Luke Wroblewski

Yahoo! Inc.
• Senior Director, Product Ideation & Design

LukeW Interface Designs
• Principal & Founder
• Product design & strategy services

Author
• Web Form Design: Filling in the Blanks (Rosenfeld Media)
• Functioning Form: Web applications, product strategy, & interface design articles
• Site-Seeing: A Visual Approach to Web Usability (Wiley & Sons)

Previously
• eBay Inc., Lead Designer
• University of Illinois, Instructor
• NCSA, Senior Designer

http://www.lukew.com
Web Form Design

- Web Form Design: Filling in the Blanks
  - Rosenfeld Media, 2008

- 15% OFF with Discount Code
  - FOLUKE15
  - http://rosenfeldmedia.com/books/webforms/
WHY DOES FORM DESIGN MATTER?
SHOPPING ONLINE
ACCESS

Images from Flickr users katielips, pealco, and *nathan
ACCESS ONLINE
DATA INPUT
ONLINE
Why Forms Matter

• How customers “talk” to companies online
• Commerce ($)
  • User: Enable purchasing
  • Business: Maximize sales
• Access (membership)
  • User: Enable participation
  • Business: Increase customers & grow communities
• Engagement
  • User: Enable information entry & manipulation
  • Business: Accumulate content & data
65,000 videos per day – July 2006
Design Principles

- Minimize the pain
  - No one likes filing in forms
  - Smart defaults, inline validation, forgiving inputs
- Illuminate a path to completion
- Consider the context
  - Familiar vs. foreign
  - Frequently used vs. rarely used
- Ensure consistent communication
  - Errors, Help, Success
  - Single voice despite many stakeholders
• Repeatable design solutions to common problems
• Work “positively” for specific problems in specific contexts
• Capture best practices that solve real user needs
• Between principles & guidelines
• A design vocabulary
"IT DEPENDS"

- If your goals are..., try solution...
- If your constraints are..., try solution...
Data Sources

- **Usability Testing**
  - Errors, issues, assists, completion rates, time spent per task, satisfaction scores

- **Field Testing**
  - Sources used, environment, context

- **Customer Support**
  - Top problems, number of incidents

- **Web Conventions Survey**
  - Common solutions, unique approaches

- **Site Tracking**
  - Completion rates, entry points, exit points, elements utilized, data entered

- **Eye Tracking**
  - Number of eye fixations, length of fixations, heat maps, scan paths
ONE AT A TIME

- Isolate individual best practices
- Look at simple examples of each
Information

• Layout
  • Label positioning
  • Content groupings
• Input Affordances
  • Formats, required fields
• Actions
  • Primary & secondary
• Help & Tips
• Visual Hierarchy
Top Aligned Labels

- When data being collected is familiar
- Minimize time to completion
- Require more vertical space
- Spacing or contrast is vital to enable efficient scanning
- Flexibility for localization and complex inputs
Top-aligned Labels

Sign a friend up
Give the gift of a healthier smoke-free lifestyle to a friend or loved one. Just fill in the information below and we'll take care of the rest. If you have any questions, drop us a note.

Gift Membership
Program: $19.95 30-day program
Recipient's Name
Recipient's Email Address

Payment
Credit Card
Visa
Credit Card Number
Expiration Date
January 2006

Billing Address
Name on Credit Card
Address
City
State
Select a state
Postal Code
Country United States

Review Order Let's make sure we got everything right.
Right Aligned Labels

- Clear association between label and field
- Requires less vertical space
- More difficult to just scan labels due to left rag
- Fast completion times
Right-aligned labels

This person's name will appear with their messages, comments, and files and whenever they are responsible for a to-do or milestone.

First Name: Luke
Last Name: Wroblewski
Email:

Choose a user name and password so that this person can log in (they can change this later).

User Name:
Password:

The rest is optional, but some contact info will come in handy when you want to take your communication offline.

Title:
Office #: ext:
Mobile #:
Fax #:
Home #:
IM Name: IM Service: AOL

Save changes
Left Aligned Labels

- When data required is unfamiliar
- Enables label scanning
- Less clear association between label and field
- Requires less vertical space
- Changing label length may impair layout
Left-aligned labels

![Image of a software interface with labels and input fields for book name, project year, month, research, sales, type, share book, put book, index, and description. The interface also includes checkboxes for update default book formula, if PAV exists, use PAV to build SHR book, and delete number for not selected DP. There are buttons for update and cancel.]
Eye-tracking Data

- **July 2006 study by Matteo Penzo**
  - **Left-aligned labels**
    - Easily associated labels with the proper input fields
    - Excessive distances between labels inputs forced users to take more time
  - **Right-aligned labels**
    - Reduced overall number of fixations by nearly half
    - Form completion times were cut nearly in half
  - **Top-aligned labels**
    - Permitted users to capture both labels & inputs with a single eye movement
    - Fastest completion times
BEST PRACTICE

- For reduced completion times & familiar data input: top aligned
- When vertical screen space is a constraint: right aligned
- For unfamiliar, or advanced data entry: left aligned
Required Form Fields

• Indication of required fields is most useful when
  • There are lots of fields
  • But very few are required
  • Enables users to scan form to see what needs to be filled in

• Indication of optional fields is most useful when
  • Very few fields are optional

• Neither is really useful when
  • All fields are required
Create a Barnes & Noble.com Account

Required *

To complete your purchase, you must create a Barnes & Noble.com account. Fill in the fields below.

