

American Ingredients

Website Inquiry Form - Developer Specification

This document outlines the recommended inquiry form for the American Ingredients website. It is intended for visitors arriving via QR codes at trade shows, customer meetings, and marketing campaigns. The objective is to quickly qualify leads while gathering enough technical information for the sales and technical teams.

1. Contact Information

- Full Name* (Text)
- Company Name* (Text)
- Job Title (Optional)
- Business Email* (Email)
- Phone Number* (International Phone)
- Company Website (URL)

2. How Can We Help?

Checkboxes:

- Find an Ingredient
- Replace an Ingredient
- Reduce Cost
- Clean Label Solution
- Shelf-life Improvement
- Texture Improvement
- Flavor Enhancement
- Processing Aid
- Reformulation
- New Product Development
- Other

3. Product Information

Dropdown:

Bakery, Tortillas, Dairy, Beverages, Sauces, Dressings, Meat, Snacks, Pet Food, Confectionery, Other

4. Ingredient(s) of Interest

Multi-select or searchable text field.

Examples:

Xanthan Gum, Guar Gum, DATEM, Encapsulated Citric Acid, Encapsulated Lactic Acid, Phosphates, Preservatives, CleanXtend™, Other

5. Certifications Required

Checkboxes:

Organic

Non-GMO

Kosher

Halal

Gluten Free

Allergen Free

SQF

BRC
Other

6. Estimated Annual Usage

Dropdown:

Sample

Pilot Trial

Less than 5,000 lbs/year

5,000–25,000 lbs/year

25,000–100,000 lbs/year

Truckload Quantities

7. Timeline

Dropdown:

ASAP

1–3 Months

3–6 Months

Planning Stage

8. Application / Challenge

Large text area.

Prompt:

'Tell us about your product, application, or formulation challenge.'

9. File Upload

Allow upload of:

PDF, DOCX, XLSX, JPG, PNG, COA, Specification Sheets, Formulas, Images

10. Sample Request

Would you like us to send a sample?

Yes / No

11. Additional Notes

Optional multiline text area.

Developer Recommendations

- Mobile-first responsive design.
- Target completion time under two minutes.
- Clearly identify required fields.
- Enable multiple checkbox selections.
- Thank-you confirmation page after submission.
- Automatic customer confirmation email.
- Automatic notification email to the sales team.
- CRM integration (Zoho, HubSpot, Salesforce, etc.).
- Maximum upload size: 25 MB.
- Google reCAPTCHA or equivalent spam protection.
- Fast page loading and accessibility compliance.

Business Objective

This form is designed to qualify opportunities—not simply collect ingredient requests. The goal is to identify customer formulation challenges, technical needs, second-source opportunities, cost-reduction projects, and new product development initiatives so the American Ingredients team can respond as technical consultants rather than only ingredient suppliers.