

feedbackcentre

Widget Guide

2022

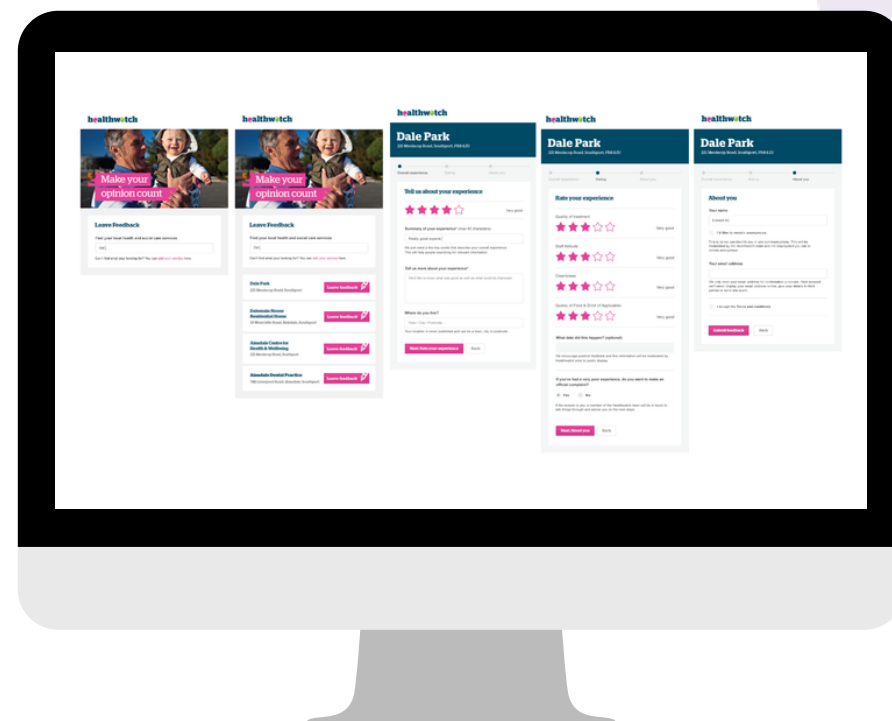
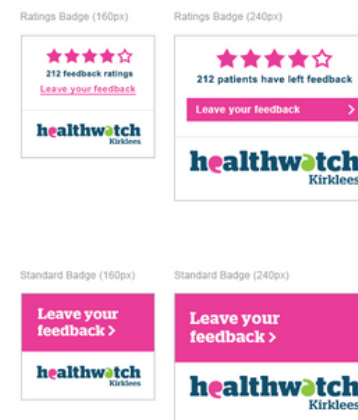
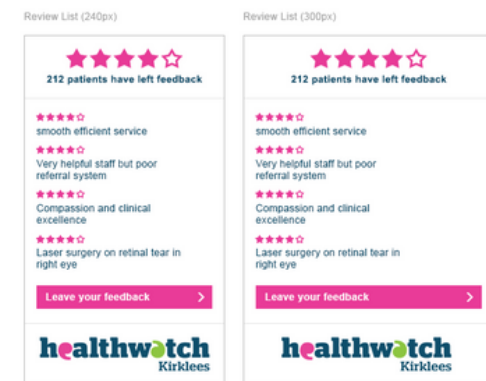
What we'll cover:

- What are widgets?
- What widgets are available?
- How do they work?
- Are there any limitations?
- Examples

What are widgets?

A web widget is a component that can be added to a website or application as a stand-alone feature. Widgets in the Feedback Centre allow service providers to embed their latest feedback, average rating or feedback form onto their own website. All widgets link to the Feedback Centre, enabling members of the public to directly provide feedback without having to search for the Healthwatch website.

What widgets are available?



The following widgets are available:

- Review List
- Ratings Badge
- Standard Badge
- Generic Widget

Standard Badge

Standard Badge (160px)



Standard Badge (240px)

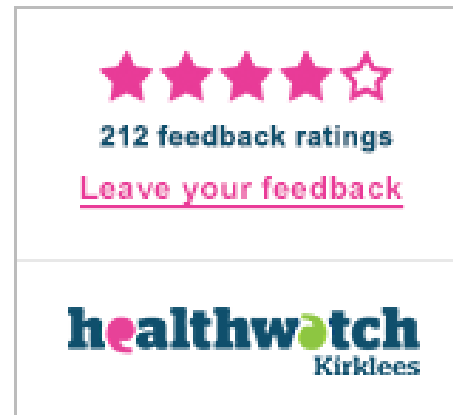


The standard badge is an HTML only link to the Service's page in your Feedback Centre.

