

Creative Request Form

An internal tool that replaces a long, all-free-text form and automates design requests

WHEN	TYPE	USED BY
From Aug 2026	Internal tool	Used by the design team

01

Background and goal

BACKGROUND

No request process existed. Designers were pulled into client chats, and colleagues sent requests on Slack, putting pressure on designers.

PROBLEM

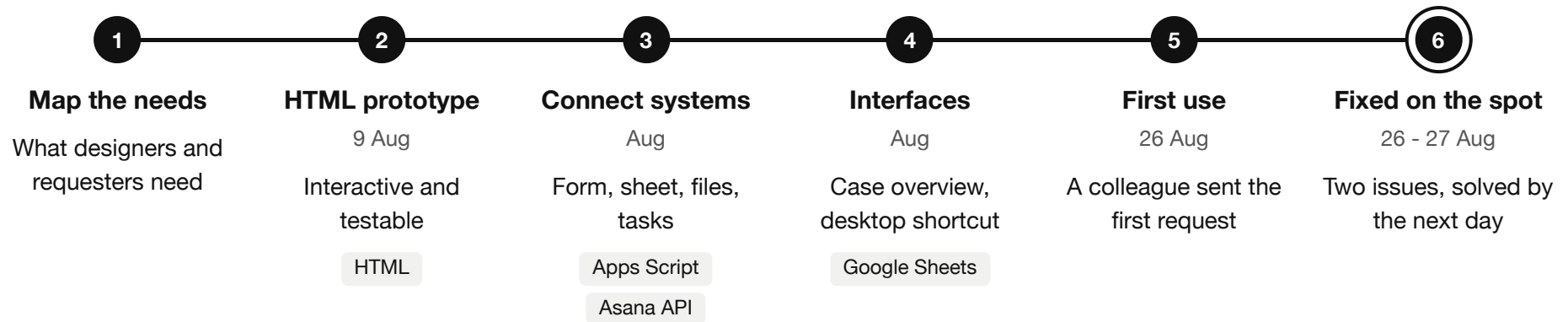
The Asana form was long and all free text. It only boxed the request into one form, helping neither requester nor designer.

GOAL

Easy for requesters, the right information for designers, and an automated flow that cuts back-and-forth.

02

Process



03

Architecture

One job per tool



04

Trade-offs

Tried, then cut

- ⊗ ~~All free text~~
 - ⊗ ~~Everything inside Asana~~
 - ⊗ ~~A separate database~~
-

- ✓ **Preset menus**
Sheet holds the data
Asana tracks progress
-

05

Problems and fixes

Four key calls

PROBLEM

Asana custom fields overloaded

Database or not

WHAT I DID

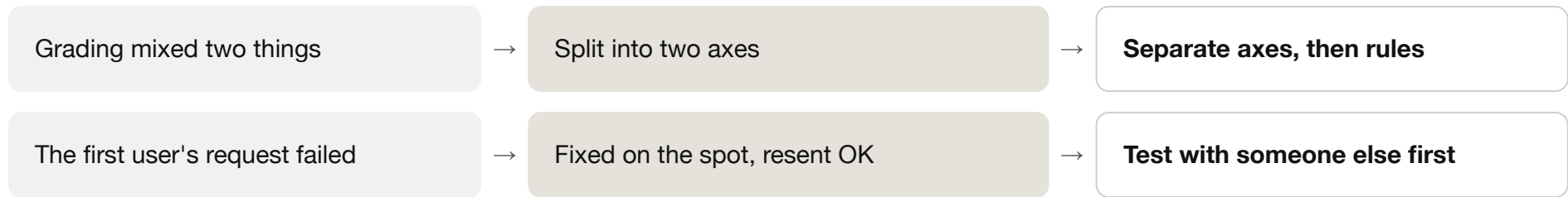
→ Asana tracks progress only (4 fields)

