Jotform

Announcing:

Jotform Cards

"The friendly way to ask"

Motivational, friendly, easy and greatly improved response rates. Provided under embargo until February 6, 2018

About Jotform

Fostering better communication and knowledge of customers via the highest-performing, easiest-to-use data collection platform.

- Founded in 2006 by Aytekin Tank as the first drag-and-drop online form builder.

- 3.3 million registered users worldwide.

- Bootstrapped since day one. Jotform has 100 employees.

- 50% year over year revenue growth each of the past five years.

Jotform Customers and Partners

Customers

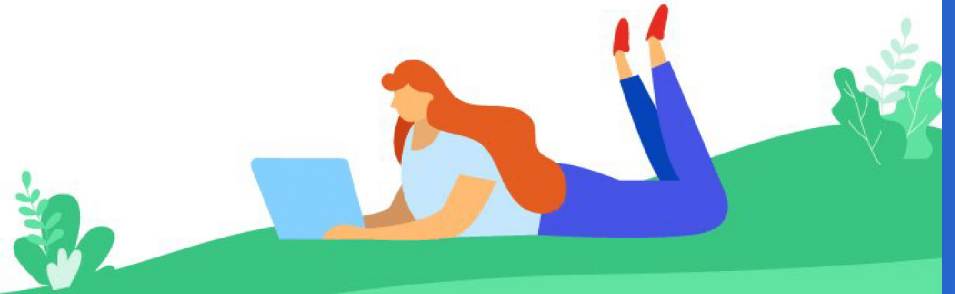Adobe® · facebook · UBER · ASUS®

Partners

PayPal · Dropbox · Square · box

What we're announcing

Unlike traditional forms, Jotform Cards interact with respondents like a real person would. Jotform Cards are motivational, friendly, and incredibly easy compared to other types of forms. The end result is greatly improved response rates.
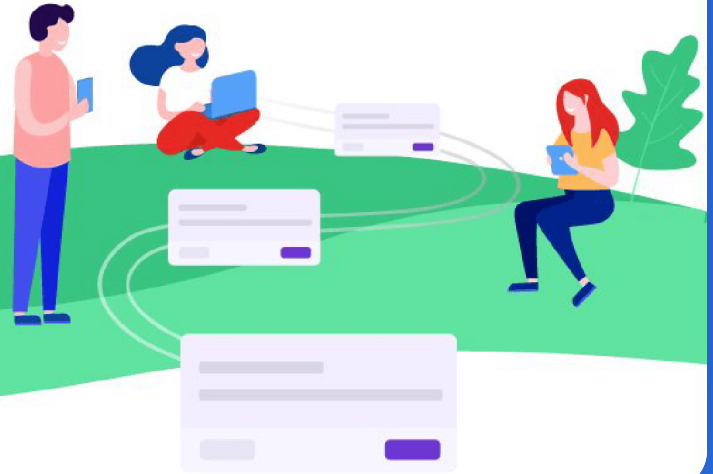
Why It Matters

Better information for better decisions and relationships with customers or employees.
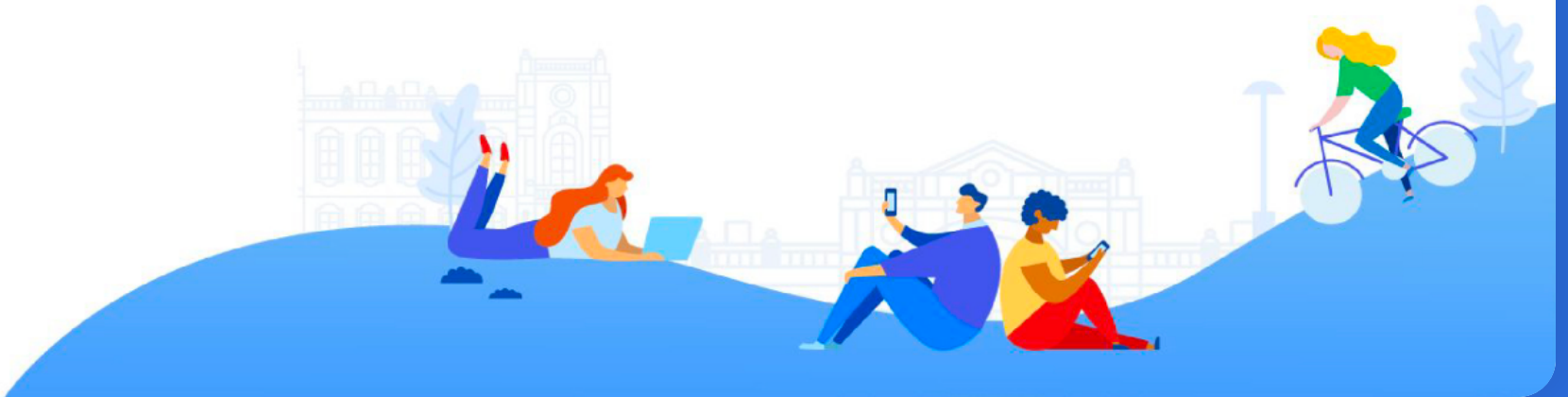
What makes Jotform Cards unique?

