USERSNAP ONBOARDING TEARDOWN

# I tried Usersnap as a first-time user who wants bug reports, with screenshots, from their own app.

NOTE This review is self-initiated. Nobody at Usersnap asked me to do this.

**Abhinav Dhankar**

abhinavdhankar.com

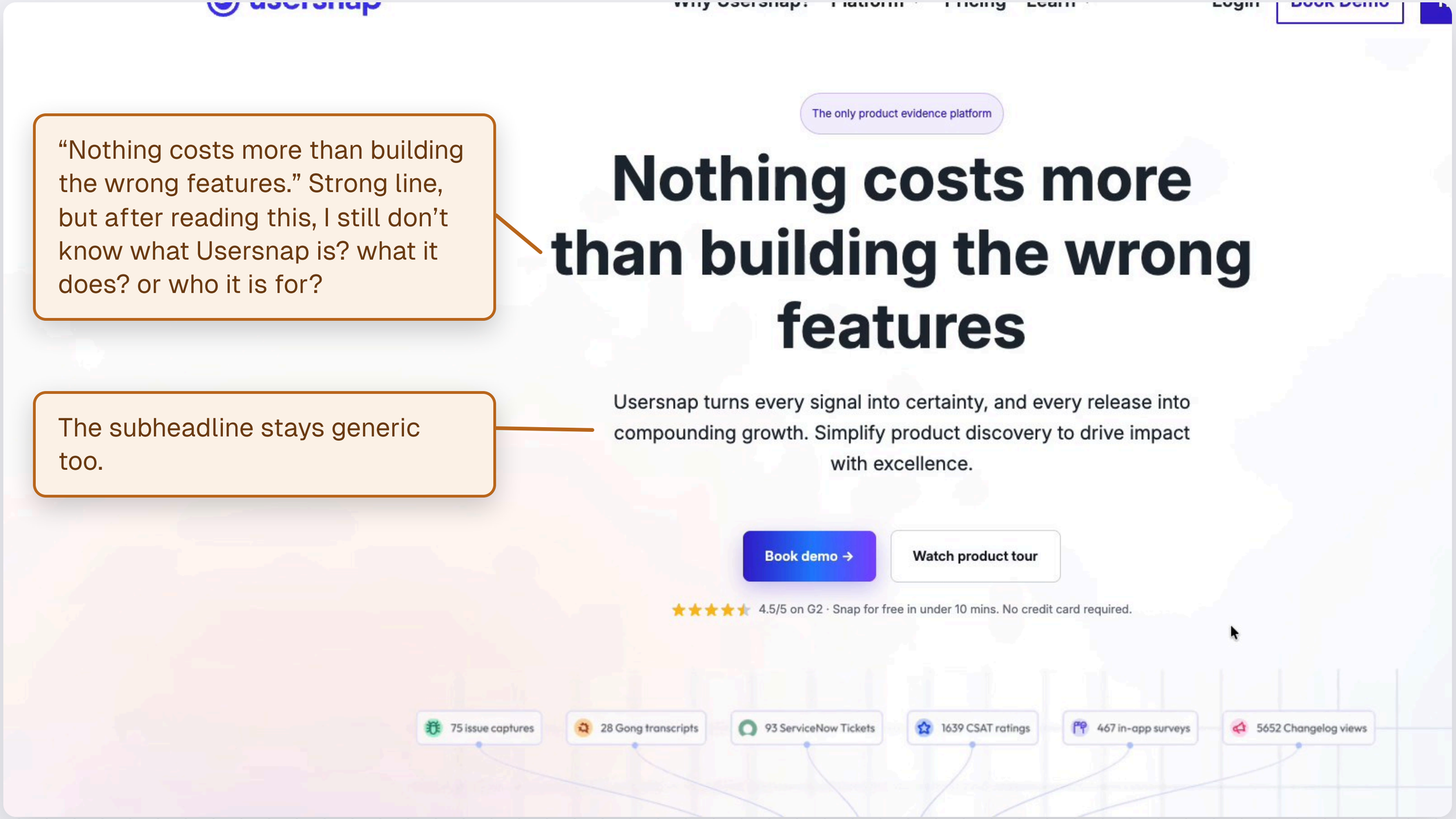
ACT 1

# First impressions

The homepage, signup and three onboarding steps.

# Homepage first fold



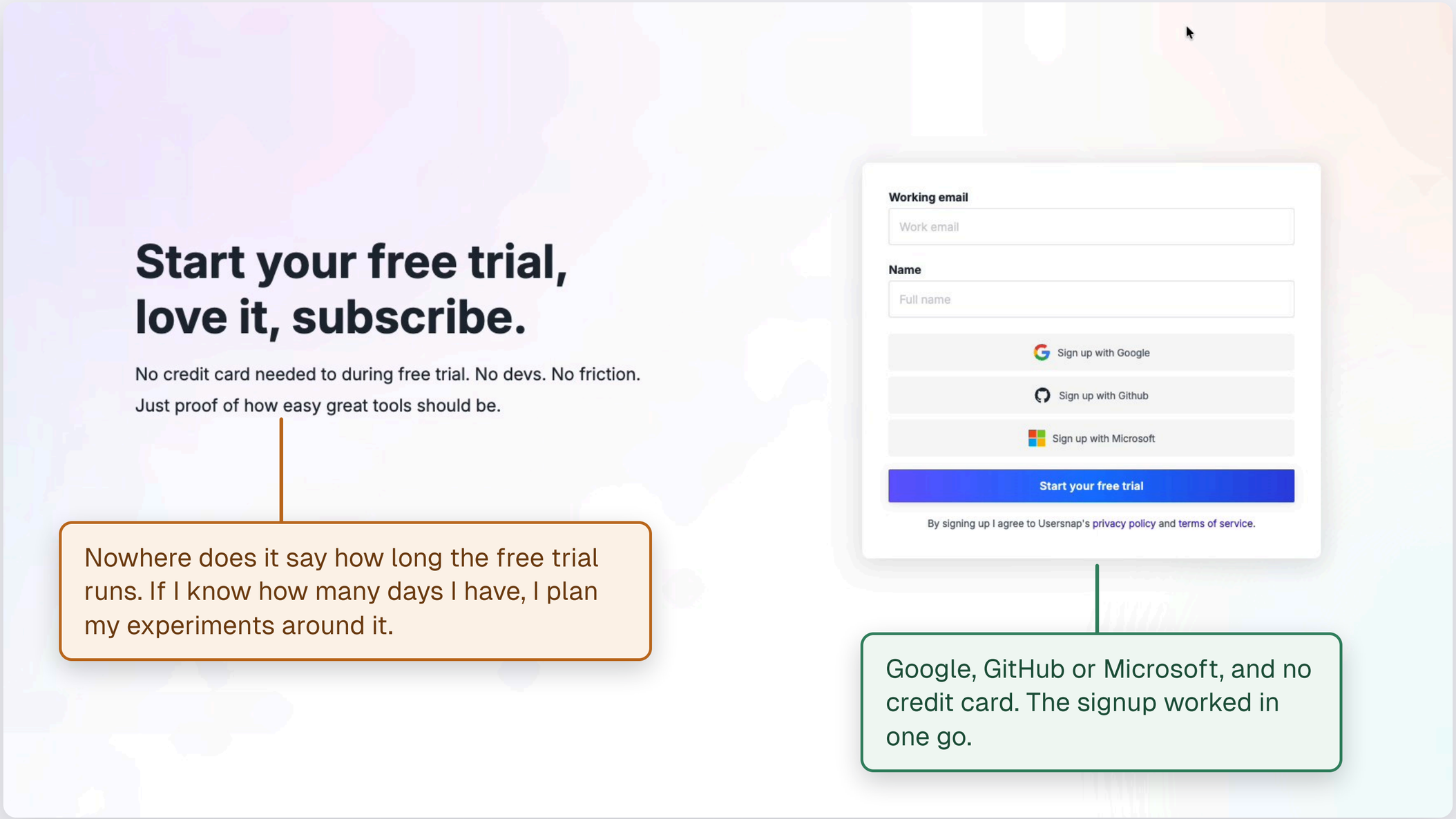



"Nothing costs more than building the wrong features." Strong line, but after reading this, I still don't know what Usersnap is? what it does? or who it is for?

The subheadline stays generic too.

# Trial page: no trial length






Nowhere does it say how long the free trial runs. If I know how many days I have, I plan my experiments around it.

Google, GitHub or Microsoft, and no credit card. The signup worked in one go.

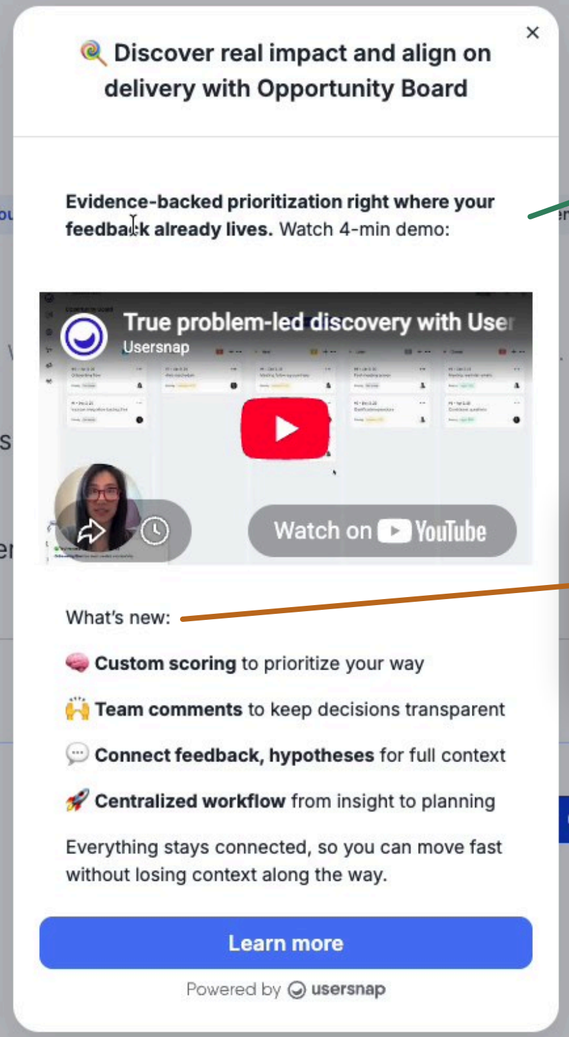
# Demo popup on arrival



The timing of the pop-up does not feel right. I am about to start onboarding. A 4-minute video now pulls me out of it. And on top of it, a generic line do not tell me what is inside the video and why should I watch it before onbaording.

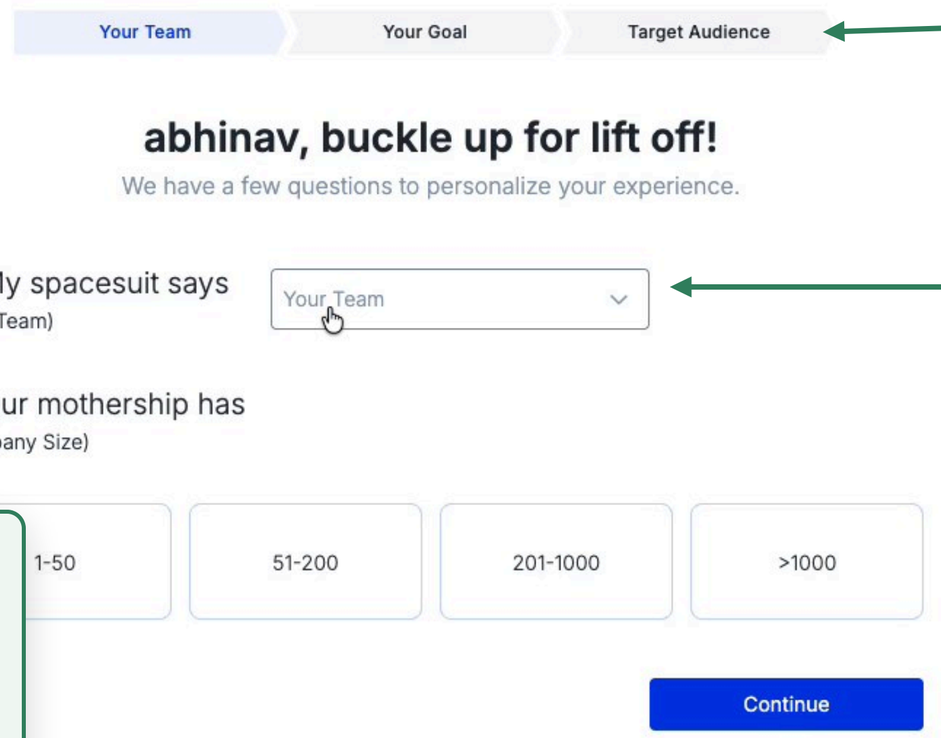
It tells me upfront the demo is 4 minutes. Ideal length.

And why “What’s new” when I have just signed up? I don’t know what exists yet.



# Onboarding step 1: team






Three steps, clearly marked.

