

Introduction to the "User Feedback" plugin for Matomo

Tomas Persson 2021-11-05

Digitalist

<https://digitalist.se/matomo>



matomo camp

Who I am



<https://github.com/tomper00>

<https://www.linkedin.com/in/tomper00/>

Who we are

Digitalist

a digital product agency

that loves Open Source

Because we know that good ideas multiply when shared

Why are we using webanalytic?



Because

~~I need to create reports~~

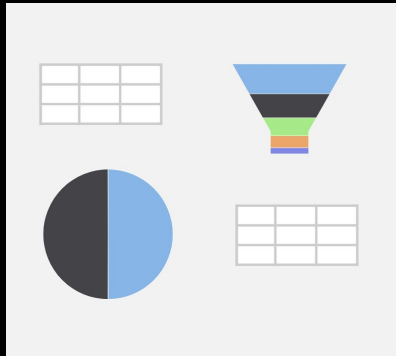
Because

**Without data you're just
another guy with opinions**

William Edwards Deming

Maturity with Analytics

Reporting



Make data **readable** for humans so that we can start analysing

Analysis



Trying to **understand data**
“Ask **why** repeatedly”
Find patterns and make conclusions

Insights



Sometimes this work leads to **insights** that help us make **data driven decisions**

**Quantitative data - What we do
(or not do)**



**To make
good
decisions
we need
both**

**Find a problem or validate a
behavior**

Qualitative data - What we feel



**Understand a problem or
a behavior**

The User Feedback vision

By adding **qualitative data** to Matomo we
can help users of Matomo to make **data
driven decisions**

Basic concepts

Create a form

With the built in
formbuilder

Publish it on your
website
(and style it)

Within Matomos
Tag Manager

Collect data (within
Matomo)

And access it
through the
reporting interface

Form builder GUI

About you

Enter some info about yourself

Name

?










E-mail

Age group

0-20

SUBMIT


CLEAR **SAVE**

-  Button
-  Checkbox Group
-  Header
-  Number
-  Paragraph
-  Radio Group
-  Select
-  Text Field
-  Text Area

Form display configuration with the Tag Manager

[+ CREATE NEW TAG](#)

UserFeedback

 **UserFeedback**
Add User Feedback Forms to you site to collect qualitative feedback and more. Created by Digitalist Sweden

Configure what this tag should do

Select which form to display with this tag

DEMO

Select how to visually display this form on the page

- Modal (full page overlay)
- Raw (Inline + minimum styling)
- Feedback (Feedback button to open Modal)

Show advanced display controls

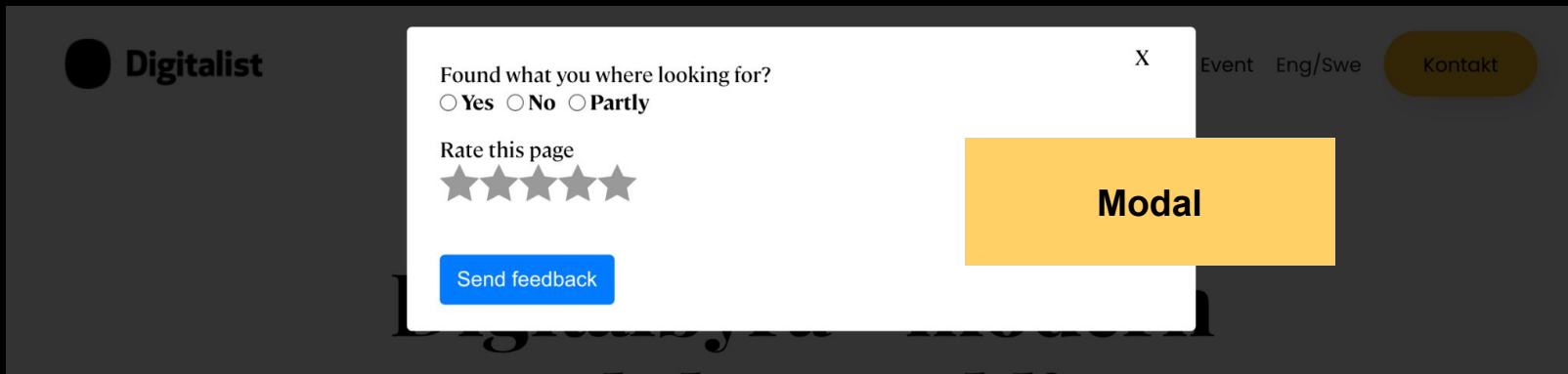
Customize form injection with querySelector()