1. Beautiful.

2. Motivational.

3. Friendly UI.
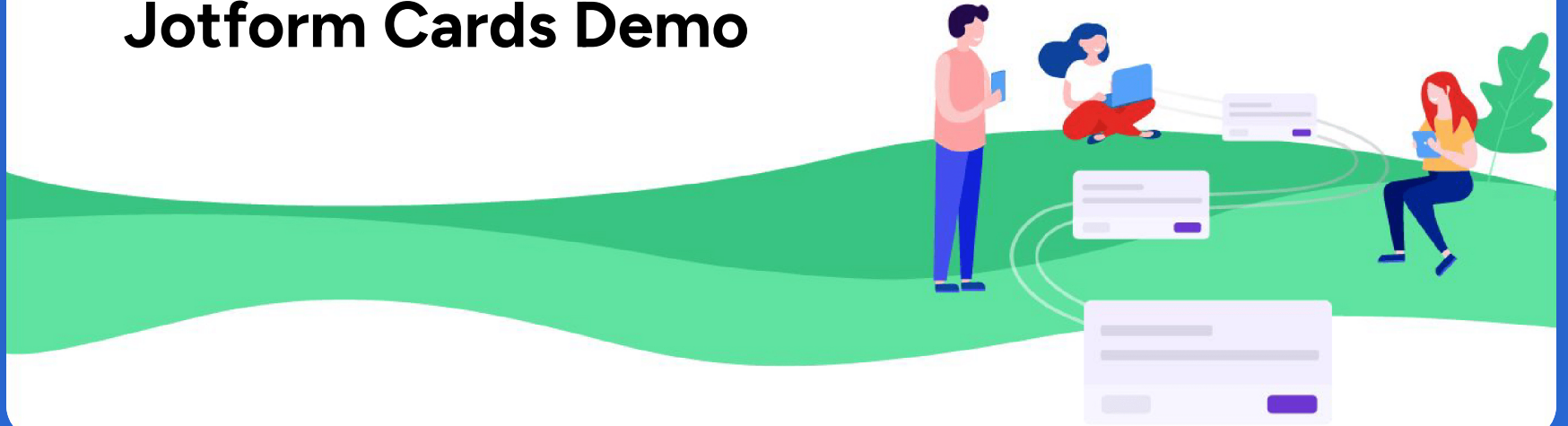
4. Increased ease of use = Increased form conversions.

1. Beautiful

Your first interaction with a company is often with a form. Make it a beautiful experience.

Jotform Cards Demo
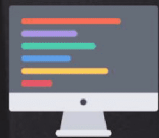
Departure Date

dd/mm/yyyy 📅

← PREVIOUS   NEXT →

Parent #1 Contact Information

Name

Last Name

Phone Number

Email Address

← PREVIOUS

NEXT →

Additional Services

- [ ] Banner Design
- [ ] Landing Page Design
- [ ] Advertisement Management
- [ ] SEO
- [ ] Video
- [ ] Analytics

Band/Artist Name

NEXT →

2. Motivational

- Whether a business needs feedback, leads or order information, it always starts with a form.

- For a respondent, filling out forms can be a burden.

- With a JotForm Card, the first encounter is a welcome page, which is customizable and a great way to let respondents know what's ahead.

2. Motivational (… Continued)

- A Jotform Cards progress bar includes bright green dots to signal to the respondent they've completed a question and motivates them to finish a form.

- Completing a question is a satisfying experience.

- Businesses get more of the critical data they depend on.

Which social media platforms do you prefer?

Sharing your progress makes you more likely to accomplish your goals!

- ☐ Instagram
- ☐ Facebook
- ☐ Twitter
- ☐ Snapchat

3. Friendly UI

- Using JotForm Cards is just like asking questions face-to-face.

- Smileys and vivid icons allow the respondent to express their feelings about a company.

- Micro animations react to the respondent just like a person would. When someone tries to skip a required question, the card moves in the same manner as someone shaking their head "no".

