

Idea: Form Builder and Form Filler

Notion of form templates record and transcribe form.

Tech Stack

Frontend : React

Backend : Django/ Python

Database: MongoDB

Here are some examples for PDF forms across different industries;

Insurance industry:

https://www.aia.com.au/content/dam/au/en/docs/Adviser/aia-vitality/AIA_Vitality_Fact_Find_Document.pdf

Mortgage Industry:

<https://imab.net/wp-content/uploads/2021/07/Mortgage-Fact-Find.pdf>

UK:

https://moneydoctors.ie/wp-content/uploads/2019/01/1077_Money_Doctor_Fact_Find_0119_LR.pdf

NDIS:

<https://www.ndis.gov.au/media/2323/download>

MVP_DB Structure

Users = [owner_id , name, professions, password]

Entities = [id, name]

Forms = [form_id, owner_id , [array of info blocks]]

Info_Blocks = [id , name_of_info_block]

Now for the info blocks:

ID_Extensive = { first_name, middle_name, last_name, gender, marital status, date_of_birth , dependents, phone, email }

ID_Short = { first_name, middle_name, last_name, phone, email }


Address_History = this is an array of: { Unit , Street_number , Street_name, Street type, Suburb, post_code, state, country, current_or_past, date_moved_in, date_moved_out } it will be an array of these for 36 months to date.

Employment_history = { Name_of_employer, Role, Status {casual, part_time, full_time, self-employed, contract}, start_date, end_date }

Additional Info_blocks:

```
Username: socold
Email address: socold@gmail.com
PW: socold123
```


Formify Ad Script - "Talk First, Type Later"

 **Length:** ~2 minutes

 **Tone:** Funny, Relatable, Aussie-style

SCENE 1 - THE PROBLEM (0:00 - 0:30)

 **Setting:** A friendly café. A **doctor**, a **finance broker**, and an **accountant** sit at separate tables, each having a client meeting.

 **Background:** Light, upbeat music.



Doctor (to patient):

"Alright, mate, tell me what's been going on."



Patient:

"Well, I've had this weird pain in me knee, and it sort of—"



(Doctor starts typing aggressively on his laptop, eyes glued to the screen. The patient stares at him awkwardly.)



Patient (raising an eyebrow):

"Uh... Doc?"



Doctor (still typing, muttering):

"Mm-hmm... weird pain... knee... how long..."



CUT TO: Finance Broker's Office



Broker (to client):

"So, what kind of loan are you after?"



Client:

"Well, I need a car loan, but I also—"



(Broker, like the doctor, starts furiously typing, nodding absently.)



Client (leaning in, confused):

"Mate... you still there?"



CUT TO: Accountant's Office



Accountant (to client):

"Let's talk tax deductions—what did you spend on business232 80210880808 mack129 1999 0180992UF -29U9- this year?"



Client:

"Oh, a few things. Laptop, travel, some



(More intense typing. The accountant types so fast that she accidentally knocks her coffee over.)



Client (sighs):

"Righto, I'll just talk to the keyboard then."



TEXT ON SCREEN:

"Why do professional conversations feel like an awkward first date?"



SCENE 2 - INTRODUCING FORMIFY (0:30 - 1:00)

📌 **Setting:** The same professionals, but this time **they're using Formify**. The vibe is relaxed, natural, and engaging.

🎙️ **Narrator (Aussie bloke voice):**

"Enter FORMIFY. The AI-powered form-filling app that lets you do your job while it does the paperwork."

📌 **CUT TO: Doctor's Office**

👨⚕️ **Doctor (smiling, engaged):**

"So, tell me about this knee pain."

👤 **Patient:**

"Yeah, so it started last month after I tripped over me dog."

♦️ **(Meanwhile, Formify on the doctor's tablet is filling out the consultation notes automatically.)**

👨⚕️ **Doctor:**

"Ahh, classic Labrador. Always under the foot!"

📌 **CUT TO: Finance Broker's Office**

👨💼 **Broker:**

"What's the dream car, mate?"

👤 **Client:**

"Something reliable, maybe a Toyota or Mazda."

♦️ **(Formify instantly logs this info under 'Car Loan Preferences'.)**

👨💼 **Broker (smiling):**

"Good choice—solid resale value too!"

📌 **CUT TO: Accountant's Office**

👨💼 **Accountant:**

"What kind of business expenses did you have?"

👤 **Client:**

"Oh, laptop, travel, and a few office upgrades."

♦️ **(Formify detects keywords and categorizes expenses automatically.)**


👨💼 **Accountant (grinning):**

"Nice! Less time typing, more time saving you money."

📌 **TEXT ON SCREEN:**

"Stop typing. Start talking. Let Formify do the work."


SCENE 3 - THE BIG PAYOFF (1:00 - 1:45)

 **Setting:** The same professionals, but now their **clients are actually enjoying the conversation.**

 **Narrator:**

"Less awkward silences. More real conversations. Formify lets you keep the flow while it keeps the records."

 **Doctor's Office**

 **Doctor (laughing):**

"So, your dog tripped you, and now he's just looking guilty, huh?"


 **Patient:**

"He won't even make eye contact!"

 **Broker's Office**

 **Broker:**

"New Toyota? Mate, I'll get you the best rate."

 **Client (cheers):**

"Legend!"

 **Accountant's Office**

 **Accountant:**

"Formify's already sorted your deductions. Wanna grab a coffee?"

 **Client:**


"Now you're talking!"

 **TEXT ON SCREEN:**

"Formify: When you want your clients to talk to a human again."

SCENE 4 - THE SLOGAN (1:45 - 2:00)

 **Setting:** The **three professionals standing together**, smiling at the camera.

 **Narrator (closing line):**

"FORMIFY. So you can do what matters."

 **FINAL TEXT ON SCREEN:**

"Sign up today. First 30 days free. No typing required."

