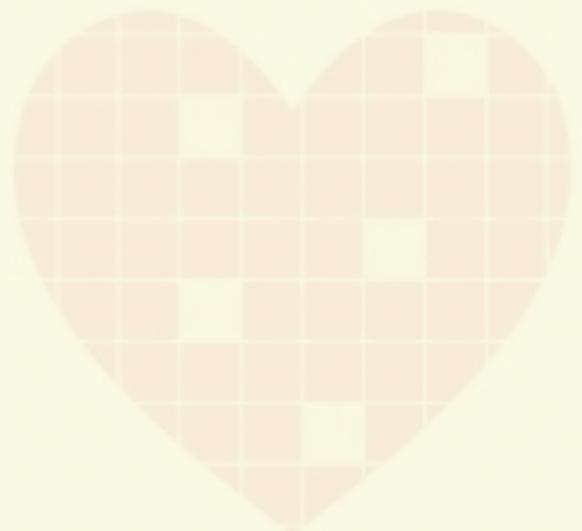


# How to Build Products Users Love



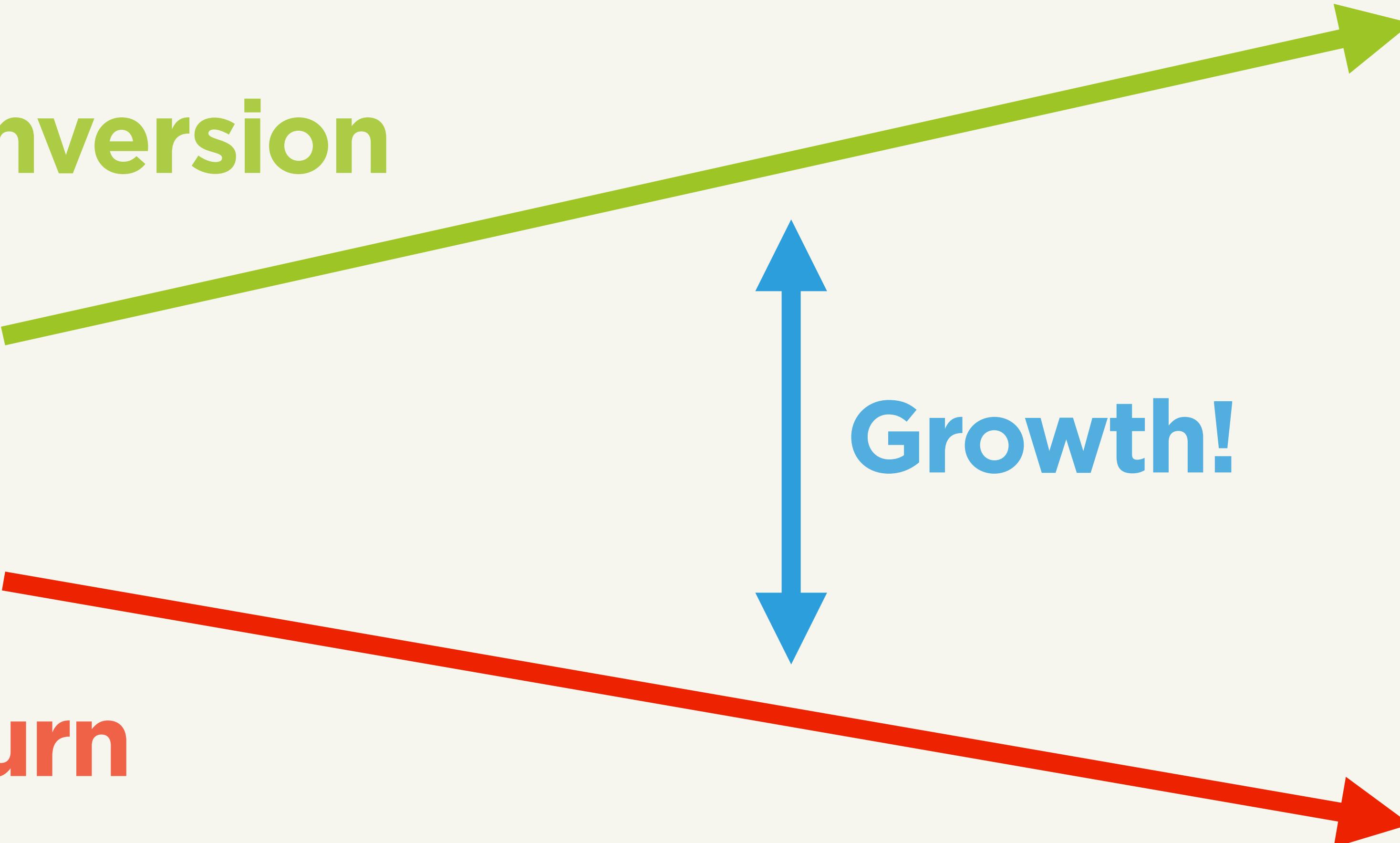
Kevin Hale  
@illikevests

Y

**Conversion**

**Churn**

**Growth!**





Y



Y

# W2006



Y

# WUFOO

The Online Form Builder

[Sign Up for Free!](#)[Demo](#)[Tour](#)

WUFOO

Add a Field Field Settings Form Settings

Click or Drag to Add a Field

Standard

ABC Single Line Text 123 Number

Paragraph Text Checkboxes

Multiple Choice Drop Down

Section Break Page Break

Fancy Parts

Name File Upload Address Date Email Time Phone Web Site Price Likert

Workshop Registration

Register now while seats are available!

Name Title First Last

Address Street Address

Address Line 2

City State / Region

Email

Phone Number

1 Cc 2 3 4



Login!

Play video!



[Home](#) • [About](#) • [Blog](#) • [FAQ](#) • [Features](#) • [Examples](#) • [Clients](#) • [Partners](#) • [Pricing](#)

 Search Wufoo!

## The Introduction

Wufoo is an web application that helps anybody build amazing online forms. When you design a form with Wufoo, it automatically builds the database, backend and scripts needed to make collecting and understanding your data easy, fast and fun.

Because we host everything, all you need is your web browser and a few short minutes to build a form and start using it right away.

### Custom Branding

Bring your own logo.

### Instant Notifications

Sent real time to phone & email.

### Logic & Branching

Alter the form as users fill it out.

### Payment Integration

Charge credit cards securely.

### Advanced Analytics

Improve your conversion rates.

### Spam Prevention

Protected with Smart Captcha™.

[Add a Field](#)[Field Settings](#)[Form Settings](#)**Click or Drag to Add a Field****Standard****ABC** Single Line Text**123** Number**¶** Paragraph Text**✓** Checkboxes**○** Multiple Choice**▼** Drop Down**Section Break****Page Break****Fancy Pants****Name****File Upload****Address****Date****Email****Time****Phone****Web Site****Price****Likert**

# Workshop Registration

Register now while seats are available!

**Name**   

Title

First

Last

Suffix

**Address**

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

**Email****Phone Number** -  - 

###

###

###

**Badge Upgrade**

## Lunch

**Save Form****Add Field**

# User Management

Uneasy lies the head that wears a crown.

[New User!](#)[Activity Log](#)

Your Users

6

	<b>Kevin</b>	Account Creator	<a href="#">-</a>	<a href="#">+</a>
	<b>Ryan</b>	Admin	<a href="#">-</a>	<a href="#">+</a>
	<b>Chris</b>		<a href="#">-</a>	<a href="#">+</a>
	<b>Elaine</b>		<a href="#">-</a>	<a href="#">+</a>
	<b>Tim</b>		<a href="#">-</a>	<a href="#">+</a>
	<b>Alex</b>		<a href="#">-</a>	<a href="#">+</a>



Name \*

Kevin

Email Address \*

kevin@wufuu.com

Company

Infinity Box Inc.

Time Zone

(-5:00) Eastern

 Administrator (?)[Save Profile](#)**This User Can Do the Following :**

Create new forms, reports and themes.

**This User Can Access :**[Forms](#) [Reports](#) [Themes](#)

This user has access to all forms.

[Add Permissions](#)

**Education**

**Students**

**Research**

**Designers**

**Real Estate**

**Engineers**

**Healthcare**

**Startups**

**Marketing**

**Non-Profits**

**Sales**

**Small Businesses**

**Banking**

**IT**

**amazon.com.**

**SONY**

**nielsen**

**Microsoft®**



**Washington Post**



**FOX**

**Panasonic**



**twitter**

**Disney**



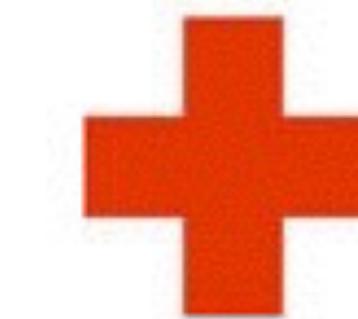
**J. CREW**



**Cooking.com®**

**SOURCEFORGE™  
.net**

**Kodak**



**American  
Red Cross**



**THE WUFOO +  
SURVEYMONKEY**

# FAQ

**WUFOO HAS BEEN ACQUIRED BY SURVEYMONKEY!**  
**WE THINK IT'S GOING TO BE AWESOME AND WE**  
**WANT TO MAKE SURE YOU UNDERSTAND WHAT'S**  
**GOING ON AND WHAT IT MEANS FOR YOU.**

## **WHAT IS GOING ON?**

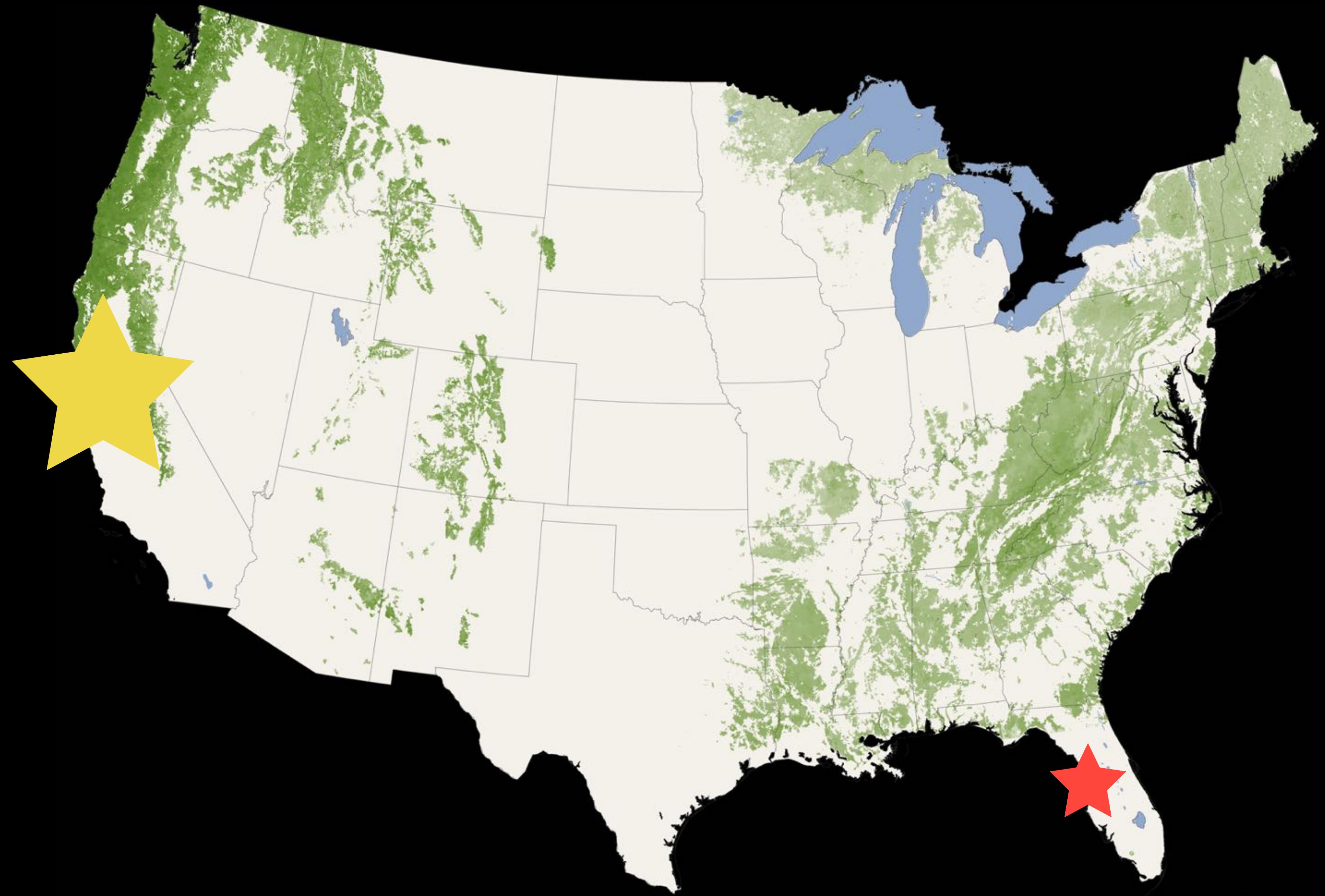
Our company, Infinity Box, signed a definitive agreement to be [acquired by SurveyMonkey](#). Wufoo's form builder will join their family of products and our company will become a wholly owned subsidiary of SurveyMonkey.