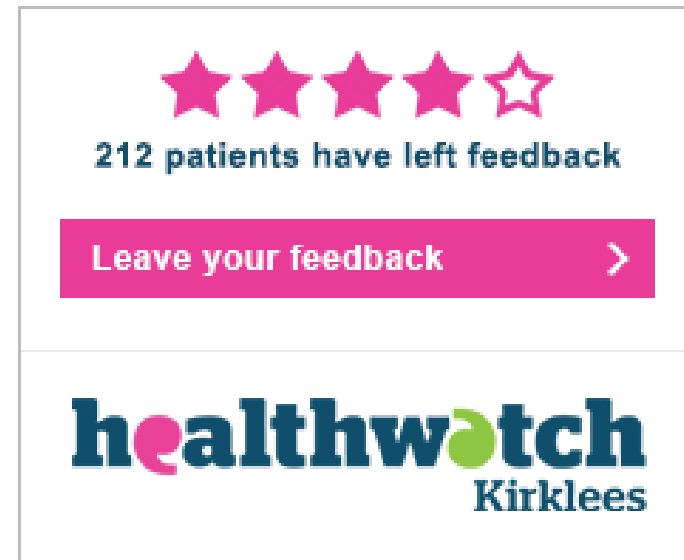
The colours have now been updated to be the blue on white instead of pink. This is the case for all widgets.

Ratings Badge

Ratings Badge (160px)



Ratings Badge (240px)




This widget is generated with Javascript.

It checks the Feedback Centre for that Service's latest rating. It then displays it on screen.

Review List

Review List (240px)


212 patients have left feedback


★★★★☆
smooth efficient service

★★★★☆
Very helpful staff but poor referral system


★★★★☆
Compassion and clinical excellence

★★★★☆
Laser surgery on retinal tear in right eye

Leave your feedback >



Review List (300px)


212 patients have left feedback


★★★★☆
smooth efficient service

★★★★☆
Very helpful staff but poor referral system


★★★★☆
Compassion and clinical excellence

★★★★☆
Laser surgery on retinal tear in right eye

Leave your feedback >



Review List Wide (480px)



212 patients have left feedback

★★★★☆
smooth efficient service

★★★★☆
Very helpful staff but poor referral system

★★★★☆
Compassion and clinical excellence

Leave your feedback >



This widget is also generated with Javascript and can be tailored for different sizes.

It loads the latest approved reviews for that Service Provider and prints them on screen.

