



GUIDE

From Paper to Pixels

Driving efficiency through
digital forms modernization



Citizens want to securely fill, sign, and return government forms on any device— and receive instantaneous responses. Government staff want streamlined data collection, automatic data transmission, and the ability to guide citizens as they complete forms, whether through a digital channel, system, or in person—all while reducing administrative burdens. With the multifaceted challenge of a diverse demographic, addressing these needs isn't simple.

Incrementally maturing your digital forms capabilities can help you meet both citizen and workforce expectations and increase efficiencies that will drive costs down and public trust up. To help forward-thinking government agencies elevate their experiences, we're journeying through the five stages of digital forms maturity and exploring their impact on citizens and the workforce.

Digital forms maturity stages

- 1 Paper-based forms** are a mix of both traditional paper and static PDFs.
- 2 Digital forms** include traditional paper and static PDFs that can be submitted digitally.
- 3 Interactive PDFs** are accessible, ADA-compliant forms that can be filled digitally, guiding users through a smooth experience.
- 4 HTML forms** transform into responsive webpages across devices, enhancing mobile experiences and facilitating print needs.
- 5 Intelligent forms** are AI-powered and adapt to user needs and compliance requirements for better experiences across all devices.

\$38.7B

spent annually by federal agencies on managing paper-based processes.

Source:
McKinsey & Company

1200+

federal forms still require paper-based submission and signatures.

Source:
U.S. Government
Accountability Office (GAO)

25%

of Americans have abandoned a government service due to frustration with paperwork.

Source:
Pew Research Center

STAGE 1

Paper-based forms

Forms are a mix of both traditional paper and static PDFs.

Citizen experience

Although these forms can be accessed online, citizens must still download, physically print, sign, and return them via mail, fax, or in person for processing.

Workforce experience

Processing paper-based PDF forms is a labor-intensive, time-consuming task that typically involves numerous email exchanges. There's also no efficient method to track the progress of forms for benefits or services. Staff must handle received documents with great care and accuracy, occasionally needing to re-enter data.

STAGE 2

Digital forms

Forms are a mix of both traditional paper and static PDFs that can be submitted digitally.

Citizen experience

Forms are usually searchable on the website, and while they still require printing for completion and signing, they can be submitted online.

Workforce experience

Because forms data can be automatically fed into the agency's secure systems, the need for labor-intensive manual record-keeping is substantially reduced. This integration also mitigates the risk of incomplete or inaccurate information. The incorporation of automated digital document workflows for reviewing, approving, and obtaining signatures expedites form processing, leading to quicker turnaround times for approvals and responses.



STAGE 3

Interactive PDFs

Compliant forms that filled out digitally, guiding users through a smooth experience.

Citizen experience

Interactive PDFs offer unparalleled convenience with the ability to auto-fill with citizens' stored information. The guided, mobile-responsive interface guarantees a user-friendly step-by-step journey as users fill out forms, while personalized application responses are delivered through preferred digital platforms. Users can also save and resume form completion across devices and digitally sign and submit, streamlining the entire process. Should citizens prefer, they can also print a physical copy and send it to the agency.

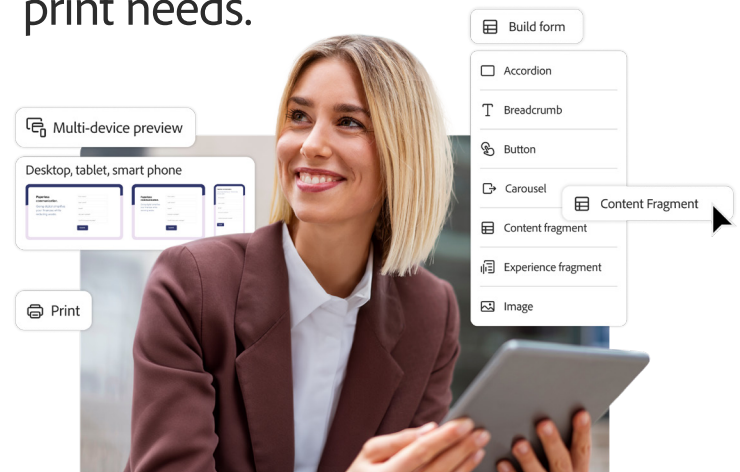
Workforce experience

The form creation process becomes simpler and faster with reusable templates that can be updated simultaneously across multiple forms—no IT intervention required. Streamlined digital document workflows automatically trigger communications upon submissions, boosting operational efficiency. Interactive PDFs can seamlessly integrate with Microsoft and other enterprise applications for personalized responses and automation, as well as merge applicant data into existing PDFs, meeting archival and agency requirements.