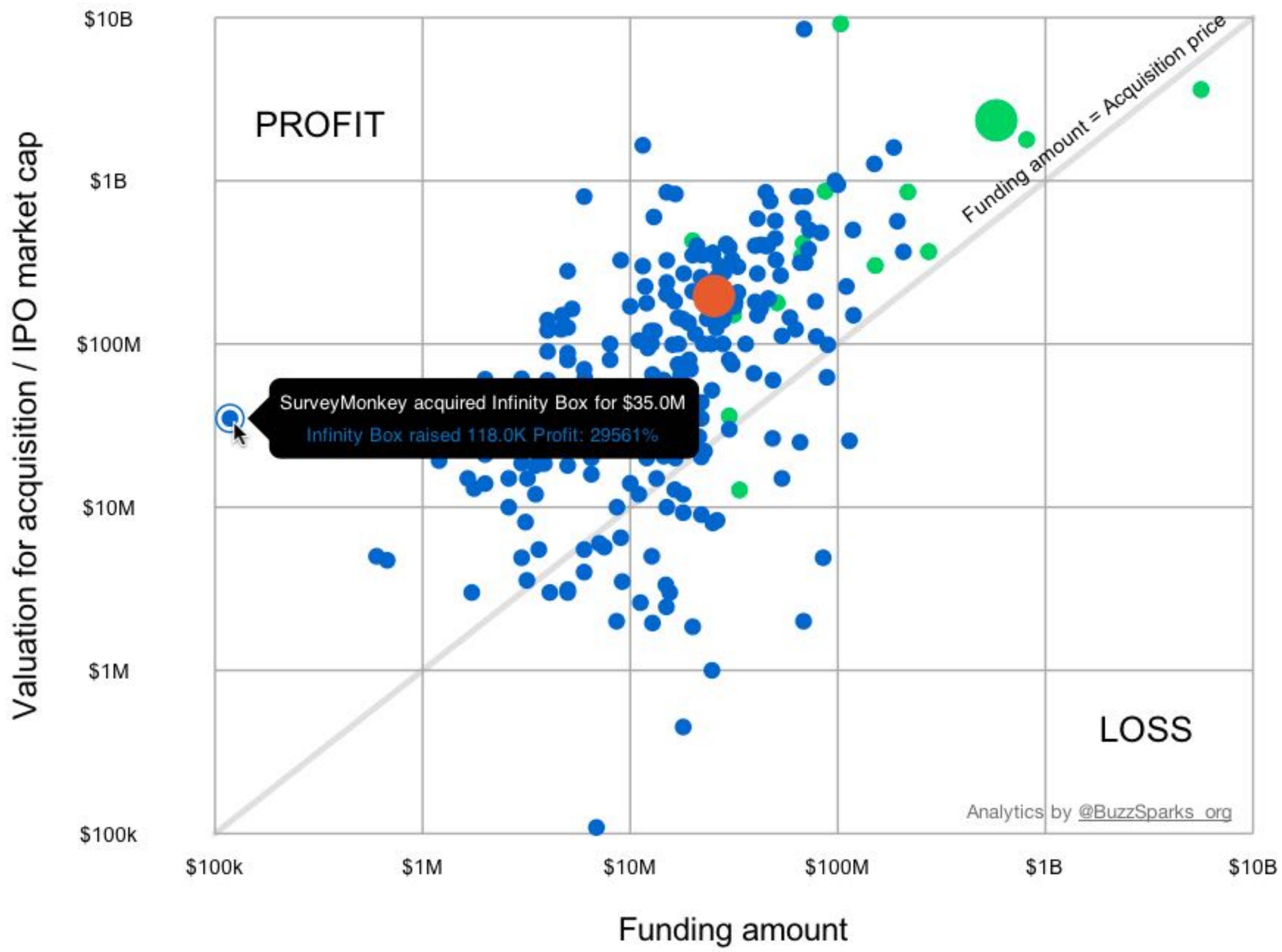
Also this guy. →





Y





Y

Average Startup

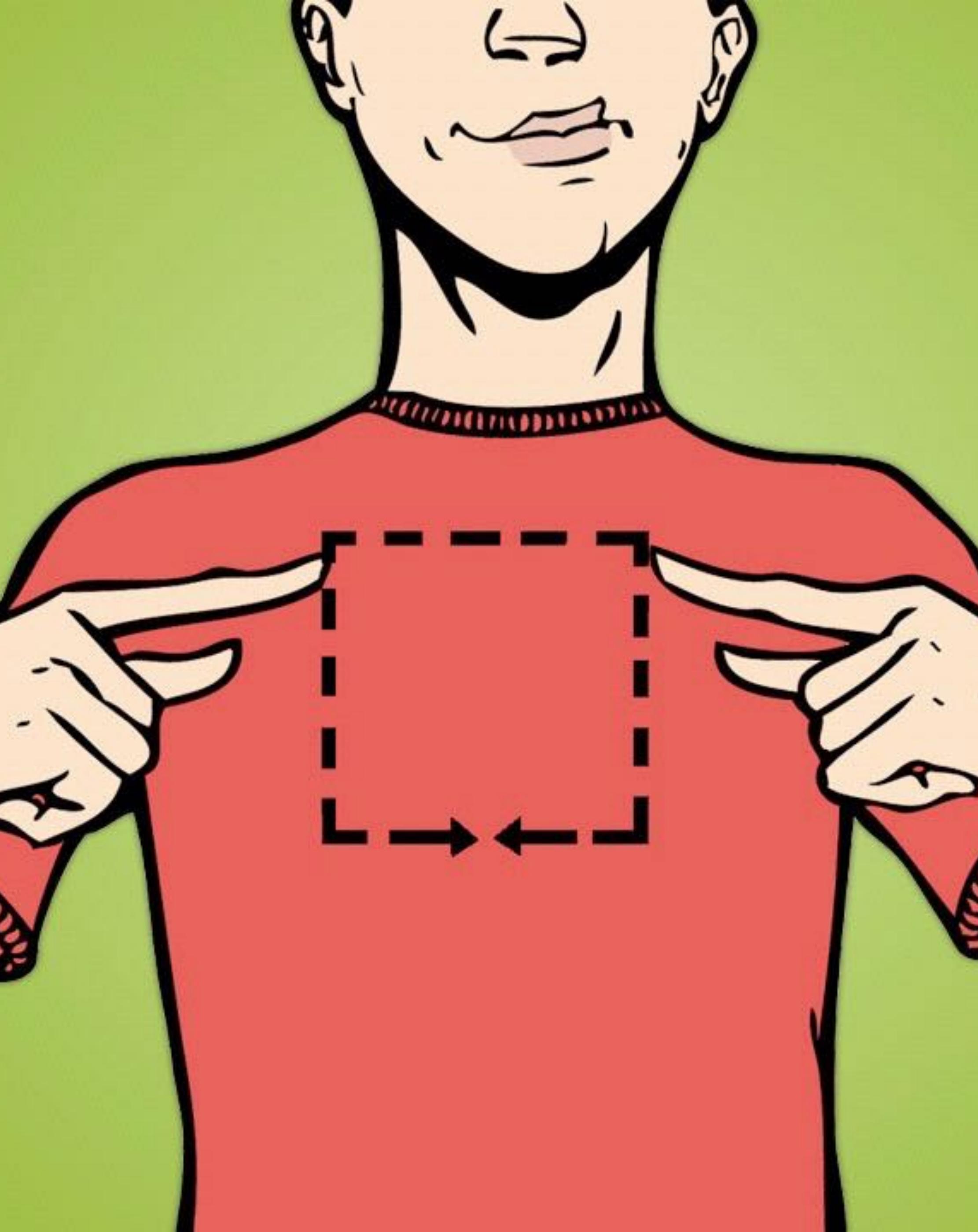
\$25.3 M

676%

Wufoo

\$118K

29,561%



We were fanatical about  
creating meaningful  
**relationships** with  
our users.

New Users :: Dating

Existing Users :: Marriage

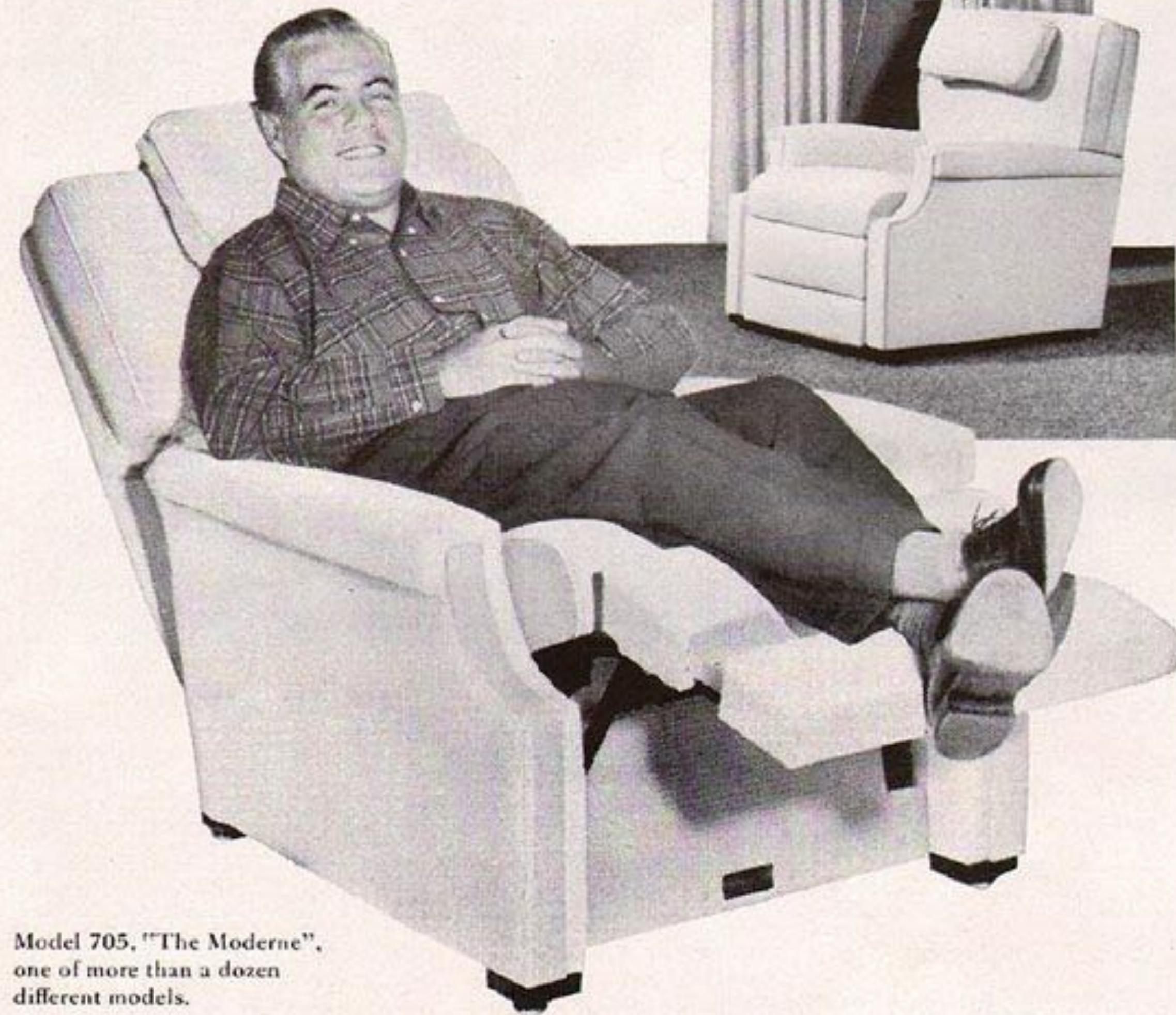
# FIRST! IMPRESSIONS



Y



Reclined or Upright-



no other chair satisfies like a

# BarcaLounger

PATENTED

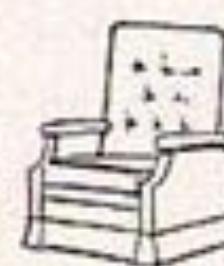
The heart-resting relaxation a man gets in a BarcaLounger more than satisfies his desire for a comfortable chair. Takes but a few minutes to melt away tensions and fatigue. That's because it gently cradles the entire body in five vital areas to give "Floating-Comfort". Only BarcaLounger has it.



