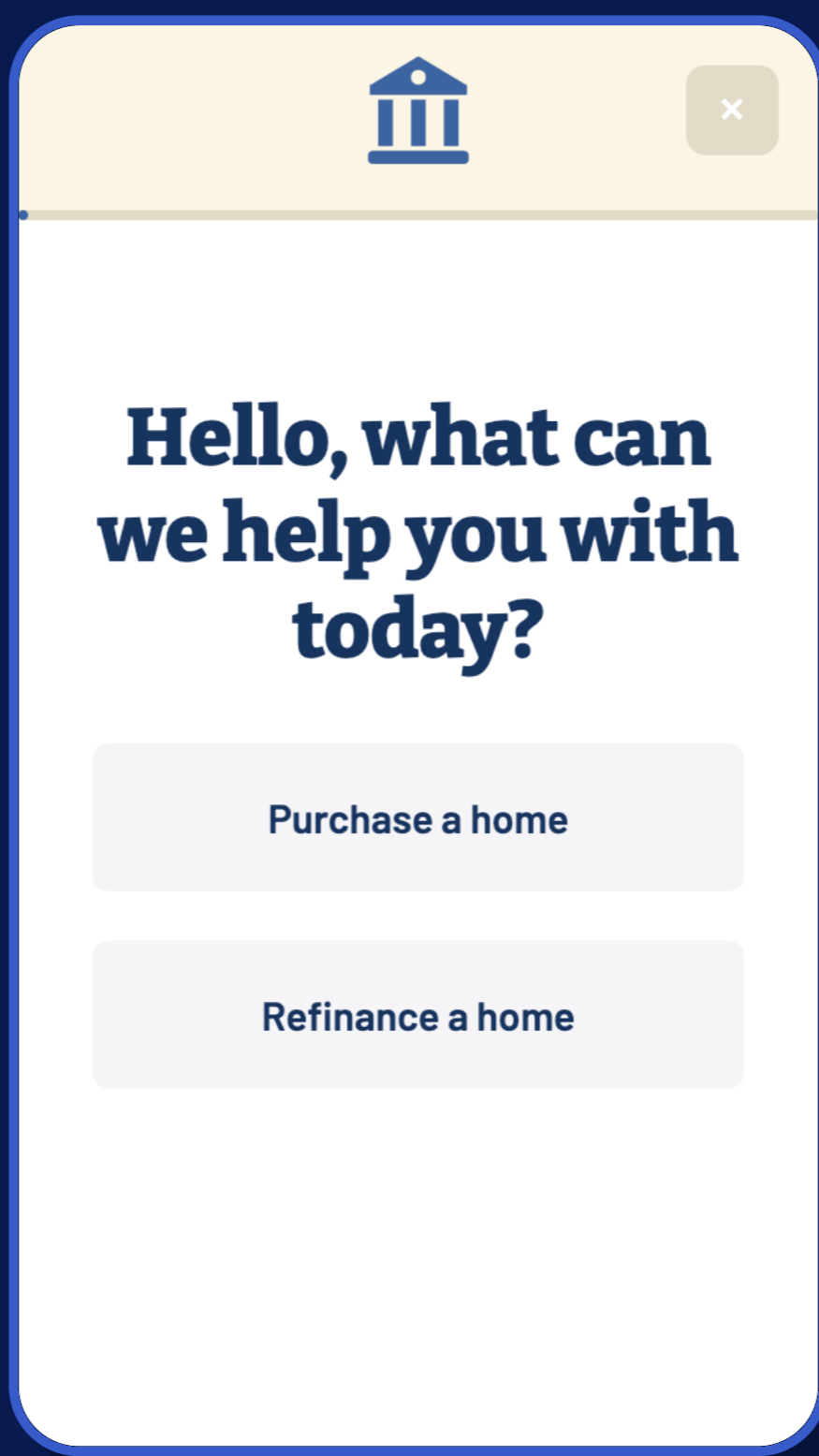


OVERALL SCORE



Near perfect

Your flow passes most of our tests. There's room for improvement, but nothing to worry about!



Let's look at the details



Content

Your flow is a mechanism for you to communicate with your responders. Clarity, tone and narrative arc are all important aspects to consider.



INSTRUCTIONS

Excellent

Adding clear instructions on how to complete your flow can help the responder understand what is needed from them, reduce error rates, and increase form completion rates.



REDUNDANCY

Excellent

It is important not to ask for the same information twice. Pre-populating answers with information you already have will lead to a better responder experience.



QUESTION ORDER

Excellent

Grouping and ordering the questions in a logical sequence will create a better experience for the responder.



Functionality

If a flow is easy for the responder to interact with, you will get higher completion rates. From useful error messages to functioning navigation buttons, all of these details will contribute to the overall user experience.



QUESTION TYPES

Excellent

Using the appropriate question types can help improve the responder experience. For example, having a structured address question with different fields for Street, State, Country and Zip Code as opposed to one text question will help the responder save time.



NAVIGATION

Excellent

Ensuring that clicking the back button and refreshing does not take the responder out of the flow is important for creating a good responder experience.



PROGRESS BAR

Excellent

Showing responder's progress will help responder stay motivated to complete the survey and improve completion rates.



Design

A well designed flow will help you get your message across to your responders in a more efficient manner. Picking the right layout, choosing the right amount of information per page, and having a responsive design are contribute to the overall look and feel of your flows.



SINGLE COLUMN

Excellent

Laying out all the information in a single column (as opposed to multiple) will improve the website readability and the responder experience.



MULTI-STEP FLOWS

Excellent

Having too much information on a page can be overwhelming for the responder. If possible, consider having fewer questions per page.



RESPONSIVENESS

Excellent

Responsive design allows your flow content to be viewed in an optimal manner across all screen solution and sizes, and ensures that it looks great on all devices. This will improve the overall responder experience.

We can help

With Formsort you can build flows that check all the boxes.
Reach out to learn more.