#my-div

Customize form injection

Append (End of element)

Form display examples



Digitalist

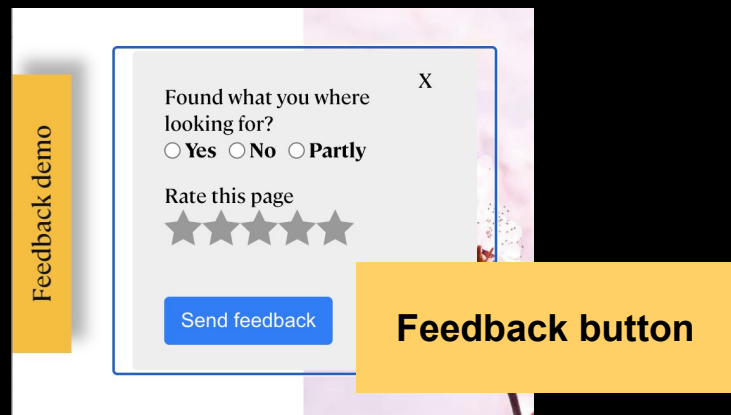
Event Eng/Swe Kontakt

Found what you where looking for?
 Yes No Partly

Rate this page
★★★★★

Send feedback

Modal



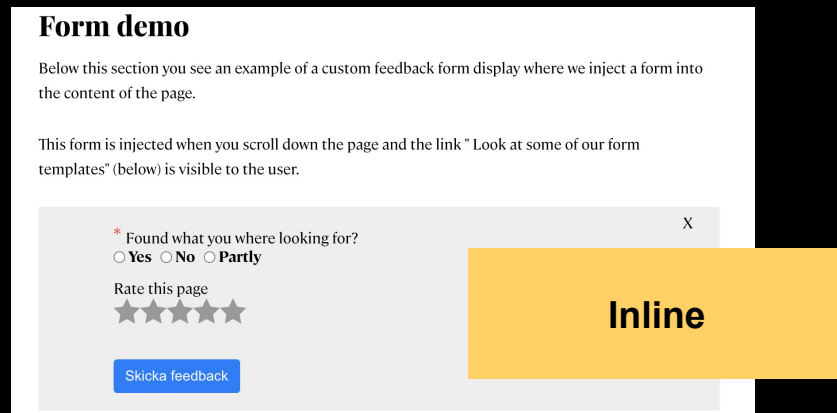
Feedback demo

Found what you where looking for?
 Yes No Partly

Rate this page
★★★★★

Send feedback

Feedback button



Form demo

Below this section you see an example of a custom feedback form display where we inject a form into the content of the page.

This form is injected when you scroll down the page and the link " Look at some of our form templates" (below) is visible to the user.

* Found what you where looking for?
 Yes No Partly

Rate this page
★★★★★

Skicka feedback

Inline

Form collection

▼ DIGITALIST.SE

📅 2021-11-05

👤 ALL VISITS



<- Apply segments to your data

User Feedback submits

FORM	PAGE_URL	VISITOR	RESULT	▼ DATE
21	https://www.digitalist.se/blogg/matomo-feedback-forms?=demo	321b7336135268fb	"foundWhatYouWhereLookingFor":"Yes","rateThisPage":"3"	2021-11-05 08:25:00
21	https://www.digitalist.se/blogg/matomo-feedback-forms?=demo	f81ecb83b6b7f3fe	"foundWhatYouWhereLookingFor":"Yes","rateThisPage":"5"	2021-11-05 08:22:00
12	https://www.digitalist.se/blogg/matomo-feedback-forms	9f53b2c492d95d69	"foundWhatYouWhereLookingFor":" No","rateThisPage":"2"	2021-11-05 08:13:00

