


INPUT: MOVING BEYOND STATIC FORMS

LUKE WROBLEWSKI
UIE WEB APP MASTERS TOUR 2010

LUKEW
IDEATION + DESIGN





The image shows a screen from the Rock Band game. It features a dark background with a central rectangular area that has a red, damask-like pattern. This central area is framed by a decorative, ornate border. Inside the frame, white text provides instructions on how to access the Rock Band Music Store. At the bottom of the frame, two options are listed: 'SIGN IN' and 'CANCEL'.

To visit the Rock Band Music Store, you must be signed into a gamer profile on the Xbox 360 Controller you are using to enter the Music Store.

SIGN IN
CANCEL

Reasons to Join Xbox LIVE

Game Marketplace



Get the most out of your games. Download free game demos, game add-ons, pick-up-and-play Arcade games, plus full Xbox 360, original Xbox, and indie games.

Join Xbox LIVE

Video & Music Marketplace



Get the best in video entertainment. Check out the newest movies and TV shows (standard and HD), music and game videos, new release trailers, and independent videos.

Join Xbox LIVE

nds



ect with friends and family ever they are. Play games her, video, text, or voice chat up an Xbox LIVE Party.

Join Xbox LIVE

1 of 5

 Select  Back  Sign In

Welcome to Xbox LIVE

Sign up for Xbox LIVE in four basic steps.

- 1 Create your account.
- 2 Choose a membership.
- 3 Create your gamer profile.
- 4 Pick your gamer picture.

Sign Me Up

XBOX LIVE

1 Account

E-mail address
Password
Secret question
Birthday
Verify information
Terms of use
2 Choose membership
3 Gamertag
4 Gamer picture

 Select

 Back

Your Account



First, we need your e-mail address. You'll use this to manage your new account.

E-mail Address:

Continue

XBOX LIVE

- 1 Account
 - E-mail address
 - Password
 - Secret question
 - Birthday
 - Verify information
 - Terms of use
- 2 Choose membership
- 3 Gamertag
- 4 Gamer picture

 Select  Back

Enter the e-mail address for your Windows Live ID.



Select Cancel Backspace Space

Welcome to Windows Live

Email. IM. Blog. And more.

Windows Live™ makes it easy to keep up with all your favorite people - all in one place.

Check it out 

Mail - Faster, easier, and more reliable than ever before.
[Go to Hotmail](#)

SkyDrive - Free, password-protected online storage.
[Go to SkyDrive](#)

People - Add people to your network and stay in touch more easily.
[Go to people](#)



Welcome back!

[Sign in to Windows Live](#)

If you have a Hotmail, Messenger, or Xbox LIVE account, you already have a Windows Live ID.

New to Windows Live?

[Sign up](#)



Messenger - Stay in touch, instantly—simply share photos, play games, and more.
[Get Messenger](#)

Photos - Share your favorite shots with friends, and comment on their photos, too.
[Go to photos](#)

On your PC or mobile device - More for your PC or mobile device - Get free programs for your PC. Use Windows Live on your mobile device, too.
[Free downloads](#) | [More about mobile](#)



Windows Live ID

[Return to:
Windows Live ID
website](#)

Create credentials

Enter an e-mail address and password to use for your Windows Live ID. Choose a question and secret

Create your e-mail address and password

E-mail address:

The address can contain only letters, numbers, periods (.), hyphens (-), or underscores (_).

Password:

Six-character minimum with no spaces
[Learn how to create a strong, memorable password.](#)

Password strength:

	Medium	
--	--------	--

Retype password:

Type the characters you see in this picture

This ensures that a person, not an automated program, is creating this account. [Why is this important?](#)

Picture:



The picture contains 8 characters.

Characters:

[Continue](#)

[Cancel](#)



Windows Live ID

[Return to:
Windows Live ID
website](#)

Create credentials

Enter an e-mail address and password to use for your Windows Live ID. Choose a question and secret answer to help you reset your password if you forget it.

Create your e-mail address and password

E-mail address:

The address can contain only letters, numbers, periods (.), hyphens (-), or underscores (_).

Password:

Six-character minimum with no spaces
[Learn how to create a strong, memorable password.](#)

Password strength:

Create your password reset option

If you forget your password, you can provide the secret answer to reset it. [Learn more about resetting your password](#)

Question:

Favorite teacher



Secret answer:

edna

Five character minimum; not case sensitive

Picture:



The picture contains 8 characters.

Characters:

[Continue](#)

[Cancel](#)



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This ensures that a person, not an automated program, is creating this account. [Why is this important?](#)



Characters:

Enter the 8 characters you see

Continue

Cancel



Windows Live ID

Return to:
Windows Live ID
website

Create credentials

Enter an e-mail address and password to use for your Windows Live ID. Choose a question and secret answer to help you reset your password if you forget it.

Create your e-mail address and password

✗ Please type your e-mail address in the following format: yourname@example.com.

E-mail address:

lukew

The address can contain only letters, numbers, periods (.), hyphens (-), or underscores (_).

✗ The new password and the confirmation password do not match. Please type the same password in both boxes.

Password:

.....

Six-character minimum with no spaces
[Learn how to create a strong, memorable password.](#)

Password strength:

Not rated

Retype password:

.....

Secret answer:

edna

Five character minimum; not case sensitive

Continue

Cancel



Return to:
Windows Live ID
website

Create credentials

Enter an e-mail address and password to use for your Windows Live ID. Choose a question and secret answer to help you reset your password if you forget it.

Create your e-mail address and password

✖ Please type your e-mail address in the following format:
yourname@example.com.

E-mail address:

The address can contain only letters, numbers, periods (.), hyphens (-), or underscores (_).

✖ The new password and the confirmation password do not match.
Please type the same password in both boxes.

Password:

Six-character minimum with no spaces
[Learn how to create a strong, memorable password.](#)

Create your password reset option

If you forget your password, you can provide the secret answer to reset it. [Learn more about resetting your password](#)

Question:

✖ The secret answer is too short. Please type an answer that is at least 5 characters long.

Secret answer:

Five character minimum; not case sensitive

Continue

Cancel



[Return to:
Windows Live ID
website](#)

Create credentials

Enter an e-mail address and password to use for your Windows Live ID. Choose a question and secret answer to help you reset your password if you forget it.

Create your e-mail address and password

✖ Please type your e-mail address in the following format:
yourname@example.com.

E-mail address:

The address can contain only letters, numbers, periods (.), hyphens (-), or underscores (_).

✖ The new password and the confirmation password do not match.
Please type the same password in both boxes.

Password:

Six-character minimum with no spaces
[Learn how to create a strong, memorable password.](#)

Password strength:

Medium

Retype password:

Create your password reset option

If you forget your password, you can provide the secret answer to reset it. [Learn more about resetting your password](#)

Question:

✖ The secret answer is too short. Please type an answer that is at least 5 characters long.

Secret answer:

Five character minimum; not case sensitive

[Continue](#)

[Cancel](#)



We're unable to complete your request

Windows Live ID is experiencing technical difficulties. Please try again later.

[illegible][illegible][illegible]

Forms Suck.

MOVING BEYOND STATIC FORMS

1. Rich Interactions to enhance standard forms
2. Commonly used tools for input
3. Web services to bypass registration & set-up
4. New capabilities on mobile devices

MOVING BEYOND STATIC FORMS

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Rich Interactions

Inline Validation

- Real time feedback to validate inputs, improve quality, & eliminate the need for additional inputs

Input Masks

- Take the burden of formatting answers off people

Inline Multi-step Forms

- Utilize rich interactions to maintain context

Inline Validation on Yahoo! Registration

1. Tell us about yourself...

My Name Last Name

Gender

Birthday

I live in

Postal Code

2. Select an ID and password

Yahoo! ID and Email @

Password Password Strength

Re-type Password

3. In case you forget your ID or password...

Alternate Email

Security Question

Your Answer

Just a couple more details...



SIGNUP

LOGIN

Create a Mint Account

Your E-Mail



That is not a valid email (ex. help@mint.com).

Confirm
E-Mail

Zip Code

Password

Confirm
Password

☐ I agree to Mint's [Terms of Use](#)

Sign Up

Why you'll love Mint

- Takes only minutes to setup
- Your accounts are sync'd automatically and available anywhere
- Mobile alerts for bills, fees, budgets, low balances, and more
- Finds you ways to save every month

Inline Validation Testing

VS. a page submit/refresh model

- **22%** increase in completions
- **31%** increase in satisfaction ratings
- **42%** decrease in completion times
- **22%** decrease in errors made
- **47%** decrease in number of eye fixations

Where to Show Inline Validation

Create an Account
Just fill in the information below and let us know if you [need help](#).