Email address *
neper66@yahoo.com

Password *
6-12 characters, letters, numbers or Shift/numeric characters, no spaces, case sensitive

Confirm Password *

First Name *

Last Name *

Security Question *
What's your pet's name?
About Security Questions

Security Answer *
6-15 characters, spaces allowed, case sensitive

See our safe shopping guarantee.
All fields required

YOUR ACCOUNT

BARNES & NOBLE.COM ACCOUNT

Fill in the fields below to create a Barnes & Noble.com account. You'll be able to shop and check out faster on your next visit; check your order status online and receive updates on special offers and events.

Email Address:*  
Re-Enter Email Address:*  
First Name:*  
Last Name:*  
Password:*  
(Use 6-12 letters, numbers, or numeric symbols. Case Sensitive. No spaces.)  
Confirm Password:*  
Select Security Question  
Security Answer:*  
(Use 6-15 characters, including spaces.)

CREATE ACCOUNT & CONTINUE
Most fields required

CHECKOUT

Shopping Bag ➔ Shipping ➔ Billing ➔ Order Summary ➔ Order Confirmation

ENTER NEW SHIPPING ADDRESS

* Required Field

FIRST NAME: [Input field]

MIDDLE NAME/INITIAL: [Input field]

LAST NAME: [Input field]

ATTENTION: [Input field]

ADDRESS: [Input field]

CITY: [Input field]

STATE: [Input field]

ZIP CODE: [Input field]

AREA CODE & PHONE: [Input field]

Clear Form

☐ Check here to use this address as your billing address.

BACK ONE STEP  SAVE & CONTINUE

Shipping Policy | Return Policy | Privacy Policy | Security Policy
Few fields optional

Enter Shipping Address

Enter the name and address you’d like for us to ship your order.
We do not currently ship to Canada or other destinations outside of the U.S. Learn More

First Name

Last Name

Address Line 1 (or company address)

Address Line 2 (optional)

City

Address Instructions for APO/FPO

State

Select

ZIP Code

Phone Number

Is this address also your billing address?

☐ Yes

☐ No (If not, we’ll ask you for it in an moment.)

Continue to send all items to this address only

Do you have questions?

If you have any questions or need help during checkout please contact one of our knowledgeable
Customer Service Associates at 1-800-966-6546 from 6 a.m. to 11 p.m. (CT), 7 days a week.
お客さま情報の入力

メンバーグループされると2回目の注文時の住所入力等が省略できます。
また、購入履歴の画面でご確認いただけます。登録は無料です。
メンバー登録されなくてもご購入いただけます。下の「ゲスト購入する」をお選び下さい。
ご登録いただくお客様の個人情報の利用目的および管理等の取扱いにつきましては、「MUJI.net会員規約」ならびに「プライバシーポリシー」の方に定めておりますので、必ずご確認ください。

基本情報 *は必須項目です

お名前（氏名） *

フリガナ（氏名） *

Eメールアドレス *

Eメールアドレス（確認） *

携帯電話

携帯電話（確認） *

勤務番号 *

都道府県 *

市区町村 *

それ以降の住所（丁目・番地など） *

ビルマンション名

電話番号 *

メンバー登録 * ゲスト購入する 会員登録する

に戻る 次へ進む

※着信表示方式、送受信する電話番号についてのご案内
Copyright (c) 2008 Ryohin Keikaku Co., Ltd. 個人情報の取り扱いについて セキュリティについて
• Try to avoid optional fields
• If most fields are required: indicate optional fields
• If most fields are optional: indicate required fields
• Text is best, but * often works for required fields
• Associate indicators with labels
Field Lengths

- Field lengths can provide valuable affordances.
- Appropriate field lengths provide enough space for inputs.
- Random field lengths may add visual noise to a form.
Enter Your Information  (Already registered? Sign In)

Please enter your U.S. address and email address to create your account.

First Name

Last Name

Street Address

City

State  ZIP Code  Country or Region  United States

U.S. addresses only, please.

Phone Number

( )- ext:  Needed if there are questions about your order.

A valid email address is required to communicate with you.

Email address

Re-enter Email address

Create Password

How secure is your password?

Must be at least 8 characters, including a number or special character. Example: eXp3$$

Re-enter Password

By clicking "Register" you agree to eBay Express's privacy policy and terms of use. You also agree to be contacted for marketing purposes, but you can change your notification preferences in your account.

Register
ENTER NEW BILLING INFORMATION

* Required Field

* CARD TYPE: Select

* CARD NUMBER: 

* CARD VERIFICATION NUMBER: What is this? Required for Visa/MC/Amex.

* EXPIRATION DATE: Select Select Required for Visa/MC/Amex.

USE MY SHIPPING ADDRESS FOR MY BILLING ADDRESS

Please enter your full name and address exactly as it appears on your statement, and enter your credit card number as it appears on your credit card. Please check your statement for accuracy to avoid delays in processing your order.

If you are unable to enter your billing information in the section below, please call customer service at 1-800-DVY-HACY.

* FIRST NAME: 

MIDDLE NAME/INITIAL: 

* LAST NAME: 

ATTENTION: 

ADDRESS: 

* CITY: 

* STATE: Select 

* ZIP CODE: xxxx (5 digits only)

* AREA CODE & PHONE: xxx-xxx-xxxx

* EMAIL: user@user.com

Clean Form

BACK ONE STEP  SAVE & CONTINUE

Shipping Policy | Return Policy | Privacy Policy | Security Policy
Thank you for trying Tick.
Just fill out the form below and we'll get you right in.
The plan you have selected (Moonlighters) is FREE and includes 1 open project.