Satisfies a woman's eye for fashion, too. BarcaLoungers are so beautiful you'd never guess they are reclining chairs. Cover selection is almost unlimited. Rejuvenator Massage, available on most models at extra cost, transmits soothing circular vibration through entire body. Separate "Vibra-Dial" controls duration and intensity of massage. For free BarcaLounger catalog, write Barcalo Manufacturing Co., Dept. B-16, 225 Louisiana Street, Buffalo, New York.



CHOOSE FROM A VARIETY OF STYLES, SIZES AND COVERINGS



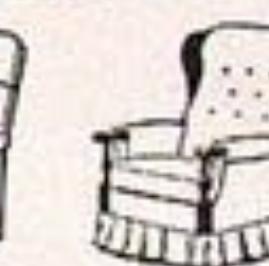
MAYFAIR



NANTUCKET



EXECUTIVE



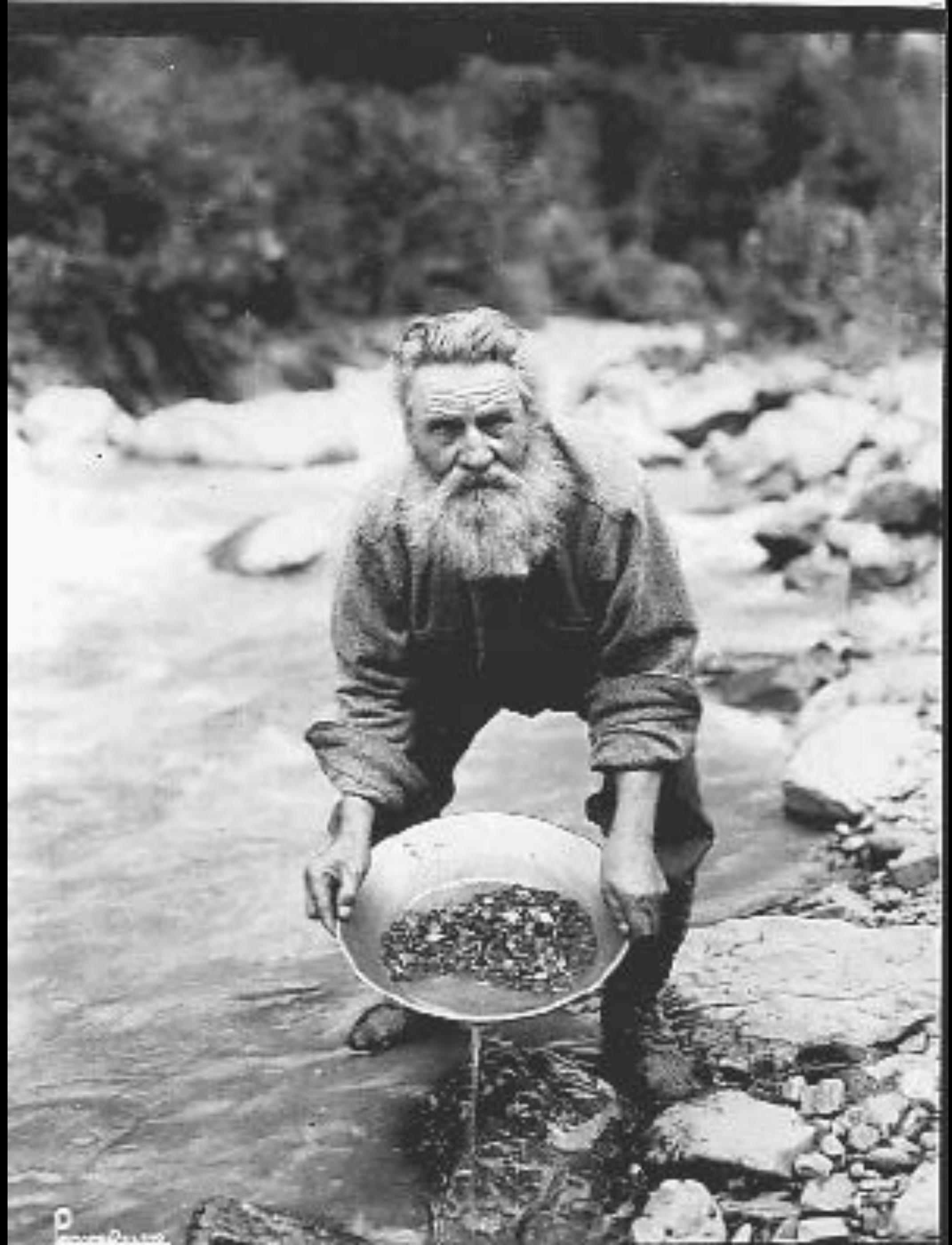
SALEM



KING-SIZE

Model 705, "The Moderne",  
one of more than a dozen  
different models.

Y



Y

**Homepage**  
**Landing Pages**  
**Plans / Pricing**  
**Login**  
**Signup**

Y

**First Email  
Account Creation  
Blank / Starting Interface  
Login Link  
Ad Link  
First Support**



当たり前品質  
atarimae hinshitsu

魅力的品質  
miryokuteki hinshitsu

[RSS](#)[Google](#)[Forms](#)[Reports](#)[Themes](#)[Users](#)

## Workshop Registration

Register now while seats are available!

Name

Title      First      Last

Address

Street Address

Address Line 2

City

State / Region

Postal / Zip Code

Email

Phone Number

 -  - **Login!***Play video!*

Y

[RSS](#)[Google](#)[Forms](#)[Reports](#)[Themes](#)[Users](#)

## Workshop Registration

Register now while seats are available!

Name

Title

First

Last

Address

Street Address

Address Line 2

City

State / Region

Postal / Zip Code

1

2

3

Email

Phone Number

 -  - **Login!****RARRR!****Play video!**

Y

# vimeo

Log In

or Join Vimeo

Email

Password

done

[Forgot your password?](#)



Y



# Search videos for fart

[3,528 Videos](#)[VOD](#)[People](#)[Channels](#)[Groups](#)[Forums](#)Sort: [Relevant](#) / [Date](#) / [Alphabetical](#) / [Plays](#) / [Likes](#) / [Comments](#) / [Duration](#)

## ADVANCED FILTERS

### FEATURED



**Grappling Dummies 2.0 BJJ in Japan**  
4 years ago



**FART GYMNASTY**  
8 months ago



**Men's Health // How a Bean Becomes a Fart**  
1 month ago



**Fart**  
8 years ago



**Manto Presents: The Grappling Dummy - Ni...**



**The Fart of Life**

 **Video Game High School: Season 3 -...**  
from RocketJump

### BROWSE BY CATEGORY



Behold, 3,528 videos matching your search. These results are based on things like title, description, uploader, and tags. If you don't find what you're looking for, try the Advanced Search.

### MORE RESULTS

Search for fart in...

[3,528 Videos](#)

[People](#)

[Channels](#)

[Groups](#)

[Forums](#)



## Create a Cork'd Account

Just fill out this form and we'll create your free account. Once you're done, you'll be able to start building wine lists, reviewing and rating wines, and finding drinking buddies.

**Screen name:**

Your nickname here at Cork'd. One word.  
Letters and numbers only. No spaces or special characters.

**Email address:**

It's also your sign-in name, and has to be legit.

**First name:**

What mom calls you.

**Last name:**

What your army buddies call you.

**Password:**

Something you'll remember, but hard to guess.

**Password confirmation:**

Type it again. Think of it as a test.

**Security question:**

What is your favorite restaurant? 

**Your answer:**

**Privacy:**  Show my real name

If unchecked, people will only see your screen name.

Send me stuff

If checked, we may periodically send you Cork'd news, events or



**Email address:**

It's also your sign-in name, and has to be legit.

**First name:**

What mom calls you.

**Last name:**

What your army buddies call you.

**Password:**

Something you'll remember, but hard to guess.

**Password confirmation:**

Type it again. Think of it as a test.

## Sign in to Yahoo!

Yahoo! ID

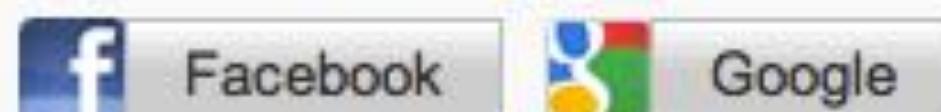
(e.g. free2rhyme@yahoo.com)

Password

 Keep me signed in  
(Uncheck if on a shared computer)**Sign In**[I can't access my account](#) | [Help](#)

OR

Sign in with:



Don't have a Yahoo! ID?

**Create New Account**



Home    Learn More    Sign Up!    Explore

# Sign in to Flickr

Email: sharmadillo@hotmail.co.uk

Password:

Remember me on this computer.

**GET IN THERE**

Or, [return to the home page](#).

Have you [forgotten your password?](#)

Y



# Blossom 1

Database \$0  
Dynos \$0  
Add-ons \$0

\$0

estimated monthly cost

## 1. Choose your database

### Shared Cluster

Light to medium data needs? Our shared cluster is simple and cost-effective.



#### Blossom

5MB storage

Fits a blog, personal site or small project wiki.

### Dedicated

Need muscle? Choose a high-performance / high-capacity database box. Fully managed.



#### Ronin

1 compute unit, 500G storage  
Guaranteed performance for heavy duty, high-traffic apps.



#### Koi

50MB storage

Great for a small company intranet or staging server.



#### Fugu

5 compute units, 1TB storage  
Highly concurrent apps with complex transactions.



#### Crane

500MB storage

Perfect for a small biz app, e-commerce site or CMS.



#### Zilla

20 compute units, 2TB storage  
World Domination.

## 2. Crank your dynos

Dynos determine your HTTP performance.  
Use more to increase concurrency.

1 Dyno

\$0.00/hour

1 Dyno recommended for Blossom

# Chocolat

A tasty new text editor for Mac.

Chocolat is a new **text editor** for Mac OS X, that combines native Cocoa with powerful text editing tools.

Compatible with **Mountain Lion** (and Lion too).

Text Editing

Split Editing

Code Completion

Live Errors

Folding

Symbol List

Blockedit

Vim Mode

Jump to Definition

Project Find

Go to File

Web Preview

Documentation



Excited? Buy Chocolat now to get it for only \$49.

Download

Buy (\$49)

Follow @chocolatapp on Twitter.

Release Notes

Submit Bugs

IRC

Press

Customers

An alextgordon and jeannicolas production.

untitled

[Buy Chocolat to Remove Comic Sans!](#)



**Your Chocolat trial has expired :(**

Everything will work as before, except the font  
has been changed to **Comic Sans**.

[Buy Chocolat](#)



[log in](#) to save your hurls

<http://wufoo.com>

GET

follow redirects

no auth  HTTP basic

+ add header

Send

[request](#) [response](#)

[view full size](#) [permalink](#)

