

Building flows with Typeform AI

ALL PLANS

Step 1: Build your memory

Get better outputs by sharing context with Typeform AI. No more re-explaining your company, role, or use case—AI Memory stores all that context so it can build on-brand, relevant forms from the very first prompt.

Use the template on the next page to help Typeform AI Memory output more accurate, personalized recommendations.

[Visit the Help Center to learn more](#)

ALL PLANS

Step 2: Use AI to build a form and workflows

Move beyond the form with Typeform AI. Design end-to-end workflows, from form building and setting up contacts to creating automations.

Upload relevant files

Share PDFs, spreadsheets, or ICPs with Typeform AI, and ask it to create tailored forms or quizzes based on those documents.

Consult the expert

Want advice? Ask Typeform AI open-ended questions to get AI-driven recommendations based on best practices.

Iterate fast

Skip the manual edits—ask AI instead. Update logic, refine tone, update content, and more through continuous conversation.

Connect the dots

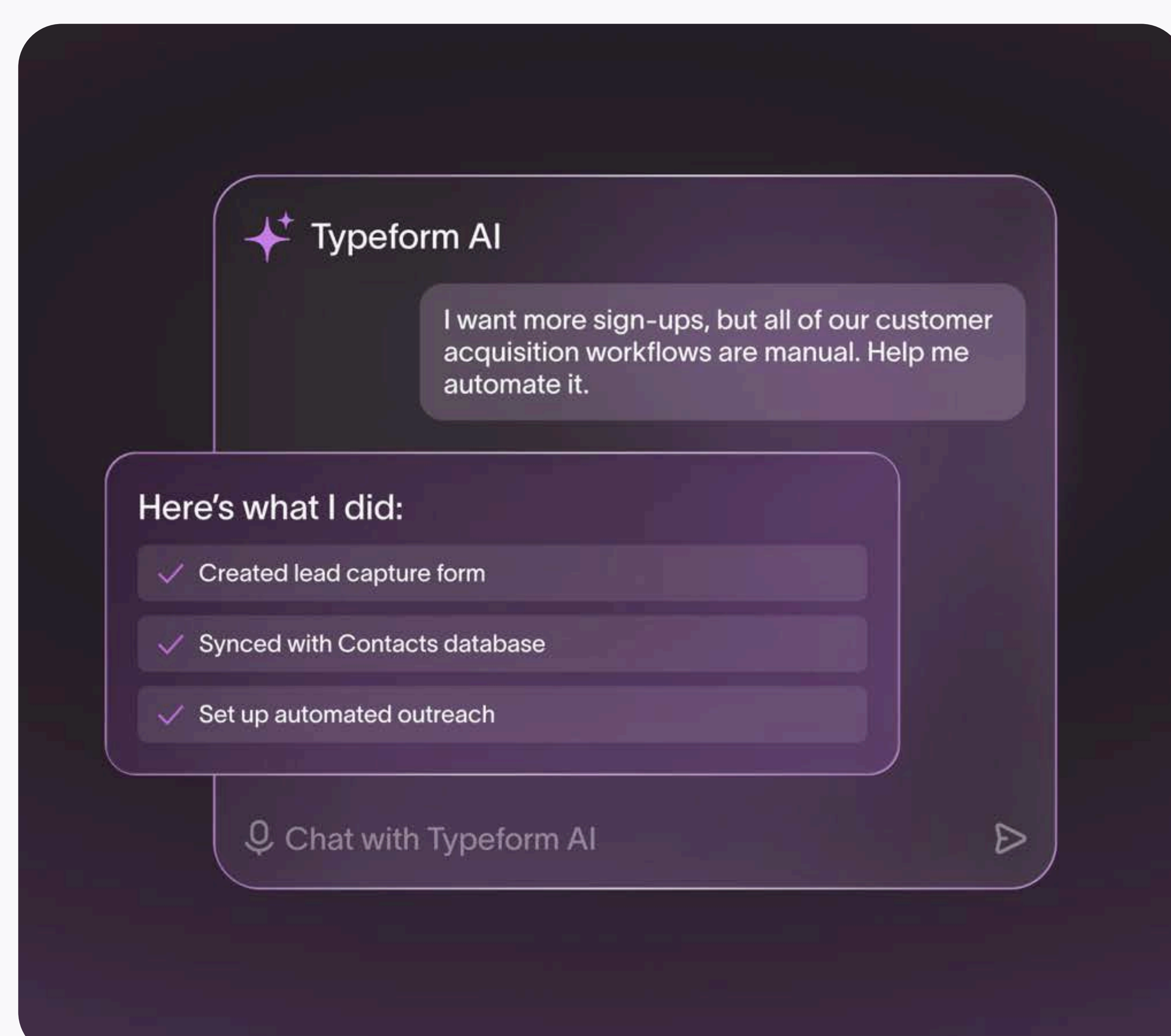
Mention the Contacts and Automations tabs in your prompt to confirm Typeform AI prepares the full workflow.