Account settings
Your company name:
Select your time zone:
(CMT-05:00) Eastern Time (US & Canada)
Create your Tick web address (Letters and numbers only please. No spaces.)
http://

Create the account owner
First name:
Last name:
Email address:

Accept the agreement & create your account
Your plan is FREE. With this plan you can have 1 open project at any given time. This plan will never expire and can be upgraded or canceled from the setting section, once you login.

Please review our Terms of Service, Privacy Policy, and Refund Policy.

I understand and agree
Place this order & create my Tick account

How will I get billed?
If you are setting up a pay plan, your first 30 days are free. After that the plan is billed monthly to your credit card and can be cancelled, upgraded or downgraded at anytime. No setup fees or contracts here! You'll be up and running in a matter of seconds.

What methods of payment do you accept?
We accept Visa, Mastercard, American Express, and Discover.

What do I need to use Tick?
Tick is a hosted solution, so its accessible from anywhere you can find an internet connection. All you need is a modern web browser (Firefox, IE6+, Safari or Camino). Other browsers may work as well, but they are not supported so things may look a little funky.

What if I need help?
Tick is designed with a gentle learning curve in mind. No manuals or extensive help files needed. That said, if you do have a question we can always be reached by email.

Tick is a Molehill product. © 2006, All Rights Reserved. Email Us | Privacy Policy | Terms of Service
BEST PRACTICE

- When possible, use field length as an affordance
- Otherwise consider a consistent length that provides enough room for inputs
Content Grouping

- Content relationships provide a structured way to organize a form
- Groupings provide
  - A way to scan information required at a high level
  - A sense of how information within a form is related
Lots of content grouping
Excessive visual noise

**Backgrounds & Rules**
- **Label:**
- **Longer Label:** Select Value
- **Even Longer Label:**
- **One More Label:** Value 1, Value 2

**Additional Visual Elements**
- **Label:**
- **Longer Label:** Select Value
- **Even Longer Label:**
- **One More Label:** Value 1, Value 2

**Impaired Scanning**
- **Label:**
- **Longer Label:** Select Value
- **Even Longer Label:**
- **One More Label:** Value 1, Value 2
Minimum amount necessary

Advantage:
Visual clarity
Direct path to completion
Minimum amount necessary

<table>
<thead>
<tr>
<th>Enter Your Information (Already registered? Sign in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please enter your U.S. address and email address to create your account.</td>
</tr>
<tr>
<td>First Name</td>
</tr>
<tr>
<td>Street Address</td>
</tr>
<tr>
<td>City</td>
</tr>
<tr>
<td>State</td>
</tr>
<tr>
<td>-Select-</td>
</tr>
<tr>
<td>Phone Number</td>
</tr>
<tr>
<td>A valid email address is required to communicate with you.</td>
</tr>
<tr>
<td>Email address</td>
</tr>
<tr>
<td>Re-enter Email address</td>
</tr>
<tr>
<td>Create Password</td>
</tr>
<tr>
<td>Must be at least 8 characters, including a number or special character. Example: eXor3$$</td>
</tr>
<tr>
<td>Re-enter Password</td>
</tr>
</tbody>
</table>

By clicking “Register” you agree to eBay Express’s privacy policy and terms of use. You also agree to be contacted for marketing purposes, but you can change your notification preferences in your account.

Register
Other Costs (if they apply)

Who will pay the county transfer fee?
- Buyer
- Seller

Who will pay the city transfer fee?
- Buyer
- Seller

Who will pay the home owner's association transfer fee?
- Buyer
- Seller

Who will pay for the home owner's association transfer documents?
- Buyer
- Seller

Home Warranty

Do you want to order a home warranty?

Who will pay for the home warranty?
- Buyer
- Seller

How much home warranty coverage?

Which home warranty options do you want?

- Air conditioner
- Well
- Septic
- Roof
- Pool
- Washer / Dryer / Refrigerator
- Other

Liquidated Damages

Liquidated damages can be assessed if the buyer fails to complete the purchase because of default. If the buyer agrees to pay liquidated damages in case of default, the seller retains the deposit actually paid by the buyer.

If you default, do you agree to pay liquidated damages?
- Yes
- No

Dispute Resolution

Rather than having disputes resolved in court, buyers and sellers can agree to have all disputes resolved by arbitration as provided by California law.

Do you agree to submit disputes to neutral arbitration?
- Yes
- No

Expiration

When do you want your offer to expire? (Commonly 3 calendar days after the buyer signs and dates the offer)

This offer shall officially expire, be deemed revoked, and the deposit shall be returned, unless the offer is signed by the seller and a copy of the offer is personally received by the buyer at 5 p.m. on the third day after this offer is signed by the buyer.