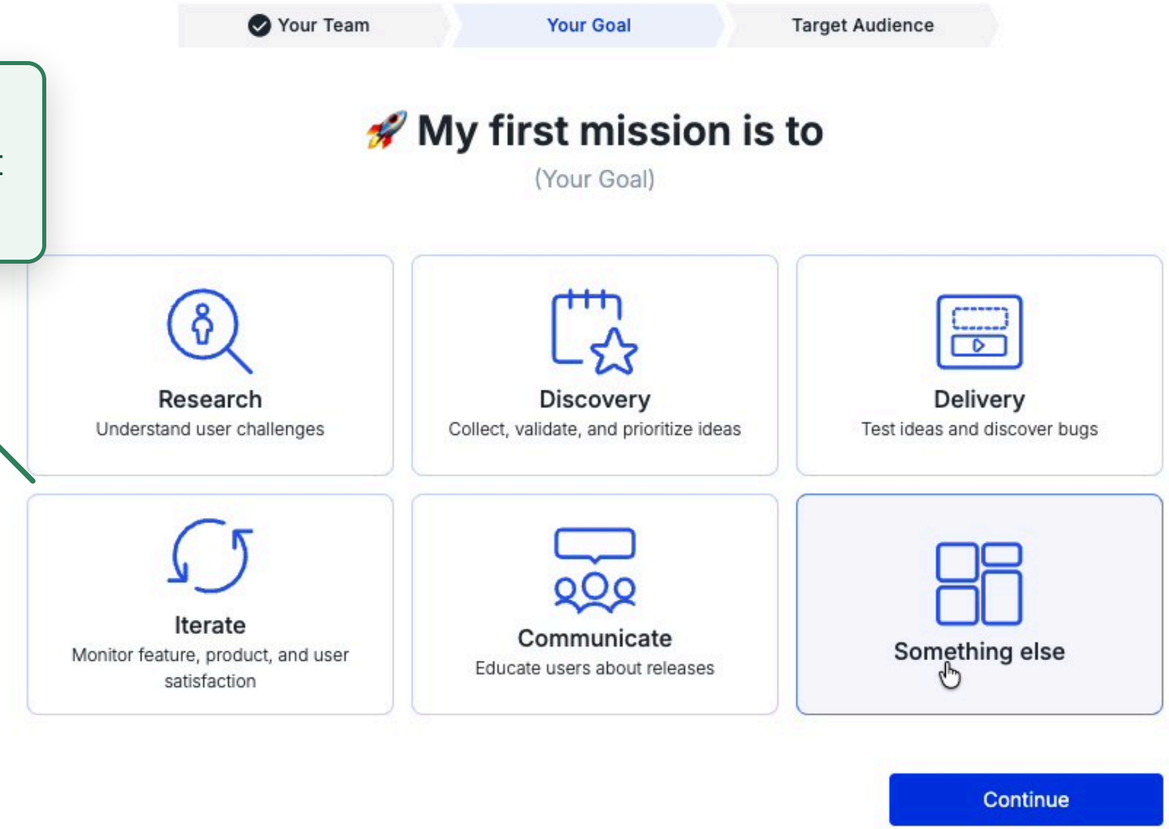
Four likely options plus “Other” beats a long dropdown every time.

Spacesuit, mothership. The Star Trek labels are fun, and the helper text under each one says what it is actually asking.

# Step 2: goal options

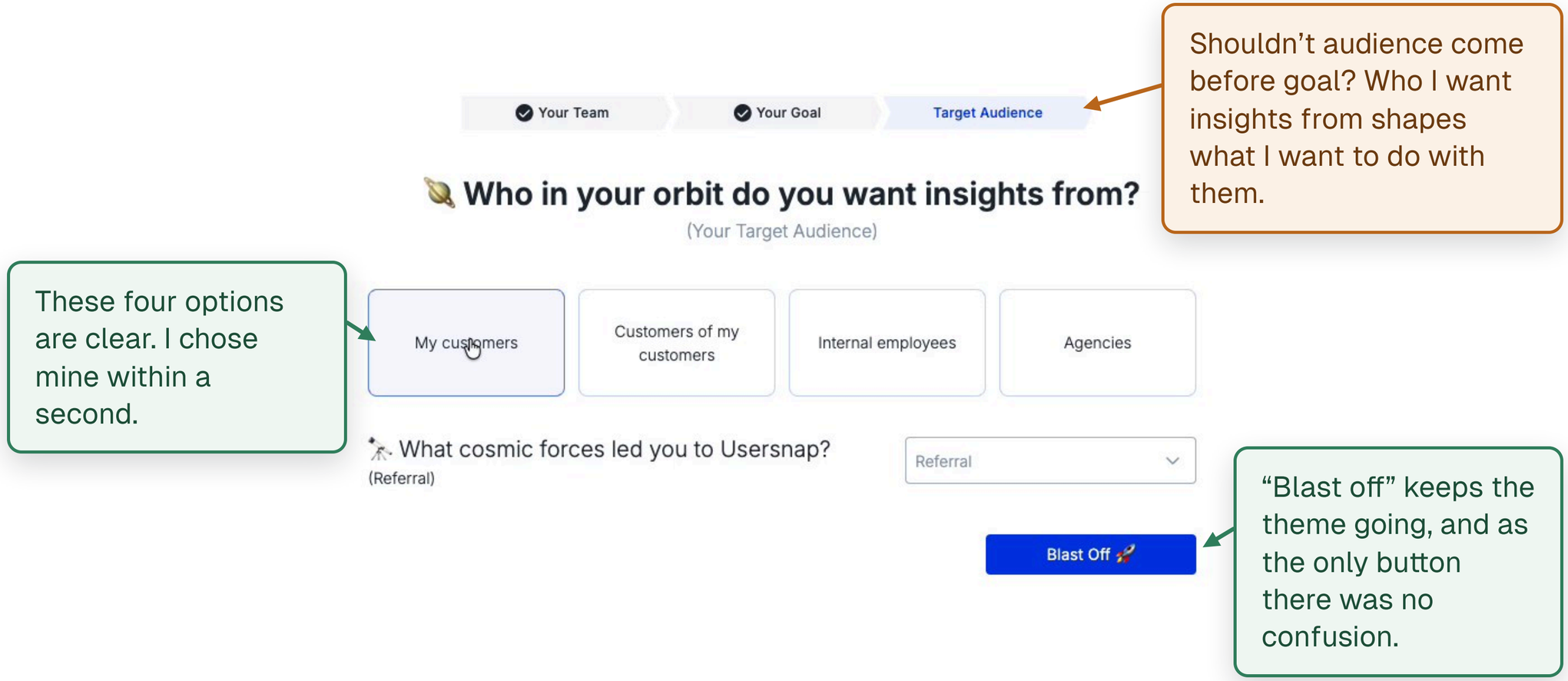


Personalised goals help users reach what they came for sooner.



# Step 3: audience + Blast off





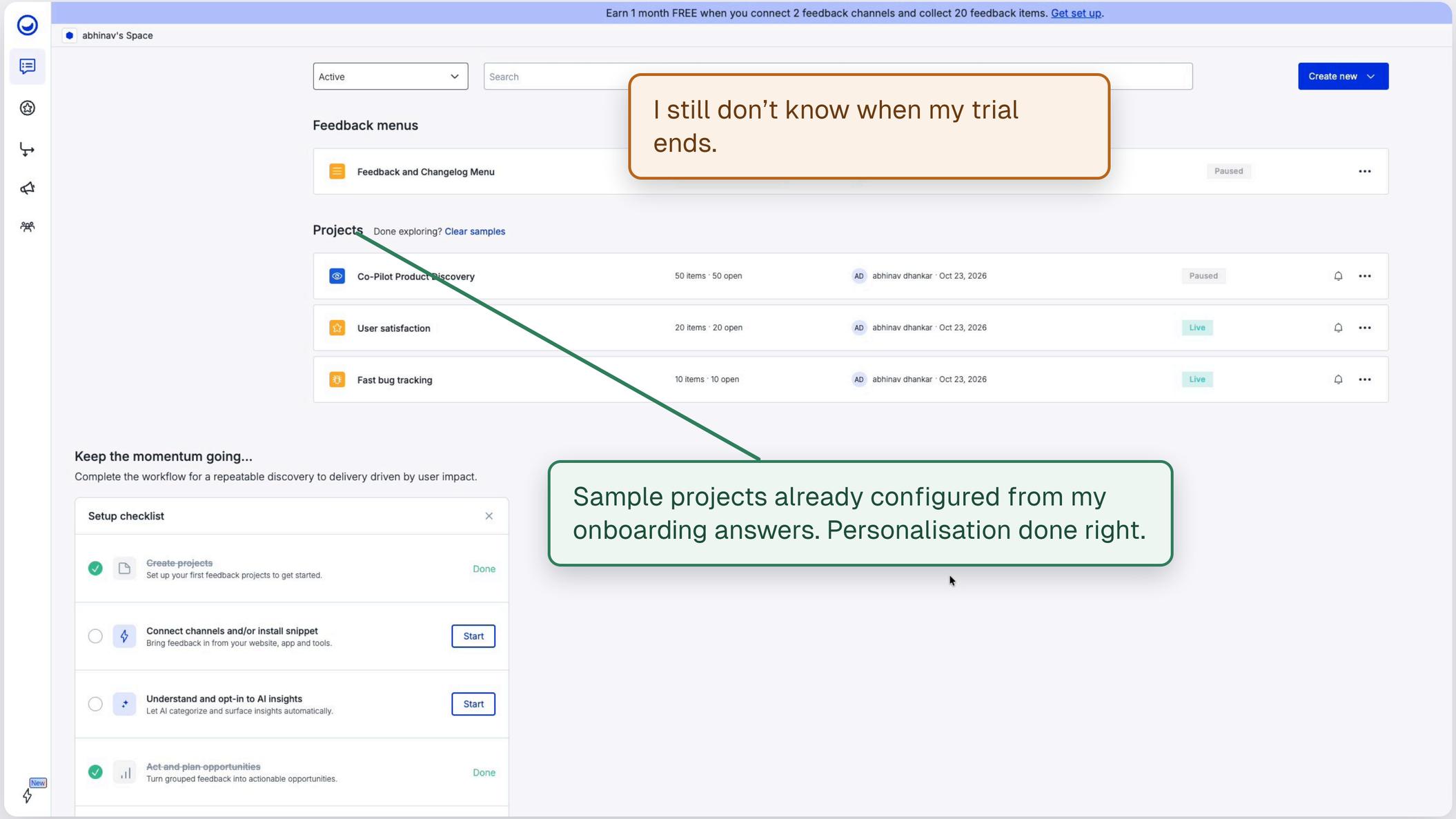

Shouldn't audience come before goal? Who I want insights from shapes what I want to do with them.

These four options are clear. I chose mine within a second.

"Blast off" keeps the theme going, and as the only button there was no confusion.

# Landing: samples + checklist



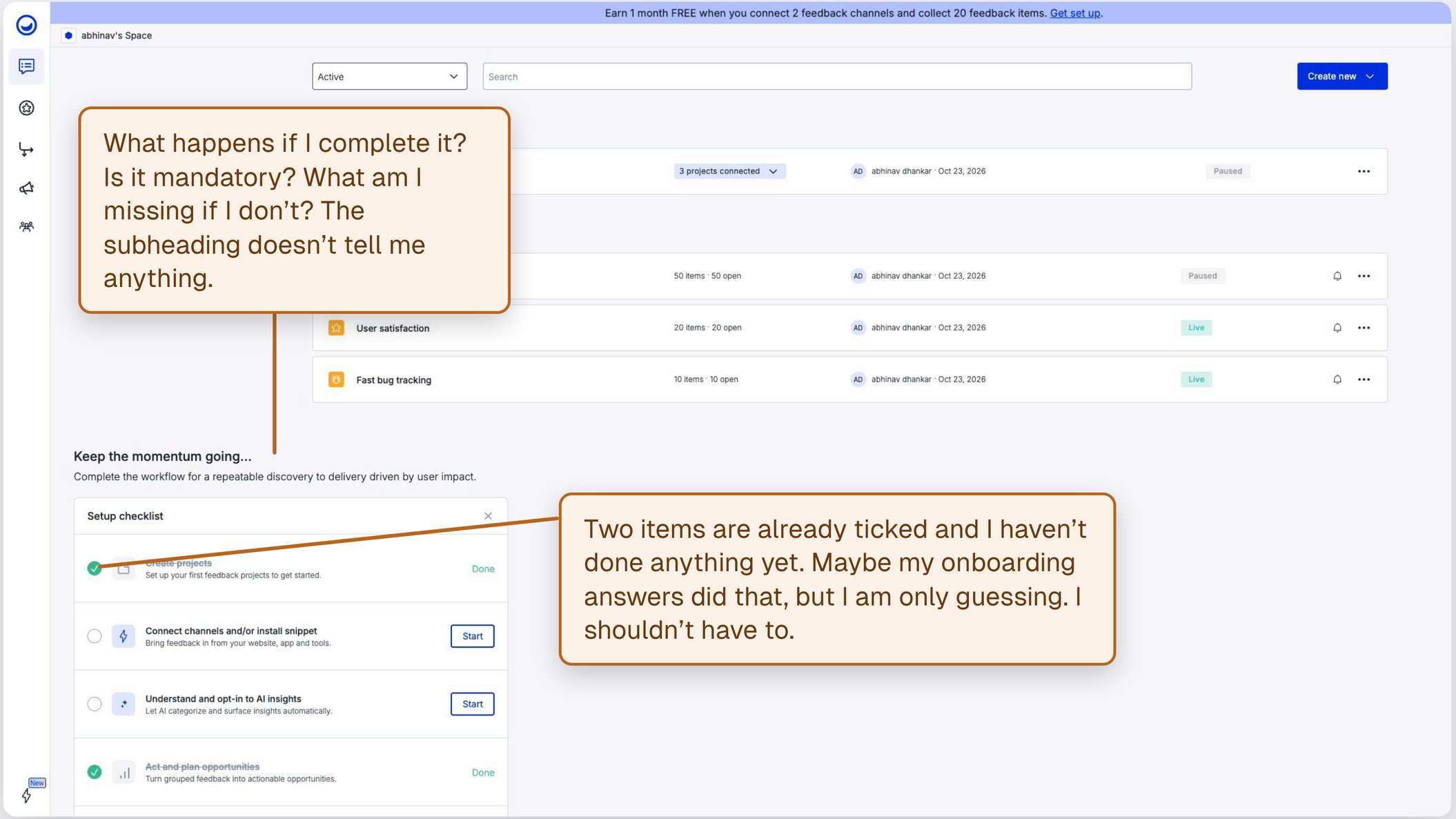



I still don't know when my trial ends.