**HTTP/1.1 200 OK**

Date: Fri, 11 May 2012 09:45:55 GMT

Server: Apache

Set-Cookie: PHPSESSID=059k2kqs2kq6kgqghenk2ovhh2; path=/; domain=.wufoo.com

Expires: Thu, 19 Nov 1981 08:52:00 GMT

Cache-Control: no-store, no-cache, must-revalidate, post-check=0, pre-check=0

Pragma: no-cache

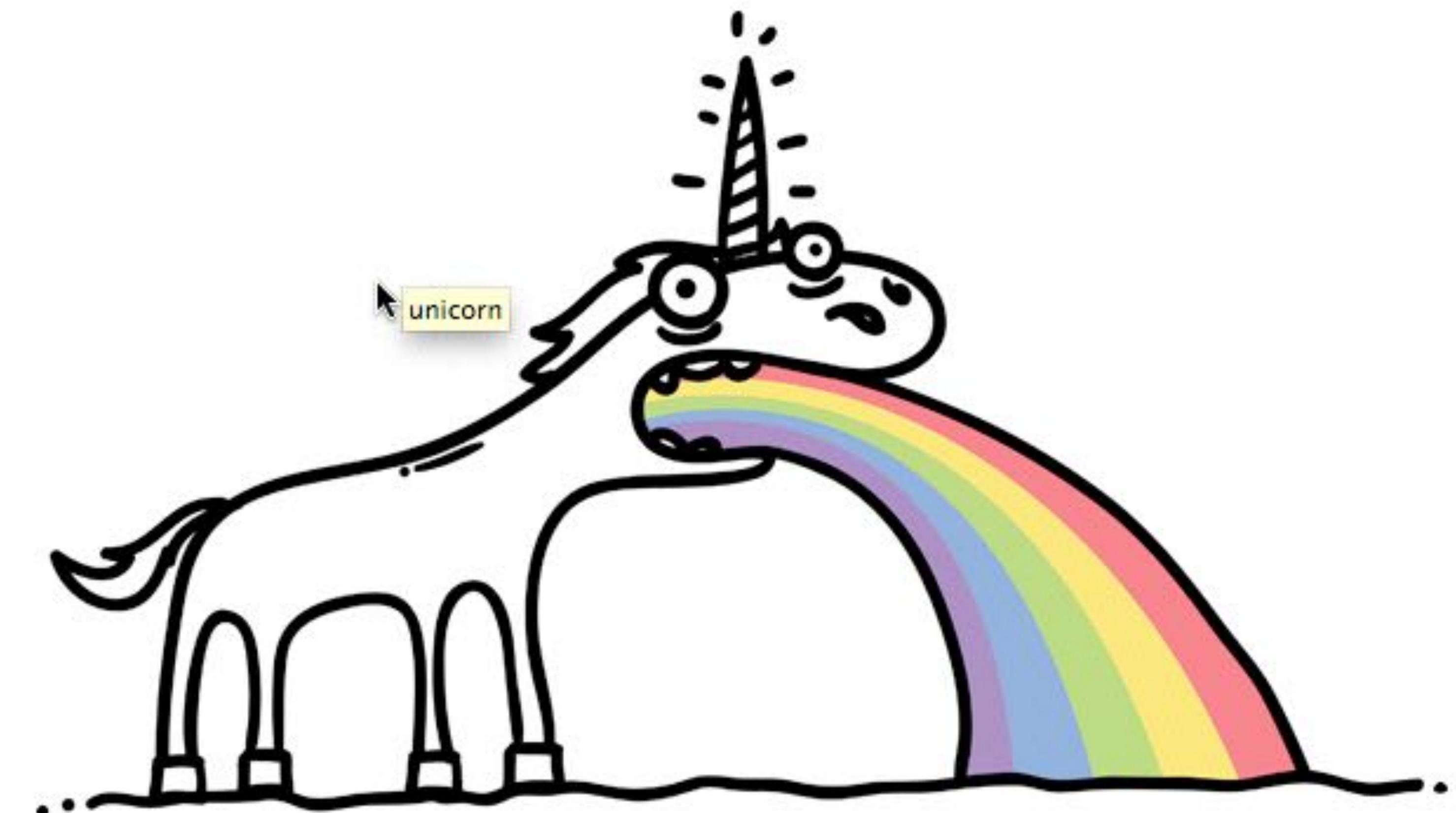
X-UA-Compatible: IE=Edge,chrome=1

Connection: close

Transfer-Encoding: chunked

Content-Type: text/html; charset=UTF-8

404 not found



This is not the hurl you are looking for.  
[Go home.](#)

# How we treat customers

(before and after they buy our product)

Before



## Brochure

Glossy  
Slick  
Colorful  
Reader-friendly  
Sexy  
Compelling

After



## Manual

Plain  
Dull  
Black and white  
Confusing  
Dry  
Boring

Y

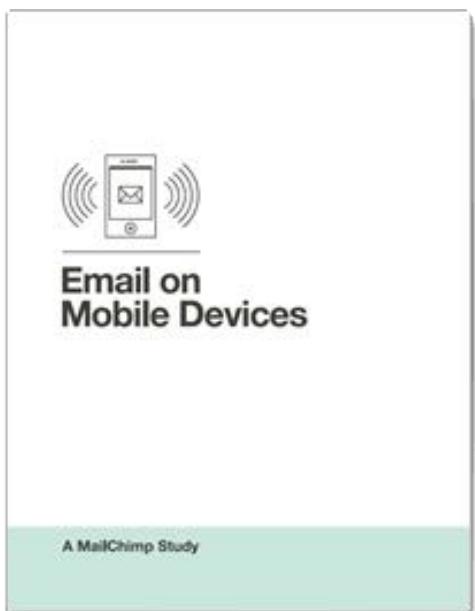
# Resources

HTML Email Templates Chimplots MailChimp Research Academy Videos Experts

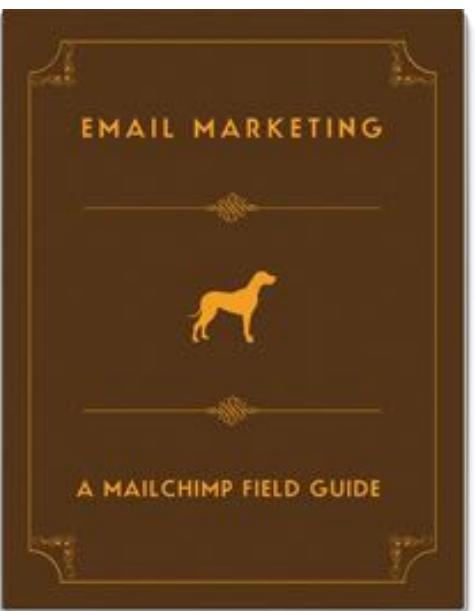
## MailChimp Guides



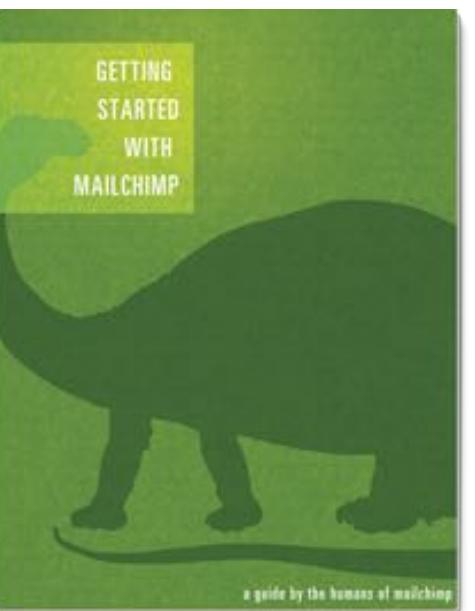
Transactional Email



Email on Mobile Devices



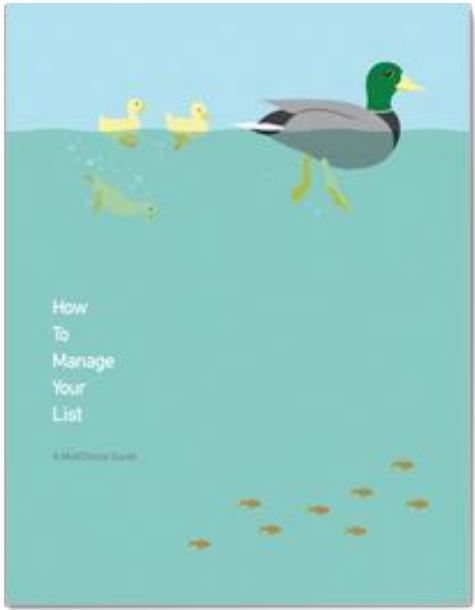
Email Marketing Field Guide



Getting Started With MailChimp



MailChimp Mobile



How to Manage Your List



MailChimp For High-Volume Senders



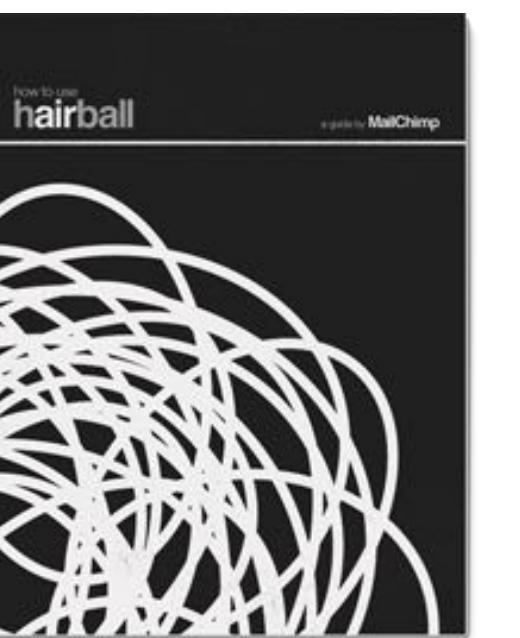
MailChimp International

## MailChimp Mobile

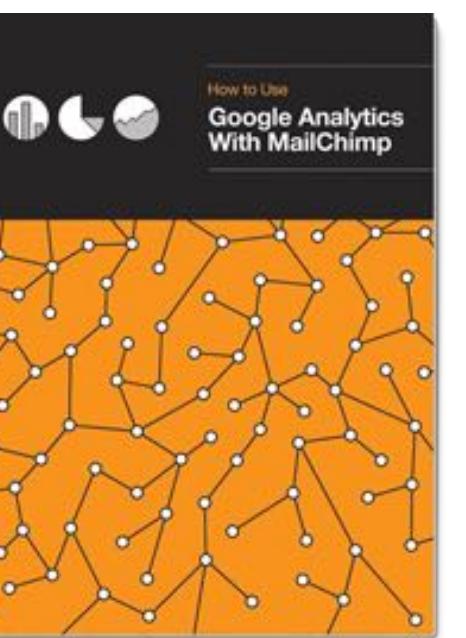
## How to Manage Your List

## MailChimp For High-Volume Senders

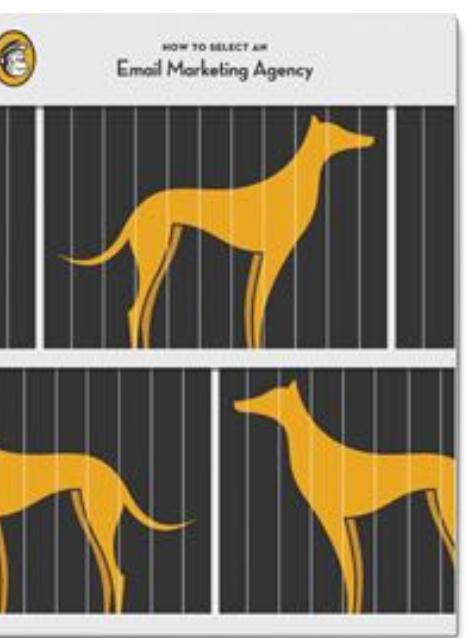
## MailChimp International



How to Use Hairball



How To Use Google Analytics With MailChimp



How to Select an Email-Marketing Agency



Spam Lawsuits



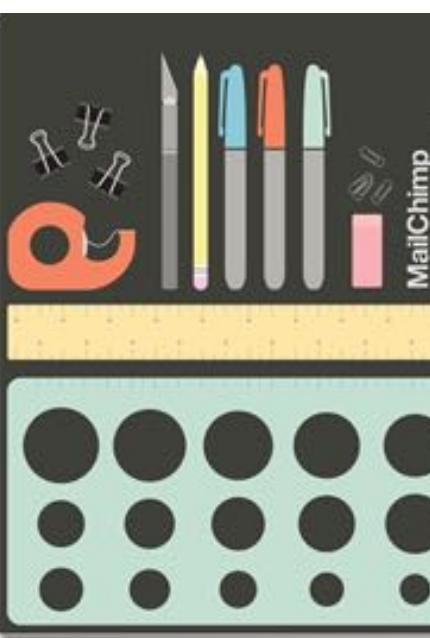
Understanding Reports



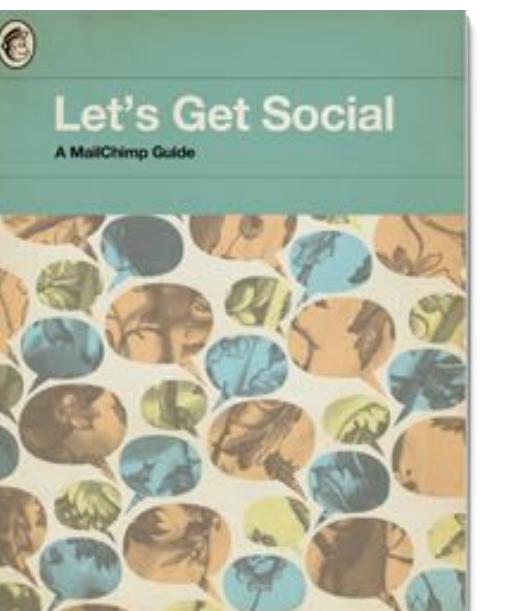
Email Security



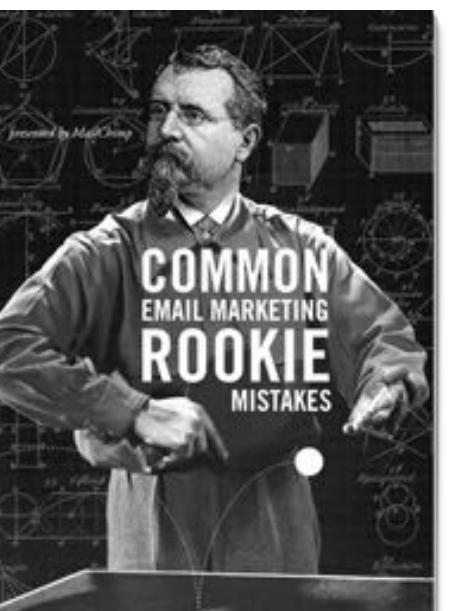
How To Use Templates



MailChimp For Designers



Let's Get Social



Common Email Marketing Rookie Mistakes



How to Create an Email Marketing Plan



**GETTING STARTED**[Payment Forms](#)**Creating Charges**[Subscriptions](#)[Your Account](#)**REFERENCES**[Stripe.js](#)[Button](#)[Webhooks](#)[Subscription Billing](#)[Testing](#)[Examples](#)[API Libraries](#)[Full API Reference](#)**CONNECT**[Overview](#)[Getting Started](#)[Integrating OAuth](#)[Collecting Fees](#)[Shared Customers](#)[Reference](#)**FAQ**[General](#)[Pricing](#)[Disputes](#)[SSL](#)

# Making your first charge

In this tutorial you'll make your first charge on Stripe. If you need any help integrating, join other Stripe users and staff in our [community chat](#).

