Choosing a form tool: a decision checklist

Twelve questions to answer before you pick a form tool. Tick each one once you know the answer.

Form or project: _____ Date: _____

☐ **1. Who fills it in: colleagues or customers?**
If customers: look for branding control and a custom look.
Your answer:

☐ **2. How many responses could one busy month bring?**
Check each plan's monthly cap and what happens when you hit it.
Your answer:

☐ **3. Do respondents need to upload files?**
If yes: check whether they must sign in to upload, and where the files are stored.
Your answer:

☐ **4. Do you need one question at a time, or a page you scroll?**
Try both layouts on a phone with a real form before you pick.
Your answer:

☐ **5. Does one answer need to change the next question?**
If yes: check which question types can branch, and on which plan.
Your answer:

☐ **6. Do you need to take a payment?**
If yes: check which payment provider it uses and which plan includes payments.
Your answer:

☐ **7. Where must the answers end up?**
Sheets, Slack, a CRM: check for native integrations before you count on a third-party connector.
Your answer:

☐ **8. Who on your team needs access, and how is that priced?**
Check how many users each plan includes and the cost of each extra seat.
Your answer:

☐ **9. Do you need your own domain or to remove the tool's branding?**
If yes: check which plan allows it. It is often a higher plan.
Your answer:

☐ **10. Will you grade quizzes?**
If yes: look for scoring, answer keys and showing results to the respondent.
Your answer:

☐ **11. What does the plan cost per month and per year at the volume you expect?**
Price the plan that fits your busy month, not your quiet one. Compare monthly and yearly billing.
Your answer:

☐ **12. How easy is it to move your forms and responses out later?**
Look for a CSV export of responses and a way to copy or rebuild your forms elsewhere.
Your answer:

Compare your shortlist

Tool and plan	Monthly price	Yearly price	Response cap a month	Meets your must-haves?

Prices and limits change. Check each tool's own pricing page on the day you decide.