Sample projects already configured from my onboarding answers. Personalisation done right.

# Landing: samples + checklist






What happens if I complete it? Is it mandatory? What am I missing if I don't? The subheading doesn't tell me anything.

Two items are already ticked and I haven't done anything yet. Maybe my onboarding answers did that, but I am only guessing. I shouldn't have to.

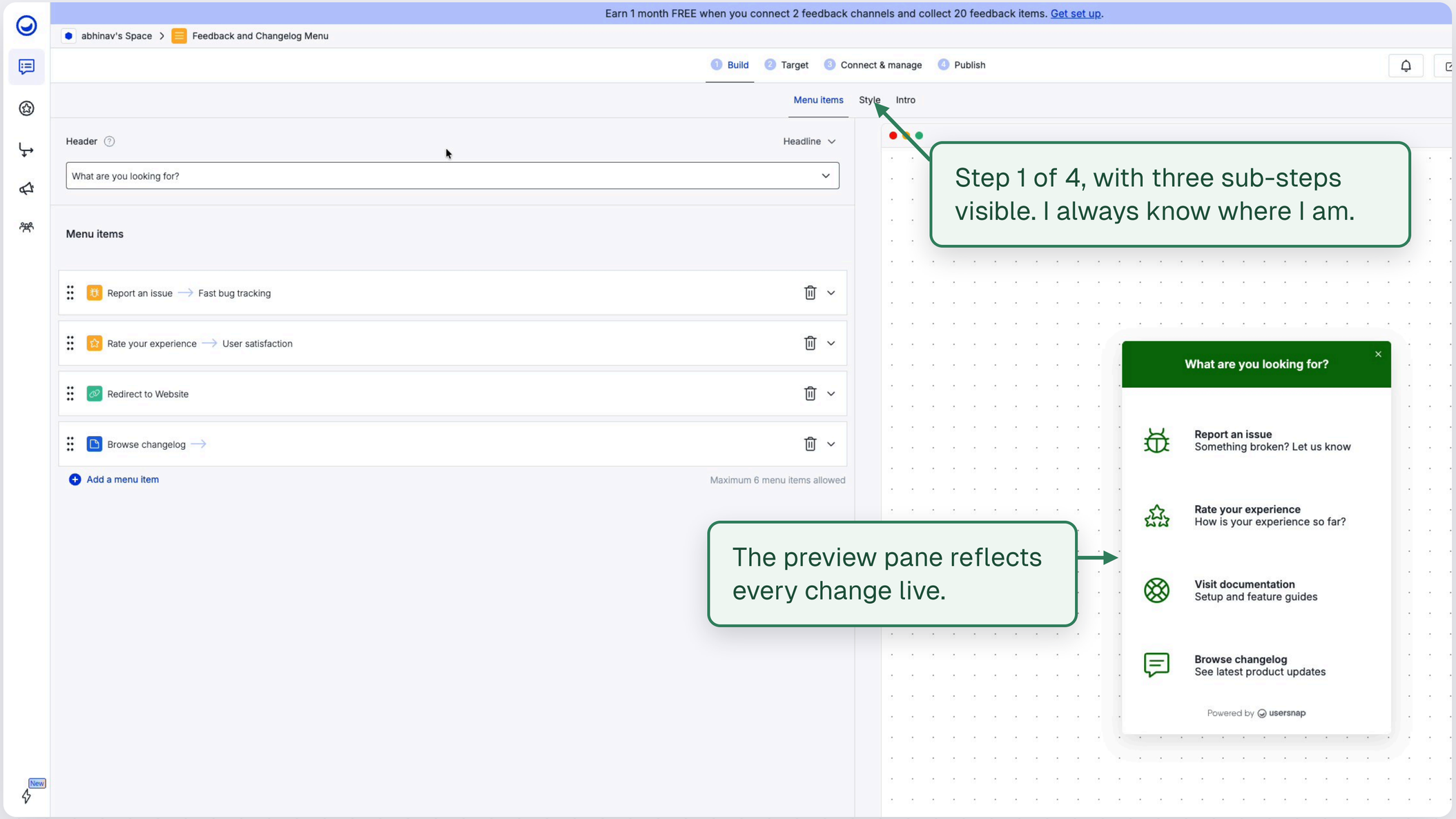
ACT 2

# The setup

Building the widget, from the first menu item to going live on my page.