Be specific

Provide context (like relevant URLs) and constraints (like question counts) to get a polished first draft—no back-and-forth required.

Define logic

Set clear conditions for your contact lists and targeted automations, like, "Only add contacts to 'Hot leads' if company size is more than 50."



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GROWTH CUSTOM

ENTERPRISE

Step 3: Turn on Extended Thinking

Typeform AI Extended Thinking is available on Enterprise and Growth Custom plans (up to 50 prompts per month).

Use Typeform AI Extended Thinking for high-complexity tasks that require deeper logic. It gives Typeform AI a moment to think through massive datasets before building, so everything works perfectly.

When to use Extended Thinking:

Longer surveys

When you need to ask 30+ survey questions with nuanced phrasing, dense blocks of text, or long lists of answer options.

Advanced logic

When you need to automatically route form-takers based on their answers.

Creating more advanced workflows

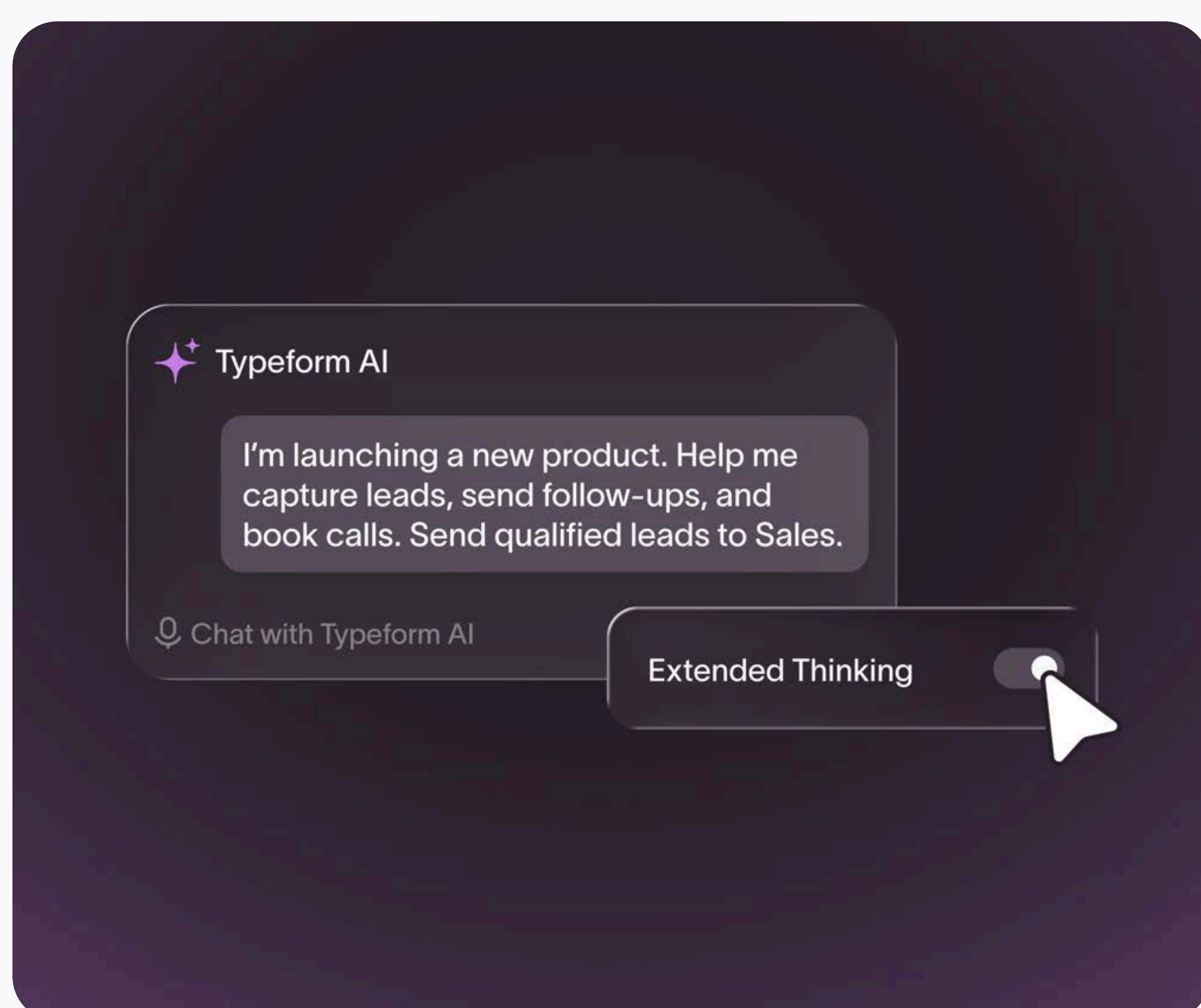
When building workflows involving multiple contact properties, deeper segmentation, or multi-step automations.