Tell us about yourself

First Name
Last Name
Email Address
We will not sell or spam your email address.
Gender
— Select One —
I live in
United Kingdom
Password
Select an ID and password
5 characters minimum.
Password
5 characters minimum, must include a special character. Example: secr3t
Strength
Retype password
Create Account | Cancel

30% noticed inline validation
in top part of form: name,
email, gender, location

“How do you know that’s my
correct email address?”

Where to Show Inline Validation

Create an Account

Just fill in the information below and let us know if you [need help](#).

Tell us about yourself

First Name

Last Name

Email Address

Select One

Live in

United Kingdom

Post Code

Select an ID and password

Username

Password

Retype password

80-100% noticed inline validation in bottom part of form: user ID & password

When to Show Inline Validation

First Name

Last Name

Email Address

We will not sell or spam your email address.

Highest success rates,
lowest number of errors,
shortest time to completion,
highest satisfaction rates

First Name

Last Name

Email Address

We will not sell or spam your email address.

7-10 seconds slower

First Name

Last Name

Email Address

We will not sell or spam your email address.

“It’s frustrating that you
don’t get the chance to put
anything in [the field]
before it’s flashing red at
you.”

When to Show Inline Validation

The image shows a user registration form with two input fields. The first field is labeled 'User ID' and has a text input box with a cursor. Below it, the text '5 characters minimum.' is displayed in a light gray font. The second field is labeled 'Password' and has a text input box. Below it, the text '5 characters minimum, must include a special character. Example: secr3t' is displayed in a light gray font. At the bottom of the form, there is a button labeled 'Strength'.

User ID

5 characters minimum.

Password

5 characters minimum, must include a special character. Example: secr3t

Strength

How to Show Inline Validation

First Name

Last Name

First Name

Last Name

First Name

Last Name

Most people are “hunt and peck” typists

Persistent messages support both
“check as you go” & “check after
complete” done strategies

BEST PRACTICE

- Use inline validation for inputs that have potentially high error rates
- Validate “open” inputs after people finish
- Keep validation messages persistent
- Use suggested inputs to disambiguate
- Avoiding “jumping” forms around

Password

••••••••

“Usability suffers when users type in passwords and the only feedback they get is a row of bullets. Typically, masking passwords doesn’t even increase security, but it does cost you business due to login failures.” - Jakob Nielsen, 2009

ZURB

How to Mask Passwords Like the iPhone

Password

Required Formats

Phone Number

(ex. 555-123-4444)

Phone Number

() - -

Phone Number



(555) 123-4444

555-123-4444

555 123 4444

555.123.4444

5551234444

Input Masks

Date	<input type="text"/>
Phone	<input type="text"/>
Tax ID	<input type="text"/>
SSN	<input type="text"/>
Product Key	<input type="text"/>
Eye Script	<input type="text"/>

Surface formatting right up front

US Phone Number:

US Dollar:

US Date:

Do not gradually reveal formatting as people enter input

Multi-page Forms

Apple Store

Questions? Need Advice? Call 0800 048 0408

[Help](#) [Account](#) [Basket](#)

Secure connection Sign in Billing & Shipping Gift options Payment Verify

Verify your order

Credit Card Security Code

Before placing your order please enter the security code -
VISA: 15788

Enter security code: What is this?



Billing Address:

Luke Wroblewski
1390 Avenue BP
San Jose, CA 95124
United States
0000013-7287
0000013-7287

[Change this address](#)

Order Confirmation Email

Shipping Address:

Luke Wroblewski
235 Regent Street
London
W1B 2EL
United Kingdom
408 242-2101
luke@luhe.co.uk

[Change this address](#)

[Select another address](#)

Payment Method:

VISA: 15788
Expires: 07/2011

[Change](#)

Promotion Savings

Enter Promotion Code:

[Apply Promo](#)

Tax Information

VAT Reg. No.

Shipping Information:

Delivered via courier service within 1-7 business days after shipping.
Tracking will be available on-line.
The shipping method for your order will be confirmed on
the notification e-mail you receive when your order has shipped.

£0.00

Giving a gift?

Add gift options to your order.
Our signature gift box, personalized messages, and other gift options
are available for many products we sell. [Learn more](#)

[Add gift options](#)



[Place my order](#)

Order Summary

Luke, your order will be shipped when all individual items become available -- as one single shipment
Estimated Shipping: within 24 hours
Estimated Delivery: 17 Dec, 2009 - 21 Dec, 2009
[Learn more](#) About shipping & delivery options.

Items Details	Quantity	Unit Price	Item Total
Apple TV with 160GB drive	1	£190.43	£190.43

Multi-page Forms



This is the 'Sign In' form on the Apple Store website. It features a header with the Apple Store logo and navigation links. The main content area is titled 'Sign In' and includes a sub-header 'Please enter your Apple ID and password'. Below this, there are two input fields: 'Apple ID' and 'Password'. A 'Sign In' button is positioned to the right of the password field. A secondary link for 'Forgot your Apple ID or password?' is located below the password field. At the bottom, there is a link for 'Create a new Apple ID'.



This is the 'Billing Information' form on the Apple Store website. It is titled 'Billing Information' and includes a sub-header 'Please enter your billing information'. The form contains several sections: 'Name' (first, last, and company name), 'Shipping Address' (street, city, state, and zip), 'Billing Address' (street, city, state, and zip), 'Country' (a dropdown menu), 'Phone Number' (a text field), and 'Email Address' (a text field). There is also a section for 'Billing Cycle' with a dropdown menu. At the bottom, there is a 'Save' button and a link for 'Manage your billing information'.



This is the 'Shipping Information' form on the Apple Store website. It is titled 'Shipping Information' and includes a sub-header 'Please enter your shipping information'. The form contains several sections: 'Name' (first, last, and company name), 'Shipping Address' (street, city, state, and zip), 'Billing Address' (street, city, state, and zip), 'Country' (a dropdown menu), 'Phone Number' (a text field), and 'Email Address' (a text field). There is also a section for 'Shipping Method' with a dropdown menu. At the bottom, there is a 'Save' button and a link for 'Manage your shipping information'.



This is the 'Payment Method' form on the Apple Store website. It is titled 'Please choose a payment method' and includes a sub-header 'Please choose a payment method'. The form contains several sections: 'Credit Card' (a section with a dropdown menu for card type and a text field for card number), 'Debit Card' (a section with a dropdown menu for card type and a text field for card number), 'Gift Card' (a section with a dropdown menu for card type and a text field for card number), and 'Apple Pay' (a section with a dropdown menu for card type and a text field for card number). At the bottom, there is a 'Save' button and a link for 'Manage your payment method'.



This is the 'Verify your order' form on the Apple Store website. It is titled 'Verify your order' and includes a sub-header 'Please verify your order information'. The form contains several sections: 'Order Summary' (a table with columns for item name, quantity, and price), 'Shipping Information' (a section with a dropdown menu for shipping method and a text field for shipping address), 'Billing Information' (a section with a dropdown menu for billing method and a text field for billing address), 'Payment Method' (a section with a dropdown menu for payment method and a text field for payment information), and 'Gift Card' (a section with a dropdown menu for gift card type and a text field for gift card number). At the bottom, there is a 'Verify' button and a link for 'Manage your order'.

By clicking Continue, you acknowledge that the terms of Apple's [Sales and Refund Policy](#) will govern your purchase.

Shipping

Shipping Contact

First Name	Last Name
Area Code	Primary Phone
Email Address (optional)	

Shipping Address

Company Name (optional)	
Street Address	
Apt. Suite, Bldg. (optional)	
Zip Code	Enter Zip for City and State
United States	<input type="checkbox"/> This is a business address

Shipping Method

- ☒ Standard Shipping — **Free**
- ☐ 2 Day Shipping — \$10.00
- ☐ Next Day Shipping — \$16.00

Apple Shipping Policy [Learn more](#)

- Signature is required for delivery
- We do not ship to P.O. boxes
- Delivery estimates below include item preparation and shipping time

Continue

Payment

Account

Items in Your Cart

[Edit Cart](#)



Aperture 3

\$199.00

1

\$199.00

Ships: within 24 hours
 Delivery: Mar 5 - Mar 10 by Standard Shipping
 Part number: MB8572LLA

[Enter Promo Code](#)

Cart subtotal

Order total

Order Summary

Cart Subtotal
Free Shipping

Just Ask

1-800-MY-APPLE
[Live Chat](#)

Frequently Asked Questions

How do I qualify for free shipping?

When will I get my items?

How do I track my shipment?

What if I will not be available to receive my shipment?

