

Deepdive into a Feedback Item

Once you have created and installed your feedback button, you will start collecting invaluable items of feedback, that are all stored in the Usabilla back-end.

Feedback Inbox

To access your **'Feedback inbox'**, simply click the 'Feedback' tab under the **'Buttons & Forms' menu**. Here you will find a list of all the feedback items that came in. Let's start by taking a closer look at a single feedback item.

Feedback Items (Detailed View)

A **Feedback Item** in Usabilla can contain different types of information. The type of information it contains depends on the way you've [set up your form](#) and which [custom variables](#) you have implemented during the implementation phase.

To see a more detailed view of a feedback item, click on the specific feedback item from the feedback tab in your Usabilla dashboard.

There's quite a lot of information here so, let's dive into it a bit further

The screenshot displays a detailed view of a feedback item. At the top, a header bar shows a sad face icon, the date and time '13 October 2017, 09:23:11', and the URL 'http://www.bbc.com/'. To the right of the header are icons for mood (10), star, list, print, trash, and share. Below the header is a large dark grey area containing a screenshot of a 'Sign in' button (2). Underneath this is a 'Details' section with two tabs: 'Details' and 'Notes'. The 'Details' section is divided into several sub-sections: 'SUBJECT' (3) with the value 'bug'; 'COMMENT' with the value 'I can't sign in'; 'NPS SCORE' (1) with a red square containing the number '1'; 'CUSTOM VARIABLES' (4) with values 'username: John Doe' and 'please_select_a_subj: bug'; 'BUTTON' (5) with the value 'My first button'; 'FEEDBACK ID' (6) with the value '59e085f0acd8123d9758e308'; 'TECHNICAL INFO' (7) with values for Desktop, MacOSX, Chrome 61.0.3163.100, 1440x776, Page load time 3.97s, and Amsterdam, Netherlands; 'LABEL' (8) with a text input field containing 'bug' and a '+' button; and 'INTEGRATIONS' (9) with a dropdown menu showing 'Jira'.

1. **Mood / Date / URL:** This displays the mood of your visitor when they left the feedback item, the time/date on which the feedback item was created, and the URL where the visitor clicked the Feedback Button.

2. **Screenshot(s):** Here you can see the screenshot of the element that a visitor left feedback about. If you hover over the screenshot, you will see an option to also switch to a screenshot of the entire page where the visitor was when they left feedback.
3. **User Feedback & Notes:** Here the actual visitor feedback will be displayed. In the Feedback Form you ask questions, and the answers are being displayed here. You also have the possibility to add internal notes here by clicking on the 'Notes' button. Clicking this allows you to add a Note to the Feedback Item for you, or your colleagues to read. They are not being sent to the customer.
4. **Custom Variables:** Custom Variable Feedback Items are extra pieces of data that a company can send to Usabilla. They're different for all companies, since everybody collects different visitor data. Custom Variables can tell you a lot about the visitor that leaves feedback. For example, you can send the customer variable, 'username', of the person who left feedback on your site, which can be very valuable in case you would like to get in touch with this visitor, or if we want to see which kind of visitors leave positive or negative feedback the most. If you don't see custom variables in your feedback items, that means that they're not set up for your account. [Click here to read more about setting up custom variables, they're really valuable.](#)
5. **Button:** This shows you which button was used to leave the feedback as you can have multiple buttons on one website.
6. **Feedback ID:** This is a unique identifier of this Feedback Item. The Feedback ID is mostly used by data analysts who analyse data in an external tool (e.g. Excel), and want to find a unique item in the Usabilla backend.
7. **Technical Info:** This set of data contains Device Type, Platform, Browser, Viewport (Screen size), IP address, and location of the visitor who left the Feedback Item. This data is collected by Usabilla automatically. If you don't see an IP address in your Feedback Items, your company has disabled IP address collection.
8. **Labels:** Labels are a great way of categorising your Feedback Items. Labels can be added here manually, but can also be [automatically assigned to a Feedback Item](#). You can remove a label from the Feedback Item by clicking it.
9. **Integrations:** Here you will see a list of integrations that have been activated for your account, and can be used to interact with a Feedback Item. For example, you can set up a Jira (a development ticketing system) Integration, and when you click the link of the integration, you can Forward this Feedback Item to Jira with just one click. If there are no integrations showing in your Feedback Item, they haven't been setup for your account. Read more about available integrations [here](#).
10. **Controls:** Found at the upper right-hand corner of the feedback item, controls, allow you to manage your feedback item. You can 'star' an important item, mark an item

as read/unread, archive an item, remove it completely, or share it with a team member

Feedback Inbox

In the Feedback Inbox, you can scroll through all the Feedback Items that have come in. When you hover your mouse over the Feedback Items, you will notice a dialog box opening with the comment that was left in the Feedback Item. If you would like to execute bulk actions, you can select multiple Feedback Items by clicking the emotional-rating icons and then select which bulk action to execute from the drop-down menu above the items.

In the next training, we will discuss Feedback Management which will be an essential part of the feedback collection process.

Links to articles

<https://support.usabilla.com/hc/en-us/articles/208835965-Creating-your-first-feedback-form>

<https://support.usabilla.com/hc/en-us/articles/208794745-How-to-use-Custom-Variables-in-Usabilla-for-Websites>

[https://support.usabilla.com/hc/en-us/articles/208743965-How-can-I-apply-custom-labels-](https://support.usabilla.com/hc/en-us/articles/208743965-How-can-I-apply-custom-labels)
<https://support.usabilla.com/hc/en-us/search?utf8=%E2%9C%93&query=integration>