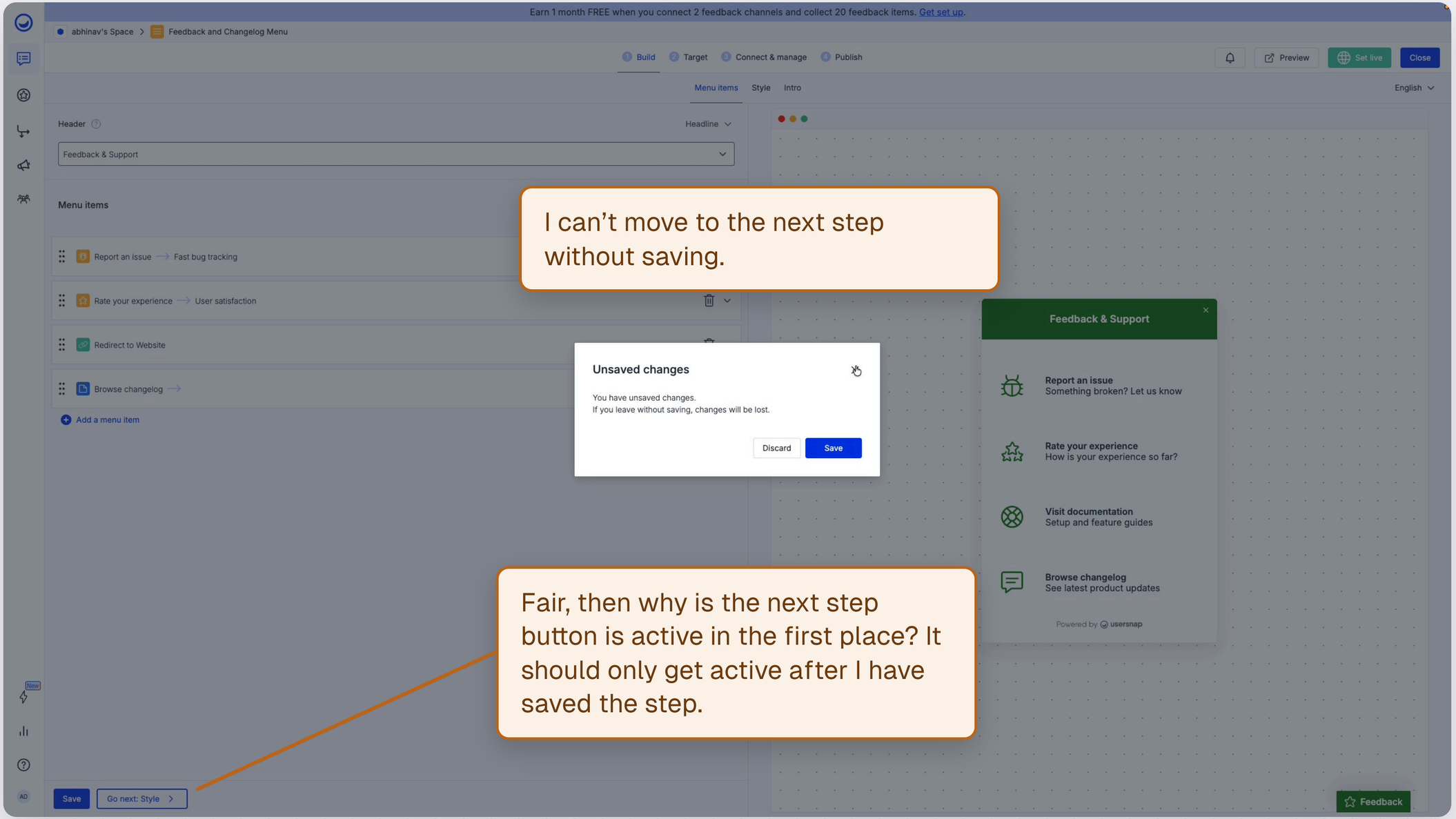
# Build editor + preview pane





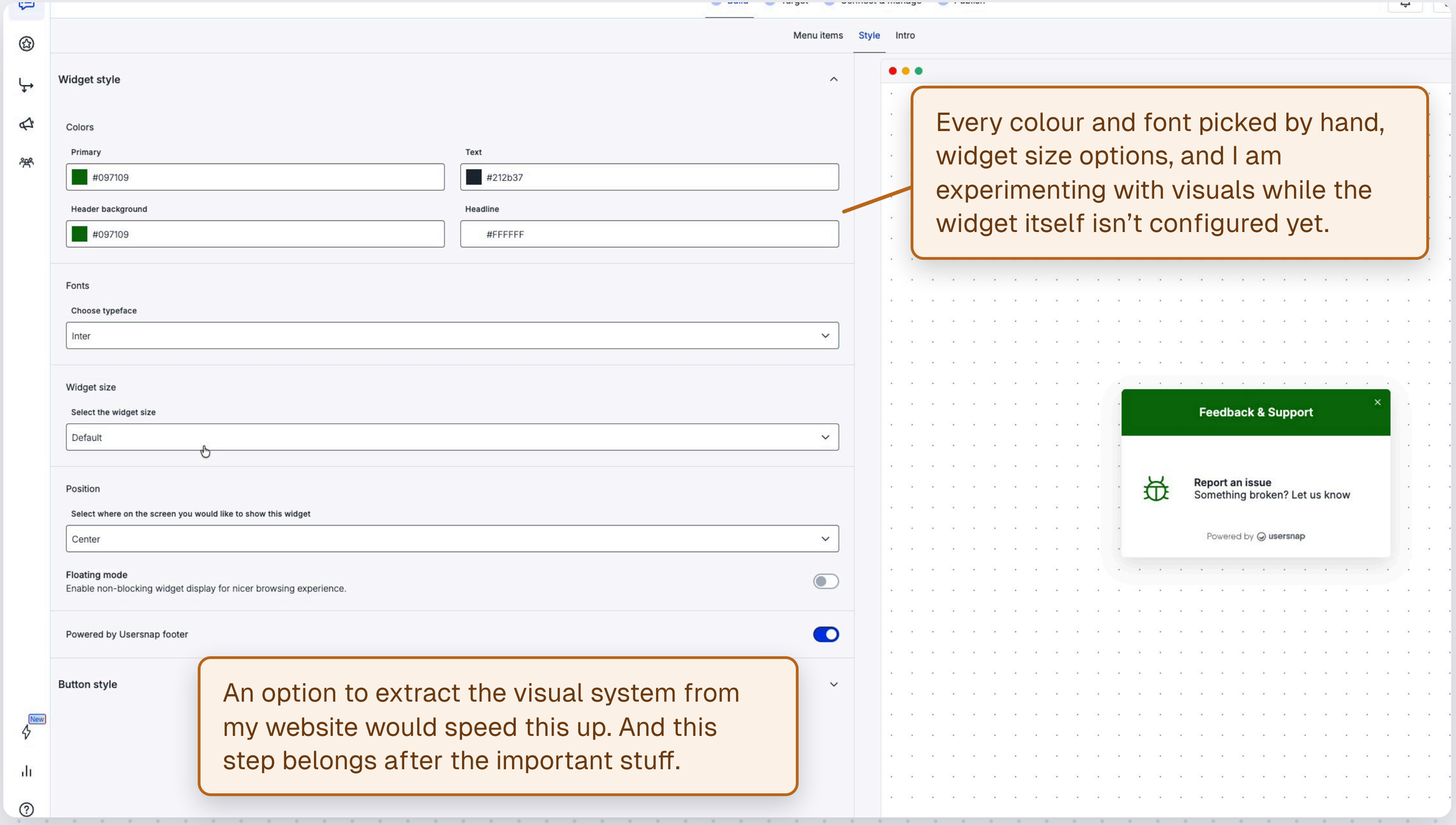
# Save-before-next dialog





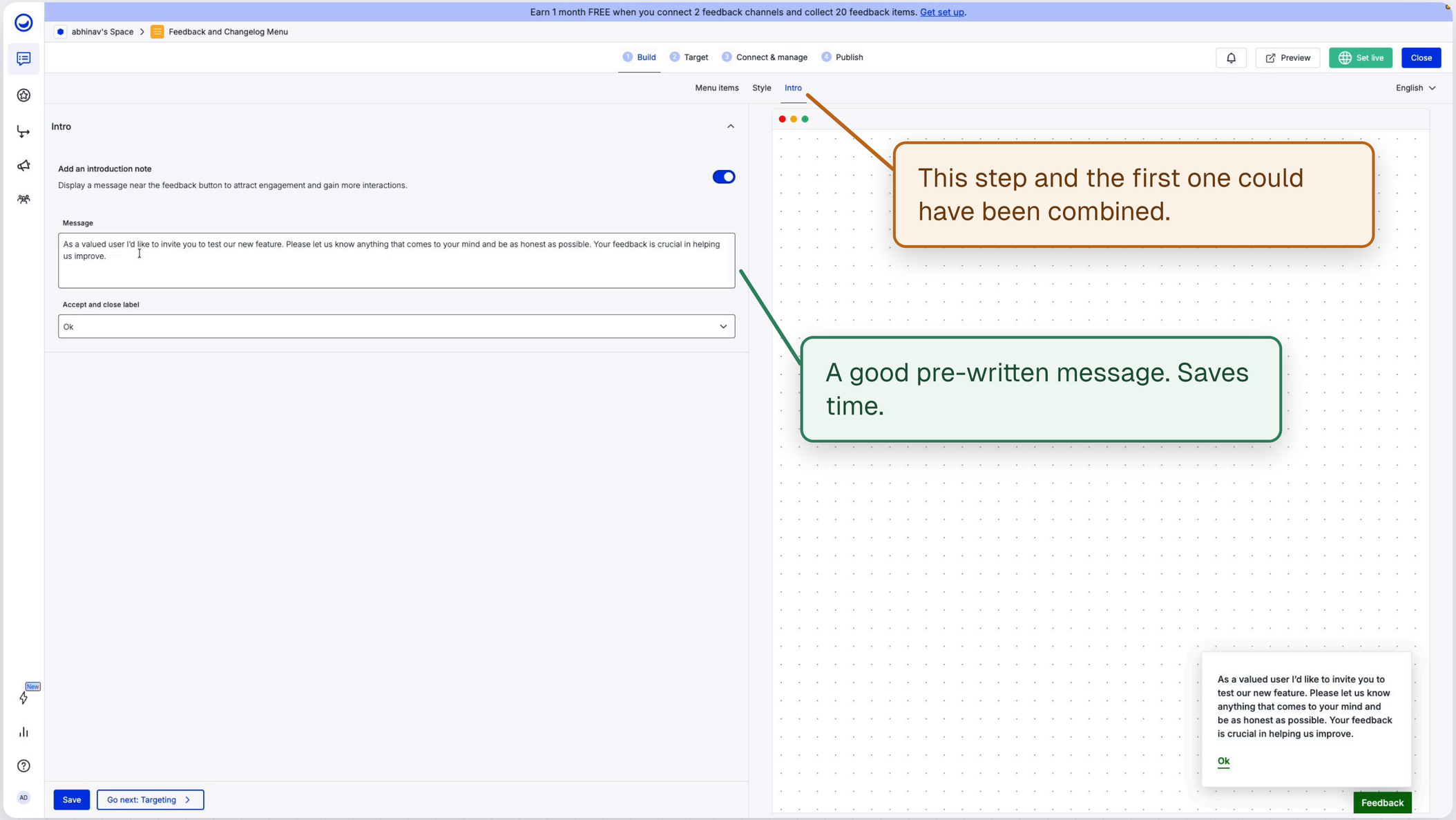
# Style step




Menu items
Style
Intro
Widget style
Colors
Primary
#097109
Text
#212b37
Header background
#097109
Headline
#FFFFFF
Fonts
Choose typeface
Inter
Widget size
Select the widget size
Default
Position
Select where on the screen you would like to show this widget
Center
Floating mode
Enable non-blocking widget display for nicer browsing experience.
Powered by Usersnap footer
Button style
New
Every colour and font picked by hand, widget size options, and I am experimenting with visuals while the widget itself isn't configured yet.
Feedback & Support
Report an issue
Something broken? Let us know
Powered by usersnap
An option to extract the visual system from my website would speed this up. And this step belongs after the important stuff.

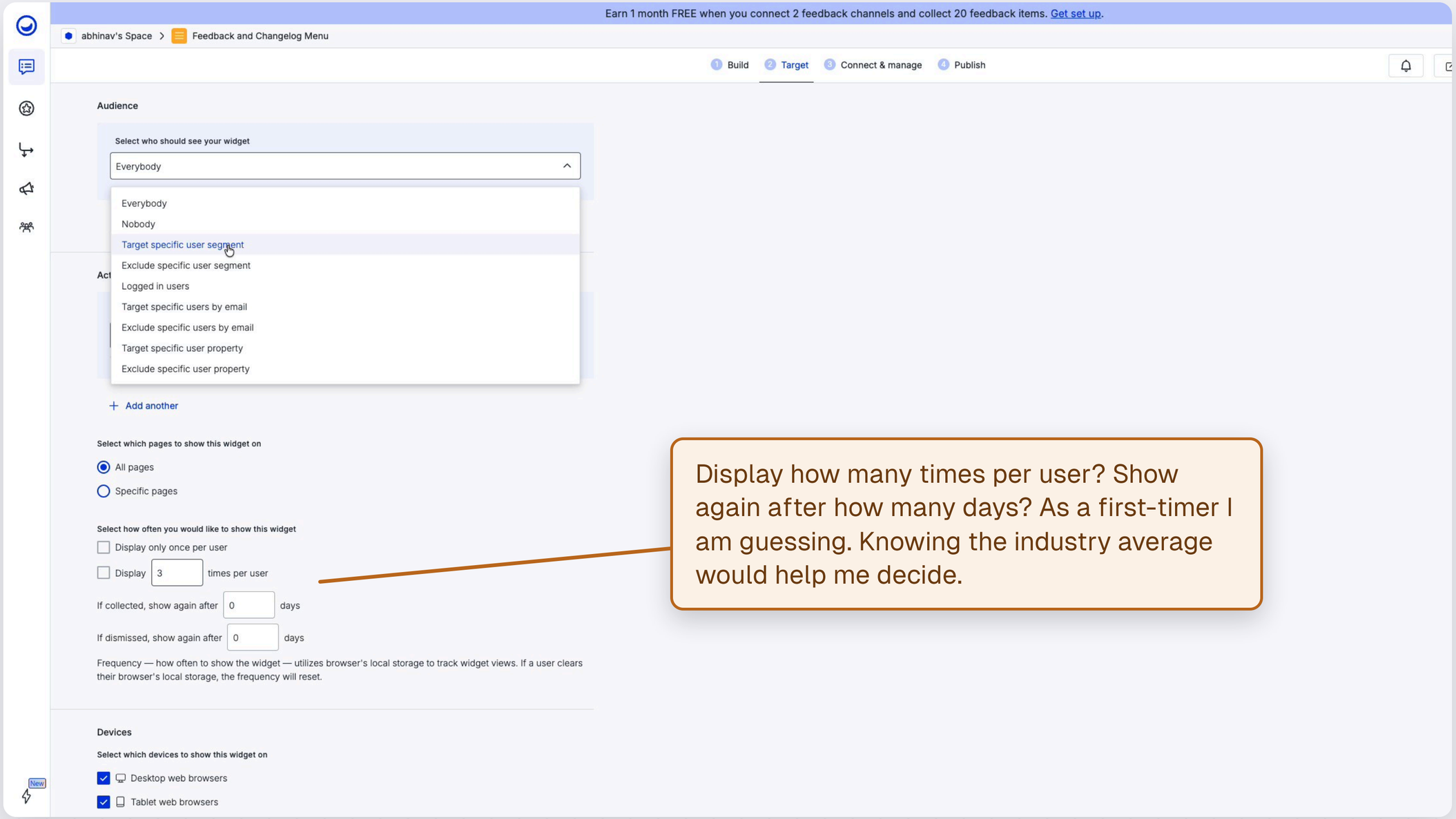
# Intro step




Earn 1 month FREE when you connect 2 feedback channels and collect 20 feedback items. Get set up.
abhinav's Space
Feedback and Changelog Menu
1 Build
2 Target
3 Connect & manage
4 Publish
Preview
Set live
Close
Menu items
Style
Intro
English
Intro
Add an introduction note
Display a message near the feedback button to attract engagement and gain more interactions.
Message
As a valued user I'd like to invite you to test our new feature. Please let us know anything that comes to your mind and be as honest as possible. Your feedback is crucial in helping us improve.
Accept and close label
Ok
Save
Go next: Targeting
This step and the first one could have been combined.
A good pre-written message. Saves time.
As a valued user I'd like to invite you to test our new feature. Please let us know anything that comes to your mind and be as honest as possible. Your feedback is crucial in helping us improve.
Ok
Feedback

# Target step

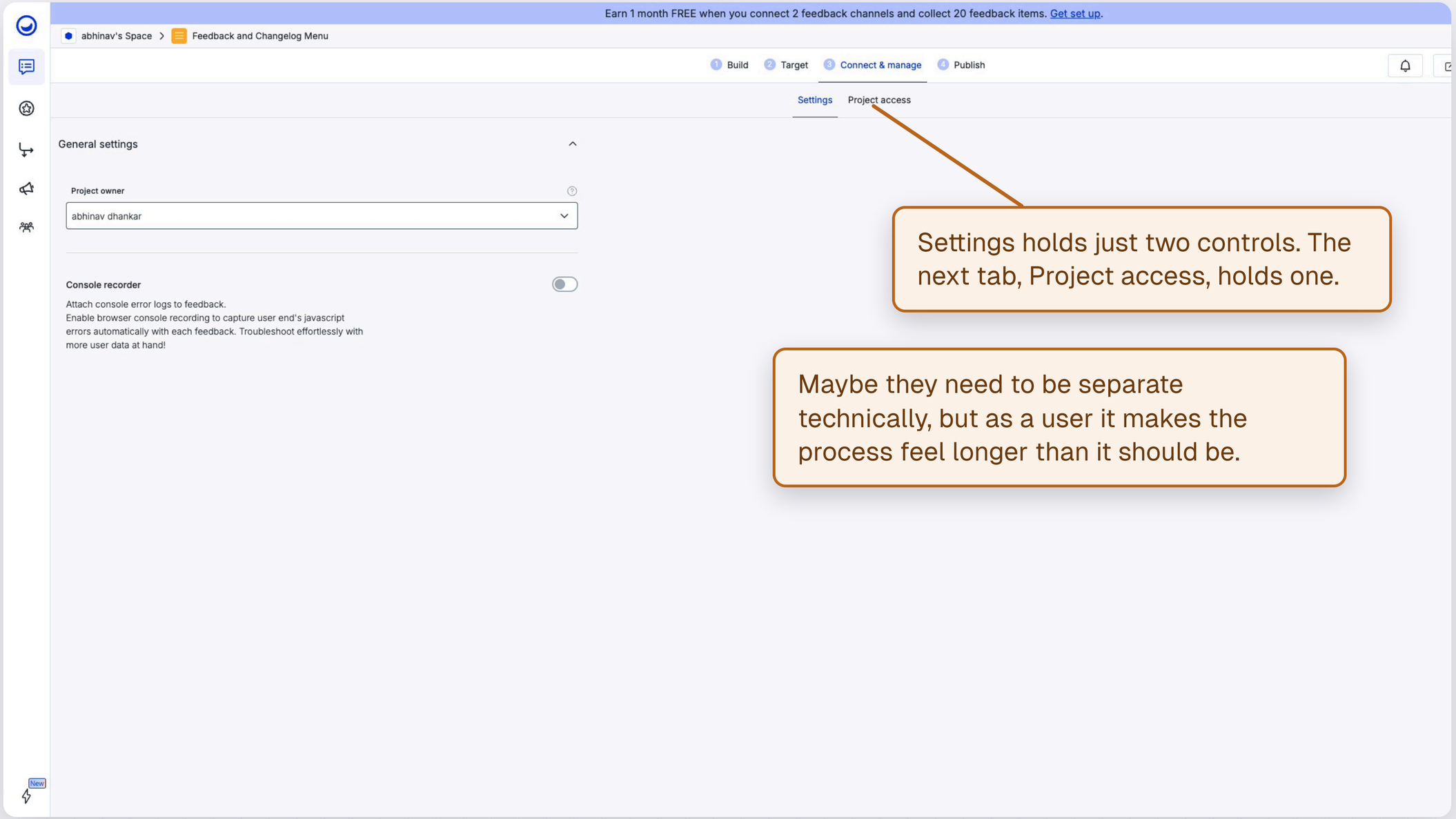





Display how many times per user? Show again after how many days? As a first-timer I am guessing. Knowing the industry average would help me decide.