If the seller makes a counter-offer, your Redfin Agent will help you respond appropriately.
BEST PRACTICE

• Use relevant content groupings to organize forms
• Use the minimum amount of visual elements necessary to communicate useful relationships
• Not all form actions are equal
  • Reset, Cancel, & Go Back are secondary actions: rarely need to be used (if at all)
  • Save, Continue, & Submit are primary actions: directly responsible for form completion
• The visual presentation of actions should match their importance
**Sample Primary & Secondary Actions**

<table>
<thead>
<tr>
<th>Action</th>
<th>Primary Action</th>
<th>Secondary Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue</td>
<td>Primary Action</td>
<td>Secondary Action</td>
</tr>
<tr>
<td>Back</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activate</td>
<td>Primary Action</td>
<td>Secondary Action</td>
</tr>
<tr>
<td>Expand options</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select a room</td>
<td>Hotel and room details, photos, and maps</td>
<td>Secondary Action</td>
</tr>
<tr>
<td>Yahoo! Search</td>
<td>• Advanced</td>
<td>• Preferences</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choose and continue to more options,</td>
<td>Primary Action</td>
<td>Secondary Actions</td>
</tr>
<tr>
<td>Save this information in an itinerary,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cancel and go to home page,</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sell Your Item: Add Subtitle

Add Subtitle ($0.50)

Add a subtitle (searchable by item description only) to give buyers more information. See example.
BEST PRACTICE

- Avoid secondary actions if possible
- Otherwise, ensure a clear visual distinction between primary & secondary actions
- Align primary actions with input fields for a clear path to completion
Help & Tips

• Help & Tips are useful when:
  • Asking for unfamiliar data
  • Users may question why data is being requested
  • There are recommended ways of providing data
  • Certain data requests are optional

• However, Help & Tips can quickly overwhelm a form if overused

• In these cases, you may want to consider a dynamic solution
  • Automatic inline exposure
  • User activated inline exposure
  • User activated section exposure
Sign up here.

VideoEgg is all about VideoEgg Publishing Over Easy. We're simply the best and easiest way to upload and share videos on the internet. To get started, create an account below, and we'll have you sharing your videos in no time!

Desired Login:  
Choose a Password:  
(4 or more characters)  
Confirm Your Password:  
Email:  
We don't spam. Period.

I know you said you don't spam, but really, will you spam me?
No way! SPAM is for mortgage companies, fake watches and people pimping Viagra. We'd never give your address to someone or send you unsolicited emails. We hate getting them, and we won't send them.

Sign up | Lost Login
Lots of Help/Tips

Sell Your Item: Choose a Selling Format

To begin, select a format and click the Continue button. Please make sure your item is allowed on eBay first.

- **Sell item at online Auction**
  Allows bidding on your item(s). You may also add the Buy It Now option. Learn more.

- **Sell at a Fixed Price**
  Allows buyers to purchase your item(s) at a price you set. Learn more.

- **Advertise your Real Estate**
  Allows advertising of property to generate multiple leads. Real estate sellers may also sell at an online Auction or Fixed Price. Learn more.

**Sell your items in your own eBay Store**
Your own storefront on eBay, plus features to help you sell more. Learn more about eBay Stores.

Want someone else to sell for you? Find a Trading Assistant.

Continue >
Skapa ett Wishlstr-konto

Har du redan ett konto? Klicka här för att logga in.

Steg 1: Dina uppgifter

DITT NAVN: 

För- och efternamn tack.

DIN E-POSTADRESS: 

Vi vill inte spam och lovar att aldrig använda din e-postadress för något annat än det som har med ditt Wishlstr-konto att göra.

Steg 2: Välj användarnamn och lösenord för ditt konto

VÄLJ ETT ANVÄNDARNAMN: 


VÄLJ ETT LÖSENORD: 

Lösenordet måste vara mellan 3-15 tecken långt. Blanksteg är inte tillåtna.

UPPREPA LÖSENORDET: 

Så att du kan vara säker på att du skrev rätt.

Registrera mig!

Klicka på knappen och du är klar!

© Wishlstr. Producerat av Digital Venues. Om cookies.
Automatic inline exposure

II. User Registration

1. Enter Your Email Address

2. Choose a Password  Verify Password

3. Pick your Wufoo Name / URL

http://username.wufoo.com

- Keep me updated about Infinity Box projects.
- I agree to Wufoo's Terms of Service.

Create Account  Cancel

Wufoo · Infinity Box Inc. · Tampa, FL
About · Blog · Forums · Terms · Privacy · Support · Contact
Automatic inline exposure

Personal Information

- Your First Name
- M.I.
- Last Name
- Suffix
- Date of Birth
- Social Security #
- Spouse's First Name
- M.I.
- Last Name
- Suffix
- Date of Birth
- Social Security #
- Street Address
- Apartment No.
- City
- State
- ZIP Code

Check the boxes at the right if you or your spouse would like to contribute $3 to the presidential election campaign fund.

- You
- Spouse

Filing Status

- Single
- Married - Filing Jointly
User-activated inline exposure

Phone Details

IMEI Code: [blank]

PAC Code: [blank]

Submit

Explanation of IMEI Code

The International Mobile Equipment Identity (IMEI) number is a unique 15-digit code used to identify an individual GSM mobile telephone. The number can be found on most mobiles by typing in *#06#. If this combination doesn't work on your mobile phone, please call our support centre on +44 (0) 1252 xxxx xxx.

Back to IMEI input field.

PAC Code: [blank]

Submit
User-activated inline exposure

Issuing Bank (51A)

51A: Issuing Bank
An Issuing Bank is required for Letters of Credit. Issuing Banks must be approved FDA lenders if they are headquartered in the United States.