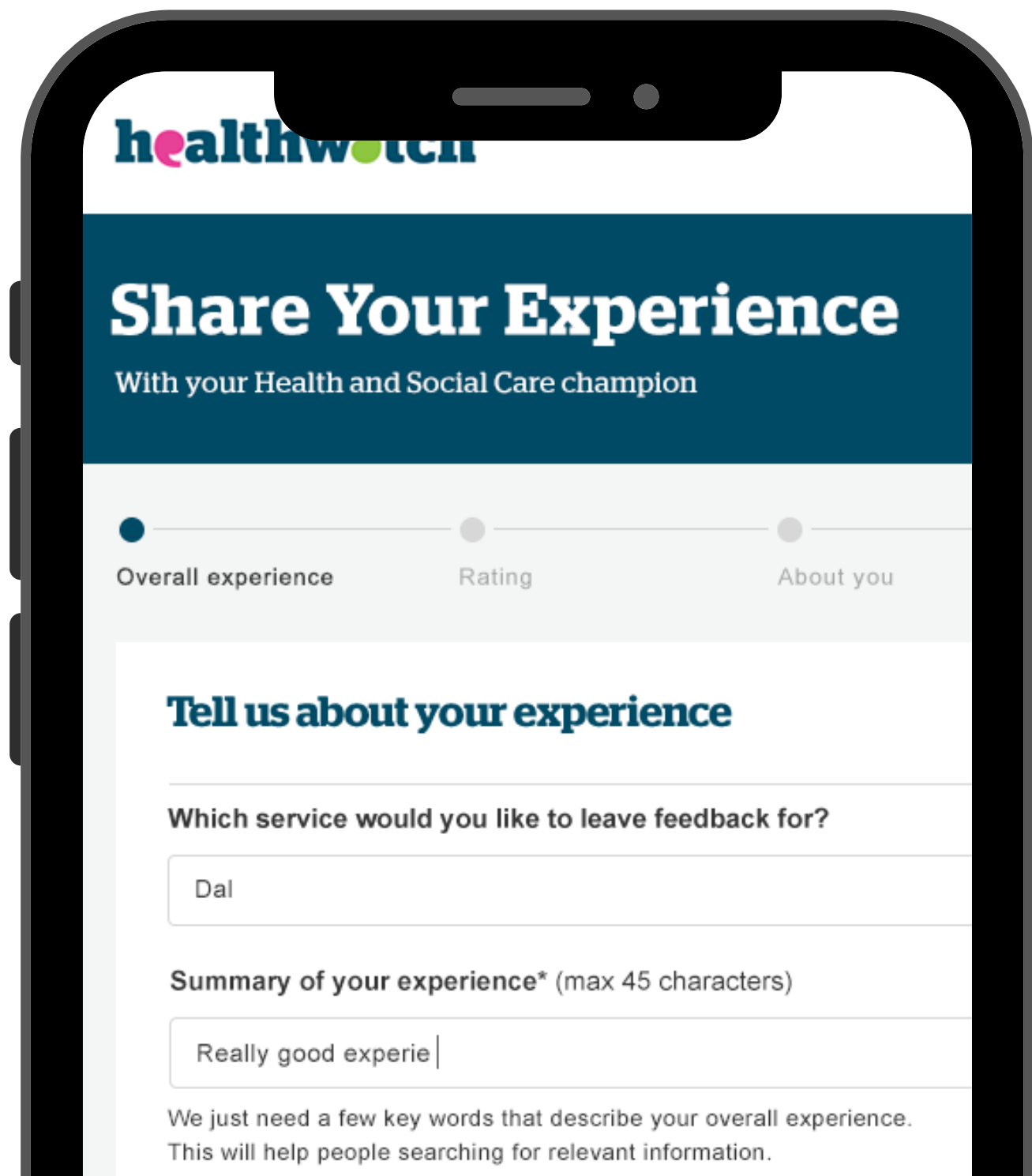
Generic Widget

The image displays five sequential screenshots of the Healthwatch feedback widget, illustrating its user flow:

- Screenshot 1:** Shows the 'Make your opinion count' header and a 'Leave Feedback' button. Below is a search bar for local health and social care services.
- Screenshot 2:** Displays a list of services with 'Dale Park' selected. Each service entry includes the name, address, and a 'Leave feedback' button.
- Screenshot 3:** The 'Tell us about your experience' screen for Dale Park. It includes a star rating (4 stars), a summary of experience (max 45 characters), and a text box for more details.
- Screenshot 4:** The 'Rate your experience' screen. It features multiple star ratings for 'Quality of treatment', 'Staff Attitude', 'Cleanliness', and 'Quality of Food & Drink (if Applicable)'. It also includes a section for 'Where do you live?' and a date selector.
- Screenshot 5:** The 'About you' screen. It contains fields for 'Your name' and 'Your email address', along with a checkbox for 'I'd like to remain anonymous' and a 'Submit feedback' button.

This is a brand new widget that we are trialing with a select few Healthwatches. It allows services to either embed their Feedback Form directly, OR it allows the form to be embedded into a different website and the user can then search for a service and leave their feedback directly, without leaving the providers website.

Non-Directory Widgets



The image shows a smartphone screen with the Healthwatch logo at the top. Below the logo is a dark blue header with the text 'Share Your Experience' in white, and 'With your Health and Social Care champion' in smaller white text below it. Underneath the header is a progress bar with three dots; the first dot is filled blue and labeled 'Overall experience', the second is grey and labeled 'Rating', and the third is grey and labeled 'About you'. Below the progress bar is a section titled 'Tell us about your experience' in bold blue text. This section contains two input fields: the first is labeled 'Which service would you like to leave feedback for?' and contains the text 'Dal'; the second is labeled 'Summary of your experience* (max 45 characters)' and contains the text 'Really good experie'. At the bottom of the screen, there is a small grey text block that reads: 'We just need a few key words that describe your overall experience. This will help people searching for relevant information.'

