

Quick Forms

We make Online form filling easy for you!

Spec Status: Draft / Peer Review / Mentor Review / **Complete**

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I want to move forward to build this product with a cross-functional team in the Co.Lab Program: **Yes/ No**

Summary

Spending too much time filling in credit card details, selecting your province/country from a dropdown, or lengthy demographic details while applying for jobs or doing online shopping? Use Quick Forms, we automate online form filling for you with key details that include demographic information like address (including Province/State and country without going to a drop-down), DEI questionnaire, and Credit Card details (including CVC code) safely and securely. Save your precious time with Quick Forms!

Problem Background

Online users require a streamlined method for completing forms due to the frequency of their engagements, leading to frustration with the current tedious and time-consuming process. With shrinking attention spans, customers need a faster way to fill information online.

Our customers include anyone who fills out online forms and wants to save time by automating some of the form-filling process. The Autofill feature can currently help users fill forms quickly. However, it is not for selecting a country or province field in many cases, nor does it work for demographic information (or DEI forms) and credit card cvc codes. The survey had 8 responses. On top of the survey response, I interviewed 6

online users for feedback. The 2 main customer personas I identified based on the survey and user interviews include:

Customer Persona 1: Young 21-30-year-olds applying to jobs

Customer Persona 2: More experienced 30-50-year-olds, online shoppers

The results from the survey and interview questions are as follows:

- 88% of those surveyed found filling out online forms to be inefficient and time-consuming.
- 63% of the respondents blamed the country and province field where they have to manually select a country and province from a drop-down list to be time-consuming. 25% of respondents found filling out credit card details to be time-consuming.
- 80% of the interview respondents blamed filling in demographic and DEI information like pronouns, age, gender, ethnicity, etc. for job application forms as time-consuming.

Now that we have established that filling out forms can be time-consuming and the main reasons behind the tedious process, we now focus on further questions to understand possible solutions

- More than 70% of those surveyed do not use a VPN service.
- 76% of the respondents said they would like to use autofill and automatic country and province selection based on their location.
- 63% did not have any privacy concerns with location-based form filling.

Existing autofill tools like AutoFill Forms that use Chrome extension do not work well. They have a user rating of only 3.3 with many reviewers complaining about the extension not working well for them.

Goals

1) **Enhanced Form-Filling Efficiency:** Develop an online form-filling solution that significantly reduces the time and effort required for tasks such as job applications, survey participation, and online shopping by automating key fields.

2) **Streamlined User Experience:** Prioritize speed and automation while ensuring a seamless user experience, especially for younger users aiming to apply for multiple jobs and individuals with limited experience.

3) **Address Specific Pain Points:** Target the identified pain points, including an automatic population of country/province fields, demographic/DEI information, and credit card CVC codes, to address user frustrations effectively.

User Stories

Customer Persona 1: Young 21-30-year-olds applying to jobs

1. **Efficient Job Application Process:** As a young applicant, I need a streamlined form-filling process to apply for numerous job roles daily without spending excessive time on demographic and DEI fields.
2. **Efficient Job Application Process:** I leave job applications in the middle if it takes more than 5 minutes to fill them out. I want to focus on tailoring my resume and cover letter rather than filling in more DEI and demographic questions. These need to be automated based on preferences I have outlined and saved on my internet browser.
3. **Automated Credit Card Details:** As an online shopper, I want the autofill feature to include credit card CVC codes, allowing me to complete online transactions swiftly without manual entry.

Customer Persona 2: More experienced 30-50-year-olds, online shoppers

1. **Streamlined Form Completion:** As an experienced professional, I seek a faster method for completing forms, even though I apply to fewer job opportunities, ensuring efficiency without compromising accuracy.
2. **Enhanced Credit Card Autofill:** As a user with multiple credit cards, I require an automatic population of both credit card numbers and CVC codes to facilitate hassle-free online shopping and form filling. I want this to be done safely and securely.