You've got your user's credit card details, now what? Now you charge them money. This happens on your server, and the fastest way to do it is by using one of our [client libraries](#). If you haven't already, install your favorite language now. In this tutorial, we'll show code for [Ruby](#), [PHP](#), and [Python](#).

In your web server, grab the Stripe token (or raw credit card details if you aren't using Stripe.js) in the POST parameters submitted by your form. Once you do, it's one simple call to charge the card with Stripe:

[ruby](#) [python](#) [php](#)

```
# set your secret key: remember to change this to your live secret key in production
# see your keys here https://manage.stripe.com/account
Stripe.api_key = "3pOIPgMgNKWp5Db724CR7Da8h9yns"

# get the credit card details submitted by the form
token = params[:stripeToken]

# create the charge on Stripe's servers - this will charge the user's card
charge = Stripe::Charge.create(
  :amount => 1000, # amount in cents, again
  :currency => "usd",
  :card => token,
  :description => "payinguser@example.com"
)
```

**Tutorial requirement**

In order to finish this tutorial, you'll need to have already collected your user's credit card info.

If you haven't, check out our [payment form tutorial](#).



LIVE TEST

Search...

## GENERAL

 Dashboard Payments Customers Transfers

## SUBSCRIPTIONS

 Plans Coupons

## REQUESTS

 Events & Webhooks Logs

General



Team



API Keys



Subscriptions



Webhooks



Applications



Data

\$0.00

Total volume

Test

Test Secret Key:

3pOIPgMgNKWp5Db724CR7Da8h9yns



Test Publishable Key:



Live Secret Key:



Live Publishable Key:

 Learn more about API authentication

Done

0 total

0

0:00 4:00 8:00 12:00 16:00 20:00

0:00 4:00 8:00 12:00 16:00 20:00

Y

[Google™ Custom Search](#)

## Help

- [Documentation](#)
- [The Forums](#)
- [Ask Support](#)

## General Info

- [FAQs](#)
- [Video Tour](#)
- [Terminology](#)

## Accounts

- [Login](#)
- [Account Manager](#)
- [User Management](#)
- [Activity Log](#)

## Forms

- [Form Manager](#)
- [Form Builder](#)
- [Entry Manager](#)
- [Code Manager](#)
- [Notifications](#)
- [Rule Builder](#)
- [Payment Settings](#)
- [Integrations](#)

## Reports

- [Report Manager](#)
- [Report Builder](#)
- [Widget Manager](#)

# Wufoo Rest API V3

## On this Page

- [1. Introduction](#)
- [2. Finding Your Key](#)
- [3. Wufoo REST Structure](#)
- [4. URL Prefix](#)
- [5. The Extension](#)
- [6. Convenience Parameters](#)
- [7. Authentication](#)
- [8. Hashed URL Vs Friendly URL](#)

## FAQs

- [1. Are there any API restrictions?](#)
- [2. Can sub-users use the API?](#)
- [3. Where are the old APIs?](#)

## Introduction

The Wufoo API is designed to unlock the potential of the data stored inside your Wufoo account. We provide all the tools required to build applications, advanced reports and visualizations not currently offered by the default Wufoo UI.

What's even better is that you don't need any programming experience to at least view the data, because if

## Other APIs

- [1. API Introduction](#)
- [2. Forms GET](#)
- [3. Fields GET](#)
- [4. Entries GET / POST](#)
- [5. Users GET](#)
- [6. Reports GET](#)
- [7. Widgets GET](#)
- [8. Comments GET](#)
- [9. Web Hooks PUT / DELETE](#)
- [10. Login POST](#)
- [11. Examples](#)
- [12. The Wufoo REST Principles](#)

## API Wrappers

- [1. Learn about and get API Wrappers](#)



*Medieval Times*  
Florida  
July 9, 2010



# Win a friggin' Battle Axe

Just look at the rays of power that emanate from it.



## WUFOO API Contest

- 1** Build something awesome with → the API
- 2** → Submit it by August 31
- 3** Win you some prizes!

### Ideas

- Plugins for popular CMS's
- Stand-alone application
- Mobile Entry Manager
- Create PDFs from entry data or forms
- Calendar view of

**iPhone App  
Android App  
Wordpress Plugin**





YOUR DAILY DOSE  
OF UI INSPIRATION



SUBMIT A DETAIL

Follow us on Twitter

Sponsored by:



Our startup:



7 FEB

138

short url

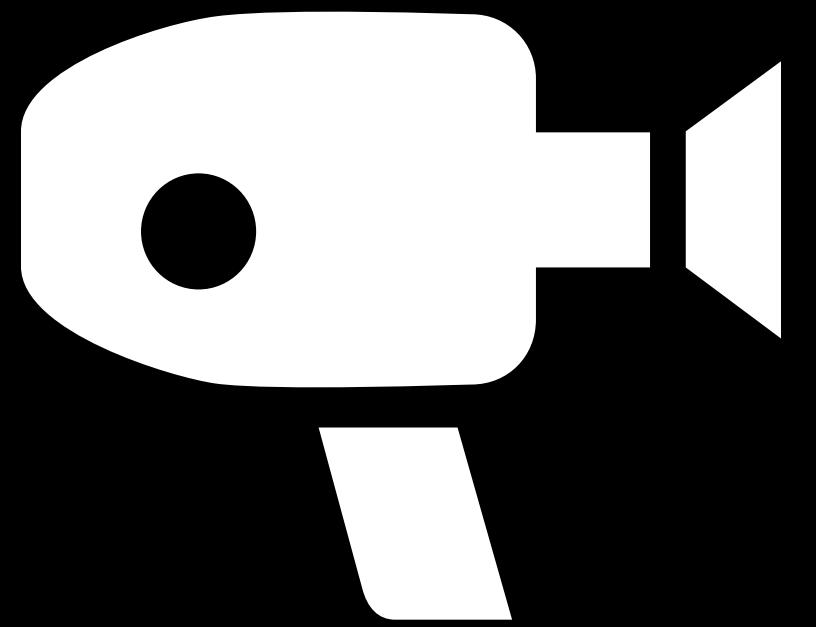
iPad Keyboard - There are phantom keys in the middle when you split the keyboard in half.

/via Reinier Ladan

[Read more here.](#)

A close-up portrait of an elderly man with light-colored hair and a full white beard. He is wearing thin-framed glasses and a blue t-shirt. He is smiling broadly, showing his teeth. The background is dark.

**John Gottman**



15 Minutes = 85%

1 Hour = 94%



**Everyone fights.**

**Money  
Kids  
Sex  
Time  
Others**

**Cost / Billing  
Users' Clients  
Performance  
Roadmap  
Others**

**Website Visitors**

**100%**

**Signup to Trial**

**10%**

**Login to Account**

**7%**

**Active Users**

**5%**

**Paying Users**

**1%**

**Staying Users**

**.3%**

**Y**

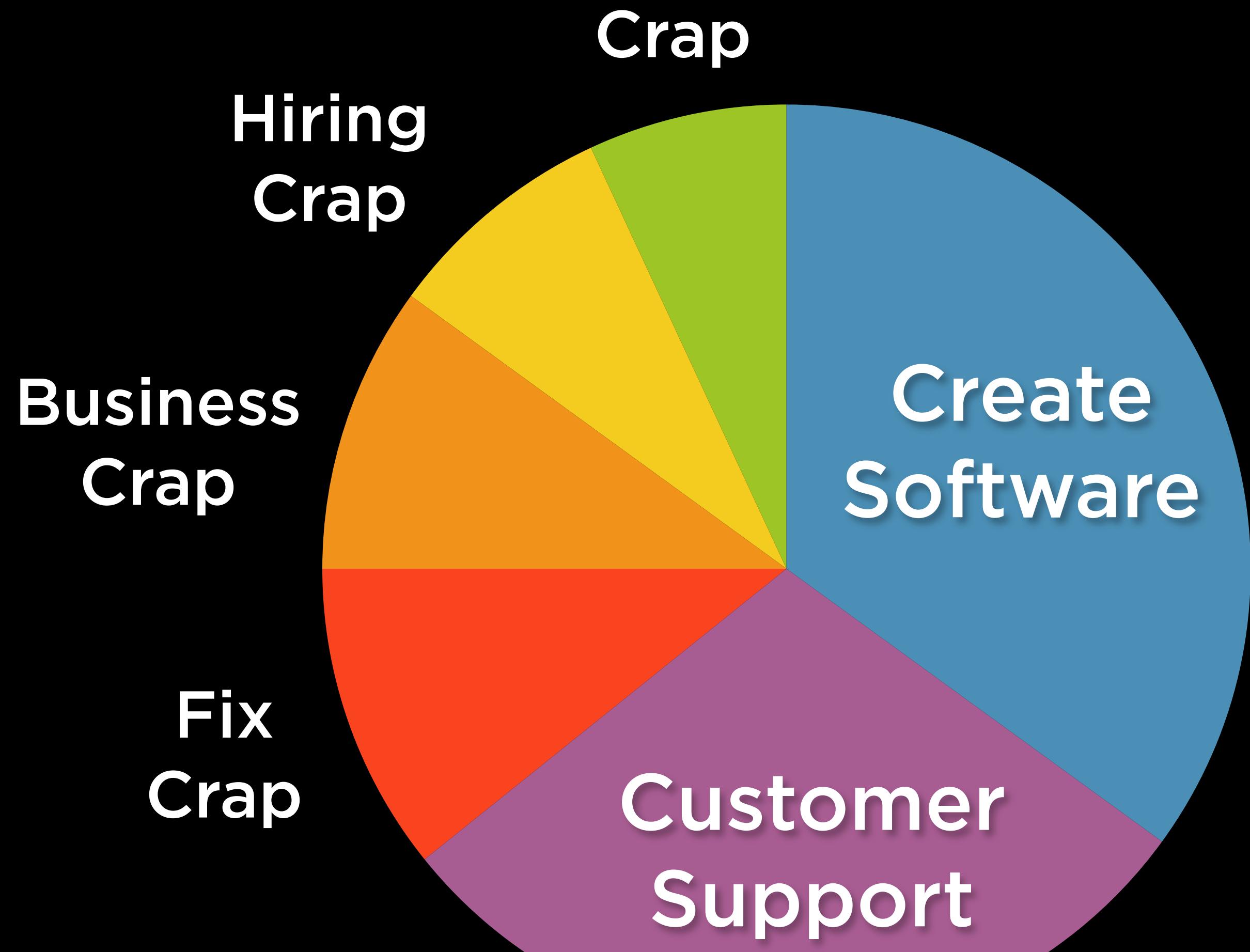
**Software engineers  
and designers are  
often divorced from  
the consequences  
of their actions.**

**Before  
Launch**

**100%**

Create  
Software

# After Launch





**Responsibility**  
**Accountability**  
**Humility**

# Software Development

**Support  
Driven  
Development**

Y

You make everyone do  
customer support.



**Creators = Supporters**

**Support Responsible  
Developers and Designers  
Give the Best Support**

The logo consists of the word "KAYAK" in a bold, white, sans-serif font. The letters are arranged in two rows: "K" and "A" on top, and "Y" and "A" on the bottom. The letters are set against a background of five orange rectangular blocks of varying widths. A registered trademark symbol (®) is located in the top right corner of the "K" block.

KAYAK®

A small, solid orange square containing a white, stylized letter "Y".

