

# Downloading and Using Tags

## How to get your Tags and place them somewhere

**W**elcome! Inspirometers can be used in lots of different places, this can be virtually anywhere your work meets your customers.

This guide is intended to help show you how to download your Tags in the different forms we offer, and how to use them in some of the popular ways (but how you use them is up to you!)

### Selecting an appropriate Tag

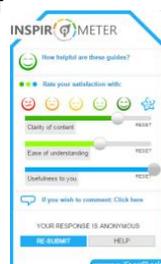
Inspirometer offers two *sorts* of Tags: Tags for the real world, and digital Tags.

Our real world Tag is the **QR code**. This barcode-like image can be printed onto physical documents, onto T-shirts, onto pretty much anything.



For the digital world, there are three solutions.

The standard '**Faces**' Tag was created for all electronic documents including blogs and websites. It is a single-click tool which registers the response and immediately presents the familiar Response Page, confirming the feedback and inviting your customer or colleague to add further information if they wish.



### What is in this guide ...

- Selecting an appropriate Tag
- Using the Tag Download page
- QR Code Tags
- Faces Tags
- Widget Tags
- HTML Link Tags

However, sometimes you don't want to present the Response Page to your website user. For this purpose, we have created a special Tag in the form of a **widget**. A neat, lightweight object to place in your website, which records responses in situ.



Lastly, with a simple **HTML link** you can direct your respondents to our Response Page. This form of Tag is rather flexible, you could display it as a text hyper-link or you could embed it into a clickable image or button—be creative!

When you want to add a tag to an interaction of some kind, think about which form of Tag best suits your purposes.

But remember that you aren't limited to just one type. It's perfectly possible to collect data for one Tag from multiple incarnations of these methods. You could have a QR code and a widget both collecting feedback for the same Tag!

## Using the Tag Download page

Once you've chosen the form of Tag that you want, you can go and get hold of it. For that we have created the Tag Download page, which allows you to select from the various forms and dynamically generates the them for you.

### Select which Tag to download

First you need to select which of your Tags you are downloading (you may have multiple Tags), so, from the main menu, click 'Tags' followed by 'List Tags'.

Find your desired Tag in the list—you will find a green download symbol beside it. Click this symbol to get to the Tag Download page for that Tag. 

As you select the different Tag forms, they are instantly generated for you to preview and then download.