Ship to an APO/FPO address

Apple uses industry-standard encryption to protect the confidentiality of your personal information.

Copyright © 2010 Apple Inc. All rights reserved.
 [Terms of Use](#)
[Privacy Policy](#)
[Sales and Refunds](#)
[Help](#)
[Account](#)
[Site Map](#)
[Security Policy](#)
[Contact Us](#)

Page 1

Shipping Info

Label

Label

Label
☐ Option A
☐ Option B
☐ Option C

Label

Label

Label

Page 1

Shipping Info

Label

Label

Label

☐ Option A

☐ Option B

☐ Option C

Label

Label

Label

Payment Info

Label

Label

Label

Label

Label

☐ Option A

☐ Option B

Label

Submit

Back

Page 1

Shipping Info

Payment Info

Label

Label

Label

Label

Label

☐ Option A

☐ Option B

Label

Submit

Back

Page 1

Shipping Info

Payment Info

Label

Label

Label

Label

Label

☐ Option A

☐ Option B

Label

Submit Submit

Testing Inline Multi-step Forms

A

Page 1 → Page 2 → Page 3

Shipping Info

Label

Label

Label

☐ Option A

☐ Option B

☐ Option C

Label

Label

Label

Continue Back

Payment Info

Label

Label

Label

Label

☐ Option A

☐ Option B

Continue Back

Review

Shipping Info

Label

Label

Label

Billing Info

Label

Label

Label

Submit Back

B

Page 1

Shipping Info

Label

Label

Label

☐ Option A

☐ Option B

☐ Option C

Label

Label

Label

Payment Info

Label

Label

Label

Label

☐ Option A

☐ Option B

Submit Back

C

Page 1

Shipping Info

Label

Label

Label

☐ Option A

☐ Option B

☐ Option C

Label

Label

Label

Payment Info

Label

Label

Label

Label

☐ Option A

☐ Option B

Submit Back

D

Page 1

Shipping Info

Label

Label

Label

☐ Option A

☐ Option B

☐ Option C

Label

Label

Label

Continue Back

Payment Info

Label

Label

Label

Label

☐ Option A

☐ Option B

Submit Back

- Inline multi-step (accordion) forms should not effect conversion rates
- People were fastest with the inline multi-step form
- People do not think of section headers as form actions/elements
- Inline multi-step forms do not inherently have more usability issues than single or multi-page forms

Inline Multi-step Forms

[Club Nintendo](#) [Earn Coins](#) [Get Rewards](#)[FAQ](#)

Already a Club Nintendo Member?

Passwords are case-sensitive.
Forgot your username or password? [Click here.](#)

Attention My Nintendo members! Use your Username & Password to log in and we'll help you transfer your account to Club Nintendo. It's easy!

Member Registration

The Club Nintendo registration process requires additional information. Follow the steps below.

Date of Birth

Date of birth: May 24, 1975

Email Address

Email address: info@lukew.com

Username / Password

Preferred Username *

☒ Available

Preferred Screen Name

☒ Available

Password *

Re-enter Password *

Additional Information

MOVING BEYOND STATIC FORMS

1. Rich Interactions to enhance standard forms
2. Commonly used tools for input
3. Web services to bypass registration & set-up
4. New capabilities on mobile devices

Commonly Used Tools

Communication Tools

- Email: 247 billion emails/day (worldwide)
- Text Messaging: 4.1 billion text messages/day (US only)
- Instant Messaging, Twitter, etc.

Web Browsers

- People spend more time off your site than on it
- Integrate Input options into the Web browser

Supporting Multiple Tools

- Input can come from anywhere
- Let people use their existing workflow to provide input



[Sign In](#) or [Join](#)

Community Search



Invitation from Bob Baxley

Luke,

Please join my Reputation Network on Naymz. As a Naymz user, [like me](#), you will enjoy these FREE benefits:

- Enhance and monitor your online reputation
- Promote your good name in Google, Yahoo! and other search engines
- Keep track of what others in your network are up to
- Connect with other reputable professionals
- Get Perks based on your RepScore

To accept, please complete the form to the right or [click here](#) to transfer this invitation to an existing Naymz account.

Sincerely,
Bob Baxley

Join for free below:

Name

Luke Wroblewski

Email

luke@lukew.com

Choose Password

By clicking "Accept", you are agreeing to the [Terms & Conditions](#) and [Privacy Policy](#).

Accept

Decline

Using Email for Input

Trip Details

☐ Summary View ☒ Expanded View

Thursday, November 29, 2007

Cancun, Mexico (Edit)
Avg: Sunny / Hi 85°F / Lo 72°F

+ Add Plans



FLIGHT

10:30am

Flight from San Francisco (SFO) to Cancun (CUN)

move | edit | delete

Help us improve Tript! How accurate is this imported booking?



Hide

Alaska Airlines 298

Online Checkin

Check Flight Status

Depart: San Francisco
(SFO), 10:30amArrive: Cancun (CUN),
5:35pmnonstop
5h 05min
aircraft 73H
2404 miles
Economy
seat 26F, 26E
[get seating advice](#)

Conf. # LJPMEB

Passengers

Amanda Siegel
Luke Wroblewski

Booking information

Booked on Orbitz
Orbitz conf # AP1101013SS6L3P7
<http://www.orbitz.com/>
Orbitz
1-888-656-4546

MAPS

5:45pm

Map of Cancun, Mexico

delete

Cancun, Mexico



VIEW DETAILS

Friday, November 30, 2007

Cancun, Mexico (Edit)
Avg: Sunny / Hi 85°F / Lo 71°F

+ Add Plans

Saturday, December 1, 2007

Cancun, Mexico (Edit)
Avg: Sunny / Hi 84°F / Lo 70°F

+ Add Plans

Passengers

Amanda Siegel

Booking information

Booked on Orbitz

Using Email for Input

Returning user? [Login](#)

posterous™ is the dead simple place to post everything. just email us.

step 1 | ~~Create an account.~~
[Skip it!](#) No setup or signup.

step 2 | **Email anything to post@posterous.com**
[Attach](#) photos, video, MP3's, and files

Who's it for?

[First timers](#)

[Casual bloggers](#)

Try it now by emailing post@posterous.com from



...or any other email provider. Posterous works wherever you have email.

[Email post@posterous.com »](mailto:post@posterous.com)

Or see what others are posting...



[Explore thousands](#)

Using Email for Input

Gmail by Google

Search Mail Search the Web [Show search options](#)
[Create a filter](#)

Compose Mail

Send **Save Now** **Discard**

To: post@posterous.com

[Add Cc](#) | [Add Bcc](#)

Subject: Hello World

☒ bat-drunk-large.png 371K
[Attach another file](#)

B **I** **TT** **T**

I'm going to post now.

Chat

Search, add, or invite

Luke Wroblewski
In an offsite all day. ▾

john greene
post
[Options ▾](#) [Add Contact](#)

Invite a friend

Give Gmail to:


Send Invite 50 left [Preview Invite](#)

Send **Save Now** **Discard**

[Check Spelling ▾](#)

! Include pictures, an mp3, or

Using Email for Input



Search Mail

Search the Web

Show search options
Create a filter

Compose Mail

Inbox

Starred ★

Sent Mail

Drafts

☐ Personal

☐ Travel

6 more ▾

Contacts


Tasks

Chat

Search, add, or invite

● Luke Wroblewski

In an offsite all day. ▾



Chat with
your friends

[Invite them to Gmail](#)

john greene
post

[Options ▾](#) [Add Contact](#)

Invite a friend

Give Gmail to:

[Send Invite](#) [Go to...](#)

Email Hosting Services - www.usa.net - Rated Best in 2008 Download Analyst Report and Compare

[Back to Inbox](#)

Archive

Report spam

Delete

Move to ▾

Labels ▾

More actions ▾

Posterous | Re: Hello World Inbox | X

☆ **Posterous** to me [show details](#) 7:41 AM (1 minute ago) ↩ Reply ▾

--- Reply above this line to create a new post ---


posterous

Your email has been posted!

Welcome to Posterous! We think e-mailing is such a natural way to share information, there can be no better way to publish something on the internet. So go for it, send us something else! We'll add it to the blog you have already created.

[Your new post](#)

Do you want to edit or remove this post?
[Click here to edit or remove](#)



[Login](#) | [Get your own Posterous »](#)

Set a password


Select the web address you'd like for your posterous below, and choose a password to go along with it.

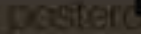
Choose a name for your posterous site

.posterous.com

Password


Already have an account?
Merge this site to an existing Posterous account by logging in.