Please evaluate the following

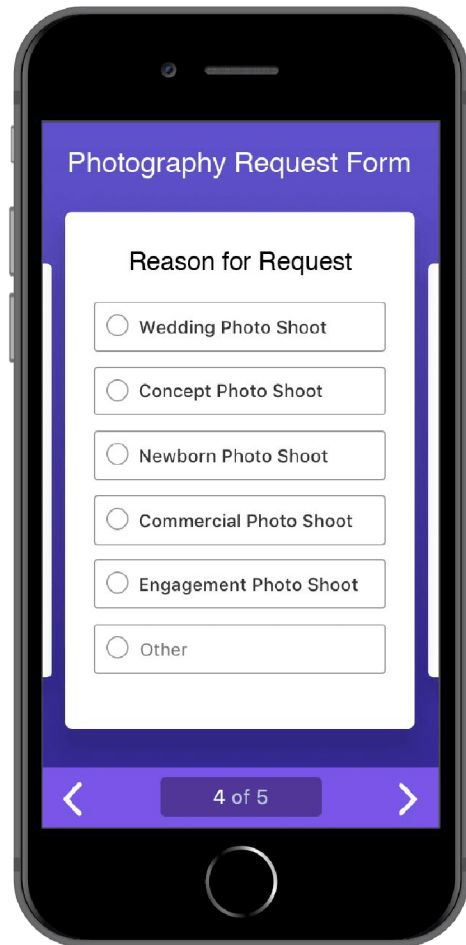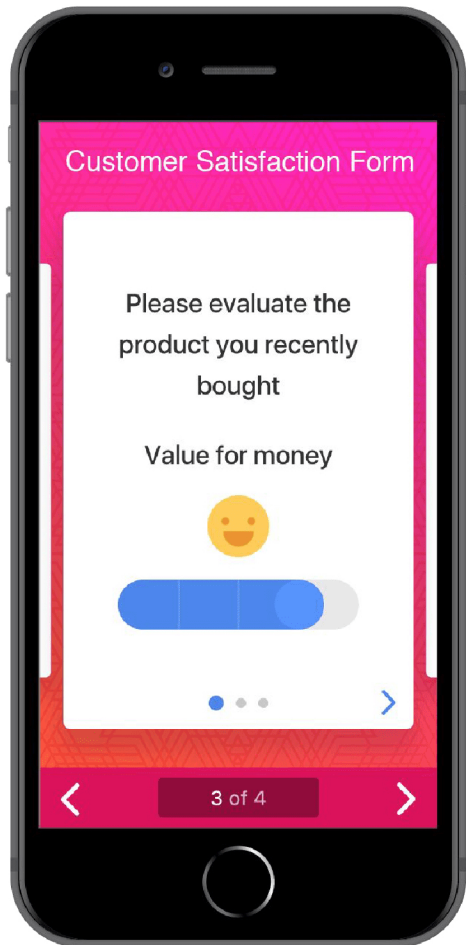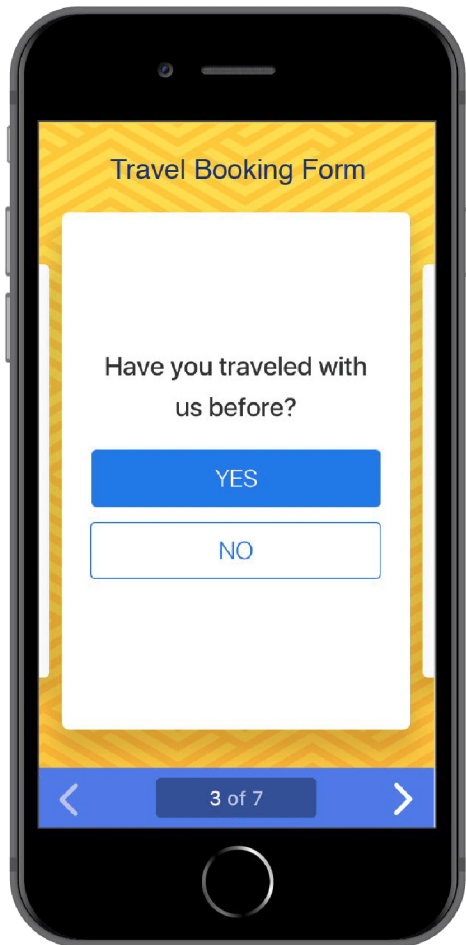|	
Workshops	
Speakers	
Networking	
Catering	
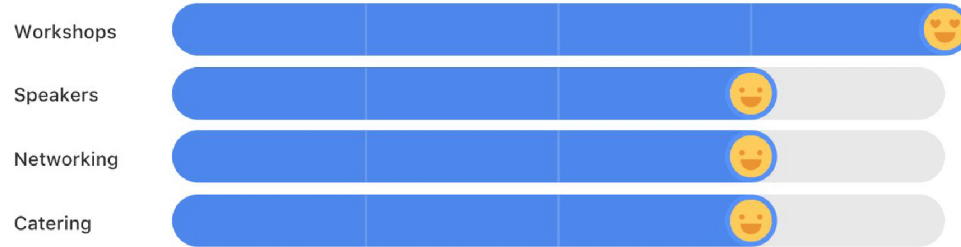
4. Increased ease of use = Increased form conversions