→ Google Sheets: the output is a sheet

PRINCIPLE

→ **One job per tool**

→ **One fewer layer**



06

Working split

I decide, AI builds

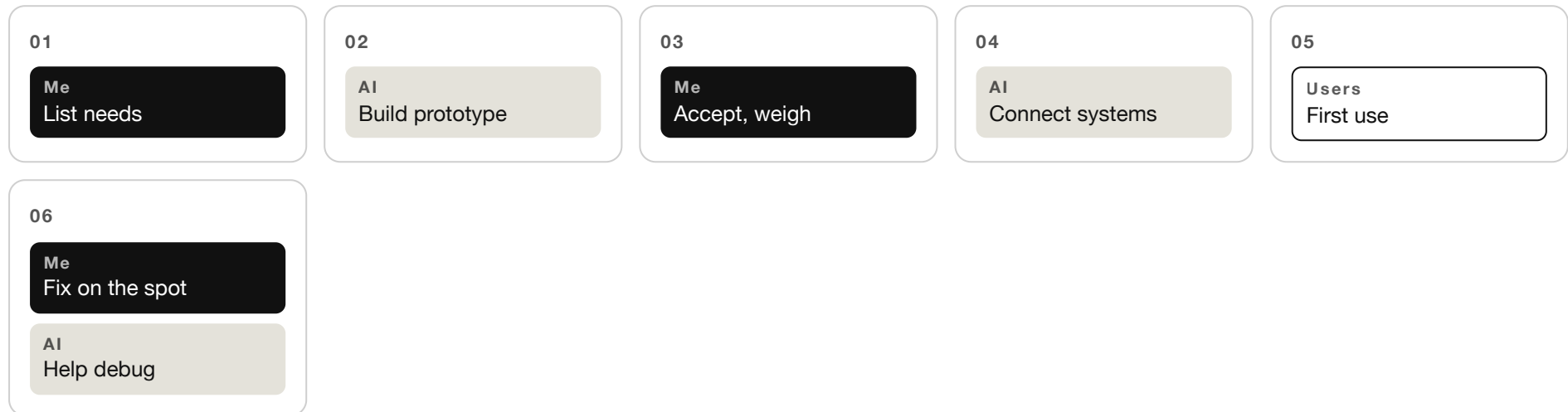
MY ROLE

Discovery

Flow and UI design

Acceptance

Rollout



07

Results

8/26

Colleagues start using it

3

Systems connected
Asana, Sheets, Drive

4

Fields synced
to Asana

2

Issues fixed within
two days of launch

08

Claude's view

The collaborator's opinion, not written by the author.

Claude's view Collaborator's opinion

WORKED WELL

- Saw that a form alone fixes nothing.
- Preset menus cut effort and tidy the data.

COULD BE BETTER

- No before-and-after numbers.
- Both bugs surfaced on a first use.

AUTHOR

Starts from who is under pressure

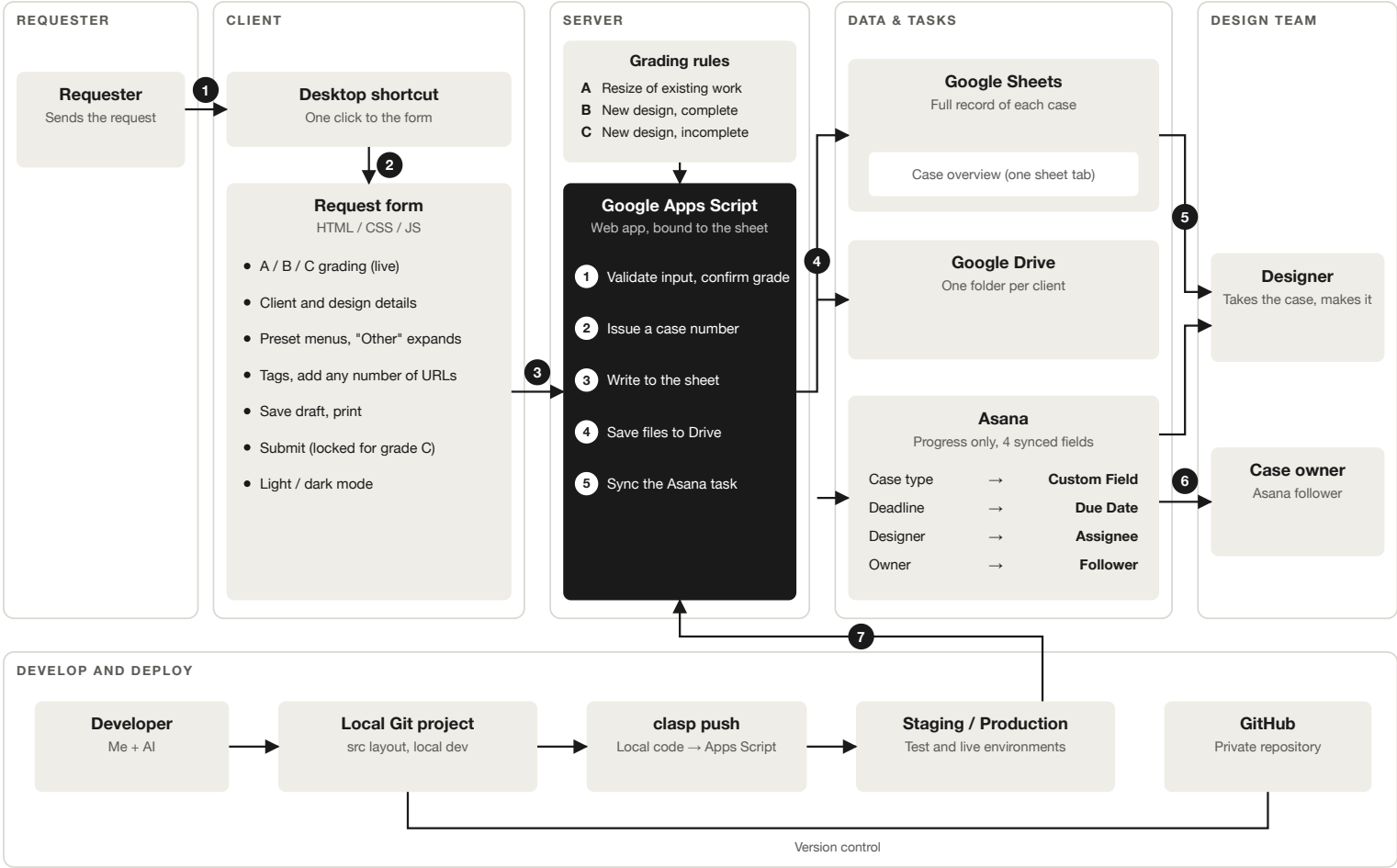
One job per tool

Fixes on the spot

Company details are anonymised. No screenshots or internal data are included.

Creative Request Form

How a request travels from the form to three systems and back to the design team



Confirmed by the author

- 1 Colleague clicks the desktop shortcut
- 2 The form opens; menus and grading run live
- 3 Fill in and submit
- 4 Apps Script writes to Sheets, saves to Drive, syncs Asana

- 5 Designers read the overview (a page built with Apps Script) and the Asana task
- 6 The owner follows updates in Asana
- 7 The developer deploys the code to Apps Script