# Connect & manage: settings



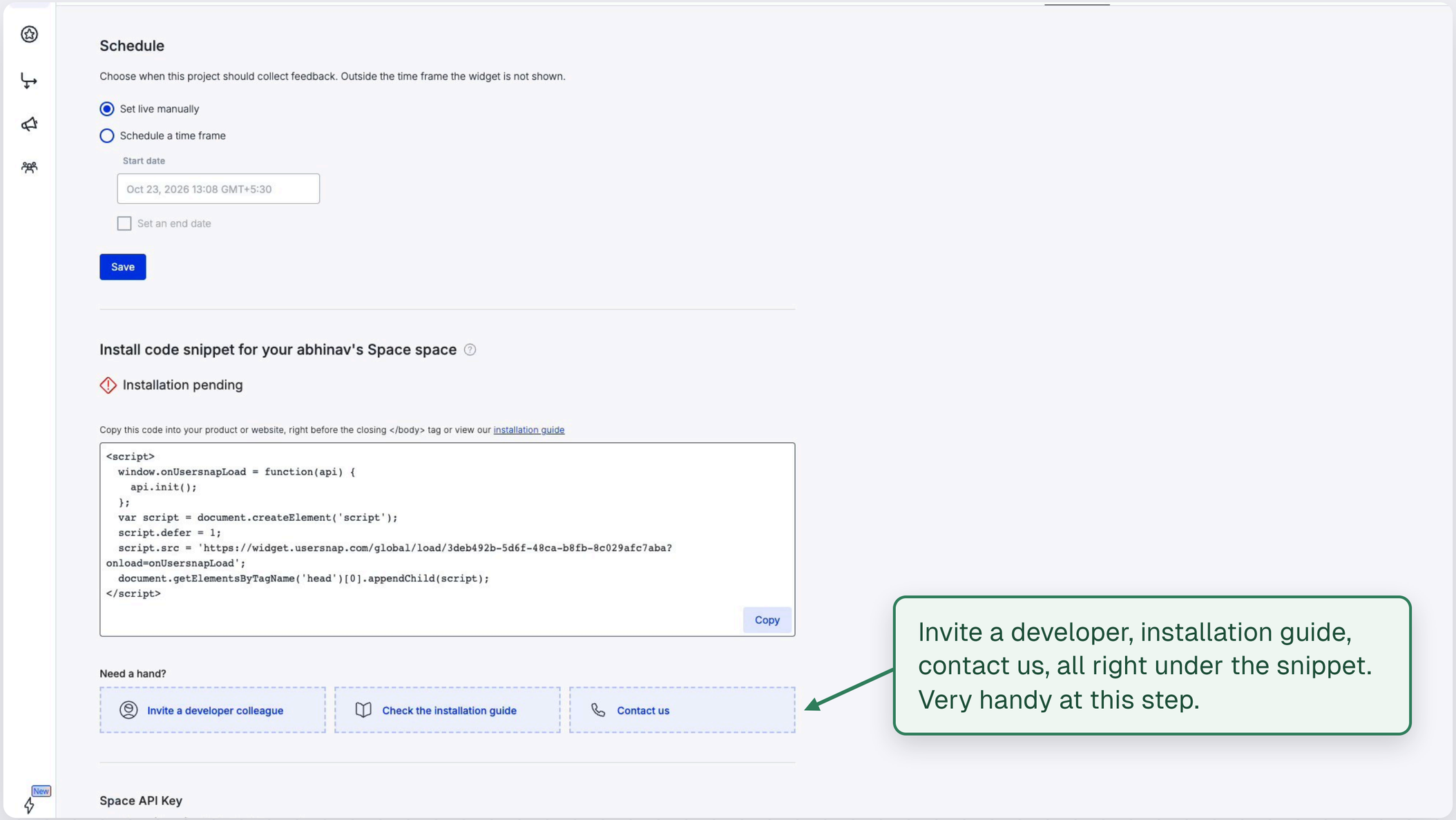



Settings holds just two controls. The next tab, Project access, holds one.

Maybe they need to be separate technically, but as a user it makes the process feel longer than it should be.

# Publish: snippet + help options

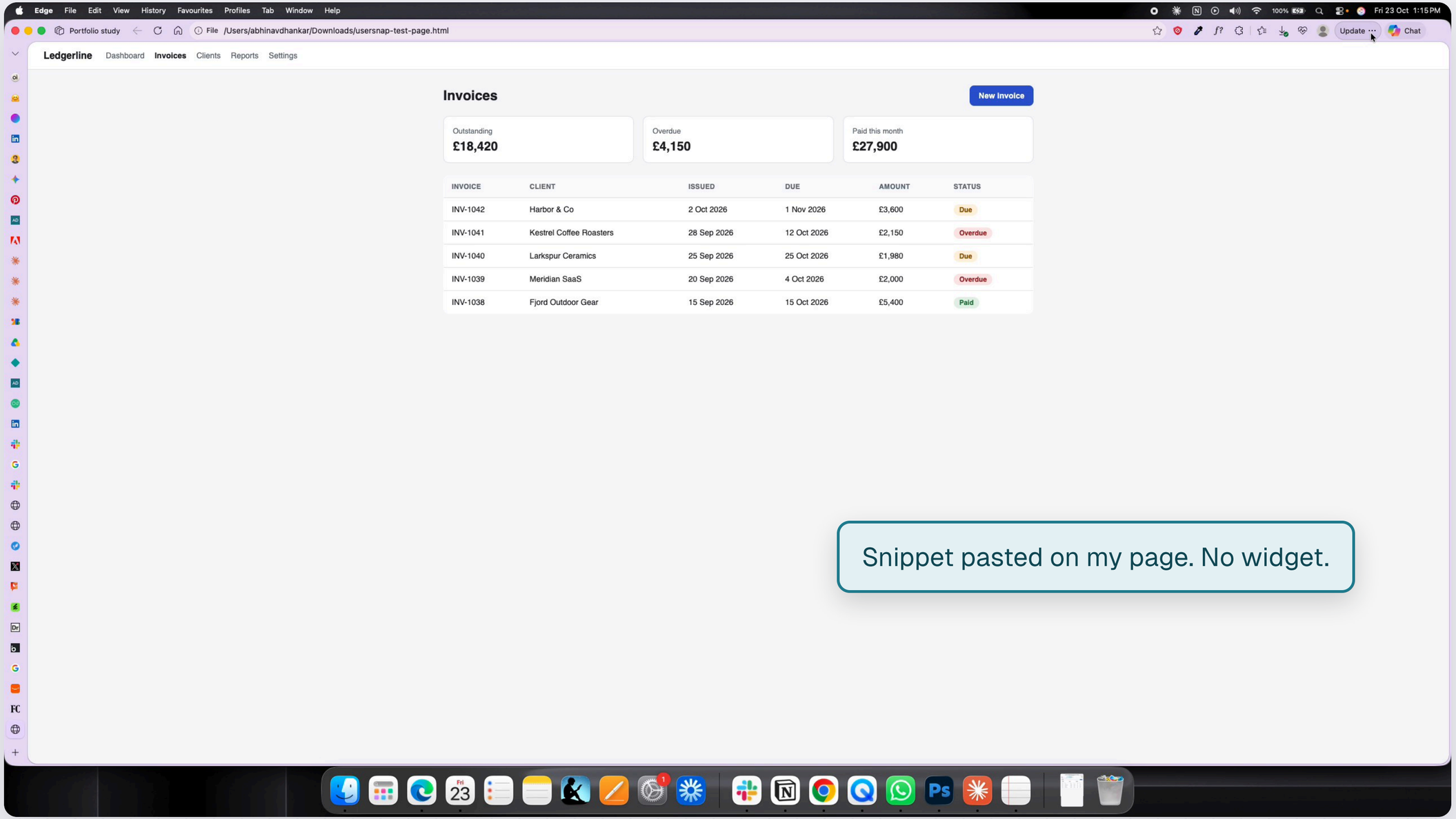





Invite a developer, installation guide, contact us, all right under the snippet. Very handy at this step.

# Test page, no widget

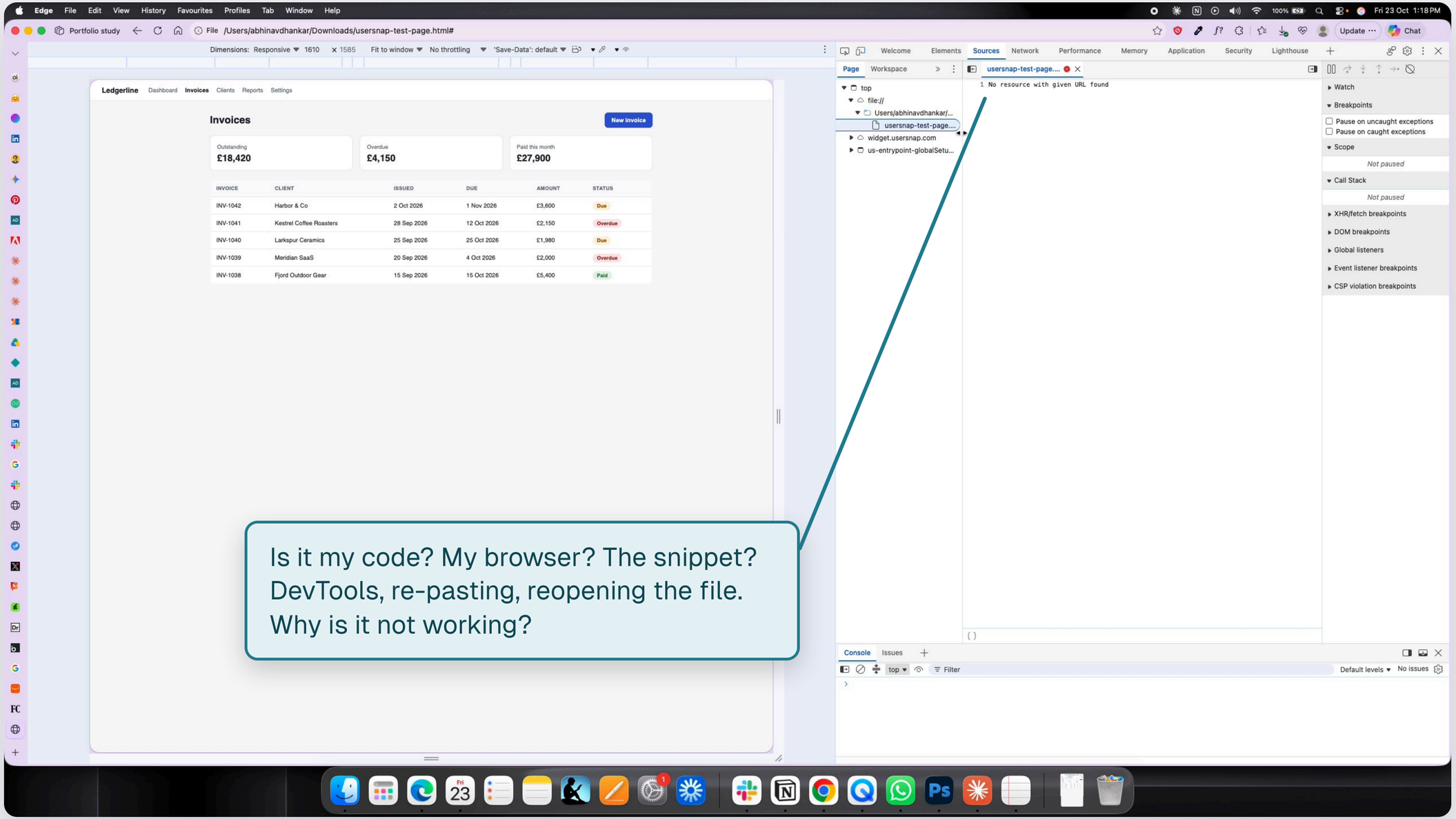





Snippet pasted on my page. No widget.