 [Log in with Posterous](#)

 [Our Official Blog](#) [Explore](#) [FAQ](#) [Help](#) [Mobile](#) [About](#)

[API](#) [Privacy Policy](#) [Terms of Service](#)

[Send Feedback](#)

Powered by  [TechnoCloud](#)

posterous

Hi, Luke! | [Manage](#) | [My Posterous](#) | [My Subscriptions](#) | [Logout »](#)

Great! Now that you have a password, here's where you can manage everything about your posterous.


Manage

Try the Posterous Bookmarklet!


It's a special bookmark you can use to grab big photos, video, audio and text right out of the page you're looking at, comment, and post it fast.

[Click here to set it up »](#)

[Hide this message »](#)

 [Share on Posterous](#)

Luke's posterous •

 [Post by Gmail](#) ▼

0 subscribers // 1 posts // 0 site views



Hello World

Sep 03 0 0 0 [Edit](#) ▼

To post new stuff, just email post@posterous.com

[Edit Settings »](#) [Manage this site »](#)

Get another posterous site!

Got more to say? Want a place to say it? Your 2nd posterous site is one click away.

 [Create a new posterous](#)



[View my profile »](#)

[Edit my profile »](#)

You haven't filled out your profile yet. How about telling us more about yourself? [Edit now »](#)

Manage emails and phone »

Post from more email addresses and your mobile phone.

Autopost to Everywhere »

Make your posterous posts show up automatically on Facebook, Twitter, Flickr or your other blogs.



[Change password »](#)

Posterous does more!

posterous™ is the place to post everything

step 1 | ~~Create an account~~
Skip it! No setup or signup

step 2 | Email anything to post@posterous.cc
Attach photos, MP3's, and files

step 3 | See the site you made
We reply instantly with your new posterous
http://yourname.posterous.com

700% ANNUAL GROWTH

“At Posterous, we’ve always believed in avoiding account creation as much as possible. You can post without an account, and you can subscribe without an account. **Accounts get in the way.**” -Sachin Agarwal, Posterous CEO

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SMS2QUIT

In just 30 days, you can quit smoking.

Combining clinically proven techniques with today's lifestyle, SMS2Quit is the modern way to stop smoking. Change your life for the better starting today!

Start Today

\$19.95
for the full program!

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■ FAST

With SMS2Quit, you can stop smoking in just **30 days**.

■ EASY

Just carry your cell phone with you, we'll do the rest.

■ EFFECTIVE

SMS2Quit is a modern enhancement of clinically proven methods.

More about [how SMS2Quit works](#)



"SMS2Quit combines the best of what science now knows about how to best **end the habit and addiction of smoking**.

SMS2Quit's Enhanced Gradual Reduction Method is highly effective, and offers new hope to many who have tried to quit smoking without success."

Dr. Anthony Jenkins, M.D.
Chief Cardiac Physician,
Stanford Medical Center

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Password

Sign In

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Using the Web Browser for Input

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Start by entering a URL

Did you know? Saving bookmarks to Delicious is much easier with our [bookmarking tools](#).

URL

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a **YAHOO!** company

The screenshot shows a web browser window with the address bar displaying `http://www.lukew.com/ff/entry.asp?100`. The browser's navigation bar includes links for "Web Dev", "Post Del.", and "Del.". The page header features the "LUKEW IDEATION + DESIGN" logo and a navigation menu with "ABOUT", "WRITINGS", and "PRESEN". The main content area is titled "Web Form Innovation on Mobile Devices" by Luke Wroblewski, dated February 11, 2010. The article discusses the constraints of mobile web forms and introduces the "Field Zoom" technique. A sidebar on the left contains "Related" and "More on:" sections, along with a "Subscribe to News" and "Follow on Twitter" link. At the bottom, two mobile device screens illustrate the "Field Zoom" concept: the left screen shows a "Sign up" form with a "TAP THE FIELD" callout, and the right screen shows the same form zoomed to fill the screen, with a callout stating "AND IT ZOOMS TO FILL THE SCREEN".

Web Dev Post Del. Del.

ABOUT WRITINGS PRESEN

Web Form Innovation on Mobile Devices

by Luke Wroblewski February 11, 2010

Mobile Web forms tend to have significantly more constraints than their desktop cousins: mobile screens are smaller; connection speeds are slower; entering text is harder; and so on. As a result, it's generally a good idea to limit the number of Web forms in mobile applications and sites. In situations where you do have to get input from people on mobile devices, radio buttons, checkboxes, select menus, and lists tend to fare much better than open text fields.

But **constraints breed innovation** and mobile Web forms are no different. The limitations of mobile devices have forced developers and designers to find new ways to make providing input faster and easier. Several of these innovations are now making their way back to the desktop and beyond.

Field Zoom

When a user selects an input field in a Web form, field zoom brings it to the foreground and expands it to fill the screen's viewable area. This makes an otherwise tiny input field large enough for people to actually see the input they enter. When you consider that many form errors are caused by people not seeing their input well enough to **correct misspellings**, the usability implications of this approach become clear.

Related:

- February 12, 2010
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- February 10, 2010
Overlays in Web Forms
- February 3, 2010
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More on:

forms, mobile, innovative UIs, interaction design, usability, touch

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TAP THE FIELD

AND IT ZOOMS TO FILL THE SCREEN

Using the Web Browser for Input



Save a new bookmark

Now add tags and notes

URL Required

TITLE Required

NOTES

TAGS 1000 characters left

space separated, 128 characters per tag

SEND

space separated

☐ Mark as Private

Save

Cancel

Tags

Send

Sort: Alpha | Frequency

Recommended

iphone mobile usability forms device web ui form smartphone innovation html5 phone lukew

Popular

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My top tags

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Event: [Silicon Valley bODA](#)**More on:**[forms](#), [mobile](#), [innovative UIs](#), [interaction design](#), [usability](#), [touch](#) [Subscribe to News](#) [Follow on Twitter](#)

Web Form Innovations on Mobile Devices

by Luke Wroblewski

February 11, 2010

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But **constraints breed innovation** and mobile Web forms are no different. The limitations of mobile devices have forced developers and designers to find new ways to make providing input faster and easier. Several of these innovations are now making their way back to the desktop and beyond.

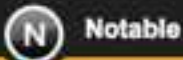
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Using the Web Browser for Input

LUKEW
IDEATION + DESIGN



Sign in Register



LukeW | Web Form Innovations on ...

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- February 10, 2010Overlays in Web Forms
- February 3, 2010Event: Silicon Valley IxDA

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February 11, 2010by Luke Wroblewski

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Field zoom also provides another great reason to top-align input field labels in forms. As you can see in the example of Google's



Enables anyone who knows HTML, CSS, and JavaScript to create powerful Firefox add-ons.



Add browser actions, page actions, and content scripts to the Google Chrome browser using HTML, CSS and Javascript.



Safari Extensions are built with web standards, so you can do it all using the power of HTML5, CSS3, and JavaScript.

Supporting Multiple Tools



To: username+abc123@rmilk.com

[Add Cc](#) | [Add Bcc](#)

Subject: Pick up the milk tomorrow

Email

twitter [Home](#) | [Your](#)

Send [Remember The Milk](#) a message.

Call Jimmy at 5pm tomorrow

Twitter

Sun Mon

26 27

Tasks for Sunday (Nov 26)

[Add Task](#) [Refresh](#) [Map](#) [Settings](#) [Logout](#)

Today Nov 26

11:00AM ☐ [Call Steve about meeting](#)

☐ [Send flowers to Kate](#)

Calendar

Google

Remember The Milk [edit](#) [add](#)

[Add Task](#) [Refresh](#) [Logout](#)

Today Oct 28

Remember The Milk - Add Task

Portal/Home

remember the milk

Luke W | [Tasks](#) | [!](#)

Task Name ☒

Due Date ☒

Browser

MOVING BEYOND STATIC FORMS

1. Rich Interactions to enhance standard forms
2. Commonly used tools for input
3. Web services to bypass registration & set-up
4. New capabilities on mobile devices

Web Services

Remove barriers to account creation

- Over 60 million people use Facebook Connect on external sites per month

Don't re-create what they've already done

- Identity, bio, profile, contact information
- Friends & contact lists

Deliver an instant-on start experience

Web Services

Remove barriers to account creation

- Over ~~60~~ **150 million** people use Facebook Connect **Platform** on external sites per month

Don't re-create what they've already done

- Identity, bio, profile, contact information
- Friends & contact lists

Deliver an instant-on start experience

Typical Account Creation

The screenshot shows the Brightkite homepage with a dark blue header. The logo 'brightkite' is in green and white, with the tagline 'people. places. friends.' below it. To the right is a login form with fields for 'Username' and 'Password', a 'Log in' button, and links for 'Forgot password?' and 'Remember me'. Below the header is a large light blue banner with the text 'People. Places. Friends.' and a description of the service. To the right of the text is a colorful illustration of three stylized people. Below the banner are two buttons: 'Learn about Brightkite' and 'Sign up'. A large white hand cursor is pointing at the 'Sign up' button. Below the banner is a dark blue navigation bar with four links: 'Welcome to Brightkite', 'Meet people you & friends', 'Post photos & notes to locations', and 'Explore & discover new places'. Below the navigation bar is a section titled 'Recent activity around Portland' with two entries: 'factoryjoe checked in @ Ace Hotel - less than a minute ago' and 'trina checked in @ Target - 39 minutes ago'. To the right of this section is a promotion for 'Brightkite for iPhone' with a 'NEW' starburst and an image of the app on a phone.

brightkite
people. places. friends.