Y



# The Four Horsemen

**Criticism**

**Contempt**

**Defensiveness**

**Stonewalling**

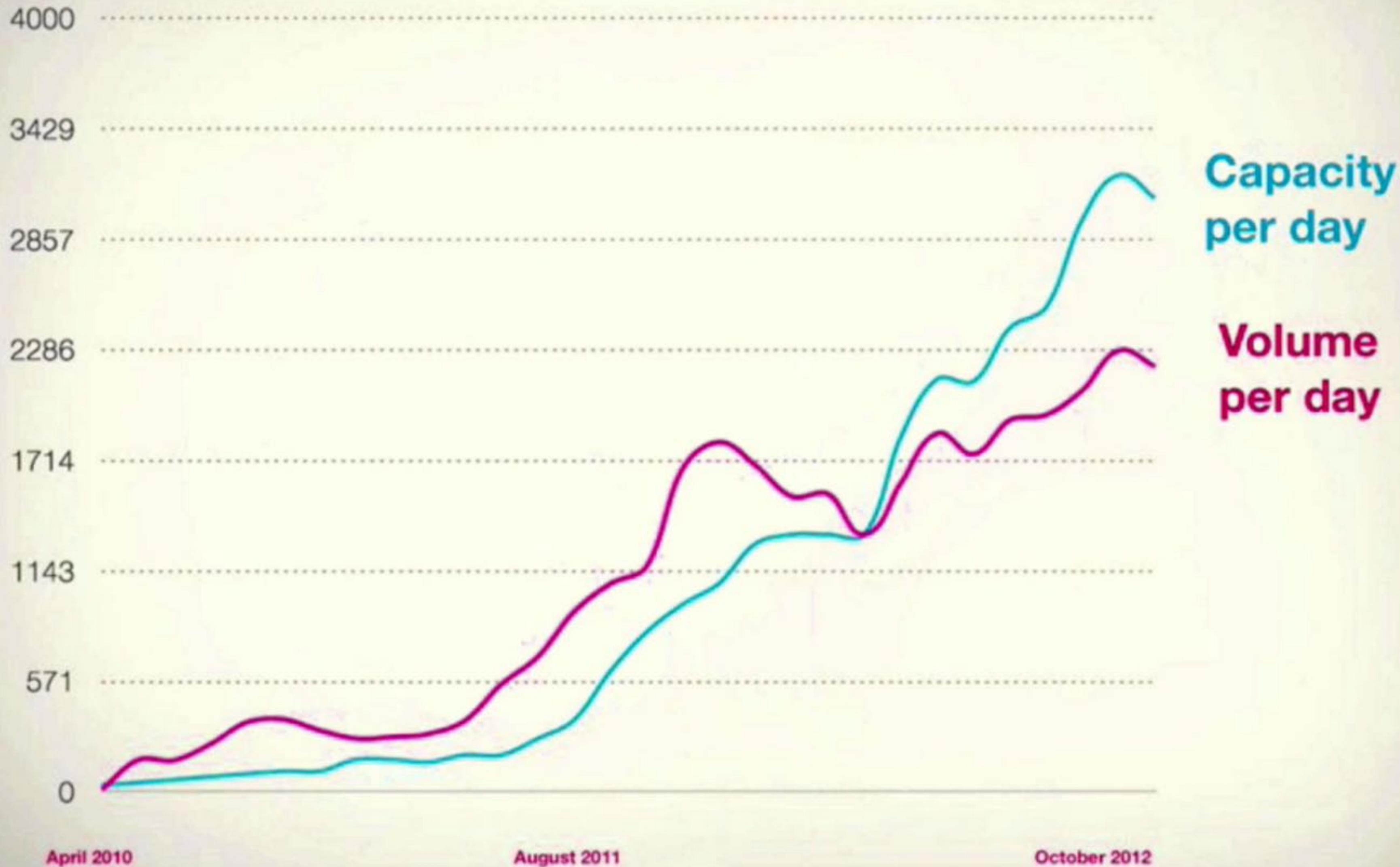
**+500,000 users**  
**~5 million people**  
**~400 issues**  
**+800 emails**  
**7-12 minutes**



A close-up portrait of a smiling man with short brown hair, a beard, and mustache. He is wearing black-rimmed glasses and a grey t-shirt. The background is a solid dark grey.

**Joe Gebbia**

## The Airbnb DTR moment



## Search

 Google™ Custom Search

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## Forms

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# Wufoo Support Request

Unfortunately, we can't always get it right. If something doesn't seem to be working right for you in Wufoo or you can't find an answer, let us know and we'll do everything we can to help you out.

### Tell us what happened : \*

You made me smile.

### Ask the Wufoo Support Team

Please be as specific as possible. If it's a bug, tell us the steps we need to take to recreate the issue, what you expected to happen and what actually happened.

### Where did you encounter the problem?

<http://wufoo.com>

Include a link to the page where your issue occurred.

### Operating System

Windows XP

### Your Email Address \*

kevin@wufoo.com

So we can get back in touch with you.

### Browser

Internet Explorer 6

### Upload a Screenshot

 advancedCSS.png

This is optional, but helps us out a lot.

steps we need to take  
that actually happened.

### Your Email Address \*



So we can get back in touch with you.



### Browser

### Emotional State



Excited

Confused

Worried

Upset

Panicked

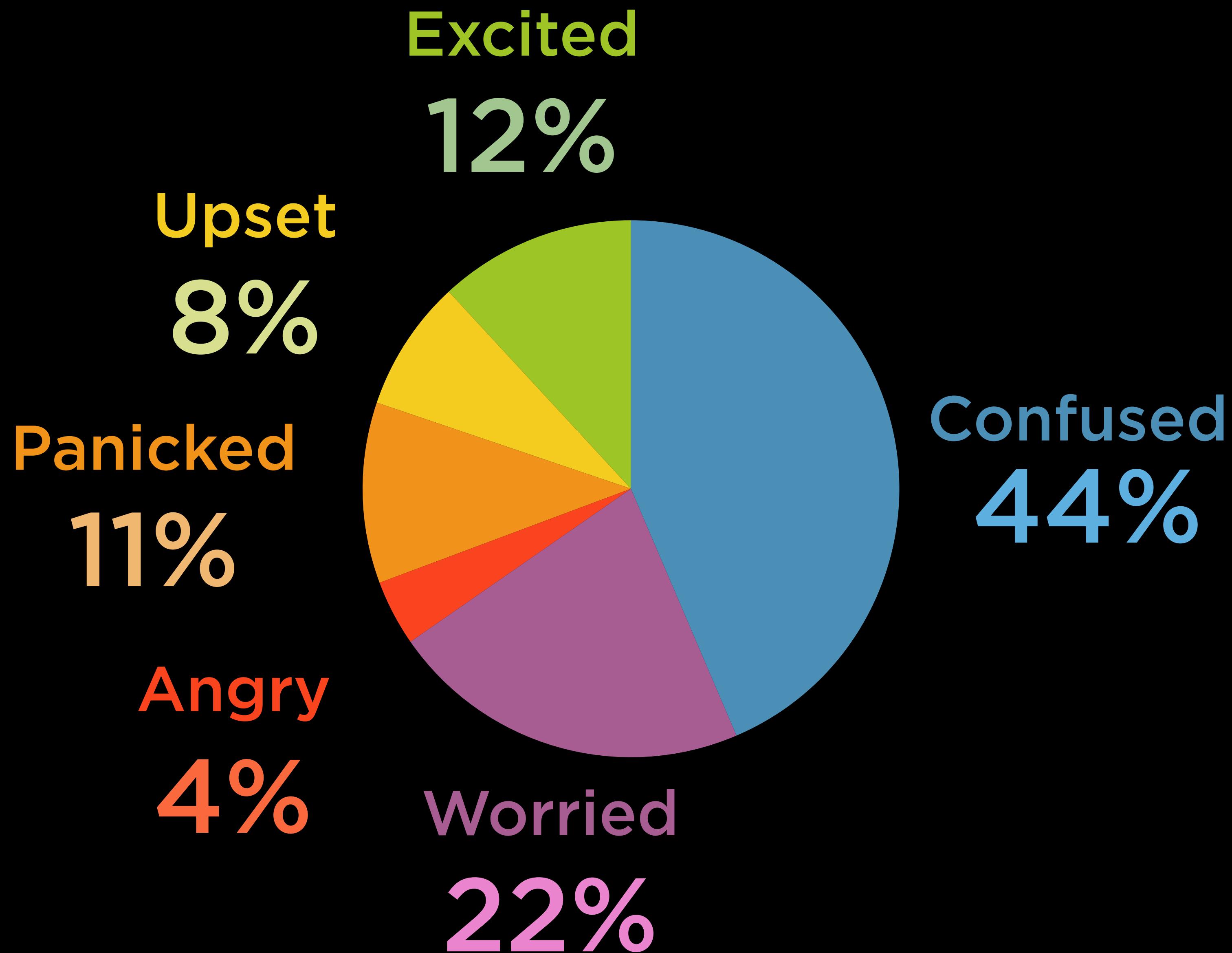
Angry

**Emotional State**

**75.8%**

**Browser Type**

**78.1%**



Y



**Support Responsible  
Developers and Designers  
Create Better Software**





information architecture  
usability design personas  
user testing

HOME ABOUT US SERVICES ARTICLES EVENTS VIRTUAL SEMINARS REPORTS BLOG PODCASTS

Search

## Fast Path to a Great UX - Increased Exposure Hours

BY JARED M. SPOOL

Originally published: Mar 30, 2011

As we've been researching what design teams need to do to create great user experiences, we've stumbled across an interesting finding. It's the closest thing we've found to a silver bullet when it comes to reliably improving the designs teams produce. This solution is so simple that we didn't believe it at first. After all, if it was this easy, why isn't everyone already doing it?

To make sure, we've spent the last few years working directly with teams, showing them what we found and helping them do it themselves. By golly, it actually worked. We were stunned.

The solution? Exposure hours. The number of hours each team member is exposed directly to real users interacting with the team's designs or the team's competitor's designs. There is a direct correlation between this exposure and the improvements we see in the designs that team produces.

### It Makes Perfect Sense: Watch Your Users

For more than 20 years, we've known that teams spending time watching users, can see improvements. Yet we still see many teams with regular user research programs that produce complicated, unusable products. We couldn't understand why, until now.

Each team member has to be exposed directly to the users themselves. Teams that have dedicated user research professionals, who watch the users, then in turn, report the results through documents or videos, don't deliver the same benefits. It's from the direct exposure to the users that we see the improvements in the design.

Over the years, there has been plenty of debate over how many participants are enough for a study. It turns out we were looking in the wrong direction. When you focus on the hours of exposure, the number of participants disappears as an important discussion. We found 2 hours of direct exposure with one participant could be as valuable (if not more valuable) than eight participants at 15-minutes each. The two hours with that one participant, seeing the detailed subtleties and nuances of their interactions with the design, can drive a tremendous amount of actionable value to the team, when done well.

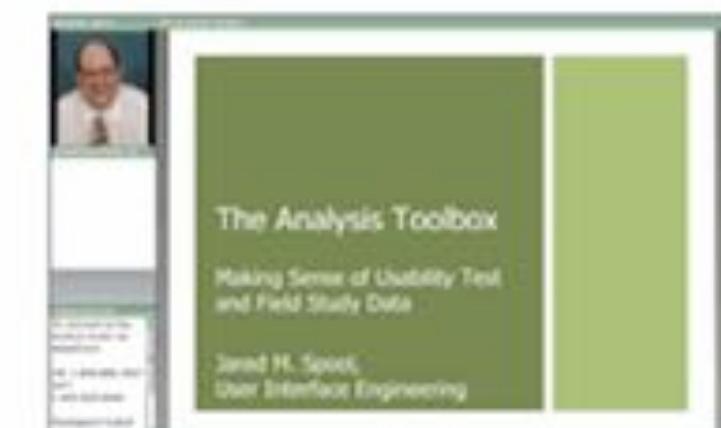
UIE WEB APP  
MASTERS TOUR

Two days with the 11  
masters behind today's  
most successful web  
applications.

*Last Stop! Minneapolis*

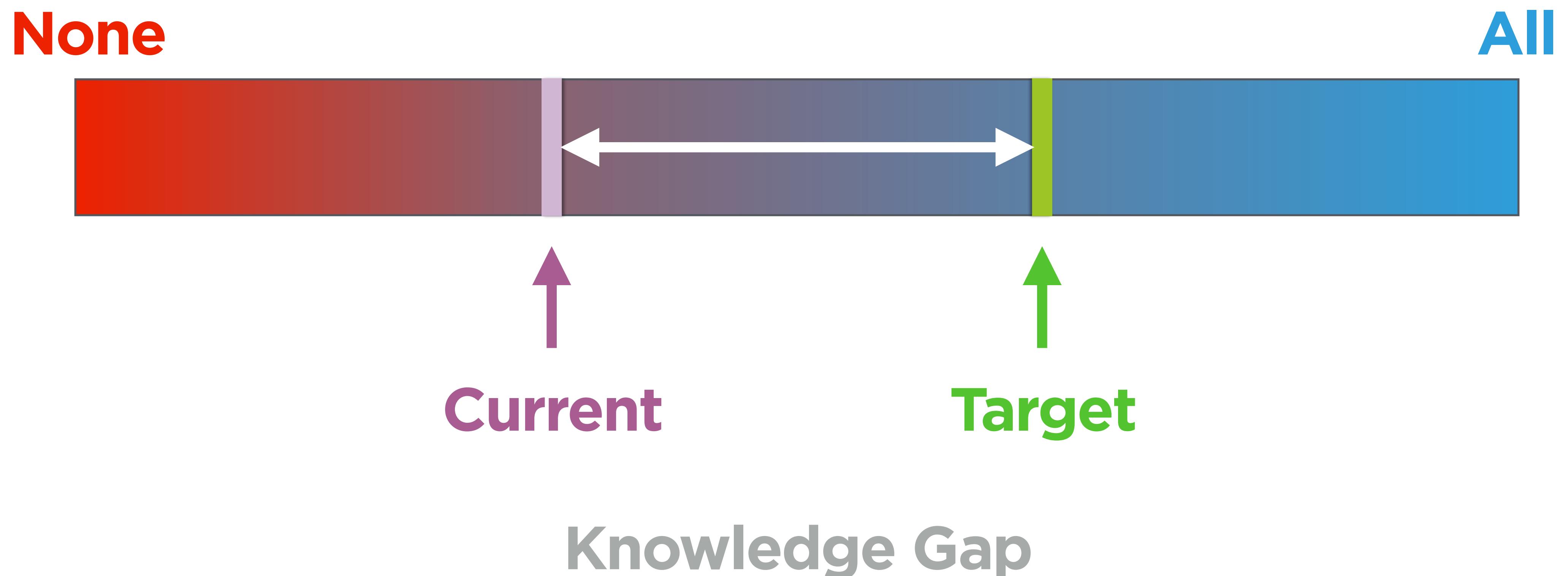
UIE  
Virtual Seminars

Watch Session Previews



**Direct Exposure  
Minimum Every Six Weeks  
At Least Two Hours**

# Knowledge Spectrum



# Frequently Asked QUESTIONS

A collection of answers, replies and clarifications to our users' favorite questions.