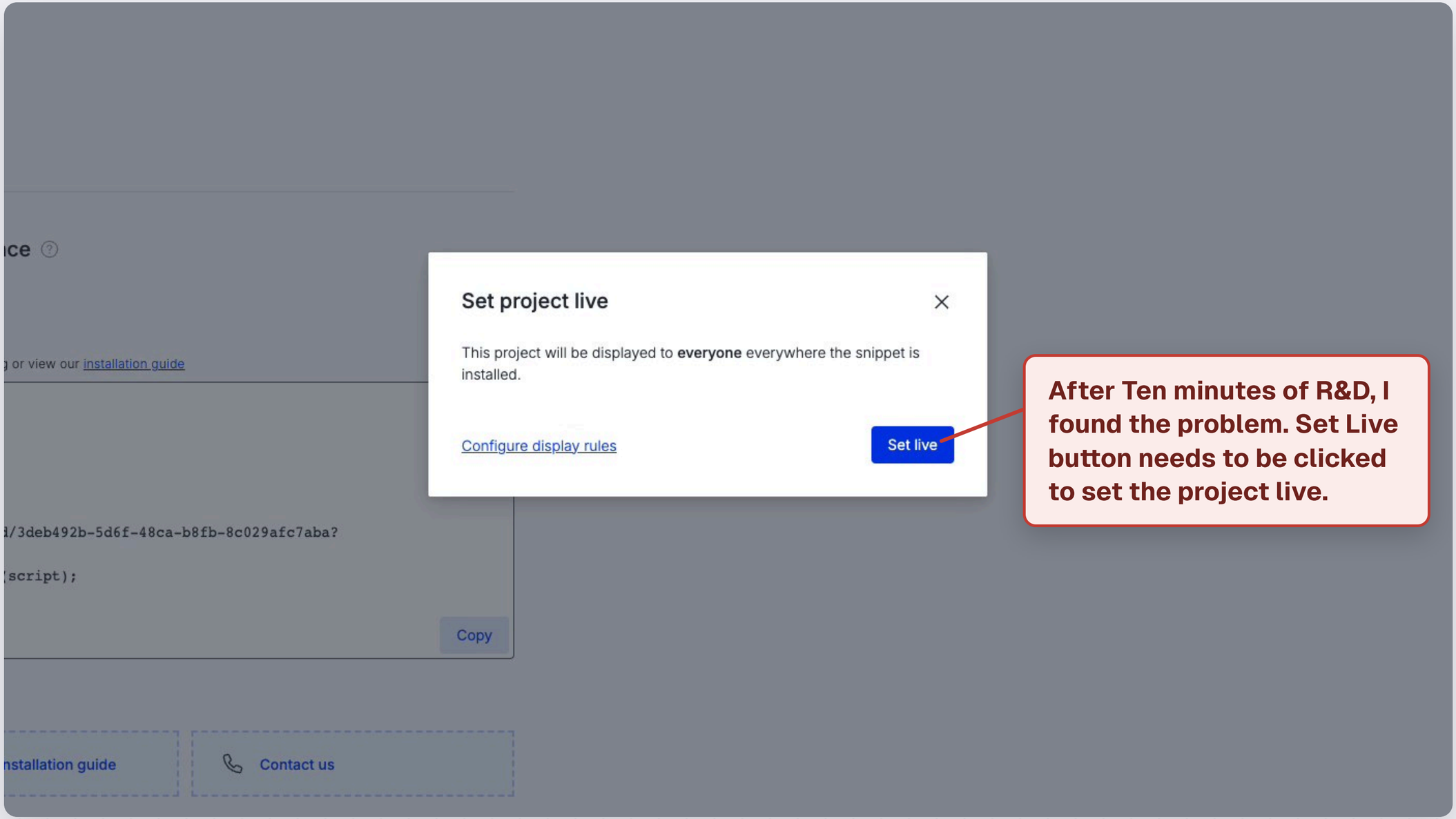
# DevTools hunt





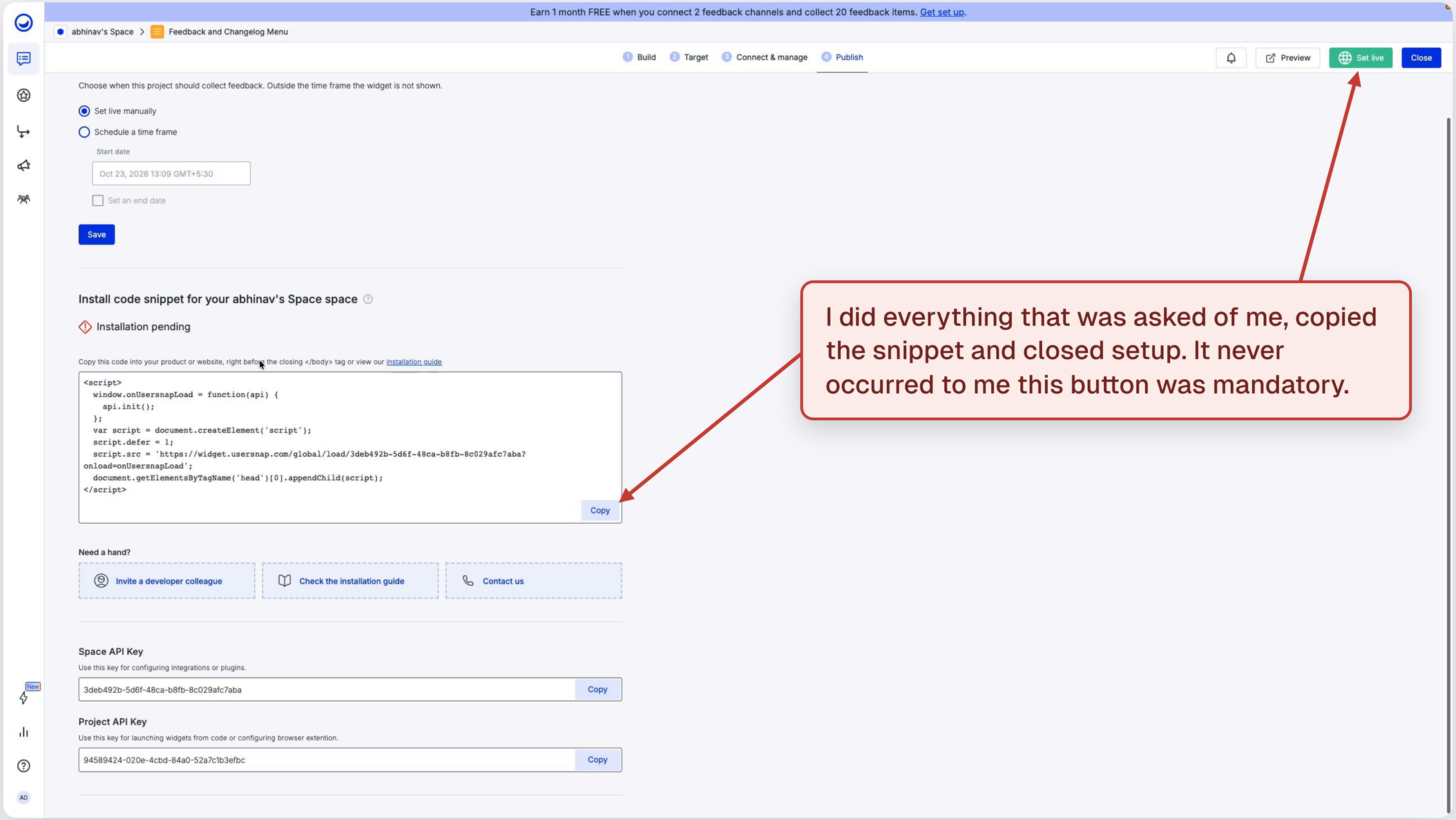
# Set project live dialog





# Snippet copied, closing setup

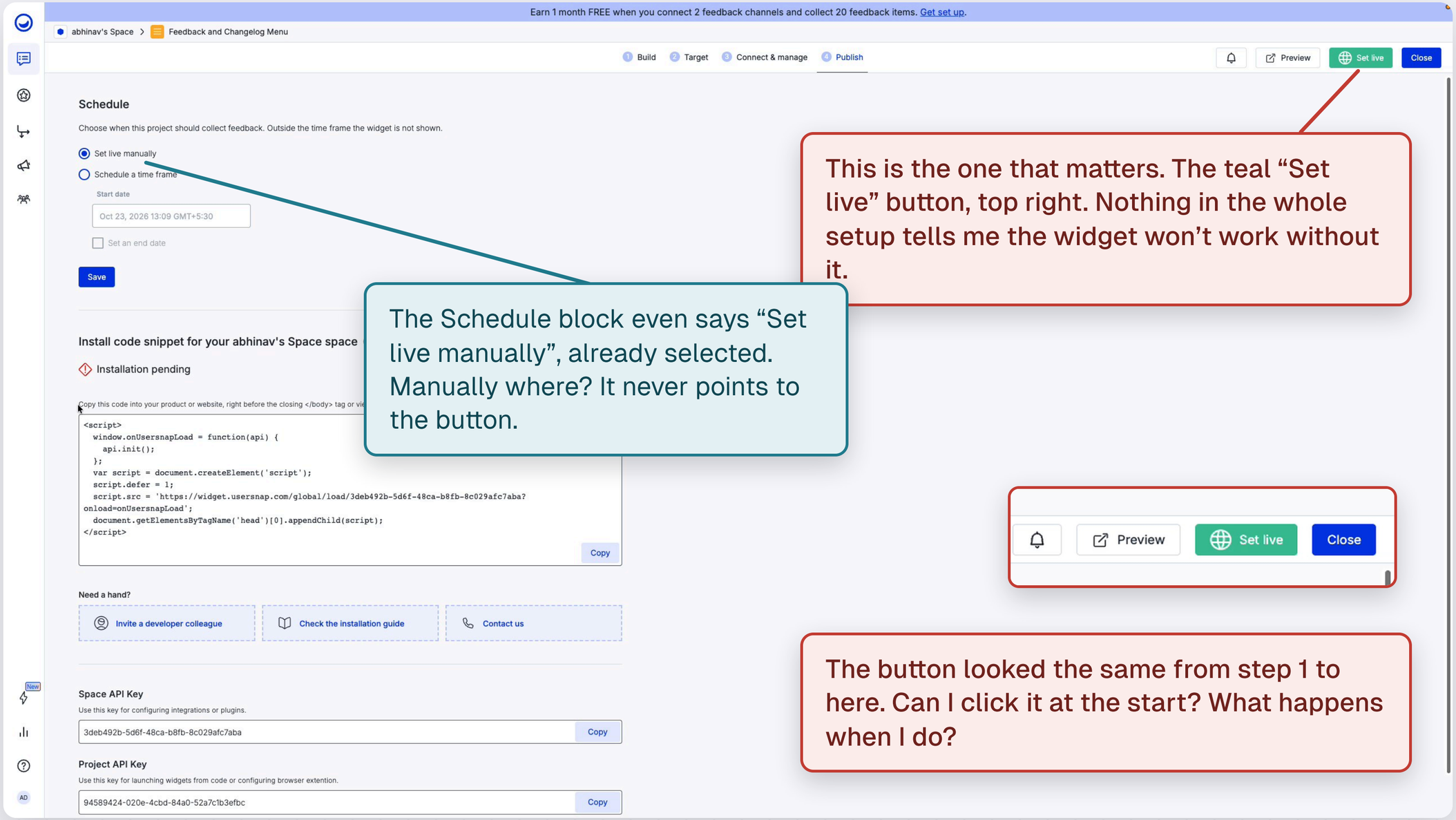





I did everything that was asked of me, copied the snippet and closed setup. It never occurred to me this button was mandatory.

# Set live manually + top-right button






This is the one that matters. The teal “Set live” button, top right. Nothing in the whole setup tells me the widget won’t work without it.

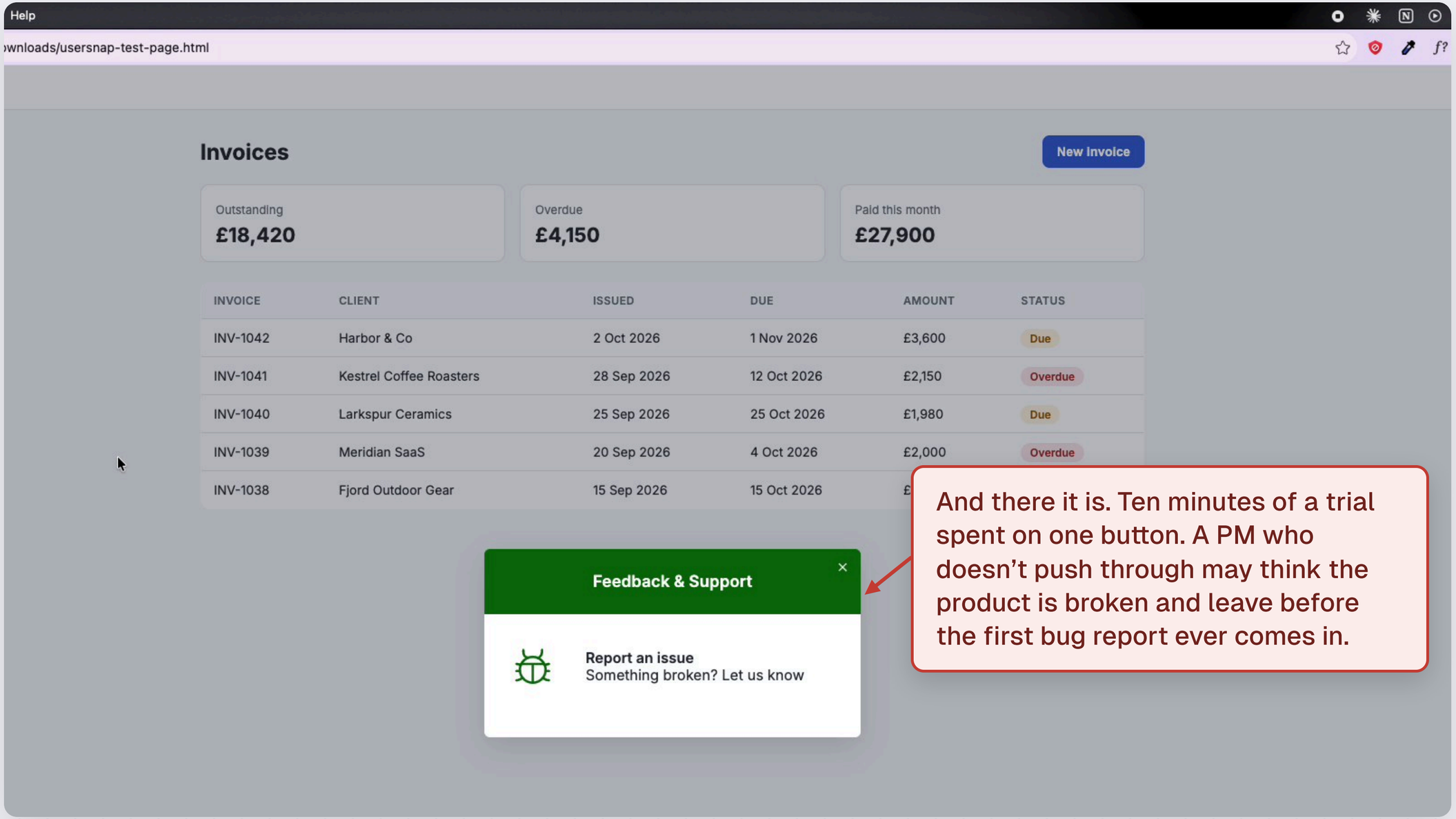
The Schedule block even says “Set live manually”, already selected. Manually where? It never points to the button.




The button looked the same from step 1 to here. Can I click it at the start? What happens when I do?