People stop filling out forms if it's too difficult or tedious. Jotform Cards solve that problem. Jotform Cards are designed to make the process as easy as possible with features such as:

- Questions asked one at a time to improve focus.

- Sync with Google Maps so that it recognizes location names in address fields.

- Suggestions for misspelled email addresses.

- Mobile is more than just a small screen; it's about better usability, optimizing for screen real estate, and simplifying design elements and layouts.

- Natural swiping gestures and transitions make the form easier to complete on mobile devices.

Travel Booking Form

Have you traveled with us before?

YES

NO

3 of 7

Customer Satisfaction Form

Please evaluate the product you recently bought

Value for money

😀

3 of 4

Photography Request Form

Reason for Request

○ Wedding Photo Shoot

○ Concept Photo Shoot

○ Newborn Photo Shoot

○ Commercial Photo Shoot

○ Engagement Photo Shoot

○ Other

4 of 5

Increased ease of use = Increased form conversions (... Continued)

When forms are this simple, businesses get a greater response rate.
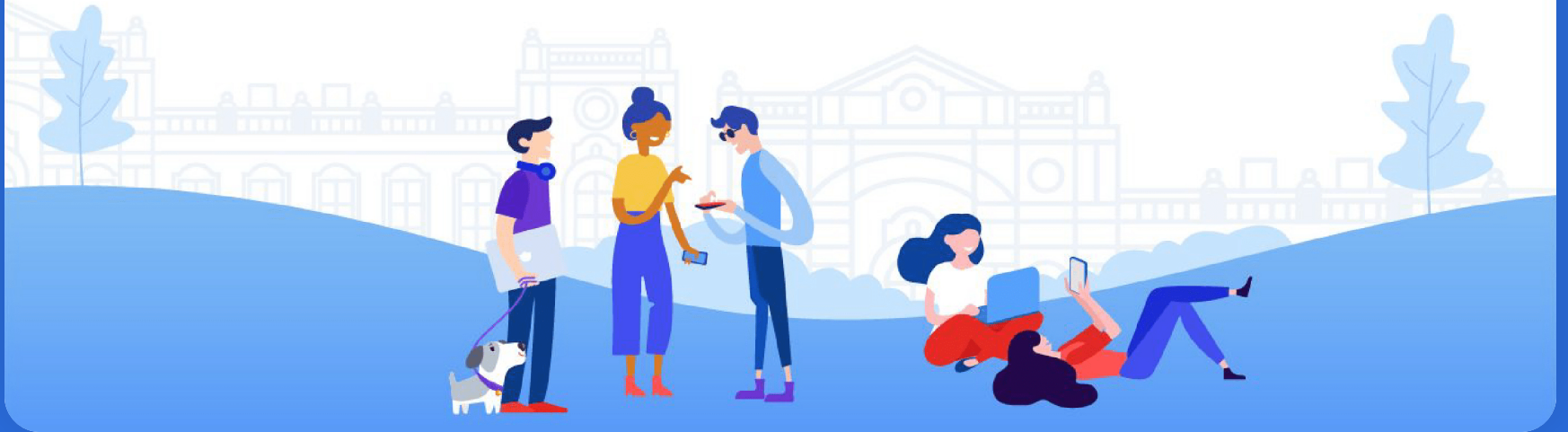
Credit Card

First Name	Last Name

Credit Card Number | Security Code
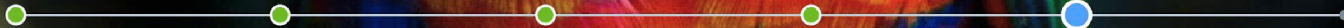
Expiration Month | 2018
Expiration Year

Conclusion

On **Tuesday, February 6** Jotform Cards will change the way organizations collect information.

- Respondents will have an easier time filling out Jotform Cards than traditional forms. Features to motivate people to complete every question.

- It's the most friendly online form interaction available anywhere.

- A better form experience means a higher response rate.

Thank you for taking the time to learn about Jotform Cards. Please let us know if you have any follow-up questions.