It's like a quiz, but with the answer sheet.

[Sign Up for Free!](#)[Tour](#)

## On this Page

- [What is Wufoo?](#)
- [What can I build with this?](#)
- [Why would I want to use Wufoo?](#)
- [Is Wufoo right for me?](#)
- [What's required to use Wufoo?](#)
- [Is my data safe and secure with Wufoo?](#)
- [How long do you keep my information?](#)
- [Can anyone access my forms and reports?](#)
- [How much does Wufoo cost?](#)
- [What are the benefits of the paid plans?](#)
- [Are there any long term contracts?](#)
- [Can I add Wufoo forms to my web site?](#)
- [How can I get at the data collected by my form?](#)
- [Can I just get the XHTML and CSS from you?](#)
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## What is Wufoo?

Wufoo is an Internet application that helps anybody build amazing online forms. When you design a form with Wufoo, it automatically builds the database, backend and scripts needed to make collecting and understanding your data easy, fast and fun. Because we host everything, all you need is a browser, an Internet connection and a few minutes to build a form and start using it right away.

## What can I build with this?

Basically, the possibilities are endless. Here's a short list of examples to give you an idea of Wufoo's versatility:

### Options

- Required (?)
- No Duplicates (?)
- Encrypted (?)

Predefined Value (?)

Instructions for User

### Show Field to

- Everyone (?)
- Admin Only (?)

What type

Question

Untitled

### About Encryption



An encrypted field is stored with additional security on our servers. You may have up to 5 encrypted fields. These fields are also NOT sent in email notifications. Ideal for collecting sensitive data.

Form Settings

Field

er

 Checkboxes

Down

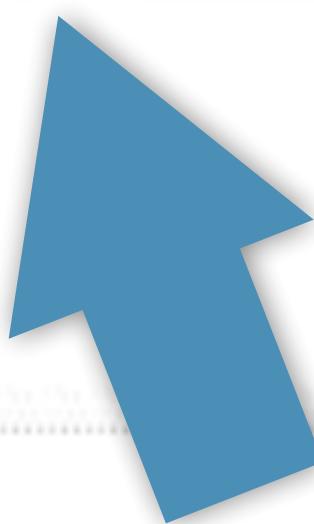
Break

Upload

ite

# Workshop Registration

Register now while seats are available!



Name

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Title	First	Last	Suffix

Address

Street Address

Address Line 2

City

State / Province /  
Region

Postal / Zip Code

Country

Email

## Search

  
Google™ Custom Search

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- [Notifications](#)

## Reports

- [Report Manager](#)
- [Report Builder](#)

# Don't worry. We're here to help.

Try searching our [Docs](#) on the left, perusing our [Knowledge Base](#), or asking some friends in the [The Forums](#). If you can't find what you're looking for, submit a [Support Request](#).

### General Questions

- [What is Wufoo?](#)
- How secure is Wufoo?
- Who are the people behind Wufoo?
- Is Wufoo right for me?

### Billing & Accounts

- How do I cancel my account?
- What if I exceed my entry limit?
- What types of payment do you accept?
- How do I view my invoices?
- Can I change my account name/subdomain?

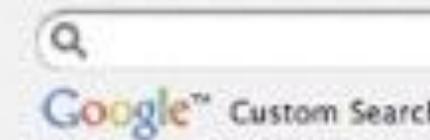
### Forms & Email

- How do I integrate my Wufoo form into my website?
- How do I have an email sent to me each time a form is completed?
- Why am I not receiving any email notifications?
- Why can't I see the submit button?
- How do I duplicate a form?

### Data & Reports

- How do I view and access my entries?
- Can I print a report/graph?
- How can I view my files?
- Why is all of the data being exported even if it is not visible in the report?
- How do I export my data?
- How do I delete my entries?

## Search



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## Themes

[Theme Designer](#)

## Payment

# Getting Started with Wufoo

## On this Page

1. Creating a Form
2. Viewing and Managing Your Form
3. Viewing and Editing Entries
4. Email Notifications
5. Web Site Integration
6. Creating Themes

## Wufoo HD Video Tour

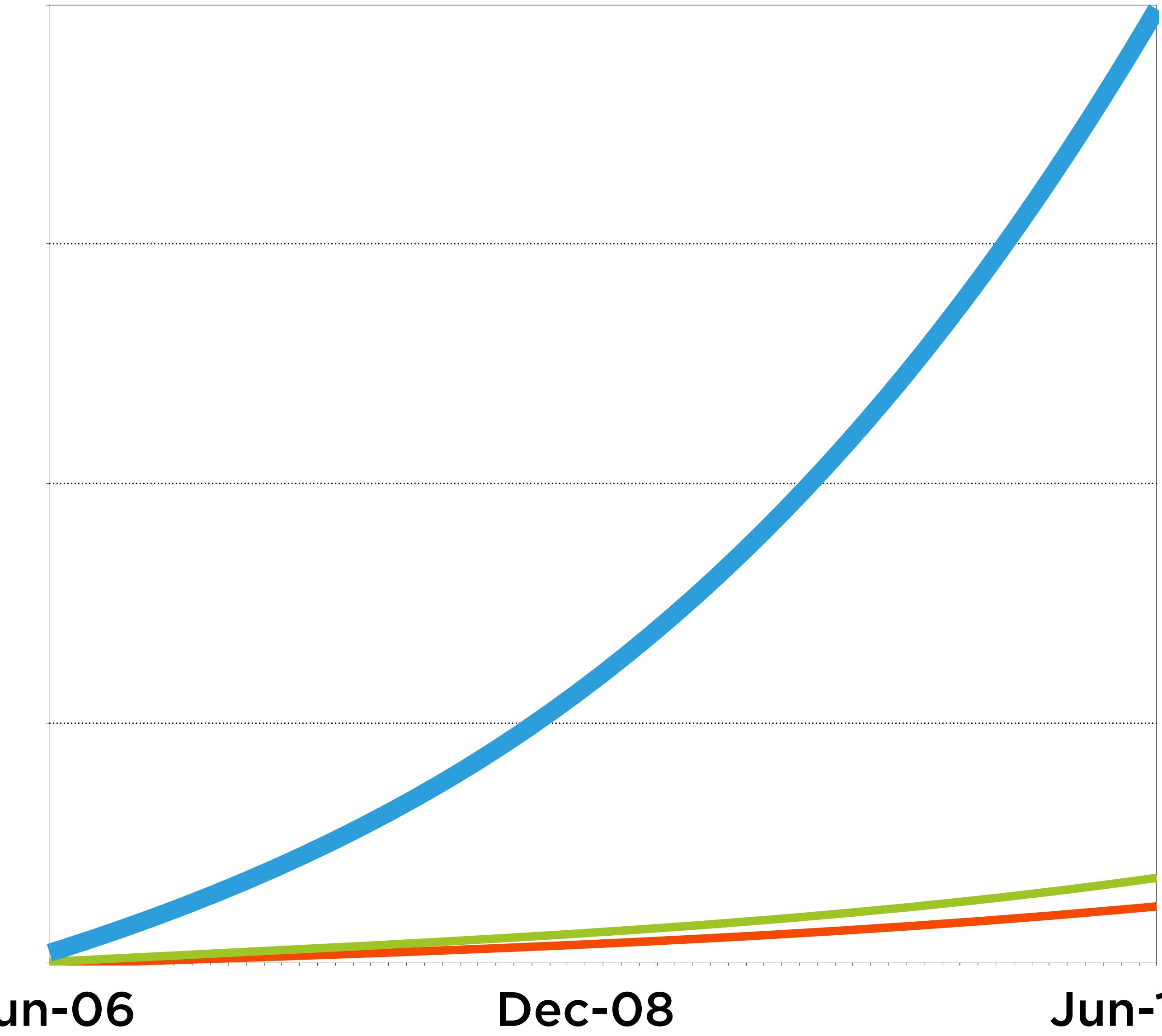
1. Watch Part I in HD [G](#)
2. Watch Part II in HD [G](#)
3. Watch Part III in HD [G](#)
4. Watch Part IV in HD [G](#)
5. Watch Part V in HD [G](#)
6. Watch Part VI in HD [G](#)



## Part I : Creating a Form

Hi, my name is Kevin Hale and I am one of the [creators of Wufoo](#). In the following guide, I'm going to take you on a tour of our key features so that you can get up and running quickly with Wufoo to collect information over the Internet.

**What happens when you  
make everyone responsible  
for giving remarkable  
support every single week?**



**Subscribers**  
**New Users**  
**Downgrades**

**Jun-06**

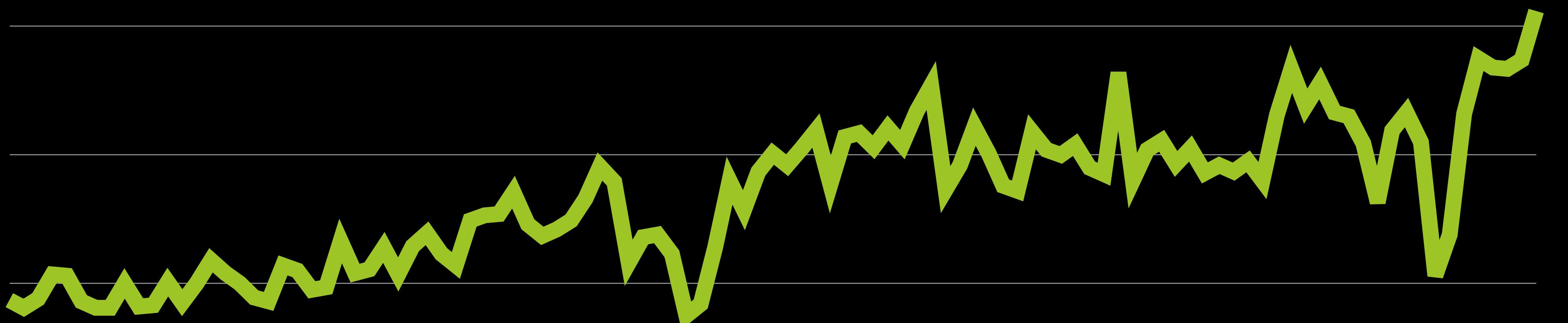
**Dec-08**

**Jun-11**

Y

# Wufoo Support Requests

---



Y

# RELATIONSHIPS ATROPHY

# The Wufoo Blog

## Hey Likert. Welcome to the Party!

By Kevin Hale - November 18th, 2008

After weeks of planning, preparation and quite a bit of backend architecture adjustment magic, the Wufoo Team is proud to announce the addition of a new field now available to all users across all plans : **The Likert Field.**

I know we've announced a [lot of new stuff](#) today, but we're probably the most excited about this one. For those that don't know about Likert items, [Wikipedia](#) describes the field as "a psychometric scale commonly used in questionnaires, and is the most widely used scale in survey research." Since we strive to be the easiest way to collect information over the Internet, we thought it only appropriate to try and bring to our users the easiest way to create the most widely used scaling method for measuring bipolar responses from your users.

Fancy Pants

<input type="text"/> Name	<input type="text"/> Date
<input type="text"/> Time	<input type="text"/> Phone
<input type="text"/> Address	<input type="text"/> Web Site
<input type="text"/> Price	<input type="text"/> Email
<input type="text"/> Likert	

**WUFOO**

### Short and Sweet Likert Survey

Let's see how you're doing.

Evaluate the following statements.

	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
You are a champion.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input checked="" type="radio"/> 4	<input type="radio"/> -
You feel great in the morning.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/> -
Everybody likes you.	<input type="radio"/> 1	<input type="radio"/> 2	<input checked="" type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> -

Submit

### About

The [Wufoo Blog](#) is the official online publication written by the developers of [Wufoo](#) about their online form builder, form-related technologies, and whatever else may fit their fancy—like robots.