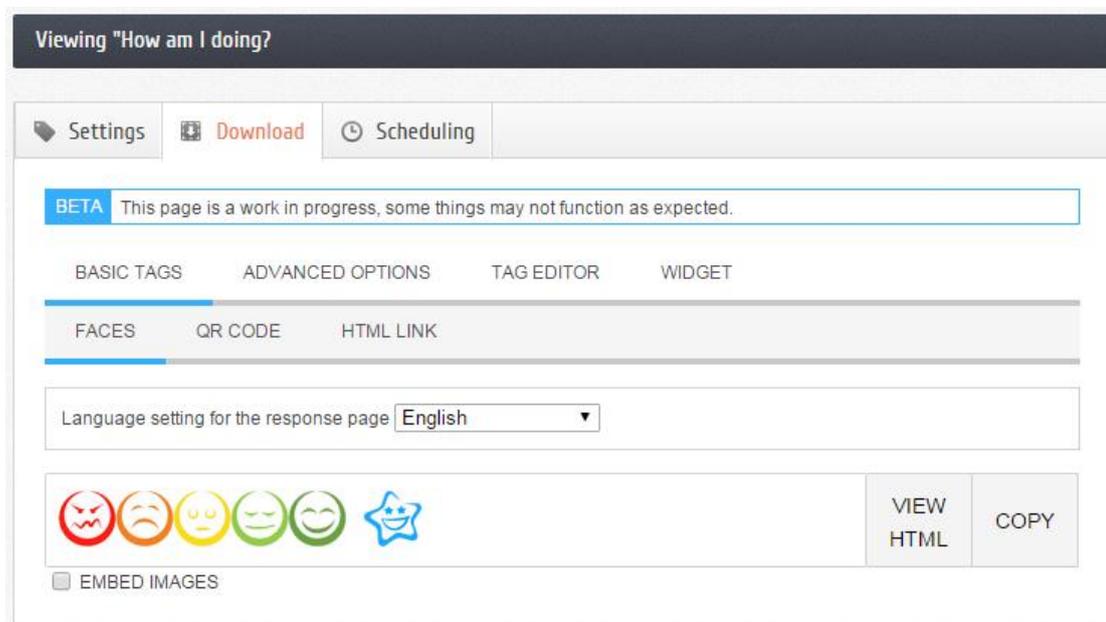
### Choose language

There is a language-selection drop-down menu which allows you to configure which language the Response Page will display in. By default it is set to English.

### Get your Tag

To actually download your Tag, select which form you would like, and you will see a button beside the preview saying either 'COPY' or 'SAVE' (depending on which type you have chosen).

Clicking 'COPY' will copy the code or script for that Tag to your clipboard, ready to paste. *Note: On*



### Select Tag-type from the download page

Notice that from this page you can also navigate to the tag Settings and Scheduling sections using the tabs at the top of the window.

By default, you will see that that the selected Tag form is 'Faces' listed under 'Basic Tags' - they are highlighted with blue underlining. Below the selection area you can see a preview of the Tag, in this case, the Faces.

To select different forms of Tag to download, click around the page. Under the 'Basic Tags' heading you have the Faces, the QR code and the HTML link, and you will find the widget over to the right-hand side.

*some browser and security settings the 'COPY' button may fail. If this happens, simply drag your mouse cursor across the faces to select them and use the ctrl-c shortcut to copy them to your clipboard.*

Clicking 'SAVE' will download the Tag to your computer, e.g. as an image file. Exactly how this happens will depend on your browser settings.

Each browser behaves slightly differently and so we would recommend that if you are having trouble with downloading your Tag, that you Google the name of your browser followed by the words: file download location. This will quickly find you advice on where to find your downloads, and how to change where they are saved.

## QR Code Tags

QR (Quick Response) Codes are similar to barcodes, they can be scanned by a smartphone camera to read some data which is contained in the particular arrangement of black dots.

They are increasingly becoming part of our everyday experience – you will find QR codes on brochures, advertisements, tickets etc. There are a host of free apps that can read QRcodes.

To download the QRcode Tag, navigate to the Tag Download tab and select '**BASIC TAGS**' followed by '**QR CODE**':



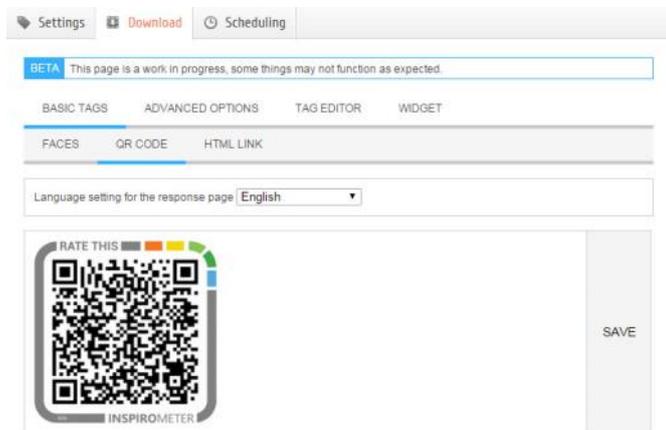
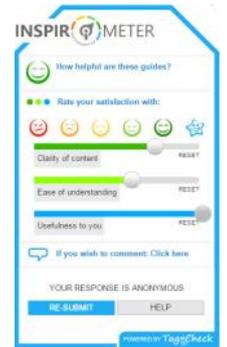
## Faces Tags



The Faces Tag is a straightforward row of faces that can be clicked on. When a face is clicked, that feedback is instantly recorded, and the Response Page opens in a new tab to allow the respondent to add a comment or adjust their rating.