Proposed Solution (WIP)

Solutions

1. **Location-Based Autofill:**
 - Implement a feature that automatically selects the user's country/province based on their geolocation, reducing manual selection efforts.
2. **Demographic and DEI Autofill:**
 - Integrate functionality to autofill demographic and DEI fields based on user preferences or commonly used information, optimizing form completion speed. Could use a Chrome extension where you can fill in all your details once and it can be applied to each form/application in the future.
3. **Enhanced Credit Card Autofill:**
 - Extend the autofill capability to include an automatic population of credit card CVC codes along with card numbers, simplifying online transactions and form submissions. Could use a Chrome extension where you can fill in all your credit card details once and it can be applied to each form/application in the future. Cards can be modified as needed. If you don't want your card details filled out on certain websites/apps, you can turn the Chrome extension off.

At a bare minimum, we would like to focus on customer persona 1 where we can streamline job applications and leave the credit card autofill feature for cvc to a later iteration. This will avoid legal, privacy and security issues that may arise with automating credit card information. Alternatively, we can partner with companies like Google for their security expertise to solve this challenge.

Scenarios

Two possible scenarios

1. A candidate looking to apply for multiple jobs
 - a. Can fill out country/province details with autofill
 - b. Can complete demographic and DEI questions using the Chrome extension

As a result, the candidate can focus on applying for more jobs and changing their resume and cover letter to match the job description rather than filling out more questions about demographics, DEI, and selecting country/province from the drop-down field.

2. A customer looking to shop online
 - a. Can fill out credit card details with the use of the Chrome extension.
 - b. Can fill out country/province details with autofill
 - c. Can complete demographic and DEI questions using the Chrome extension

As a result, the customer can quickly buy the product instead of updating the address or credit card details for each online store.

Measuring Success (Subject to team approval)

Success will be judged by the following:

- 1) Users experience time saved and ease of completing applications so much that they cannot go to the old method of filling out forms. The monthly survey can help answer this question.
- 2) High Week-over-week Job application completion rate using QuickForms.
- 3) High or increased adoption rate of QuickForms.
- 4) 90% survey customer satisfaction by Quick Form users
- 5) High Net Promoter Score (To be defined by the team)
- 6) High % of retention rate after 6 months (To be defined by the team)

Milestones & Timelines

- **Week 1: Introduction & Kickoff**
 - Team introductions and Kickoff
 - Review of research findings
 - Assessment of further research requirements
 - Alignment of Problem Statement and Product requirements
- **Week 2: Finalizing Research & Identifying Gaps**
 - Conduct in-depth user research to validate pain points and gather user feedback. Use peer reviews.
 - Analyze existing autofill features and identify gaps in functionality.

- **Week 3: Planning**
 - Define MVP scope based on research findings and user stories.
 - Prioritize features and functionalities for the MVP based on impact and feasibility.
 - Create a detailed project plan outlining tasks, timelines, and responsibilities.
- **Week 4: Software Development**
 - Begin development of backend infrastructure for location-based autofill.
 - Set up APIs and data sources for geolocation and country/province selection.
 - Implement frontend components for integrating location-based autofill into form fields.
- **Week 5: Demographic, DEI and Credit Card Autofill**
 - Integrate functionality for auto-filling demographic and DEI fields based on user preferences or commonly used information.
 - Conduct user testing to ensure accuracy and user acceptance.
 - Extend autofill capability to include credit card CVC codes.
 - Implement secure handling of sensitive credit card information.
- **Week 6: Testing**
 - Conduct comprehensive testing of the MVP to identify and address any bugs or usability issues.
 - Gather feedback from internal testing and make necessary iterations for improvement.
- **Week 7: Final Refinements**
 - Finalize documentation and user guides for the MVP.
 - Conduct a final round of user acceptance testing to ensure readiness for launch.
 - Prepare for MVP release and deployment.

· Week 8: Demo Day Presentation

- Prepare for Demo Day Presentation

Open Questions

- 1) Can we monetize these features?
- 2) Will the customers be willing to pay for this product? In other words, will customer price convenience and time saved by Quick Forms?
- 3) How to scale the product. Which additional feature can we build to make the product more appealing?
- 4) Will we be able to build all the features outlined with success and keep privacy concerns in check?
- 5) Additional survey questions to be asked. For example: What % of users fill applications on their mobile phone vs desktop/Laptop etc?

References

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- 3) Job seekers face Lengthy Job Application Process:
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- 4) 60% of candidates ditch the Application:
<https://hiredna.com/60-of-candidates-ditch-the-application-because-its-too-long-or-complex-how-to-simplify-the-job-application-process/>