1-3 of 3




<- Export data with the API

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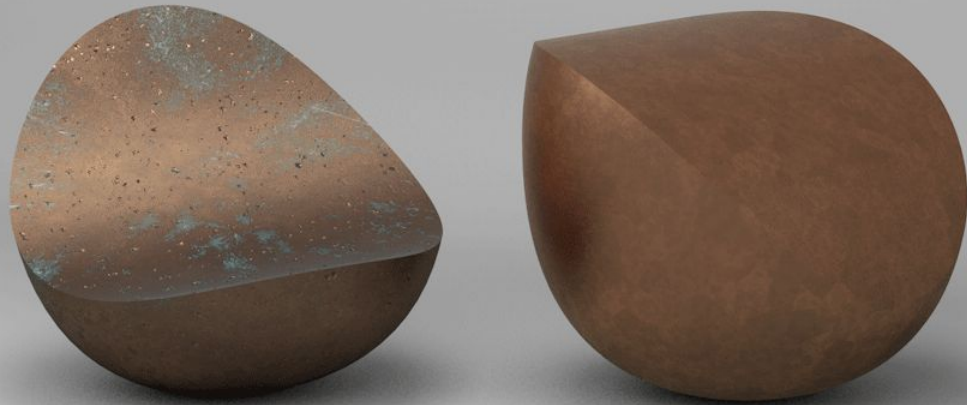
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Customize form injection

Append (End of element)

DEMO

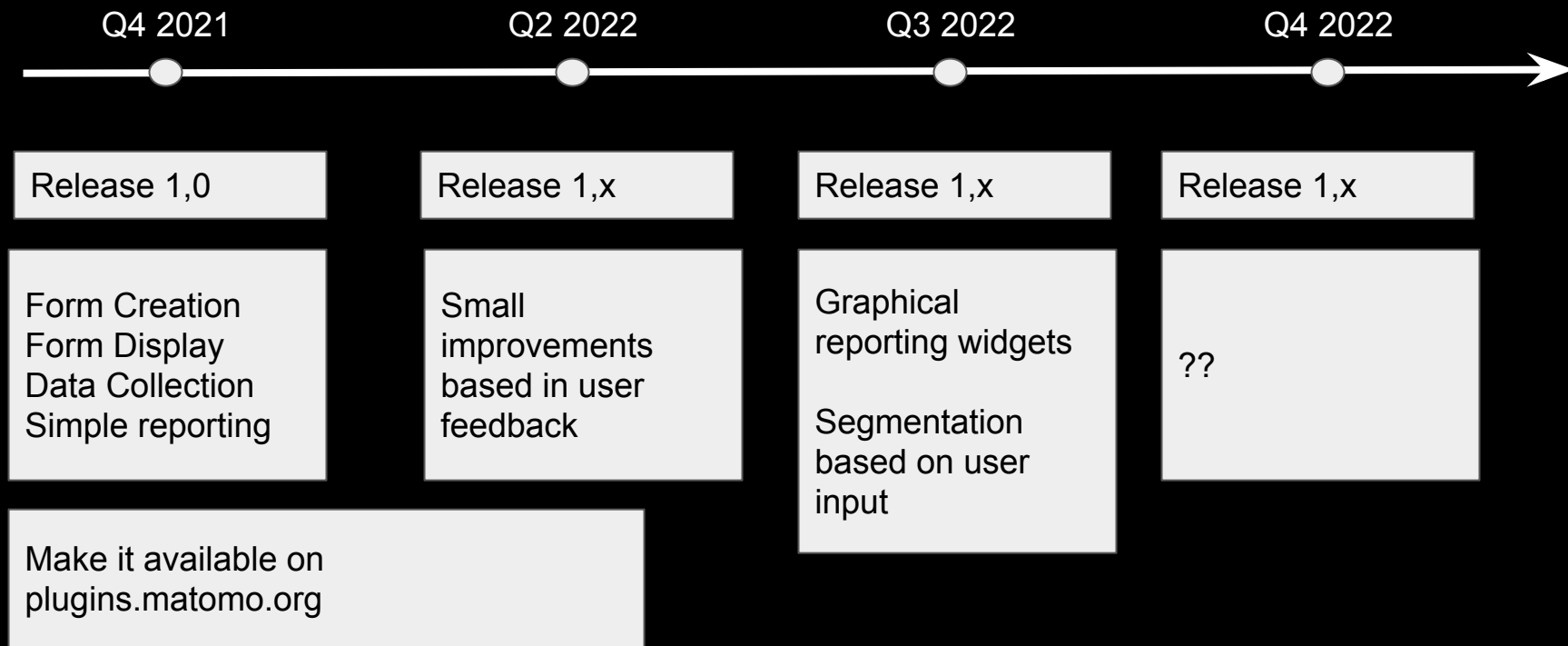


Pricing

300€ / month

As a Digitalist SaaS client 200€ / month

Roadmap



Learn more here

<https://www.digitalist.se/blogg/matomo-feedback-forms>