STAGE 4

HTML forms

Forms transform into responsive webpages across devices, enhancing mobile experiences and facilitating print needs.



Citizen experience

When the form experience is consistent and intuitive across desktop, mobile, or tablets, the experience is cleaner and easier to navigate, enabling those who only have access via mobile or tablets to have a cohesive experience akin to desktop usage. Forms should also maintain a consistent aspect ratio, ensuring that citizens and residents can print as normal if needed. There's no requirement for additional plugins or downloads, so users get a stress-free and easy experience.

Workforce experience

PDF forms can automatically maintain the same layout as HTML when viewed in web browsers, eliminating the necessity for a distinct web-specific PDF forms and simplifying workloads. HTML forms also provide valuable data-driven insights for improving form completion and delivery across multiple channels. Moreover, using a forms portal can expedite the discovery of various forms, enhancing overall efficiency and the user experience.

STAGE 5

Intelligent forms

AI-powered forms adapt to user needs and compliance requirements for better experiences across all devices.

Citizen experience

Should citizens encounter difficulties when filling out a form, automated journeys can direct them to informative help pages or connect them with a dedicated call center. Forms

are equipped with intelligent logic that tailors the experience to each applicant, displaying only pertinent fields so it's faster for them to fill out. Forms are also fully ADA-compliant and accessible, providing support for those who are visually impaired..

Workforce experience

AI-driven technology transforms old PDF forms into the equivalent intelligent form automatically. These intelligent forms easily move through the approval process, reducing administrative work from start to finish. Visual reports and advanced searches help find trends and patterns, like where most people stop when filling out forms, so you can make improvements and provide a better experience.

[Learn how](#) the San Francisco City and County Tax Office makes it easier for citizens and businesses to pay taxes with Adobe Experience Manager Forms.

Adobe Experience Manager Forms

City and County of San Francisco

Property Tax Payment

Search & Pay

First name* Last name*

Bill #*

Property location*

Submit

Ai-driven

Build form

> Headline

▼ Body

Contact fields ☐

Submit button ☐

Adaptive form

“

With Adobe Experience Manager Forms, we offer taxpayers better visibility into what they owe and help them avoid unnecessary penalties.

Tajel Shah

Chief Assistant Treasurer

City and County of San Francisco Office of the Treasurer & Tax Collector

There's always room for improvement—and Adobe Experience Manager Forms for FedRAMP can support your progress.

Digital forms are a key component of creating a more experience-driven government. As your technology matures you will be able to provide forms that are accessible across devices and connected to citizens' profiles within your agencies, and your workforce will be relieved of much of the administrative burden associated with creating and processing government forms. With Adobe Experience Manager Forms for FedRAMP, you can also gain significant data insights that will help you optimize your agency's website experience—helping you personalize journeys for citizens that resonate with their present and future needs.

Want to know more about Adobe Experience Manager Forms for FedRAMP?

Learn how we use digital documents, forms, and signatures to help agencies increase productivity and better connect citizens to government services.

Modernize your form experience

Are your forms already top notch?

Take our digital equity maturity quiz to evaluate other opportunities to deliver personalized experiences to your citizens.

Take the quiz

📊 Insights

● Conversion rate
+34%

✎ Create theme

1. APPLICANT INFORMATION

LAST NAME _____ HOME PHONE _____
FIRST NAME _____ MOBILE PHONE _____
MIDDLE NAME _____ EMAIL _____
DATE OF BIRTH _____ ADDRESS _____
SSN _____ CITY _____ STATE _____
EYE COLOR _____ HAIR COLOR _____ ZIP _____ COUNTY _____
HEIGHT _____ WEIGHT _____

2. APPLICANT SIGNATURE

APPLICANT SIGNATURE DATE _____

I declare my signature, I certify that I am responsible and capable of operating a motor vehicle which carries, controls, directs the information presented on this application to view and control.

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