### Subscribe

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- [Good Times](#) (4)
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- [August 2006](#)
- [July 2006](#)

# The WUFOO News!

· November 19, 2008 ·

## Good Morrow Friends!

With autumn going by quickly in our neck of the woods, Team Wufoo is here again for another show-and-tell of delightful new features for our favorite form builder. We've got some mighty sweet stuff in this update, so sit back, relax and soak up the goodness.

## Hey, it's Likert. Welcome to the Party!

After weeks of planning, preparation and a bit of backend architecture magic, we are proud to announce the addition of a new field now available to all users across all plans : **The Likert Field**, the most widely used scale in survey research. Now you can easily create better surveys for measuring bipolar responses from your users.

[ [Learn More about the New Likert Field](#) ]

The screenshot shows a survey titled "Short and Sweet Likert Survey" with the sub-instruction "Let's see how you're doing." It asks users to evaluate three statements on a scale from "Strongly Disagree" to "Strongly Agree". The statements are: "You are a champion.", "You feel great in the morning.", and "Everybody likes you.". The "Strongly Agree" column has a checked radio button for the first statement, while the other columns have empty radio buttons.

## Multiple Choice Field Upgrades

Ryan's been staying up late rewriting our favorite piece of code for the umpteenth time. The Form Builder got a complete rewrite of the underlying engine for speed and the following upgrades to the multiple choice field. In addition to porting over the Bulk Add interface from the Dropdown field over to the Multiple Choice field, we've also added an "Allow Other" option in the field settings so you can provide your users a way to enter their own custom answer to a question if none of the choices you provide them in the field fits their fancy.

The screenshot shows a form titled "The Ultimate Question" with the sub-instruction "This is my form. Please fill it out. It's awesome!". It contains a single multiple choice question: "Which do you prefer?". The options are "Robots", "Monkeys", "Ninjas", "Other", and "Pirates". The "Other" option is selected with a radio button, and there is a text input field below it containing "Pirates". A "Submit" button is at the bottom.

# Wufoo Manager :: Alerts

Hi khale. Welcome!



Title

Link

  
http://

Audience

Description

Add Alert

## 25 Bogeys Detected

ID	Audience	Title	Link	Date
#92	All Users	Get Reliable Mobile and Desktop Alerts with...	<a href="#">notifo-integration</a>	Nov 2, 2010
#91	All Users	How to Create a Time-Based Wufoo Report	<a href="#">creating-time-based-reports</a>	Nov 1, 2010
#90	All Users	Downtime for Quarterly Patching	<a href="#">quarterly-patching</a>	Nov 1, 2010
#89	All Users	Create an Affiliate Program Signup Form with...	<a href="#">zferral-integration</a>	Oct 27, 2010
#88	All Users	How to Provide Driving Directions on Your Forms	<a href="#">provide-custom-driving-directions-in-confirmations</a>	Oct 26, 2010
#87	All Users	Introducing the API Contest Submissions	<a href="#">the-api-contest-submissions</a>	Sep 20, 2010
#86	All Users	New Typography Features!	<a href="#">use-over-150-fonts-on-your-forms-with-wufoos-ne...</a>	Aug 30, 2010
#85	All Users	New API Nodes, Security Changes and API Contest...	<a href="#">new-api-nodes-security-changes-and-api-contest...</a>	Aug 27, 2010
#84	All Users	How to Create a Tiered Gift System Using Wufoo	<a href="#">spice-up-your-wufoo-donation-forms-with-a-dynam...</a>	Aug 27, 2010

# Form Manager

O, what men dare do!

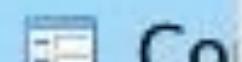
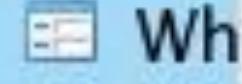
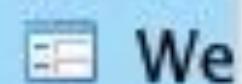
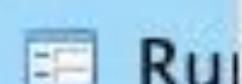
[New Form!](#)[Stat](#)

Filter

Sort By : Date Created

Date Edited

Entries To



## Since You've Been Gone.

Updates from the Wufoo Team

**How to Arrange Form Fields to Sit Next to Each Other in Wufoo** : We are also excited to announce that we've added a few new CSS keywords to allow you to arrange four and five fields to sit next to each other side by side. [Learn More](#)

**How to Customize Checkbox and Radio Inputs with Custom CSS** : Ever wish you could change the look of the checkbox and radio inputs on your Wufoo forms? Now you can with this easy to follow custom CSS tutorial! [Learn More](#)

**Get Your Embed On With The Wufoo Form Embed Kit** : The Wufoo Form Embed Kit is a tool that helps developers easily create integrations with your Wufoo forms. With just a few lines of JavaScript, your content manager or website builder can pop up a user-friendly box to easily embed forms into their app. [Learn More](#)

**Überforms! How to Seamlessly Stitch Large Wufoo Forms Together** : With a bit of work, you can use a combination of templating, URL modifications, form settings and custom themes to create forms that look to be bigger than 100 fields. [Learn More](#)

**How to Use Custom CSS on Your Wufoo Forms** : If you have some swagger and a little CSS knowledge under your belt, you can take your form's looks to the next level using the Advanced settings for your custom

We made everyone  
say thank you.





Rotate left Rotate right



Posted on September 12, 2008  
by [finge](#)

[View full size](#)



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[Put this photo on your website](#)

**Views** 28

**Tags**

This photo has no tags. Be the first to tag it.



[The Social Network for Twitter](#)

[More photos by finge](#)



[Favorite](#) [Actions](#) [Share this](#)[← Newer](#)  [Older →](#) By BrianR  
Brian Russell

This photo was taken on June 11, 2009.

48 views 1 favorite



This photo belongs to

[BrianR's photostream \(472\)](#)

Tags

thankyou • wufoo • cool

License

Some rights reserved

Privacy

This photo is visible to everyone

[Favorite](#) Actions Share this[← Newer](#) [Older →](#)

Hi Brian,

My name is Andrew, one of the developers for Wufoo. I just wanted to say thank you for using our services. You've been with us for some time now and we're honored and delighted to have earned such trust.

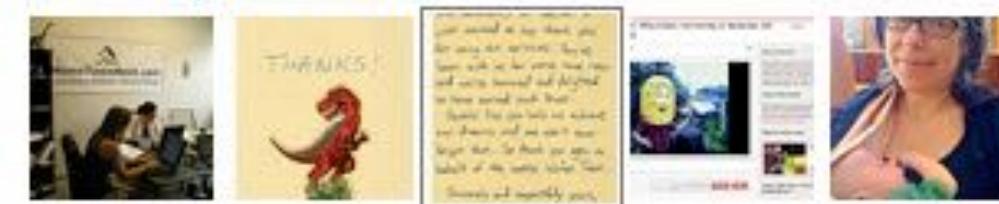
People like you help us achieve our dreams and we won't ever forget that. So thank you again on behalf of the entire Wufoo Team.

 By BrianR  
Brian Russell

This photo was taken on June 11, 2009.

61 views

This photo belongs to

[BrianR's photostream \(472\)](#)

Tags

thankyou • wufoo • cool

License

Some rights reserved

Privacy

This photo is visible to everyone

Favorite Actions Share this

← Newer Older →



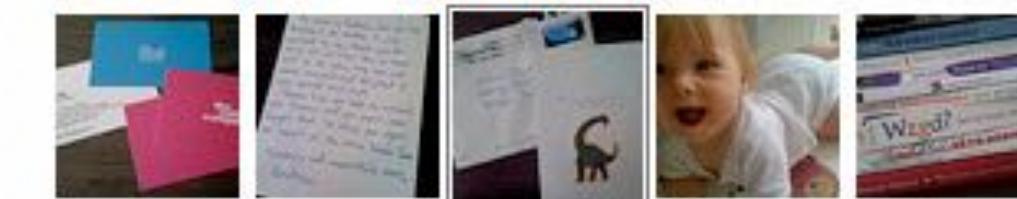
By maxmanagement  
No real name given

This photo was taken on June 15, 2009.

11 views

This photo belongs to

maxmanagement's photostream (207)



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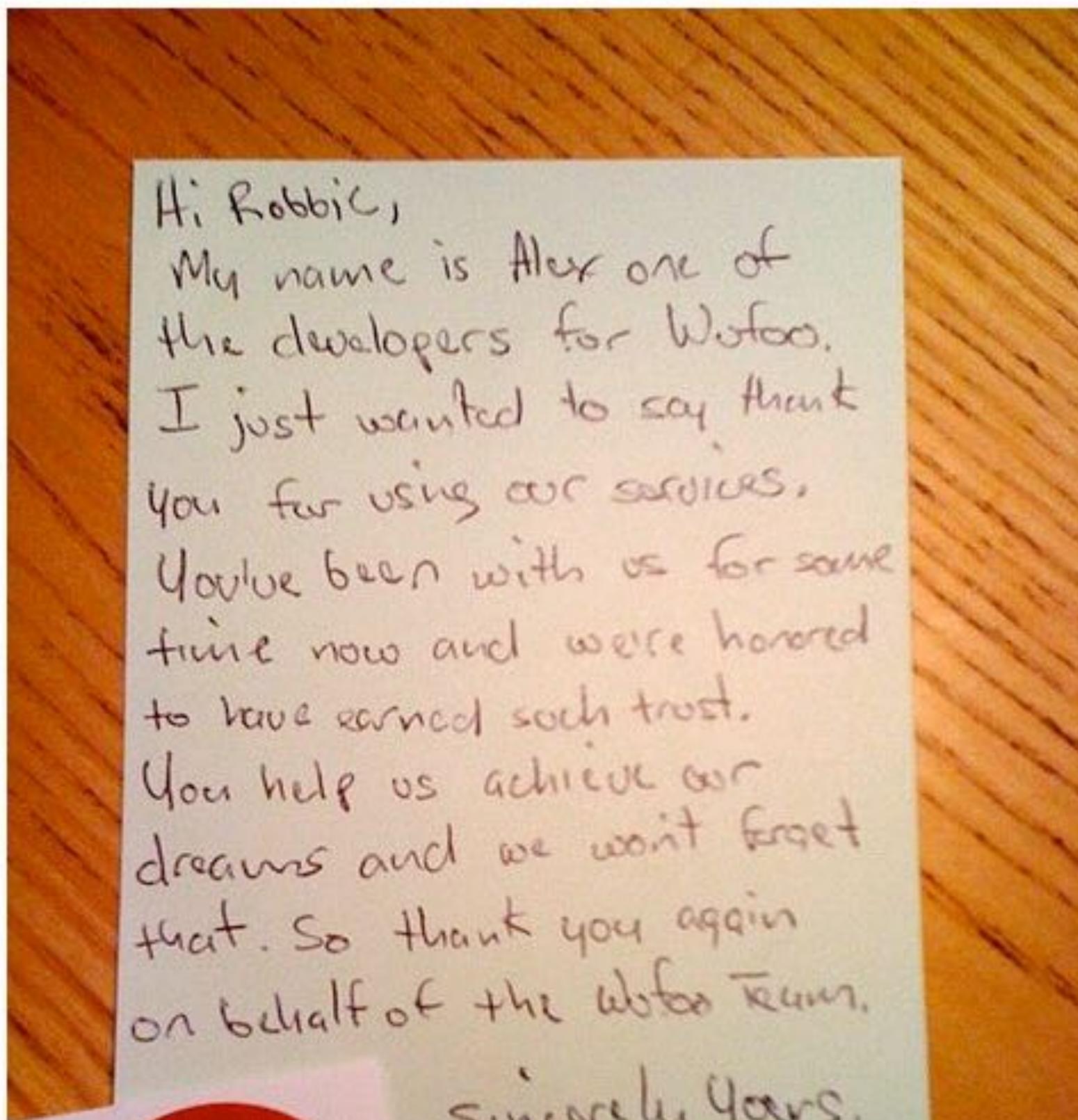
Privacy

This photo is visible to everyone

Flag this photo

[Favorite](#) Actions ▾ Share this ▾

← Newer Older →

 By [rmanson](#)  
Robbie Manson

This photo was taken on December 30, 2009.

54 views

This photo belongs to

[rmanson's photostream \(2,095\)](#)

Tags

iPhone • gdzilla

License

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Privacy

This photo is visible to everyone

[Favorite](#) [Actions](#) [Share this](#)[← Newer](#) [Older →](#) By [abrudkuhl](#)  
Andrew Brudkuhl

This photo was taken on June 30, 2008 using a Canon PowerShot SD200.

 25 views

#### This photo belongs to

[abrudkuhl's photostream](#) (2,402)**48**  
web

#### Tags

[wufuu](#) • [customer](#) • [service](#) • [getanewbrowser](#)

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**Best Price**  
**Best Product**  
**Best Overall Solution**

Kevin Hale  
@illikevests

Y