# Widget finally appears





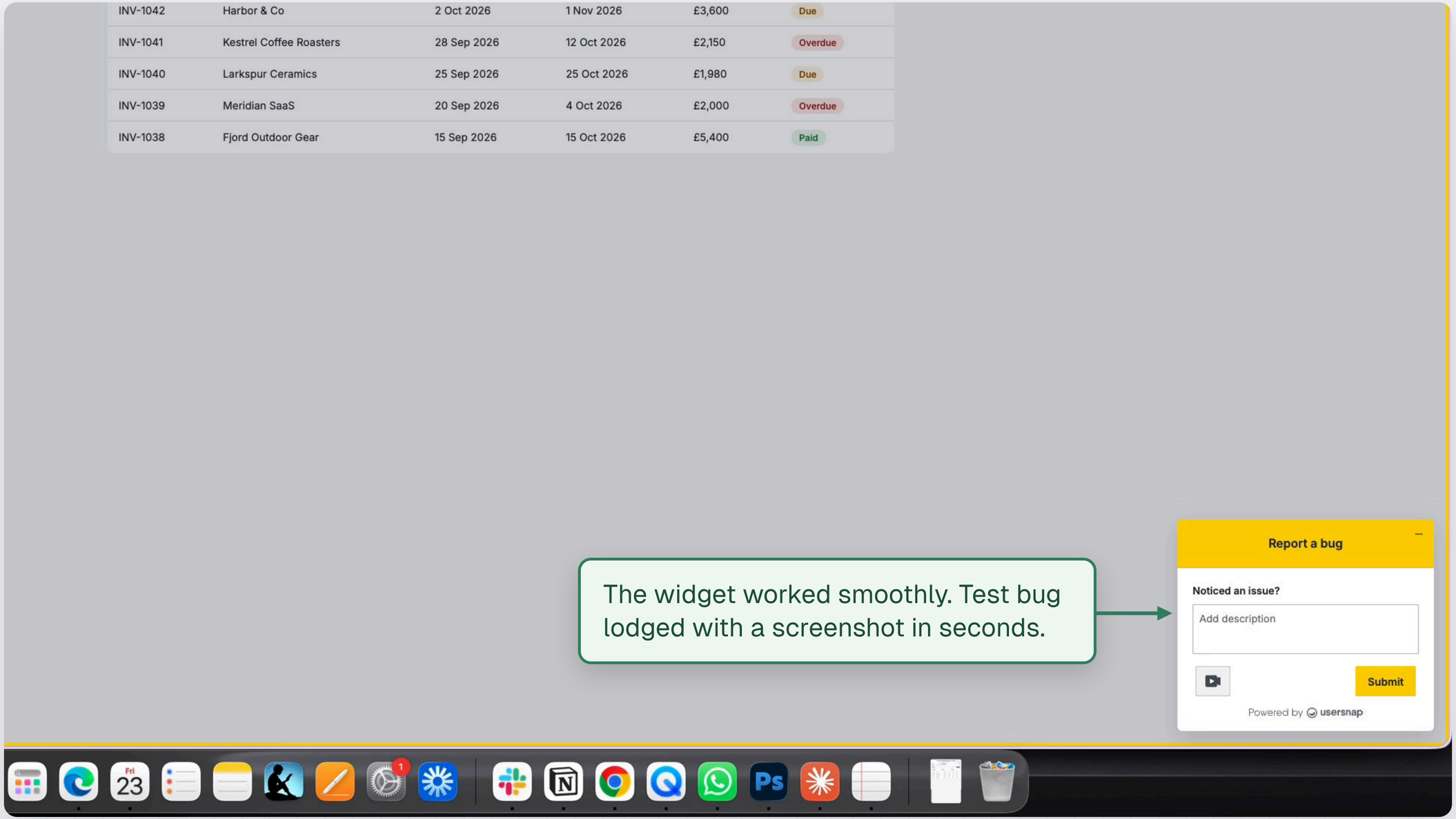
ACT 3

# The payoff

My first bug report, from the widget to triage.

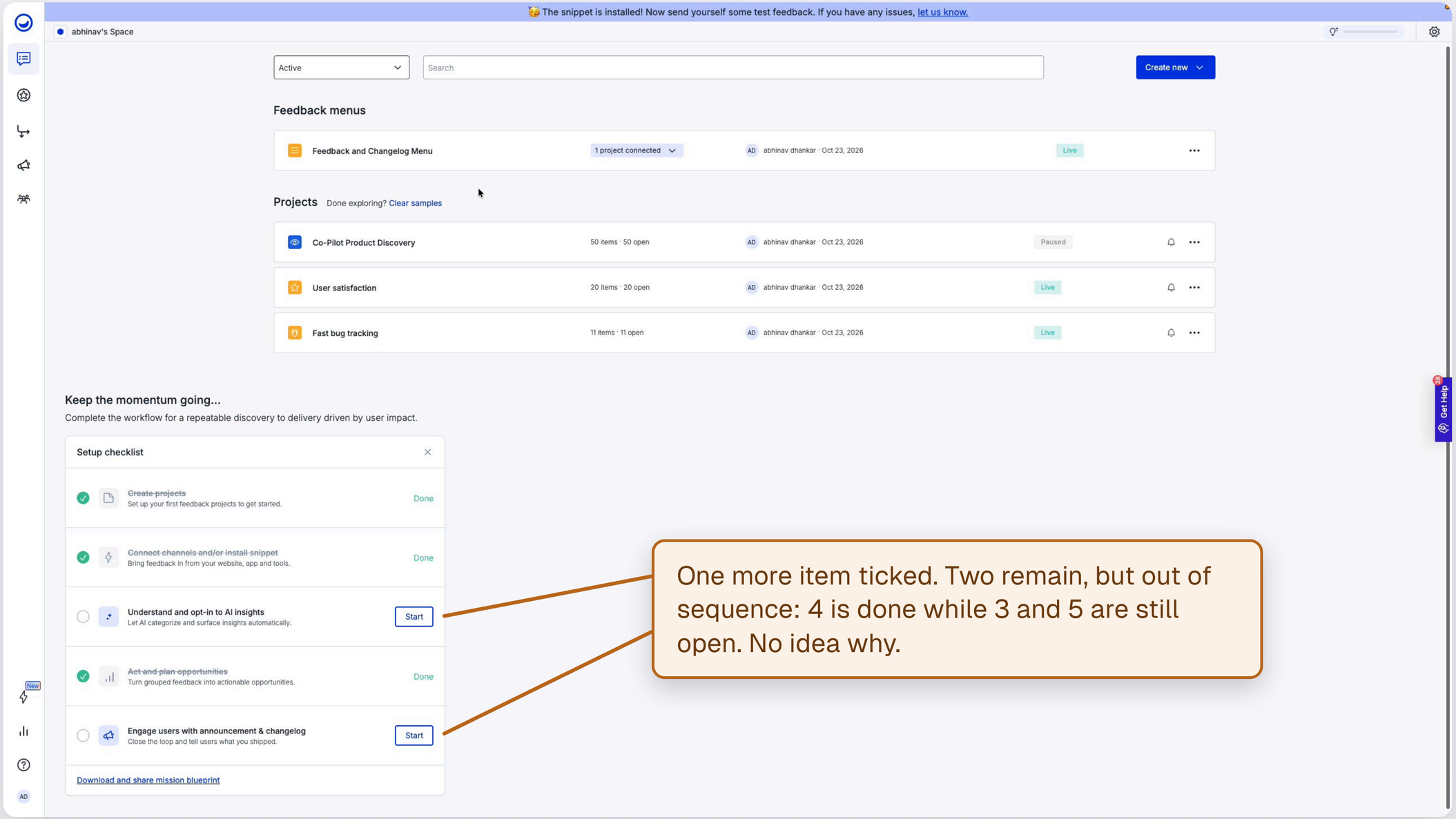
# Report a bug




INV-1042 Harbor & Co 2 Oct 2026 1 Nov 2026 £3,600 Due
INV-1041 Kestrel Coffee Roasters 28 Sep 2026 12 Oct 2026 £2,150 Overdue
INV-1040 Larkspur Ceramics 25 Sep 2026 25 Oct 2026 £1,980 Due
INV-1039 Meridian SaaS 20 Sep 2026 4 Oct 2026 £2,000 Overdue
INV-1038 Fjord Outdoor Gear 15 Sep 2026 15 Oct 2026 £5,400 Paid
The widget worked smoothly. Test bug lodged with a screenshot in seconds.
Report a bug
Noticed an issue?
Add description
Submit
Powered by usersnap

# Installed banner + checklist

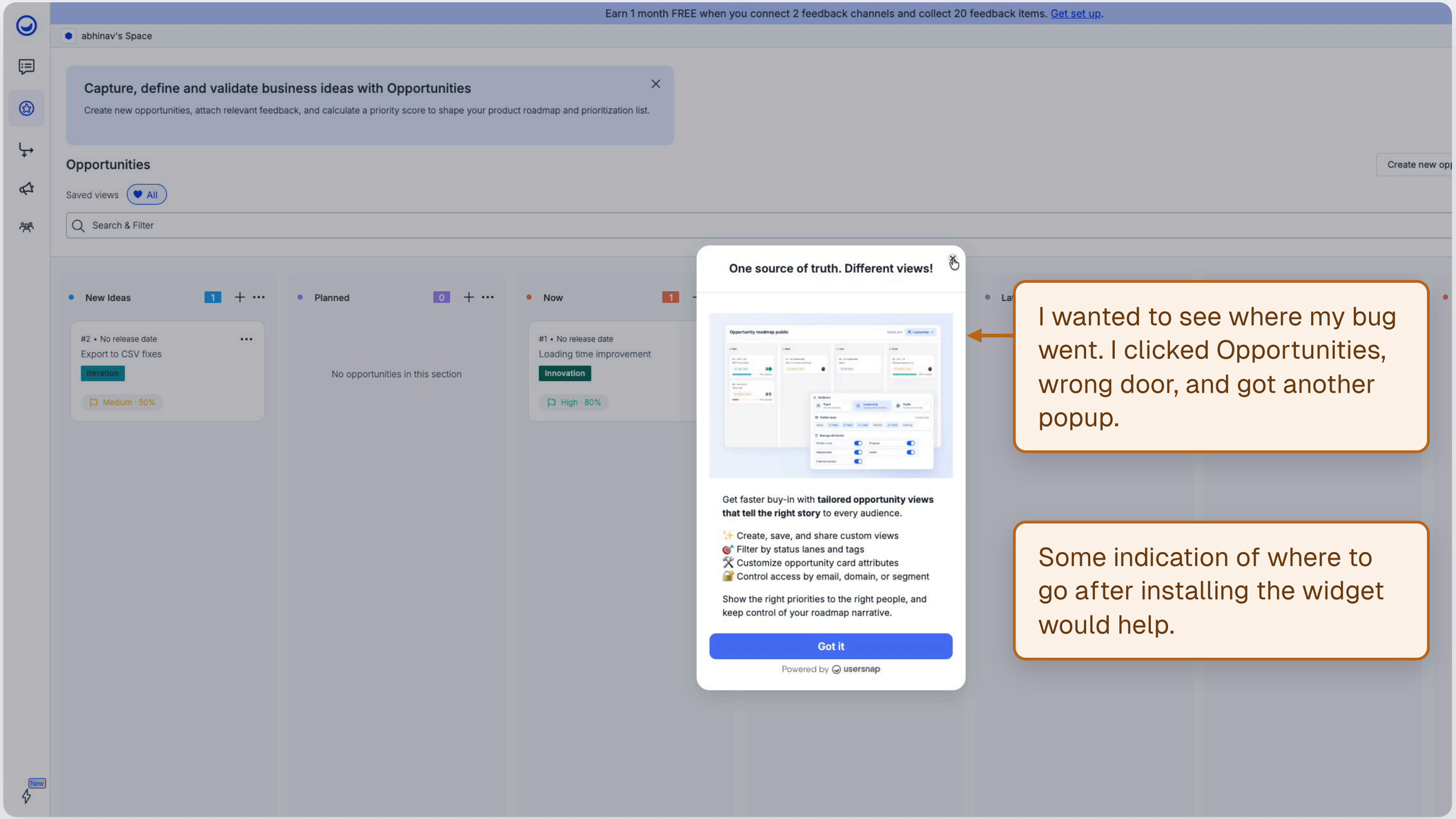





One more item ticked. Two remain, but out of sequence: 4 is done while 3 and 5 are still open. No idea why.