Analyzing info-dense files

When attaching text-heavy documents, like:

- Full product catalogs or pricing sheets
- Internal voice and tone guidelines
- Complex ICP/lead qualification frameworks
- Long survey drafts that need polishing

[Visit the Help Center to learn more.](#)



Build your memory

Use this template to help Typeform AI Memory output more accurate, personalized recommendations. Customize, copy and paste, and test it out.

User profile

Name: [Your Name]
Role/Title: [e.g., Senior Growth Lead]
Department: [e.g., Marketing / Customer Success]
Key Responsibilities: [e.g., Scaling lead acquisition and optimizing the funnel]

Personal goals with Typeform

My Objective: [e.g., I want to automate my intake process to save 5 hours a week]
Output Preference: [e.g., I prefer forms that are short (under 5 questions) and high-energy]

Business context

Company Name: [Name]
Industry: [e.g., SaaS, E-commerce, Boutique Consulting]
What we do: [One sentence description of your product or service]
Core Value Prop: [The main problem you solve for customers]
Website URL: [website]

Brand & tone

Voice: [e.g., Professional yet witty, minimalist and direct, or warm and empathetic]
Guidelines: [e.g., No jargon, use "we/us," avoid emojis, or use "Howdy" instead of "Hello"]

Target Audience (ICP)

Ideal Customer: [e.g., Mid-level HR managers at tech startups]
Pain Points: [e.g., High turnover, lack of engagement data]
Lead Qualification: [e.g., Budget over \$5k, team size 50+, located in North America]

Typeform use case

Primary Goals: [e.g., Lead generation, post-purchase feedback, event registration]
Success Metrics: [e.g., High completion rates, capturing phone numbers, booking meetings via Calendly]

Data & segmentation

Segmentation Framework: [e.g., We group users by 'Current Revenue' and 'Years in Business']
Mandatory Info: [e.g., Always ask for Work Email, never ask for physical address]

** If you've used Typeform AI before, you'll find that some context is already pre-filled in your memory based on your conversations.*

Typeform AI: Prompt library

Copy, customize, and paste these prompts into Typeform AI to build forms and flows faster.

💡 Pro tip

When prompting Typeform AI, start with, "Based on my AI Memory..." This makes sure it aligns with your role and brand.

Level 1: Rapid form creation

Lead generation form

Create a lead generation form based on the services listed at **[Your URL]**. Use my brand tone to ensure the language matches our site, and include a question that qualifies leads based on our ICP.

Event registration form

Create a registration form for our upcoming **[Event name/type]**. Reference **[Link to event page]** for information on the event. Capture **[Name/email/role]** and add a custom question that helps us segment attendees according to my customer segmentation model. The vibe should be **[Insert tone, (exciting, welcoming, etc.)]**.

Customer feedback form

Build a post-purchase feedback form for **[Product/service name]**. Look up common pain points in the **[Your industry]** sector to suggest three specific 'Scale 1-10' questions. Use my brand tone from AI Memory so the form feels like a natural extension of our brand. End the form with a logic jump: If they rate us 9 or 10, ask for a testimonial; if they rate us 6 or below, ask for a detailed explanation.

Net Promoter Score (NPS) form

Create a standard NPS survey for **[Product/company name]**. Refer to my AI Memory to ensure the phrasing of the 'Likelihood to recommend' question matches our brand tone. After the core NPS question, include a conditional open-ended follow-up that changes based on the score (promoters vs. detractors).

Level 2: Workflows and contacts

Lead generation workflow

Create a sign-up form that qualifies leads, pings the sales team on Slack, and enrolls warm leads in a three-email prospect nurture.

NPS workflow

Build an NPS form, map NPS scores to Contacts, create a list of detractors, ping the CX channel on Slack with their response, and send an email one day later telling them we'll be in touch.

Data management

- Review my current contact list. Remove any duplicate entries based on email addresses.
- Create a new list specifically for all contacts based in **[Region/Country]**.
- Build a workflow that sends a summary of the form responses to my team on Slack and creates a new contact record only if the lead meets my lead qualification criteria in Memory.

Level 3: Extended Thinking

Product recommendation quiz

I've attached our **[Product catalog]**. Build a recommendation quiz that matches respondents to the ideal product based on their preferences. Map customers' product matches to Contacts and create a list for each different product. Create an automation that sends three emails over two weeks to nurture each contact based on their product match. The CTA should link to the product listing on our website.

Survey refinement

I've attached a raw draft of questions. Use Extended Thinking to refine the phrasing to match my brand tone. Reorder the questions to optimize for completion rates and challenge me on which questions might be unnecessary or missing based on my research goals.