Username Password
Forgot password? Remember me Log in

People. Places. Friends.

Brightkite is a location-based social network. In real time you can see where your friends are and what they're up to. Depending on your privacy settings you can also meet others nearby.

[Learn about Brightkite](#) [Sign up](#)

Welcome to Brightkite Meet people you & friends Post photos & notes to locations Explore & discover new places

Recent activity around Portland

factoryjoe checked in @ Ace Hotel - less than a minute ago

trina checked in @ Target - 39 minutes ago

Brightkite for iPhone

Brightkite for iPhone is now available! Download it from the

Typical Account Creation



Are you human?

A reCAPTCHA interface within a red-bordered box. At the top, the words "of Automotive" are displayed in a large, black, serif font. Below this, a yellow box contains the text "Type the two words:" followed by a white input field. To the right of the input field are three small icons: a refresh button, a speaker icon, and a question mark icon. Further right is the reCAPTCHA logo, which includes the text "reCAPTCHA™" and the tagline "stop spam. read books." below it.

Please type in the two words above to verify that you are human.

☐ I have read and agree to the Brightkite [Terms of Service & Privacy Policy](#)

Sign Up

☐ I have read and agree to the [Brightkite terms of service](#)

Sign Up

Re-create your identity & friends list

LUHEW
IDEATION + DESIGN

brightkite beta

Enter a street address or city...

go

e.g. 2911 Walnut St, Denver, CO or Denver or Japan

[Help](#) | [Log out](#)

Feedback



factoryjoe

[view profile](#)

What's happening?

Friends

Visited Places

Placemarks

Messages

Account Settings

1 friend request

You are not checked in.

Privacy:

Invite your friends

You have 5 invites left

Thanks for signing up for Brightkite

Okay, so what now? Well, during the beta, we'd like you to explore a little, and figure things out for yourself. We'd love to guide you through everything, but we just haven't gotten to that part yet.

Things you do with Brightkite:

Check in at places (enter your current location at the top, then hit checkin on the place page).

Post notes and photos at a place

See what's going on at a place, who's there right now, and who's been there

Friend people and keep track of what they're doing in the real world

Here are some links to get you started:

[Use Brightkite via text messaging on your phone](#)

[See what people are doing on Brightkite](#)

[Set up your profile](#)

[Read our FAQ](#)

[Give us feedback](#)

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Simplified Account Creation

LUHEW
IDEATION + DESIGN

brightkite

Posts

People

Learn more

Q Places

The simple way to keep up with friends & places

We're all about helping you keep up with your friends, meet new people, and discover new places. All while you're out and about.



Available on the iPhone

App Store



Available for Android

ANDROID

Download to your mobile device: [iPhone](#), [Android](#), [BlackBerry](#)

Sign up — it's fun!

[Log in](#)

Enter your email:

Pick a username:

Make a password:

Sign up

[Learn more](#)

What's happening in San Jose



about 18 hours ago @ Togo's



about 19 hours ago @ Fantazia



about 19 hours ago @ Fantazia



about 19 hours ago @ Fantazia



about 23 hours ago @ San Jose Trolley Barn



2 days ago @ Carrows Restaurant

What people are saying

"Brightkite does this beautifully"

BusinessWeek

"The true king has just been submitted"

ars technica
the art of technology

brightkite

Posts

People

Learn more


Q Places

The simple way to keep up with friends & places

We're all about helping you keep up with your friends, meet new people, and discover new places. All while you're out and about.



Join with one click!

 **Connect with Facebook**

or [sign up](#) with your email address

Already have an account?

Log in

Available on the iPhone
App Store

Available for Android
ANDROID

Download to your mobile device:

iPhone, Android, BlackBerry, all other phones

What's happening in South San Francisco



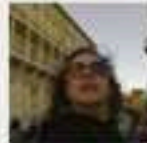
about 5 hours ago @ Solwey



about 7 hours ago @ Sally's Restaurant



about 8 hours ago @ San Francisco



about 8 hours ago @ San Francisco



about 8 hours ago @ San Francisco



about 10 hours ago @ Brightkite

What people are saying

"It's a great design... the application's interface is dead simple... it's all here."

TechCrunch

"Brightkite is a great location-based service."



Web Services for Account Creation

LUKEW
IDEATION + DESIGN

brightkite

Posts

People

Learn more

Q Places

The simple way to keep up with friends & places

We're all about helping you keep up with your friends, meet new people, and discover new places. All while you're out and about.

Join with one click!



Connect with Facebook

or [sign up](#) with your email address

Log In

Available on the iPhone
App Store

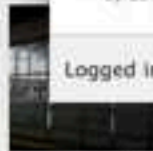
What's happening in So



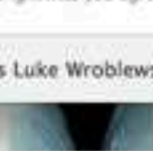
about 15 hours ago @ Mission Dolores Park



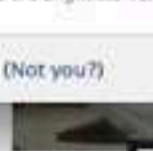
about 16 hours ago @ Squat & Gobble Cafe



about 18 hours ago @ San Francisco International Airport



1 day ago @ San Francisco International



1 day ago @ SFO Terminal One

facebook

Connect Brightkite with Facebook to interact with your friends on this site and to share on Facebook through your Wall and friends' News Feeds.



Bring your friends and info

Publish content to your Wall



By using Brightkite, you agree to the Brightkite Terms of Service.

Logged in as Luke Wroblewski (Not you?)

Connect

Cancel

BusinessWeek

"The true king has just been submitted"



Instant-on Start Experience

LUKEW
IDEATION + DESIGN

brightkite

Posts

People

Learn more

Q Places

Wrobluke474 @ Somewhere in the world - shared with everybody - [check in elsewhere](#)



Post



Check In



You can also post from your [mobile phone](#)

Everywhere ▾

Friends ▾

Everything ▾

Enter a search term



wrlg checked in @ Georgetown (TX, United States) - about 18 hours ago - [comment](#)



wrlg checked in @ Round Rock (TX, United States) - about 18 hours ago - [comment](#)



factoryjoe checked in @ Pittsburgh International (PA, United States) - 14 days ago - [comment](#)



factoryjoe checked in @ Chicago O'Hare International (IL, United States) - 17 days ago - [comment](#)



factoryjoe checked in @ San Francisco International (CA, United States) - 17 days ago - [comment](#)



factoryjoe checked in @ San Francisco International Airport (CA, United States) - 24 days ago - [comment](#)



factoryjoe checked in @ Google Washington DC (Second Floor, 1101 New York Avenue, N.W., United States) - 24 days ago - [comment](#)



factoryjoe checked in @ Newseum (555 Pennsylvania Avenue Northwest, Washington, DC, United States) - 25 days ago - [comment](#)



factoryjoe checked in @ National Public Radio (635 Massachusetts Avenue Northwest, Washington, DC, United States) - 25 days ago - [comment](#) (2)



brady: going on the air?

25 days ago



factoryjoe: Not this time around. :)

25 days ago

Comment



factoryjoe checked in @ Founding Farmers (1924 Pennsylvania Avenue Northwest, Washington, DC, United States) - 25 days ago - [comment](#)



factoryjoe checked in @ Ronald Reagan Washington National Airport (DC, United States) - 25 days ago - [comment](#)

Friends on the town



RABBITZ
AIRFARES
UNDER
\$200
NO FEES
[Book Now!](#)


Nearby people

See all



Share with **Twitter**



One Windows Live ID gets you into **Hotmail, Messenger, Xbox LIVE** — and other places you see 

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Windows Live ID gives you access to Microsoft services including MSN, Hotmail, Office Live, Xbox LIVE, and many more.

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Click a Windows Live ID to sign in



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[Use enhanced security](#)

Instant-on Start Experience

Quora

Find Questions, Topics and People

Add Question

Home

Inbox

Luke Wroblewski

Settings

Logout

Your Feed

All

Open Questions

Settings

Quora Team suggested a question to you.