On the Tag Download page, select '**BASIC TAGS**', followed by '**FACES**'.

Beside the preview image there are buttons to either view the raw HTML code, or copy it to your clipboard. Click '**COPY**', and you're ready to paste the faces somewhere.



The system will generate a QRcode image for you and invite you to '**SAVE**' it.

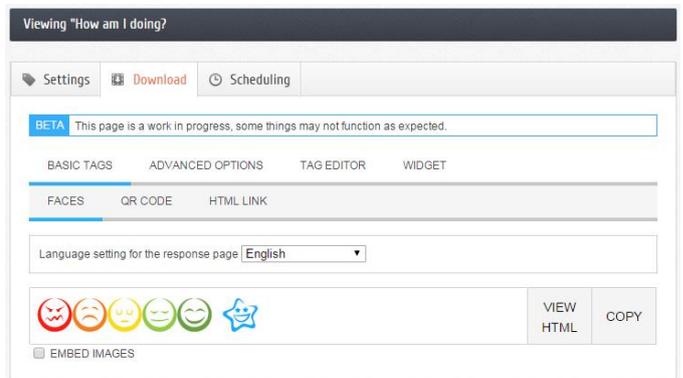
Once you have saved the image file (.png) to your computer, you can think about putting it somewhere in the world.

It behaves like any other normal image, so you can 'insert' it into word processor documents or presentations as you usually would.

You can print it out onto paper, or perhaps onto other things like a business card or a beer mat.

We advise that to ensure the code is always easily scanned, you don't reduce its physical width below 1.5cm.

For lots more information about ideal QR code sizing, we advise that you Google 'QR code sizing'.



They can be pasted into any digital document, including PDFs (try clicking the faces at the end of this PDF).

If you'd like to position the Faces in your email signature, open up your email signature editor screen. In the text-entry area, right-click and Paste. If you use Outlook for email, we provide a more detailed guide via: <http://help.inspirometer.com/pdfs/>.

The Faces will also work within websites/blogs, but you will need to copy and paste the plain HTML. To obtain your Tag in HTML form, click the '**VIEW HTML**' button (beside the COPY) button, and then select and copy the HTML code from the window that appears

This can be pasted anywhere that HTML is accepted. It works within Wordpress pages/posts, or in virtually any form of webpage, email, or newsletter so long as it is pasted into a text area that is HTML friendly. If you're not sure how to enter HTML within your particular Content Management System (CMS), the best way to find out is to run a Google search with the name of your web based tool or Content Management System followed by 'html'.

## Widget Tags

For using Tags in websites/blogs we designed the Inspirometer Widget—a neat, stylish solution that blends into your existing site design and layout.

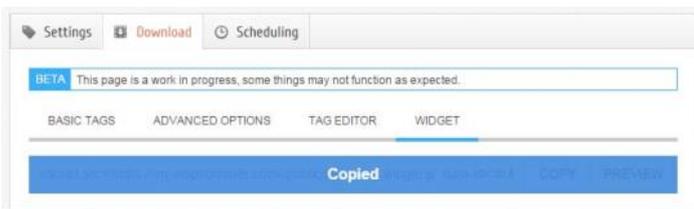


See a demo of the Widget by visiting [Inspirometer.com](http://Inspirometer.com) or try the 'Page Feedback' widget that appears within your [my.inspirometer](http://my.inspirometer) account (below the main menu).

To download the widget, select '**WIDGET**' on the Tag Download page.

Our page generates a piece of HTML within `<script>` tags, which can be pasted into your website's HTML to display the Widget.

The `<script>` code points to a script file that we take care of. All you need to do is click to **COPY** the HTML we provide and paste it into your code in the place you'd like to display the Widget.



If you are using a Content Management System (CMS) such as Wordpress, you may find that HTML pasted into the normal 'Post' area may not display properly when you view your site.

If so, there's usually a 'text' or 'HTML' entry area, possibly on a tab, built into the system. If unsure, the best thing to do to learn how to enter HTML into your site is to run a google search of the name of your CMS followed by 'html'.

