publiceye
advertising & design

Online Forms and Creative Web Design - Public Eye

About the business

Public Eye is an advertising and design agency based in Auckland, New Zealand. They specialize in print and web development, having worked with a broad range of clients, from local businesses to international companies such as L'Orèal and Bike Mike. Public Eye is a small business with big ideas. They strive to keep their prices lower than those of major players in the industry, while delivering a fine product which can compete with any pretentious design agency.

The website of Public Eye showcases a witty self-presentation of their portfolio and staff, with unforgettable Dadaist style graphics. *Luxury* is the word to define their works - the team loves to pack all their designs with a touch of lusciousness.

Issue

Each of the website design assignments of Public Eye has its own particular demands, but one element is recurring: web forms. For creative persons, the time consuming process of coding forms from scratch can be an inspiration killer. The Public Eye team decided to quit developing PHP forms and find for a more facile method, that would also allow design customizations, in order to blend each of their projects.

123ContactForm solution

Once they started searching for a form building solution, the designers at Public Eye documented over the existing tools on the market. "We looked at numerous sites but 123ContactForm came up with the goods", admits Jeremy Barron, the business Director. The first form the team created with 123ContactForm was placed on the contact page of their own portal. Next, the customers' websites were garnished with forms that now gather the information needed - surveys, contact forms, feedback forms, all "short and sweet", as Jeremy says. Forms took spam emails out of the equation and gave the clients' websites a professional look, as each of them was thoroughly customized in terms of design.

Tools used and overall payoff

• Contact forms, surveys, booking forms
• CSS customization
• Security options: CAPTCHA, smart CAPTCHA
With 123ContactForm, the designers team simplified the process of delivering projects. The solution was labor-saving and frugal, fitting perfectly with the workflow of Public Eye.

TESTIMONIAL

"We chose 123ContactForm for its simplicity of use, which comes packed with a lot of customizing options. It constantly saves us time and money, and stops the hassles of creating all the forms by hand."

(Jeremy Barron, Director of Public Eye Advertising & Design) - http://www.publiceye.co.nz

Summary

1 ISSUE → **2** SOLUTION → **3** PAYOFF

The staff of Public Eye needed an online form building tool to lighten their web development daily jobs. They were searching for a lightweight application that would offer facilities for design customization of web forms.	123ContactForm offered flexible form building tools that allowed creating all types of web forms in minutes. The forms include various anti-spam options and provide support for CSS styling of the final output.	The team managed to create tens of web forms at a fraction of the anticipated time. 123ContactForm web form builder seamlessly integrates with their designs and allows the staff to put focus on the real task of their projects.