Our widgets rely on your services being in your Feedback Centre directory, however you can create a generic widget that allows the user to type in a service. This means the form can be embedded into any website and your audience can share their stories easily without leaving the website they're currently visiting.

How do they work?

Widgets are generated in the Widget Management area of your website or Feedback Centre. You can configure your widget by size, type and service in this area. Once you've completed that, you'll be given some code that looks like this:

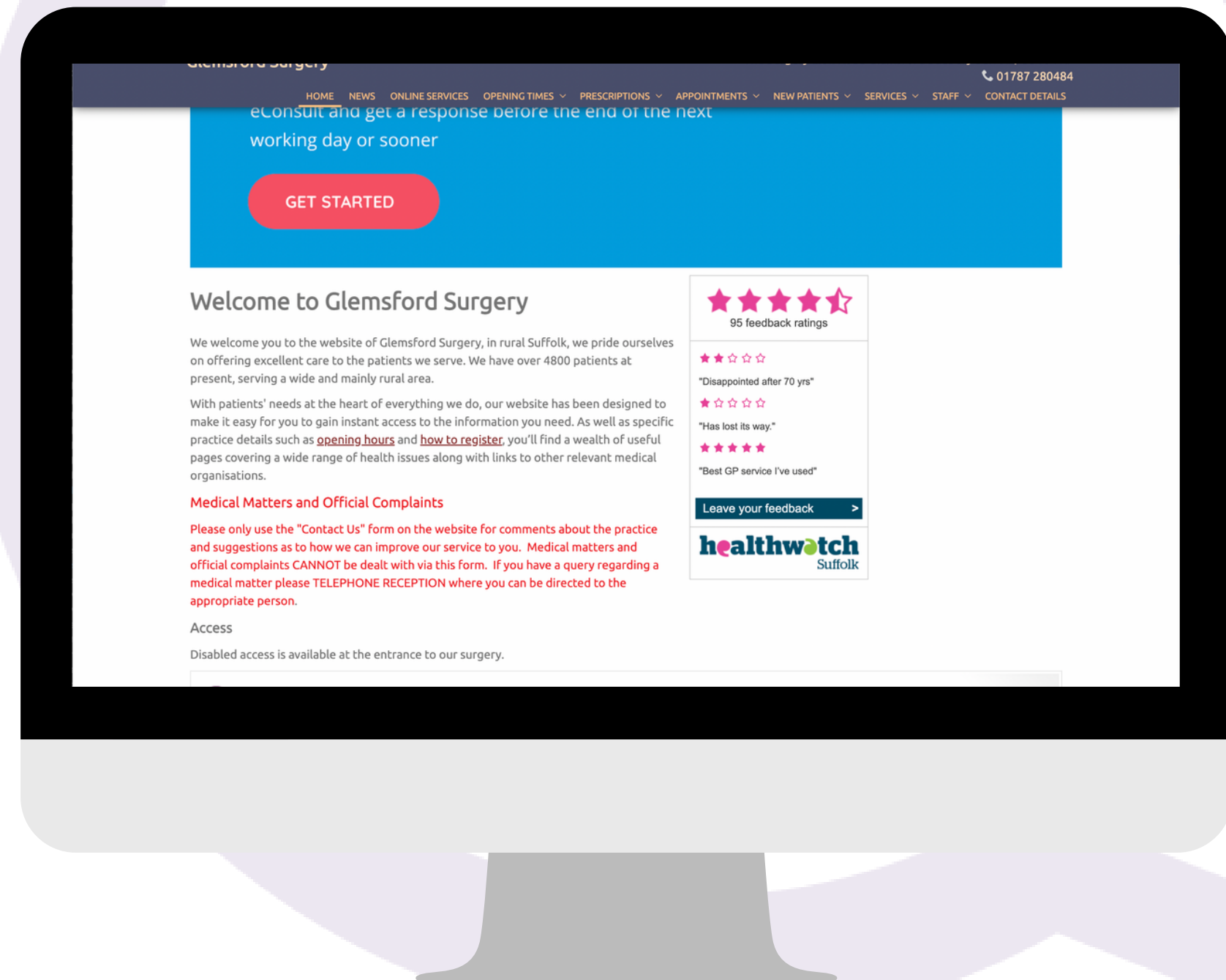
```
<div id="hwwidget500"></div> <script  
src="https://healthwatchsuffolk.co.uk/widget/js/cHzSQRRN1eJdq7IFziFA2LwWs2gG8V96FXr8kmaDLINbM34QrSS1Nw0s07CE"></script>
```