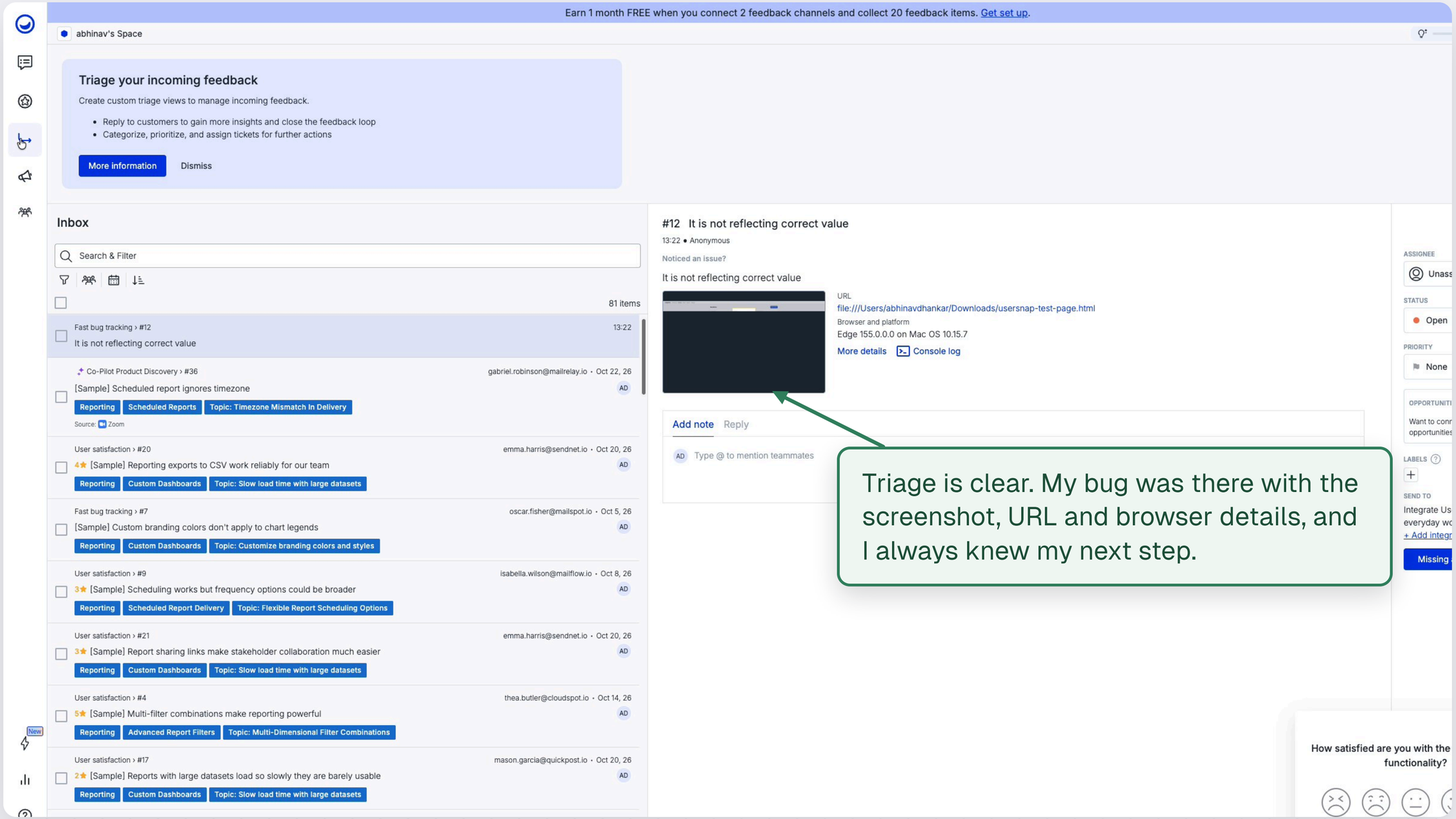
# Opportunities: wrong door





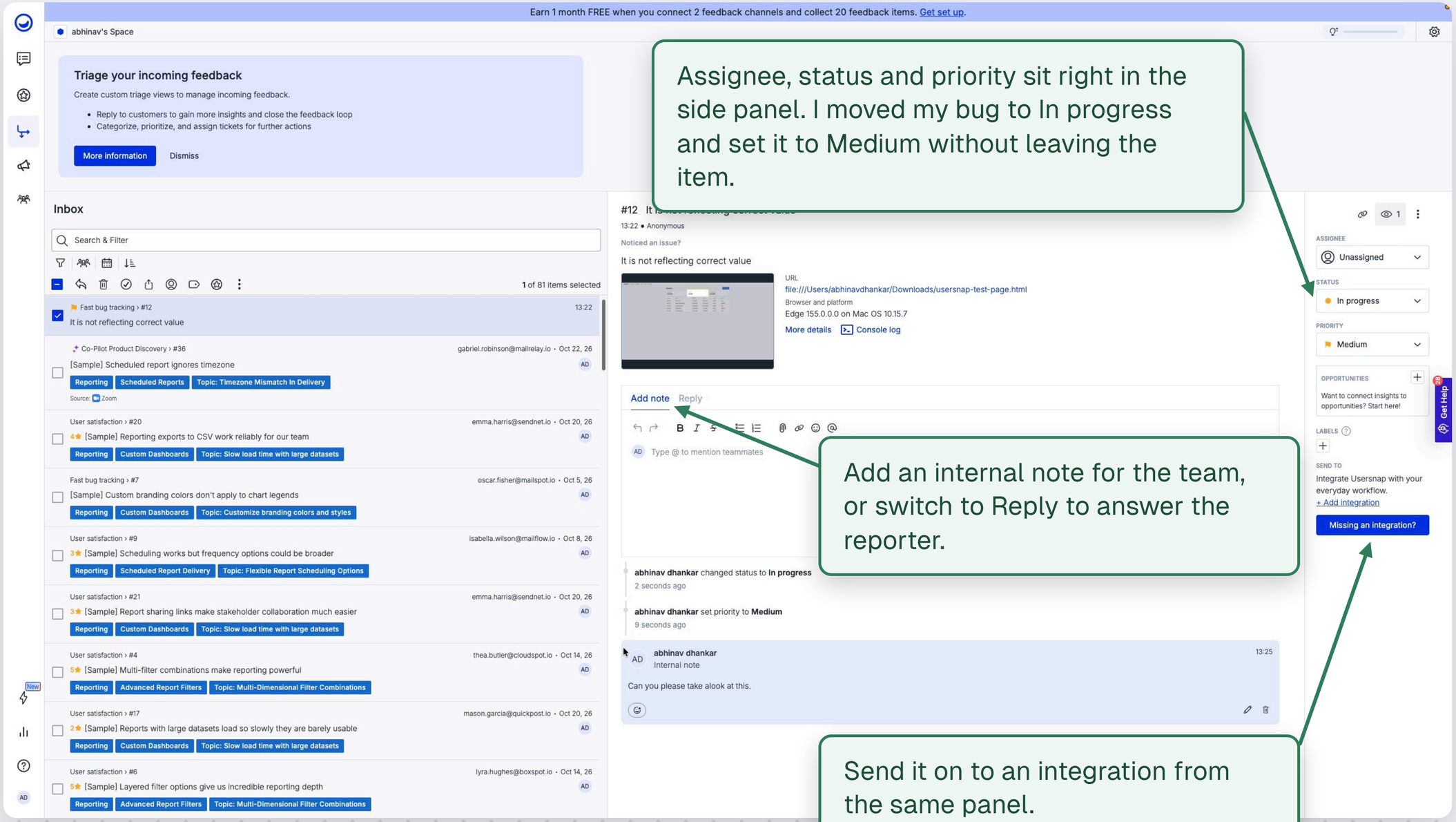
# Triage




Earn 1 month FREE when you connect 2 feedback channels and collect 20 feedback items. Get set up.
abhinav's Space
Triage your incoming feedback
Create custom triage views to manage incoming feedback.
Reply to customers to gain more insights and close the feedback loop
Categorize, prioritize, and assign tickets for further actions
More information
Dismiss
Inbox
Search & Filter
81 items
Fast bug tracking › #12
13:22
It is not reflecting correct value
Co-Pilot Product Discovery › #36
gabriel.robinson@mailrelay.io • Oct 22, 26
[Sample] Scheduled report ignores timezone
Reporting
Scheduled Reports
Topic: Timezone Mismatch In Delivery
Source: Zoom
User satisfaction › #20
emma.harris@sendnet.io • Oct 20, 26
4★ [Sample] Reporting exports to CSV work reliably for our team
Reporting
Custom Dashboards
Topic: Slow load time with large datasets
Fast bug tracking › #7
oscar.fisher@mailspot.io • Oct 5, 26
[Sample] Custom branding colors don't apply to chart legends
Reporting
Custom Dashboards
Topic: Customize branding colors and styles
User satisfaction › #9
isabella.wilson@mailflow.io • Oct 8, 26
3★ [Sample] Scheduling works but frequency options could be broader
Reporting
Scheduled Report Delivery
Topic: Flexible Report Scheduling Options
User satisfaction › #21
emma.harris@sendnet.io • Oct 20, 26
3★ [Sample] Report sharing links make stakeholder collaboration much easier
Reporting
Custom Dashboards
Topic: Slow load time with large datasets
User satisfaction › #4
thea.butler@cloudspot.io • Oct 14, 26
5★ [Sample] Multi-filter combinations make reporting powerful
Reporting
Advanced Report Filters
Topic: Multi-Dimensional Filter Combinations
User satisfaction › #17
mason.garcia@quickpost.io • Oct 20, 26
2★ [Sample] Reports with large datasets load so slowly they are barely usable
Reporting
Custom Dashboards
Topic: Slow load time with large datasets
#12 It is not reflecting correct value
13:22 • Anonymous
Noticed an issue?
It is not reflecting correct value
URL
file:///Users/abhinavdhankar/Downloads/usersnap-test-page.html
Browser and platform
Edge 155.0.0.0 on Mac OS 10.15.7
More details
Console log
Add note
Reply
Type @ to mention teammates
Triage is clear. My bug was there with the screenshot, URL and browser details, and I always knew my next step.
ASSIGNEE
STATUS
Open
PRIORITY
None
LABELS
SEND TO
Missing
How satisfied are you with the functionality?

# Triage




Earn 1 month FREE when you connect 2 feedback channels and collect 20 feedback items. Get set up.
abhinav's Space
Triage your incoming feedback
Create custom triage views to manage incoming feedback.
Reply to customers to gain more insights and close the feedback loop
Categorize, prioritize, and assign tickets for further actions
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Dismiss
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It is not reflecting correct value
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gabriel.robinson@mailrelay.io • Oct 22, 26
[Sample] Scheduled report ignores timezone
Reporting
Scheduled Reports
Topic: Timezone Mismatch In Delivery
Source: Zoom
User satisfaction › #20
emma.harris@sendnet.io • Oct 20, 26
4 [Sample] Reporting exports to CSV work reliably for our team
Reporting
Custom Dashboards
Topic: Slow load time with large datasets
Fast bug tracking › #7
oscar.fisher@mailspot.io • Oct 5, 26
[Sample] Custom branding colors don't apply to chart legends
Reporting
Custom Dashboards
Topic: Customize branding colors and styles
User satisfaction › #9
isabella.wilson@mailflow.io • Oct 8, 26
3 [Sample] Scheduling works but frequency options could be broader
Reporting
Scheduled Report Delivery
Topic: Flexible Report Scheduling Options
User satisfaction › #21
emma.harris@sendnet.io • Oct 20, 26
3 [Sample] Report sharing links make stakeholder collaboration much easier
Reporting
Custom Dashboards
Topic: Slow load time with large datasets
User satisfaction › #4
thea.butler@cloudspot.io • Oct 14, 26
5 [Sample] Multi-filter combinations make reporting powerful
Reporting
Advanced Report Filters
Topic: Multi-Dimensional Filter Combinations
User satisfaction › #17
mason.garcia@quickpost.io • Oct 20, 26
2 [Sample] Reports with large datasets load so slowly they are barely usable
Reporting
Custom Dashboards
Topic: Slow load time with large datasets
User satisfaction › #6
lyra.hughes@boxspot.io • Oct 14, 26
5 [Sample] Layered filter options give us incredible reporting depth
Reporting
Advanced Report Filters
Topic: Multi-Dimensional Filter Combinations
#12
13:22 • Anonymous
Noticed an issue?
It is not reflecting correct value
URL
file:///Users/abhinavdhankar/Downloads/usersnap-test-page.html
Browser and platform
Edge 155.0.0.0 on Mac OS 10.15.7
More details
Console log
Add note
Reply
Type @ to mention teammates
abhinav dhankar changed status to In progress
2 seconds ago
abhinav dhankar set priority to Medium
9 seconds ago
abhinav dhankar
13:25
Internal note
Can you please take alook at this.
ASSIGNEE
Unassigned
STATUS
In progress
PRIORITY
Medium
OPPORTUNITIES
Want to connect insights to opportunities? Start here!
LABELS
SEND TO
Integrate Usersnap with your everyday workflow.
+ Add integration
Missing an integration?
Get Help
Assignee, status and priority sit right in the side panel. I moved my bug to In progress and set it to Medium without leaving the item.
Add an internal note for the team, or switch to Reply to answer the reporter.
Send it on to an integration from the same panel.

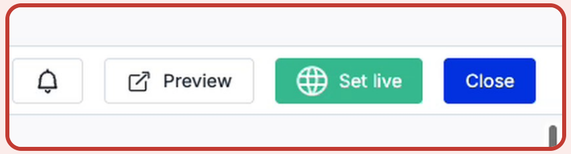
# Key findings

### What works

- Signup in one go, no credit card
- Three onboarding steps with clear options
- Sample projects set up from my answers
- A live preview while building the widget
- Help right under the install snippet
- Triage options where the next step is always clear

### What gets in the way

- No trial length, anywhere
- A demo popup before I have done anything
- A checklist that ticks itself, unexplained
- Styling of widget comes before the essentials
- Setup steps that could be merged
- No pointer to where user's feedback (captured in widget) lands




**The major finding: the widget does not launch on your site until you press Set live, and nothing in the setup tells you so.**

SELF-INITIATED REVIEW

# Abhinav Dhankar

Product designer for B2B SaaS

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Again, this was a self-initiated exercise. Usersnap had no part in it.