Ignore

* How do I get started using Quora?

9 Answers • Follow • 2 Topics

Eckart Walther followed a question.

When should a startup consider getting outside firms to do payroll etc.? If so, what firms are best at doing that?

4 Answers • Follow • 4 Topics • 12:06pm

Answer added in topic Yahoo.

How many active users does Yahoo! have?

1 Allen Tom, Dude
Over 350 million

1 Answer • Follow • 3 Topics • 9:46am

Answer added in topic Design.

Does outsourcing graphic design work (primarily for development of marketing/advertising assets) to India work? If so, recommendatio... (continue)

1 Mikko Alasaarela, Creative Entrepreneur.
I have had experiences on Indian design quality, and most people I talk to agree that India's software scene does not have a sense for design, yet... (more)

3 Answers • Follow • 2 Topics • 11:09pm on Monday

Question added to topic Yahoo.

How many registered users does Yahoo have?

0 Answers • Follow • 3 Topics • 9:35pm on Monday

Answer added in topic Product Design.

What are typical properties of successful web products?

0 Fahd Butt, Thinkpanda | Experience Designer...
Trying to address a specific problem is what every website aims to do, but some are more successful than their competitors that are solving the sam... (more)

2 Answers • Follow • 1 Topic • 6:50pm on Monday

Your Feed

All Changes

Inbox

Notifications

Invite 10 Friends

Suggestions

All Topic Suggestions

HTML • Related to Web Design

Follow

iPhone Games • Related to Mobile
Location Applications

Follow

Google • Related to Web Search

Follow

To get better suggestions, find people to follow.



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PANDORA®

internet radio

[register](#) | [sign in](#)

[Help](#)

We created Pandora to put the [Music Genome Project](#) directly in your hands

**It's a new kind of radio -
stations that play only music you like**

Enter an artist, song or composer. We'll create a
radio station featuring that music and more like it.



We're starting you off with a station based on artists you like from Facebook.
now playing: Jamming by Bob Marley on Exodus (Deluxe Edition)



Hi Luke. Yelp is using **facebook** to personalize your experience. [Learn More](#) - [No Thanks](#)



Now in the UK?

Friends' Activity **100** [Sign Up for Yelp](#) [Log In](#)



Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Mom's)

Near (Address, Neighborhood, City, State or Zip)

San Francisco, CA

Search

Welcome

About Me

Write a Review

Find Reviews

Invite Friends

Messaging

Talk

Events

Member Search

Yelp San Francisco

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Best of yelp

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Restaurants

4001 reviewed



1. Tanguito
2. Red Door Cafe
3. 4505 Meats
4. Handy Delicatessen
5. Cap'n Mike's Holy...

[...see more »](#)

Shopping

4457 reviewed



1. Downtown Watch...
2. Alisha Valverde...
3. Edgewise Arts
4. Zoe Bikini
5. Illuminata Skin Care

[...see more »](#)

Nightlife

1040 reviewed



1. Sunshine Coast
2. Brava Theater Center
3. Fat Angel
4. Grace Cathedral
5. Great American Music...

[...see more »](#)

Beauty and Spas

2139 reviewed

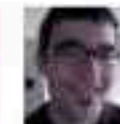


1. Urban Allure
2. Alisha Valverde...
3. Lyle Tuttle...
4. Cyclops Tattoo
5. The Light Fantastic...

[...see more »](#)

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- Arts & Entertainment 1409
- Active Life 1383
- Professional Services 1137
- Nightlife 1096
- Automotive 953
- Hotels & Travel 891
- Education 778
- Real Estate 641
- Pets 440
- Financial Services 428
- Local Flavor 394
- Public Services & ... 384
- Mass Media 218
- Religious Organizations 179



Janice C.
Laugh often. Love passionately...

Ti Couz

I love waking up in the morning and seeing sunlight peeking through my slate gray curtains.

It was Sunday. That only meant one thing.

Brunch at Ti Couz with a delicious Yelpette.

I found parking 2... [Read more »](#)

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\$100 instantly.

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URBAN ADVENTURER

New Reviews Near You



Bekosale Betty B.



A moment ago

Application for elegant.ly

Startups need you. Apply and be connected to early-stage companies that realize great design and user experience will make or break their businesses.



Luke Wroblewski

Chief Design Architect (VP), Yahoo! Inc. | Speaker & Author, LukeW Ideation & Design
San Francisco Bay Area | 24 recommendations

YOUR AREAS OF EXPERTISE

Select all that apply to you

- | | |
|--|---|
| <input type="checkbox"/> Visual Design | <input type="checkbox"/> UX Design / Wireframes |
| <input type="checkbox"/> Icon Design | <input type="checkbox"/> Identity Design / Illustration |
| <input type="checkbox"/> Motion Design | <input type="checkbox"/> Web Development |
| <input type="checkbox"/> Experience / Product Strategy | <input type="checkbox"/> User Research |

TELL ME ABOUT YOU

Passions, design interests, side projects, etc.

LukeW is an internationally recognized product design leader who has designed or contributed to software used by more than 700 million people worldwide. He is currently Chief Design Architect (VP) at Yahoo! Inc. where he works on product alignment and forward-looking integrated customer experiences on the Web, mobile, TV, and beyond.

Luke is the author of two popular Web design books (Web Form

ATTACH WORK PHOTOS

Instant-on Start Experience

From: Tookmark <yourlinks@tookmark.com>
Subject: **Your Sample Email from Tookmark**
Date: November 30, 2009 9:13:57 PM PST
To: cdr@lukew.com
Reply-To: Tookmark <yourlinks@tookmark.com>



Daily email reminders for your [Delicious](#) bookmarks.

Want to customize your tags? [Finish signing up.](#)

Thanks for trying it out.

This is a sample of the email reminders you would receive. The only difference is your email will contain links from the tags you specify, such as items tagged [toread](#).

Want to finish registering? [Click here and customize your tags.](#) If you're not interested, just delete this email and we'll pretend this never happened.

Here are the 10 latest links from [wookash](#):

[New challenges for Nintendo](#)

[Kindle has best sales month in November. Amazon says](#)

[New Xbox Live iPhone App Now Available](#)

[lericson/programming/ - Multitouch on Unibody MacBooks](#)

[Mobile Opportunity: The mobile data apocalypse, and what it means to you](#)

MOVING BEYOND STATIC FORMS

1. Rich Interactions to enhance standard forms
2. Commonly used tools for input
3. Web services to bypass registration & set-up
4. New capabilities on mobile devices

Why Care About Mobile?

Mobile Web growth has outpaced desktop Web growth 8x
Smartphone sales will pass PC sales in 2012

PC
• 100M+



Desktop Internet
1B+

Mobile Consumer
10B+

1990

2000

2010

2020

Note: PC installed base reached 100MM in 1993, cellphone / Internet users reached 1B in 2002 / 2005 respectively;
Source: ITU, Mark Lipacis, Morgan Stanley Research.

Text Input on Mobile is Hard



“The rule of thumb is to limit the use of forms in the mobile context”

–Mobile Web Design & Development, O'Reilly 2009



- **Multi-touch:** input from one or more simultaneous gestures
- **Location:** Precise location information from GPS; Less precise from cell towers, WiFi, IP



- **Audio:** input from a microphone; output to speaker
- **Video & image:** capture/input from a camera



- **Push:** real-time notifications “instant” to user

- **Gyroscope:** 360 degrees of motion
- **Dual cameras:** front & back facing



- **Proximity:** device closeness to physical objects
- **Ambient Light:** light/dark environment awareness
- **Motion:** full or partial body motion detection



- **RFID reader:** identify & track objects with broadcasted identifiers



- **Haptic feedback:** “feel” different surfaces on a screen
- **Biometrics:** retinal, fingerprint, etc.

Field Zoom on the iPhone



Field Zoom on the iPhone

AT&T 10:26 PM

www.google.com/accounts

Google accounts

Create an Account

Your Google Account gives you access to Google Mobile 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: e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: [Password strength](#)

Re-enter password:

☒ Stay signed in

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

☒ Enable Web History

Get started with Google Mobile

Location:

Birthday: MM/DD/YYYY (e.g. "2/1/2010")

Word Verification: Type the characters you see in the picture below.

Terms of Service: Please check the Google Account information

AT&T 10:26 PM

on for Google account

e.g. myname@example.com
used to sign-in to your account

Previous Next AutoFill Done

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

.?123 space Go

Google accounts

Create an account

Your Google Account gives you access to Google Mobile 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:

e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:

Minimum of 8 characters in length.

