

Creating a Feedback Form

Once your Feedback Button is created, you will want to edit the contents of the Feedback Form that it attached to the button.

To edit the feedback form, click on the blue **Edit form** button on the right corner of the screen. This will bring you into the Form Editor.

First you can choose a language from the dropdown menu. This will set all the default text of the feedback form to that specific language.

Next we can choose the form's Visual Feedback setting. This setting will indicate which type of feedback your users can leave through your form. There are 4 options:

Specific or Generic

This option will give your visitors the choice to leave Specific or Generic feedback. They will be asked which type of feedback they want to leave, in the intro screen.

Always Specific

This option will not give users a choice in the type of feedback they leave. The feedback will always be specific, so they always have to specify a part of your website on which they want to leave feedback.

Always Generic

This option will not give users a choice in the type of feedback they leave. They will not get the possibility to specify a part of your website. Thus their feedback will always be generic. This option also removes the intro-screen from your feedback form. After clicking the button the feedback form will be shown right away.

No visual feedback

This option ensures that no visual feedback is gathered. No screenshots will be taken, and users will not be able to specify a part of the page on which they want to leave feedback. This option also removes the intro-screen from your feedback form. After clicking the button the feedback form will be shown right away.

Once you have chosen the Form's Visual Feedback settings, you will want to edit the contents of the form itself. In the center of the screen you see the form preview. At the top of the feedback form you'll find the **rating/mood question**. This questions is the most important one, since it gives you a direct insight into the emotional state of your user. Because of its importance, this question is always the first in your form, and cannot be removed. With the exception of the rating/mood question, all the elements in the form can be reordered by using the drag icon. You can remove, or edit all elements by hovering over them and clicking the remove/edit buttons. All elements have different editing options.

With the **Form Controls** menu on the left you can add new elements to your form.

Next we have a special element which you can add to your feedback form: the **Conditional Forms** dropdown. This dropdown element allows you to ask your visitor to specify the type of feedback that they're leaving, and show them alternative follow up questions based on their answer. When you implement the Conditional Forms, you will notice that there is a default list of subjects in the drop-down menu. If you want to change or edit these options, simply click on the drop-down icon. The editor window will open, where you are able to adjust the contents of the drop-down menu.

Finally, in the **Advanced Menu** of the form you will be able to find a few important settings. The **Theme** dropdown allows you to select the look of your feedback form. By default there are two themes (Default and Star Rating). If you have a custom theme it will be shown in this dropdown.

The **Logo** dropdown allows you to select a logo that will be displayed as a 'drag handle' on the top of your feedback form. By default, only the Usabilla logo is available. If you have a custom logo, it will be shown in this dropdown. To unselect the logo, click the empty space in the logo drop-down menu.

The **Copy feedback form** menu can be used to copy the elements from an existing feedback form to the one you're editing now. This is especially handy when using multiple feedback buttons.

In the **Labels** field, you can setup specific labels. The label you fill in here will be automatically attached to all the feedback items that are left through this form.

Finally the **Show Privacy Info** option. This allows you to add a link to your privacy statement.

When you are finished with setting up your feedback form, click 'next' to edit the **intro screen**. This is the screen that your visitors will see first when they click the Feedback Button. Do note that the intro screen is only shown when:

- your users can leave specific or generic feedback.
- your users can only leave specific feedback

To edit the contents of the intro screen, click the **Edit** icon in the top right. This will give you the following options:

Mouse start: This is the text your user sees when he is asked to select a specific part of the website to give feedback about (on desktop)

Touch start: This is the text your user sees when he is asked to select a specific part of the website to give feedback about (on mobile)

Title: adds a title to your intro screen

Subtitle: Adds a subtitle to your intro screen

Specific title: Changes the title of 'specific feedback'

Specific text: Changes the description of your 'specific feedback'

Generic Title: Changes the title of 'generic feedback'

Generic text: Changes the description of your 'generic feedback'

Add custom option: This adds a third button to your intro screen which you can use to redirect visitors to a different part of your website (e.g. your contact page)

If the intro page is to your liking, click 'next' to go to the **Exit Screen**.

When editing the **Exit Screen**, you can use the edit icon to edit the text you see in your exit screen. Once you have finalized your exit screen you can click 'save' to save your form.

Your form is now created! Use the **button preview** to see what it will look like on your site. Do note, that you can only preview a button when it is 'switched-on' in your Setup. Now that you have a feedback button, and a feedback form, let's put in on your website!