$(document).ready(function() {

$('#create-account-button').on('click', function(e) {

e.preventDefault();

var dataString = $('#create-account-form').serialize();

alert('Datos serializados: '+dataString);

});

});

<form id="create-account-form" action="#">

<div class="form-group">

<label for="name">Nombre</label>

<input type="text" class="form-control" id="name" name="name" value="Demo Demo">

</div>

<div class="form-group">

<label for="description">Descripción</label>

<textarea class="form-control" id="description" name="description" rows="3">Lorem ipsum</textarea>

</div>

<button type="submit" class="btn btn-primary" id="create-account-button">Crear cuenta</button>

</form>

Serializado

name=Demo%20Demo&description=Lorem%20ipsum