## Customising the widget

The Inspirometer widget is designed to blend well into your established site design, but in some circumstances you may want to change some of its parameters. This is easily done by making small changes to the code within the `<script>` tags.

## Changing the width

The widget displays at a default width, but this can be customised by making the following change to the code:

Before the first closing `>`, just add the phrase: `data-width='200'`

(where 200 is an example number of pixels)

For example:

```
<script src='http://dev.inspirometer.com/public/jsonp/tag.widget.js' data-id='YwJ3egkz' data-width='200'></script>
```

The minimum widget width is 150 pixels.

## Changing the font size

You may also adjust the size of the font used in the Widget by adding the phrase: `data-font-size='10'`

## Implementing comments

By default, clicking a face in the widget will record the response, and the faces will be replaced with a 'Thank you for your feedback' message.

However, it can also be configured to display a text-entry box right within the widget, and prompt for a comment:



The user can then write and submit their comment without having to go anywhere outside your website.

To implement this, just add: `data-comment='yes'` to the script, in the same way as before.

Here is an example Widget script featuring all three of these configurations:

```
<script src='http://my.inspirometer.com/public/jsonp/tag.widget.js' data-id='bwDegKk3' data-width='240' data-font-size='12' data-comment='yes'></script>
```

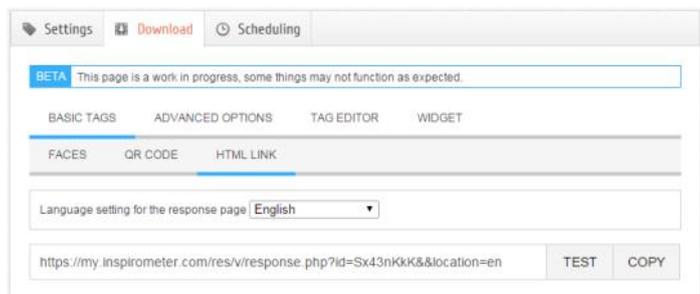
## HTML Link Tags

The final form of Tag to download is the plain HTML Link. This is very simple, it's just a hyperlink which, when clicked, opens the Response Page for a user to select their rating and leave their feedback.

For instance, you might want to write something like:

"To leave your feedback, [click here](#)"

On the Tag Download page, click '**BASIC TAGS**', then '**HTML LINK**', and copy the link.



Now you can embed this link into a piece of text or an image. If you want to do this within a digital document such as a word document, this may be as simple as just highlighting some text or an image, right-clicking and selecting '**hyperlink**', which opens a window to paste in a hyperlink address.

If you are working with a website, this can be achieved by writing the link within HTML (although in many blogs and Content Management Systems like WordPress, there is a simple 'Insert Link' button to achieve this more simply).

In HTML, links are defined with the <a> tag. Here is the simple structure:

```
<a href="URL">link text</a>
```

Just replace 'URL' by pasting the link copied from the Tag Download page (retaining the " "). And replace 'link text', with whatever you want the displayed text to be (e.g. 'Click Here!').

For example:

```
<a href="https://my.inspirometer.com/res/v/response.php?id=6jJ3nKkf&&location=en">Click Here!</a>
```

To embed the link into an image with HTML, you can write the link within <a> tags but include an <img> tag within them.

The basic structure is:

```
<a href="URL"></a>
```

For example, you might have something like:

```
<a href="https://my.inspirometer.com/res/v/response.php?id=Sx43nKkK&&location=en"></a>
```

If you want to learn more about how to work with HTML, there are many tutorials available online via a Google search. But don't worry, you don't need to know about this to use Inspirometer Tags. In general we have designed our Tag Download page so it is as easy as 'copy and paste'!

## How did we do?

Please rate the usefulness of this guide to you  
All it takes is one simple click ...



If this document has been circulated to you as part of a corporate implementation of the Inspirometer ...

Your internal support contact is ...

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_