Applicant (50)

Excel Chemical Corporation
9A no. 25 Sec. 4
Taipei, 106, Taiwan

Beneficiary (59)

AlphaGary
150 West Naperville Rd
Naperville, IL 60553

Drawee (41A)

AlphaGary
150 West Naperville Rd
Naperville, IL 60553

Consigned to
Applicant

Notify
Accountee
User-activated dialog exposure

Assess Your Needs

Calculate how much life insurance you might consider in order to:
- Replace your income for a specific number of years
- Pay off major expenses, including mortgage and college educations.

What is your personal monthly net income?
For how many years would you want to replace that income?
What is your outstanding mortgage balance?
How many years will your children be attending college?
Estimated expenses for college:
- Determine college expenses

What is your current outstanding debt?
Estimated fixed expenses and estate settlement expenses:
Other major expenses you may want to cover

Total Expenses:

How much life insurance do you currently have?
Retirement Savings:
Education Fund:
Other Assets (excluding primary residence):

Saving for College
How much money will you need?
Just how much will it cost for your child to attend college? The table below shows what the average costs may be.

Projected cost of college

<table>
<thead>
<tr>
<th>Your child begins college in</th>
<th>4 years public school (in-state)</th>
<th>4 years public school (out-of-state)</th>
<th>4 years private school</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 years</td>
<td>$61,100</td>
<td>$121,200</td>
<td>$165,300</td>
</tr>
<tr>
<td>4 years</td>
<td>$91,200</td>
<td>$130,800</td>
<td>$180,500</td>
</tr>
<tr>
<td>10 years</td>
<td>$129,400</td>
<td>$193,200</td>
<td>$285,200</td>
</tr>
<tr>
<td>14 years</td>
<td>$163,300</td>
<td>$243,900</td>
<td>$334,000</td>
</tr>
<tr>
<td>18 years</td>
<td>$206,200</td>
<td>$307,800</td>
<td>$422,800</td>
</tr>
</tbody>
</table>

Source: Annual Survey of Colleges. The College Board. Chart assumes a 6% average annual increase in tuition, fees, books, room, and board, and other expenses.

Charles Schwab & Co., Inc. ("Schwab ", in association with the Small Business Insurance Agency, Inc. ("SBIA"). Provides customers with access to term life insurance issued by respected insurance companies. Schwab and SBIA are licensed insurance agencies. You are currently assessing content that is owned and maintained by SBIA. Ins. SBIA is responsible for the information and content on this page. Schwab cannot guarantee that the information and content supplied is accurate, complete, or timely. (0207-0158)
User-activated section exposure

Sell: Create Your Listing

Tell buyers about your item.
- To get help, click *
- To show or hide optional features, e.g., International Shipping, on this page, click the Show/Hide Options link.

What you're selling

Category
Collectibles > Animals > Fish
Change category

Describe your item

Title
Subtitle ($0.50)

Pictures (First picture is free. Each additional picture is $0.15)
Add Pictures 12 remaining Remove

Creating Your Listing

On this page, you'll provide all the content of your listing, such as a description and pictures of your item.

You'll also choose how you want to sell the item, known as the selling format. For example, you can have buyers bid in an auction-style listing to determine the final sale price.

You'll be able to review and enhance your listing on the next page after you click the Save and Continue button.

Related topics
- Topic Index
BEST PRACTICE

• Minimize the amount of help & tips required to fill out a form
• Help visible and adjacent to a data request is most useful
• When lots of unfamiliar data is being requested, consider using a dynamic help system
INTERACTION
Interaction

• Path to Completion
• “Tabbing”
• Progressive Disclosure
• Exposing dependencies
Path to Completion

• Primary goal for every form is completion
• Every input requires consideration & action
  - Remove all unnecessary data requests
  - Enable flexible data input
• Provide a clear path
• Enable smart defaults
Remove Unnecessary Inputs
Flexible Data Input

Phone Number
(ex. 555-123-4444)

Phone Number
(____) - ______ - ______

Phone Number

(555) 123-4444
555-123-4444
555 123 4444
555.123.4444
5551234444
## Smart Defaults

### Shipping Costs

<table>
<thead>
<tr>
<th>Shipping Service</th>
<th>Shipping &amp; Handling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard delivery</td>
<td>$</td>
</tr>
</tbody>
</table>

Add another shipping service

<table>
<thead>
<tr>
<th>Shipping Insurance</th>
<th>Sales Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not offered</td>
<td>I don't charge tax</td>
</tr>
</tbody>
</table>

Don't know what to charge? Try the [Shipping Calculator](#). To offer free shipping, enter 0.00 above.

View insurance [rate table](#).
Path to Completion

PayPal

My Account | Send Money | Request Money | Merchant Tools | Auction Tools

Log Out | Help

Jason, please confirm this secure transaction

You're about to send

$37

To: lucky@37signals.com (a verified member)

Source: $37 from your PayPal balance (pay another way)

Email

Email subject: Here's the cash I owe ya
Note: Thanks for bailing me out! I also included $7 for the cab ride. Thanks again!

Shipping Information

Ship to: 400 N. May Street, #301, Chicago, IL 60622, USA (Confirmed)

or, add a new address

I'm not shipping anything, no address required.

Send the $37
Clear Path to Completion

**Check Payment Details**

**Payment Details**
- Pay To: paypal.jf@spinfree.com (a verified member)
- Amount: $37.00
- Source of Funds: PayPal balance more funding options
- Email Subject: Here's the cash I owe ya
- Note: Thanks for bailing me out! I also included $7 for the cab ride. Thanks again!