Re-enter password:

☐ Stay signed in

Creating a Google Account

Information for Google

Email address:

e.g. myname@example.com. This will be used to sign-in to your account.

Minimum of 8 characters in length.



Top Aligned Labels

- When data being collected is familiar
- Minimize time to completion
- Flexibility for localization and complex inputs
- Easier to code: no floats or tables
- Accessibility: label, field in order
- Better format for mobile screen
- Support help/error messaging column
- Require more vertical space

Vertical Labels

Label

Longer Label

Even Longer Label

One More Label
☒ Value 1
☐ Value 2

Primary Action

Advantage:
Rapid Processing

Advantage:
Adjacent Label and corresponding Input field

Label

Longer Label

Even Longer Label

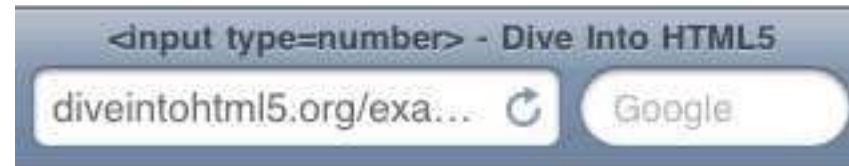
One More Label
☒ Value 1
☐ Value 2

Primary Action

Disadvantage:
Increased vertical space

HTML5 Input Types

Images from Dive Into HTML5 by Mark Pilgrim



```
<form>
```

```
  <input type="number">
```

```
  <input type="submit" value
```



HTML5 Input Types

Images from Dive Into HTML5 by Mark Pilgrim

`<input type=email>` - Dive Into HTML5

diveintohtml5.org/exa... 

```
<form>
```

```
  <input type="email">
```

```
  <input type="submit" value
```

Previous Next AutoFill Done

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

_123 space @ . Go

HTML5 Input Types

Images from Dive Into HTML5 by Mark Pilgrim

<input type=url> - Dive Into HTML5

diveintohtml5.org/exa... 

```
<form>
```

```
  <input type="url">
```

```
  <input type="submit" value
```

Previous Next AutoFill Done

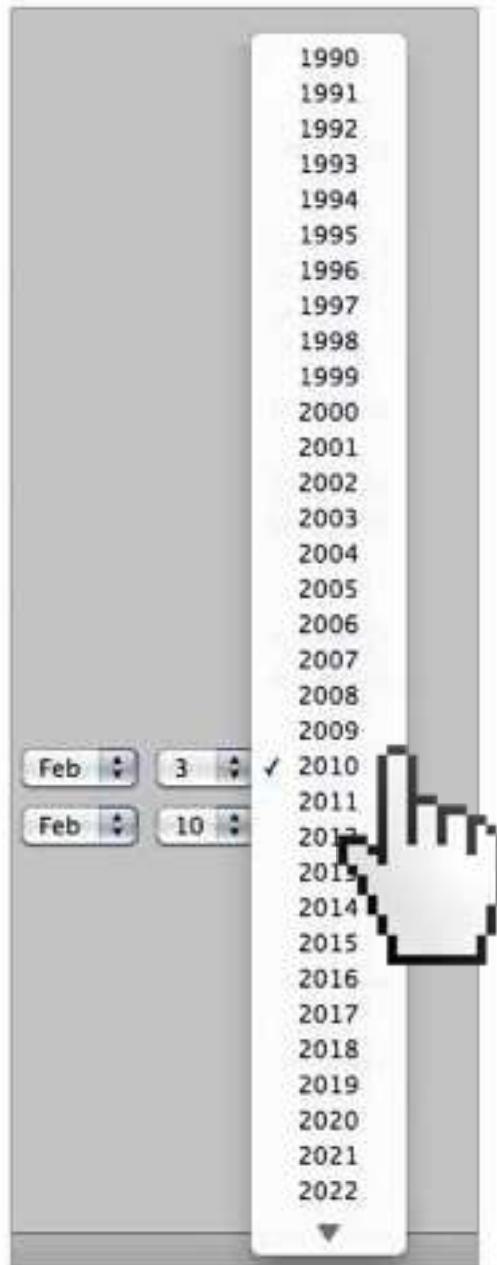
Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

@123 . / .com Go

Pop-Up Menus on iPhone



Pop-Up Menus on iPhone

Begin Date: Feb ▼ 9 ▼ 2010 ▼

End Date: Feb ▼ 16 ▼ 2010 ▼

2010

2011

2012

2013

2014

2015

Multi-Field Pop-Up Menus on iPhone

AT&T 9:23 PM

Enter personal profile information

Previous **Height** Next

Height 5 Feet, 7 Inches

3	5
4	6
5 Feet	7 Inches
6	8
7	9

AT&T 9:23 PM

Enter personal profile information

Previous **Birthday** Next

Birthday Jan 1 1975

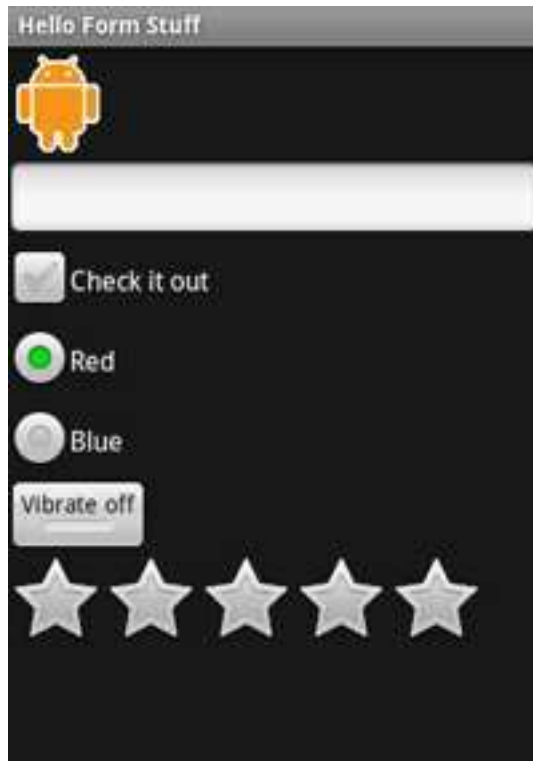
November	30	1973
December	31	1974
January	01	1975
February	02	1976
March	03	1977

