates this before showing the current page. Configure it on the page you potentially want to skip over.
3. Select the page you're referencing from the **If the answers to the** dropdown.
4. In the **contains** dropdown, choose one of the following options:
    a. **All of These:** All selected answers must be present (the user may have also selected others).
    b. **Exactly These and Nothing Else:** The user must have selected exactly the answers you chose and no others.
    c. **One or More of These:** At least one of the answers you select must be included.
    d. **None of These:** None of the answers you select were chosen by the user.
5. Select the answer(s) from the **Choose Answers** dropdown that must match the condition you set in step 4 for branching to trigger.
6. Set the destination page. If you chose **Jump**, this is the page they jump to. If you chose **Skip**, this is the page they land on instead of the current one.
7. To add more branches, click **Add Branch** below your newly created branch and repeat these steps.

Examples of page-level branching

- In a quiz with a country dropdown, you may want to ask follow-up questions for customers who select the US. Set a jump branch on that page: if the selected response is "US," take them to a "Choose your state" page.
- In a phone cases quiz, you may need additional detail about the brand or model if the customer's device is not an iPhone. Set a skip branch on the further-details page: if the answer to the phone brand question is "iPhone," skip over it.