**Shipping Information**
- Ship to: 400 North May Street, #301, Chicago, IL 60622, USA
- No shipping address required

[Send the $37] [Edit Transaction] [Cancel Transaction]
Path to completion

Offer Wizard Pages
1. Offer Information
2. Buyer Information
3. Initial Deposit
4. Contingencies
5. Inspections
6. Closing
7. Confirm and Submit

Redfin Direct Resources
How Redfin Direct Works
Frequently Asked Questions
Terms and Conditions

Offer Information
Offer status: Draft
Last saved: 12/13/50, 10:18 AM
Save My Offer

Step 2. Buyer Information
The buyers listed in the purchase and sale agreement will become the owners of the property at closing.

Personal Information
Who is buying the property?
Buyer 1 name: Luke Wroblewski
Buyer 2 name: (optional)

Where do the buyer(s) currently live?
Street address: 
Unit #:
City: State: Zip:

What is the legal status of the buyer(s)?
- Married couple buying the property together
- A married person buying the property as his or her sole and separate property
- A single person
- Two or more single people buying the property together
- A corporation

Contact Information
How may a Redfin agent contact you to discuss your offer?
Phone number:
Email address: cdr@lukew.com

When can a Redfin agent contact you?

Other Information
What special conditions, if any, are related to your offer?

How did you hear about Redfin? (Optional)
BEST PRACTICE

• Remove all unnecessary data requests
• Enable smart defaults
• Employ flexible data entry
• Illuminate a clear path to completion
• For long forms, show progress & save
Tabbing

- Many users interact with a form by “tabbing” between fields
- Proper HTML markup can ensure tabbing works as expected
- Multi-column form layouts may conflict with expected tabbing behavior
BEST PRACTICE

- Remember to account for tabbing behavior
- Use the tabindex attribute to control tabbing order
- Consider tabbing expectations when laying out forms
Progressive Disclosure

• Not all users require all available options all the time

• Progressive disclosure provides additional options when appropriate
  • Advanced options
  • Gradual engagement
Exposing Options

Select a Category

- Drink
- Food
- Gathering
- Nightlife
- Outings
- Professional
- Other

- Movie
- Sports
- Shopping
- Beauty
- Art Show
Gradual Engagement
Create an Account

Your Google Account gives you access to Google Video and other Google services. If you already have a Google Account, you can sign in here.

Required information for Google account

Your current email address:

Choose a password:

Minimum of 6 characters in length.

Re-enter password:

□ Remember me on this computer.

Creating a Google Account activates Personalized Search, which finds the search results most relevant to you based on your search history and more.

Enable Personalized Search.

Get started with Google Video

First name:

Last name:

Location:

United States

Word Verification:

Type the characters you see in the picture below.

Letters are not case-sensitive

Terms of Service:

Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

Google Terms of Service for Your Personal Use

Welcome! By using Google's search engine or other Google services ("Google Services"). you agree to be bound by the following terms and conditions (the "Terms of Service"). As used in this agreement,

By clicking on "I accept" below you are agreeing to the Terms of Service above and the Privacy Policy.

I accept. Create my account.

©2006 Google - Google Home - Terms of Service - Privacy Policy - Help
Create your family tree and stay in touch

Start Here

- your first name: Luke
- your last name: Wroblewski
- email
- gender: male

Geni is private and secure. Only the people in your family tree can see your tree and your profile.

Geni is free!
Projected Assets in future dollars

If the market performs poorly  
YOUR GOAL*  
$16,048,000  
at retirement

If the market performs on average

On-Track to Have:  
$3,670,000

On-Track to Have:  
$7,363,000

* Your goal represents assets needed to replace 85% of your pre-retirement income before taxes and assumes poor market conditions, estimated social security, and no pension or other retirement income.

Time
retirement age 65

Money
contributions $2,500/mo

Investment
style Growth

We can give you a plan to help you get closer to your retirement goal.  
Get a detailed action plan in under 30 minutes.

Ready to start saving? We’ll help you find great ways to save.

Sign up for our free eNewsletter on investing and retirement or call us at 1-800-FIDELITY.
BEST PRACTICE

- Map progressive disclosure to prioritized user needs
- Most effective when user-initiated
- Maintain a consistent approach
Selection Dependent Inputs

- Sometimes an initial data input requires or enables additional inputs
  - More options become available because of an initial input
  - Further clarification required due to initial input
Selection Dependent Inputs

Create a Download Request

Select active listings and sales history records that you want to download.

**Note:** Your sales records are available for the current month and the past three calendar months.

Listings and records

- Sold

Date Range

- All records
- All new records since last download only (Last downloaded: Jan-01-05 00:00:00 PST)
- From **Yesterday**

- From April 25, 2005 at 12:00 AM US Time (PST)
- To April 26, 2005 at 12:00 AM US Time (PST)

Email address

jnucci@ebay.com

Your downloads will be sent to this email address. Separate multiple email addresses with commas.
Page Level

<table>
<thead>
<tr>
<th>Section Title</th>
</tr>
</thead>
</table>
| 🔴 Top Level Choice 1  
  Single line of explanatory text about Top Level Choice 1 |
| 🔴 Top Level Choice 2  
  Single line of explanatory text about Top Level Choice 2 |
| 🔴 Top Level Choice 3  
  Single line of explanatory text about Top Level Choice 3 |