Or this if you've chosen the standard badge:

```
<div id="hwwidget268" style="background:white;width:240px; border: 1px solid #cccccc;"> <a  
href="https://healthwatchsuffolk.co.uk/services/covidvaccinationfeedback "> <div class="top-link" style="background:#0f4f6c;">  </div> <div style="min-  
width:155px;background:white;text-align:center;">  </div> </a> </div>
```

How do they work?

You'll need to email this code to your service provider, then, they should add their code to where they want the widget on their website.



Configuring the Standard Badge

You can now configure the 'Standard Badge' meaning you can upload your own widget image and link it to your own Feedback Form. To do so, head over to the 'Widget Settings' in the Feedback Centre and you will then see a page like this:

The screenshot displays the 'Widget Settings' interface. On the left, a sidebar lists navigation options: 'Site Settings', 'Header', 'Footer', 'Feedback Centre Settings', 'Reports Hub Settings', and 'Widget Settings' (which is selected and highlighted with a blue bar). A purple arrow points from 'Widget Settings' to the main content area. The main area is titled 'Feedback Link' and includes a 'Link Image' section showing a preview of a badge with the 'healthwatch Surrey' logo and a 'Leave Feedback' button. Below this is a 'Link Url' field containing the URL 'https://www.healthwatchsurrey.co.uk/feedback-centre/'. At the bottom, there is a 'Replace Standard Badge' checkbox that is checked. On the right side of the interface, there is a 'Publish' button and an 'Update' button.

Configuring the Standard Badge

The image shows a configuration form for a 'Feedback Link' badge. The form is divided into two main sections: 'Feedback Link' and 'Publish'. The 'Feedback Link' section contains three fields: 'Link Image', 'Link Url', and 'Replace Standard Badge'. The 'Link Image' field has a placeholder 'No image selected' and an 'Add Image' button. The 'Link Url' field has a globe icon and a text input area. The 'Replace Standard Badge' field has a checkbox. The 'Publish' section has an 'Update' button. Four purple arrows point from text annotations to specific elements in the form: one to the 'Add Image' button, one to the 'Link Url' input field, one to the 'Replace Standard Badge' checkbox, and one to the 'Update' button.

Feedback Link

Link Image
No image selected [Add Image](#)

Link Url

Replace Standard Badge
☐

Publish

[Update](#)

Upload your image here, we recommend at least 350px wide and no more than 200px high

If you are using the share your experience template for your form, please put the url of the page in here

Click 'update' once you've finished

Make sure you check this box if you want to use your own image

Configuring the Standard Badge

HTML Widget

This is a HTML only widget, it provides a link from a provider page to the Feedback Centre, due to the static nature of this widget, there are no hit counts available

Highlight all of the customised HTML code in the box below then copy and paste it into an HTML page on the website. You can also click the 'Email code' button below to send this code

Widget Preview:



Widget Code:

```
<a id="widget_link" href="https://www.healthwatchsurrey.co.uk/feedback-centre/?s_name=Ashford+and+St+Peter%27s+Hospitals+NHS+Foundation+Trust&s_id7789"> <img style="max-width:300px;"
```

With this new setting, you'll see some changes when you click 'get code' on the widget you have created. Clicking the button will show a preview of your widget, then a text area underneath with the widget code inside it.

Copy the code in the text area and either send it to your provider, or add it to your website.

Are there any limitations?