Action
Section Tabs

Section Title

Choice 1 | Choice 2 | Choice 2

Choice 1 Data

Choice 1 Data

Choice 1 Data

Select

☑ Choice 1 Data

☐ Choice 1 Data

Action
Section Finger Tabs

Section Title

Top Level Choice 1

Choice 1 Data

Choice 1 Data

Top Level Choice 2

Choice 1 Data

Select

Top Level Choice 3

☑ Choice 1 Data

☐ Choice 1 Data

Action
Section Selectors

Section Title

Top Level Choice 1

Choice 1 Data

Choice 1 Data

Select

☑ Choice 1 Data
☐ Choice 1 Data

Action
Expose Below

**Section Title**

- Top Level Choice 1
- Top Level Choice 2
- Top Level Choice 3

Choice 1 Data

Choice 1 Data

Choice 1 Data

Choice 1 Data

[Action]
Expose Within

Section Title

- Top Level Choice 1
  - Choice 1 Data
  - Choice 1 Data
  - Choice 1 Data
    - Select
  - Choice 1 Data
  - Choice 1 Data

- Top Level Choice 2
- Top Level Choice 3

Action
Inactive Until Selected

Section Title

- Top Level Choice 1
  - Choice 1 Data
  - Choice 1 Data
  - Select
  - Choice 1 Data

- Top Level Choice 2
  - Choice 2 Data
  - Choice 2 Data
  - Select

- Top Level Choice 3
  - Choice 3 Data
  - Select

Action
Exposed & Grouped

Section Title

- Top Level Choice 1
  - Choice 1 Data
  - Select

- Top Level Choice 2
  - Choice 2 Data
  - Select

- Top Level Choice 3
  - Choice 3 Data
  - Select

Action
Exposing Dependent Inputs

- Page Level
  - Requires additional step
- Section Tabs
  - Often go unnoticed
  - Require smart defaults
- Finger Section Tabs
  - Follow path to completion scan line
- Section Selectors
  - Effectively Group information
  - Hide some options
- Expose Below & Expose Within
  - Potential for confusion
- Inactive Until Selected & Exposed within Groups
  - Association between primary selection is impaired
BEST PRACTICE

- Maintain clear relationship between initial selection options
- Clearly associate additional inputs with their trigger
- Avoid “jumping” that disassociates initial selection options
FEEDBACK
Feedback

• Inline validation
  • Assistance

• Errors
  • Indication & Resolution

• Progress
  • Indication

• Success
  • Verification
Inline Validation

- Provide direct feedback as data is entered
  - Validate inputs
  - Suggest valid inputs
  - Help users stay within limits
Password Validation

Create Password

Must be at least 6 characters, including a number or special character. Example: eXpr3$$

Re-enter Password

How secure is your password?

Check your password strength - the higher, the better.

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Must be at least 6 characters, including a number or special character. Example: eXpr3$$

Re-enter Password

How secure is your password?

Check your password strength - the higher, the better.
Unique User Name Validation

Getting a free account on Newsvine takes less than a minute.
As a community member, you can comment, chat, and create your own column.
Simply fill out the short form below and you'll be on your way!

Private Information

Email Address: 
Password: 
Confirm Password:

I certify that I am at least 13 years of age and have read and agree to the terms of the Newsvine User Agreement.

Public Information

Display Name: cheeseburger
Newsvine Domain: .newsvine.com

Available! (How you will be seen on the site — e.g. John Smith or supergerbl426)
(The address for your column — e.g. jim.newsvine.com)
Valid Input Suggestions

From (city or airport)
SJC
show nearby airports

Leaves
24 Dec 2006

To (city or airport)
chi

Round-trip
One-way
Multi-city

Travelers
1

Cabin
Economy

Search
for flights from 120+ websites

Get more out of Kayak.
Sign up for free to track fares, get fare alerts by email, share tips in forums, get personalized results and access your search history from anywhere.

Buzz - San Jose (SJC) to Kayak Top 25
1. Philadelphia, PA (PHL) $230
2. Las Vegas, NV (LAS) $158
3. Paris, France (CDG) $619
4. Honolulu, HI (HNL) $258
5. Santa Ana, CA (SNA) $119

Get the full buzz for $9

Forums
22 hours
I have a 22 hour layover in Amsterdam. Any ideas on what to do to pass the time.
Amsterdam — 9 replies

Visit Kayak Forums
Maximum Character Count

Message

1000 characters left (Limit is 1000 characters)

Message

After typing a few words I get a sense of how much room I have left to type...

922 characters left (Limit is 1000 characters)
BEST PRACTICE

- Use inline validation for inputs that have potentially high error rates
- Use suggested inputs to disambiguate
- Communicate limits
Errors

- Errors are used to ensure all required data is provided and valid
  - Clear labels, affordances, help/tips & validation can help reduce errors
- But some errors may still occur
- Provide clear resolution in as few steps as possible
Error Messaging

Sell Your Item: Add Subtitle

Please enter your correct information in the highlighted fields below.
Subtitle - Please enter a subtitle or click Cancel.

Add Subtitle ($0.50)

Please enter a subtitle or click Cancel.
Add a subtitle (searchable by item description only) to give buyers more information. See example.

Confirm Cancel
Short Forms: too much?

Tell millions of sellers what you're looking for and get responses emailed to you. It's free. Learn more about Want It Now.

Title
Please enter a title for your post. 55 characters left.

Description
Please enter a description for your post. Tip: Be as specific as possible; specify quality, color, quantity, price range, etc. See example. 200 characters left.

Category
Select a category. Please enter a valid category. Choose the best category to help sellers find your item. If you prefer, you may specify a category number instead.

Post To Want It Now
Short Forms

II. User Registration

1. Enter Your Email Address
   
   Invalid email address

2. Choose a Password Verify Password
   
   Password is required

3. Pick your Wufoo Name / URL
   
   Username can only contain letters and numbers.
   http://username.wufoo.com

☐ Keep me updated about Infinity Box projects.
☐ I agree to Wufoo's Terms of Service.
Please accept Wufoo's Terms of Service.

Create Account Cancel
Short Forms

Account Setup

You've selected the **Personal** plan (free!)

We'll need the following information to create your account. Once your account is created, your pages will be located at http://www.jotlive.com/lukew/.

**Error: That email address is already registered.**

1. **Choose a username**
   This name is how you'll be identified in JotSpot Live.
   
   **Username**: lukew

2. **Choose a password**
   For security, password should be at least 6 characters long
   
   **Password**: ********
   Enter again to verify

3. **Enter e-mail address**
   You'll receive an activation message at this address
   
   **Email**: info@lukew.com
   Enter again to verify

[Create Account]
BEST PRACTICE

- Clearly communicate an error has occurred: top placement, visual contrast
- Provide actionable remedies to correct errors
- Associate responsible fields with primary error message
- “Double” the visual language where errors have occurred
Progress

- Sometimes actions require some time to process
  - Form submission
  - Data calculations
  - Uploads
- Provide feedback when an action is in progress
Disable Submit Button

Attach a file (each file should be under 10MB)

Choose File

Attaching files ...

Associate this message with a milestone ...

Notify people of this message via email

- All of IxDA Volunteers
- Jeff Howard
- Pedro Jorge Adler
- All of IxDA Board
- Carrie Ritch
- Josh Seiden
- Mauro Cavalletti
- Dan Saffer
- Lada Gorlenko
- micah alpern
- David Malouf
- Lisa deBettancourt
- Pabini Gabriel-Petit
- Frank Ramirez
- Luke W
- Robert Reimann
- Greg Petroff
BEST PRACTICE

- Provide indication of tasks in progress
- Disable “submit” button after user clicks it to avoid duplicate submissions
Success

- After successful form completion confirm data input in context
  - On updated page
  - On revised form
- Provide feedback via
  - Message (removable)
  - Animated Indicator
## Letter of Credit

- **Type**: Commercial LC
- **State**: New
- **Number**: 04ADDH250221
- **Latest Shipment**: 11/01/2005
- **Expiration**: 09/29/2005
- **Currency**: USD

## LC Changes

- **Workgroup**: SCTest
- **Owner**: Poopak Tameh
- **Total Transaction Value**: 0.00
- **Cash in Advance**: 0.00
- **LC Value**: 1,072,500.00
- **Under Reserve**: 0.00
- **Draws Total (3)**: 10,000.00
- **Balance**: 1,072,500.00

## Parties

- **Negotiating Bank**: ABN AMRO Bank N.V.D. Achennai, India
- **Reference Number**: 4935ABN ABS
- **Freely Negotiable**: Yes
- **Issuing Bank**: Citibank
  - Address: 123 Bennant Ct., Hongarto, Malaysia
  - Code: 506CITIB65
- **Applicant**: Excel Chemical Corporation
  - Address: 9A no. 25 Sec. 4, Taipei, 105, Taiwan
- **Beneficiary**: AlphaGary
  - Address: 150 West Naperville Rd, Naperville, IL 60053
- **Drawee**: AlphaGary
  - Address: 150 West Naperville Rd, Naperville, IL 60053

## Draws

- 09/20/2005: $2,000.00
- 09/10/2005: $3,000.00
- 09/12/2005: $3,000.00

## SWIFT Messages

- 09/20/2005: MTT900 (Processed)
- 09/18/2005: MTT699 (Processed)

## SWIFT Information
Animated Indication
BEST PRACTICE

- Clearly communicate a data submission has been successful
- Provide feedback in context of data submitted
Additional Tips

- Avoid changing inputs provided by users
  - With later inputs
  - After an error has occurred
- Let users know if difficult to obtain information is required prior to sending them to a form
Accessibility & Mark-up

- Use `<label>` tags to associate labels with inputs
  - Properly read by screen readers
  - Most browsers treat text with `<label>` tags as clickable: larger actions
- Use the `tabindex` attribute to provide a “tabbing” path
  - Provides control over tabbing order
  - Enables forms to be navigated by keyboard
- Consider the `accesskey` attribute for additional keyboard support
  - Direct access to associated input fields
- Consider `<fieldset>` to group related form fields
Web Form Creation Tools

- **Wufoo**
  - http://www.wufoo.com
- **Form Assembly**
  - http://www.formassembly.com
- **icebrrg**
  - http://www.icebrrg.com
PUTTING IT ALL TOGETHER...
Sign up
Please fill in all of these fields. Thanks!

Choose a unique username
lukew
Password
**********
First name
Luke
Last name

Country
United States
Postal code or ZIP (Required for US, UK, and Canada)

Birthday
Month
Day
Year

Don't display my age

Gender
Select One

By signing up for Pownce you are agreeing to the terms of service.

Okay, done!
For more information...

- Web Form Design: Filling in the Blanks
- Functioning Form
- Site-Seeing: A Visual Approach to Web Usability
  - Wiley & Sons
- Drop me a note
  - luke@lukew.com