Like all website widgets, there are some limitations with the widgets in the Feedback Centre. They are the following:

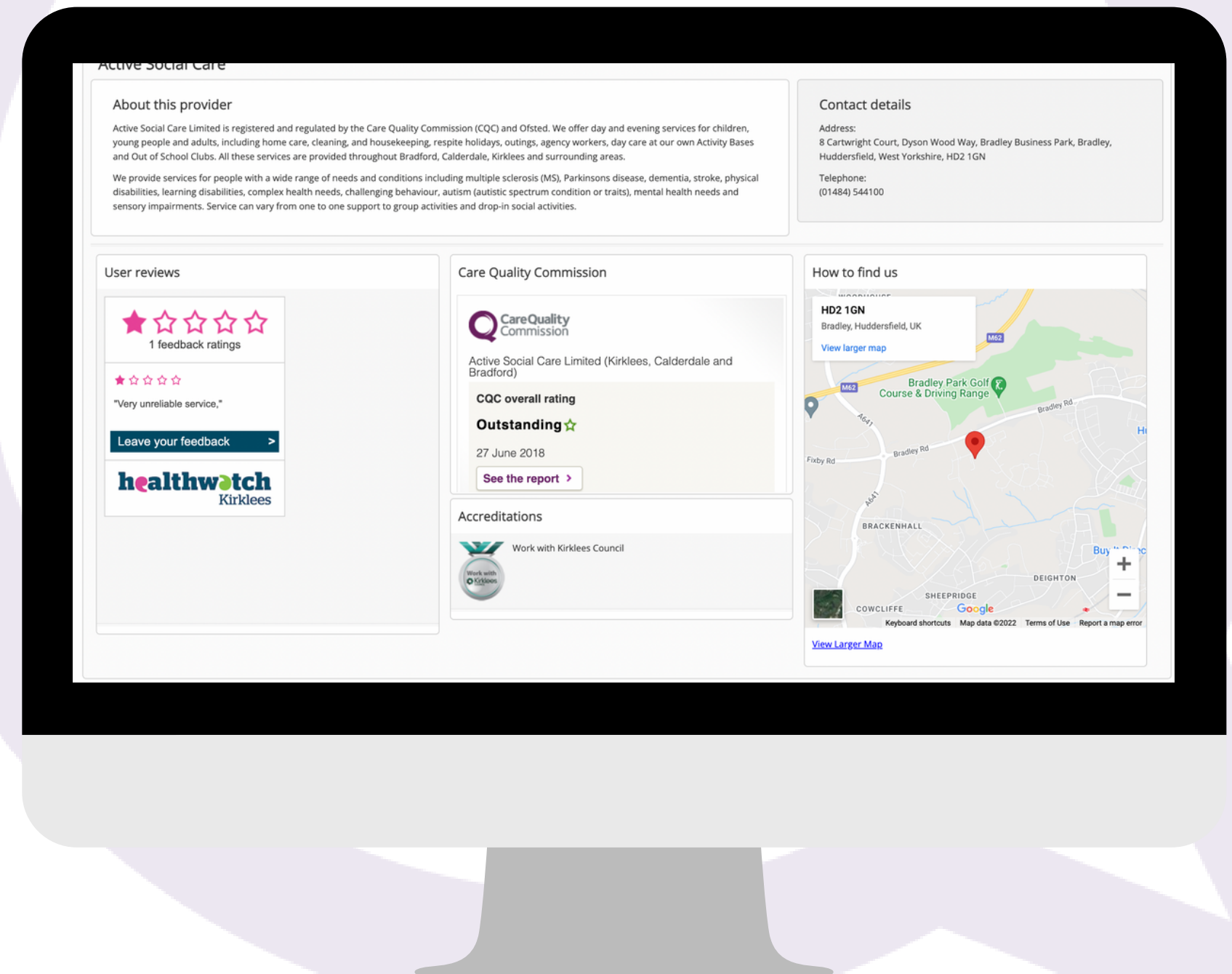
- Some websites won't allow bespoke code added to their CMS, this includes sites built on wordpress.com (hosted with Wordpress) and Wix.
- Most of the widgets need a Service Provider ID assigned to it, without it, they won't track the reviews against that service.

Examples

<https://cardinalmedicalpractice.co.uk/>

<https://www.combsfordsurgery.org.uk/>

<https://kirklees.connecttosupport.org>



Next Steps

If you would like to activate widgets in your Feedback Centre, you can get in touch by emailing support@wearewhitebear.com

We can then arrange some training and give you tips on how to get your providers onboard.