Multi-Field Pop-Up Menus on Android



Input Controls on Mobile Devices

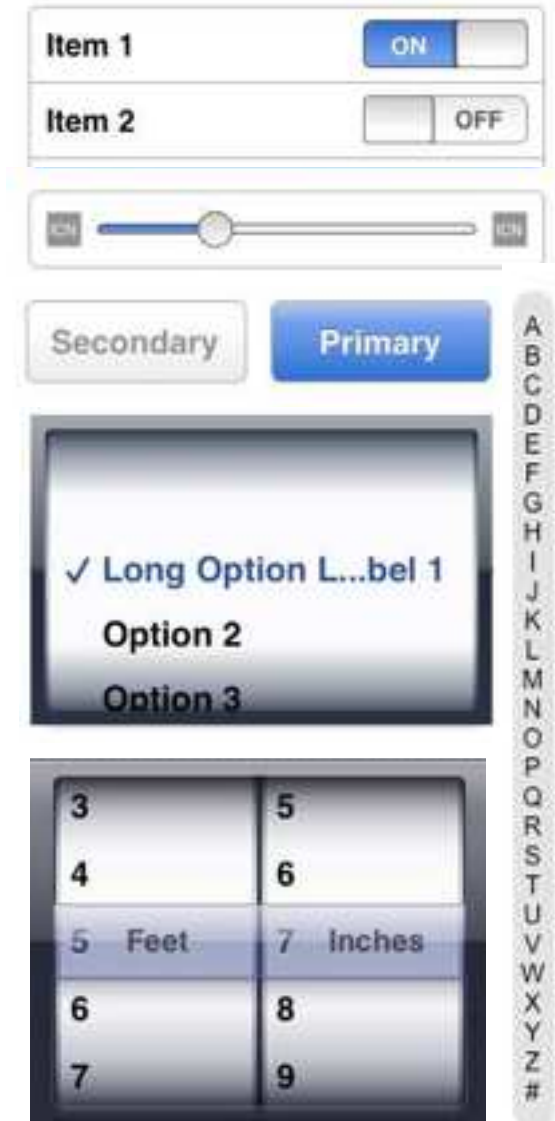
Android



WebOS



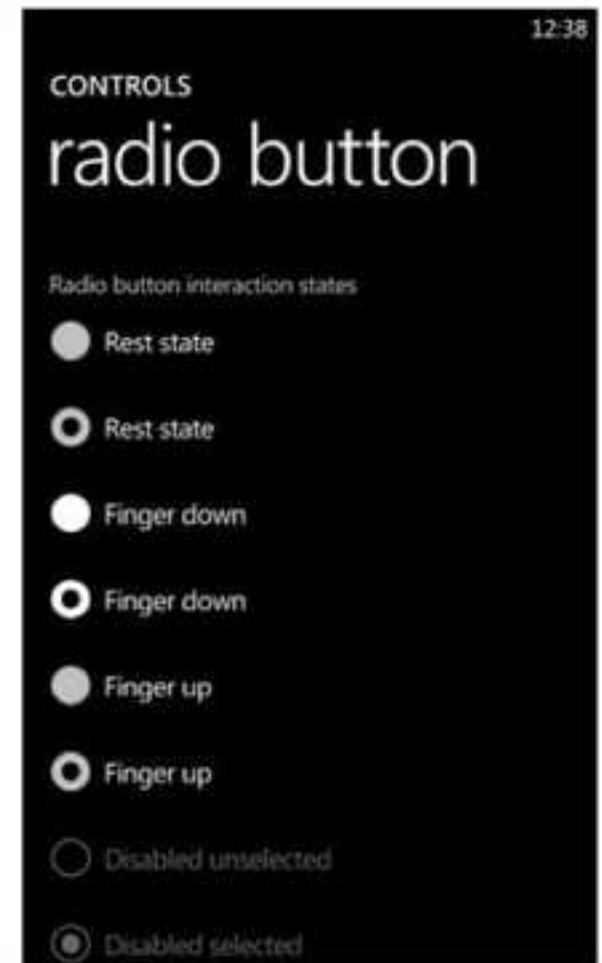
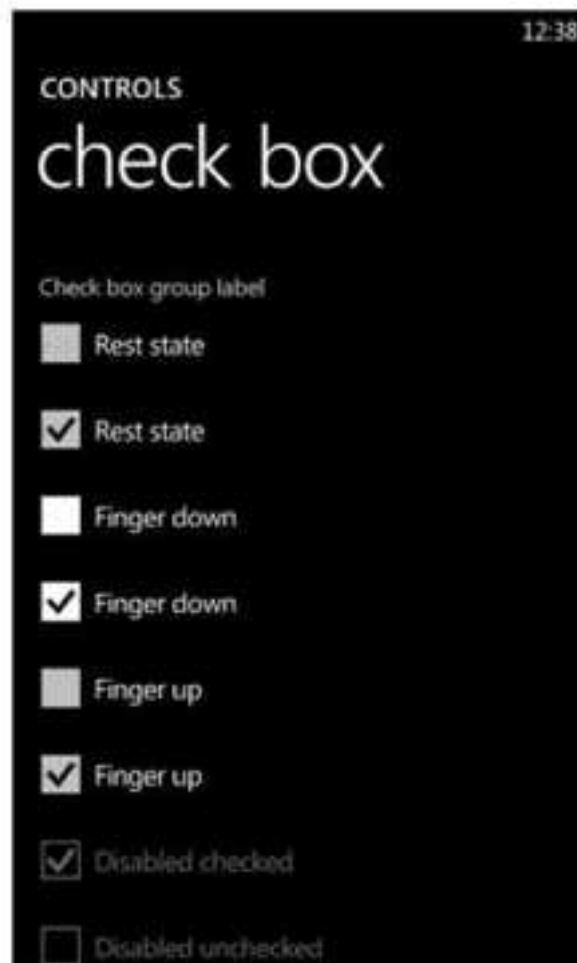
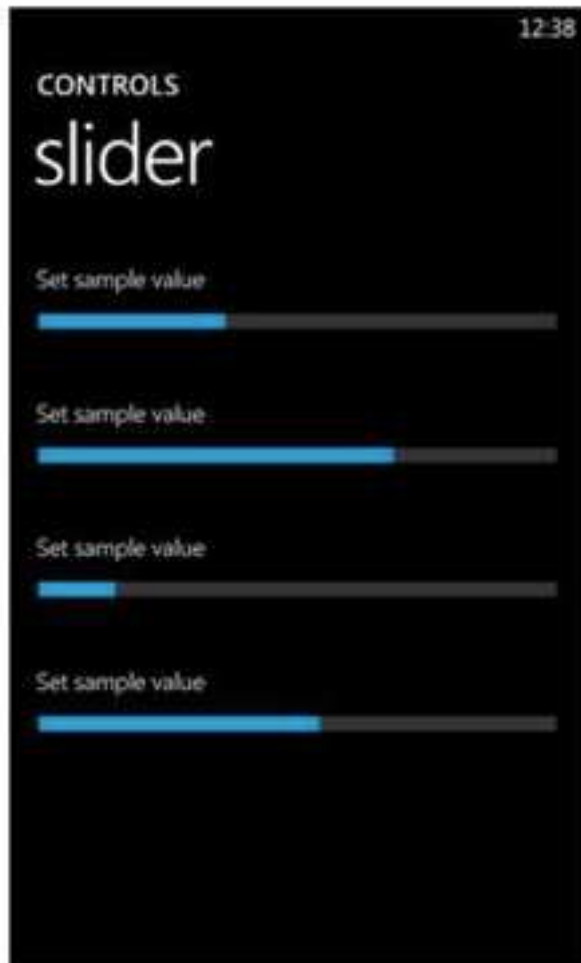
iPhone OS



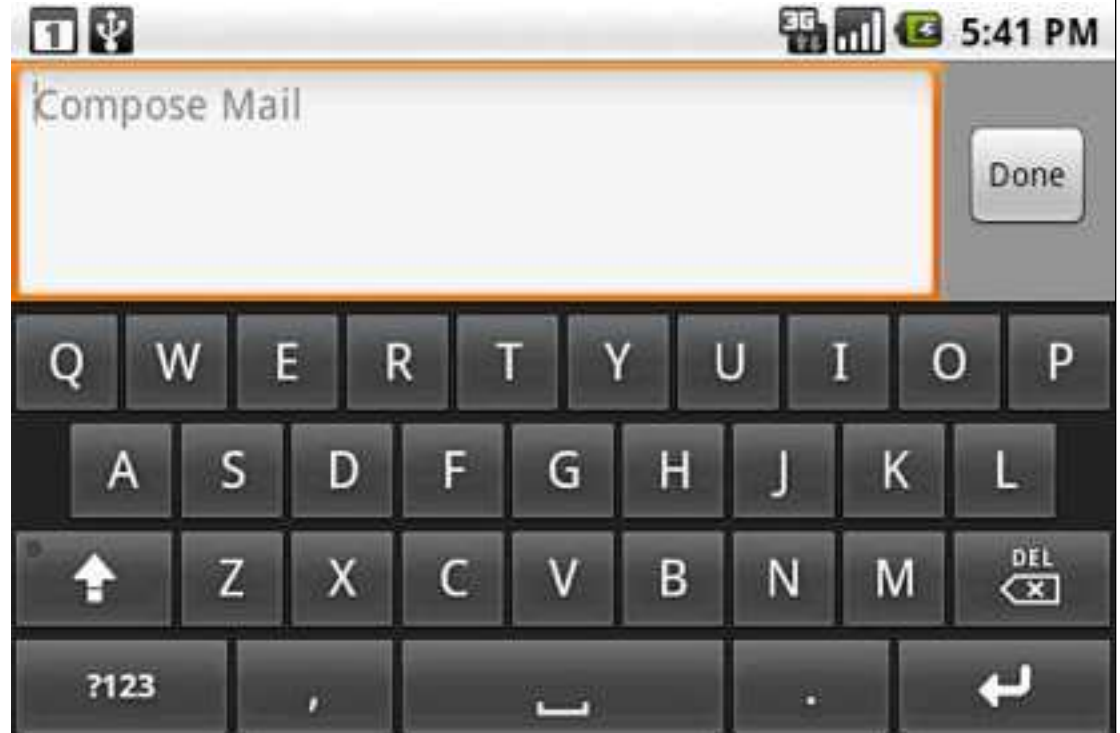
Windows Phone



Windows Phone



Multiple Orientations



Location as Input

Now in the UK!

Sign Up for Yelp Log In



Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's)

Near (Address, City, State or Zip)

Search

Welcome

About Me

Write a Review

Find Reviews

Invite Friends

Messaging

Talk

Events

Member Search

yelp drinks!

50% off featured beverages! March 8th - 14th.

restaurants San Jose

Browse Category: Restaurants

1 to 10 of 5125 - Results per page: 10

Hide Filters

Sort By

» Best Match
Highest Rated
Most Reviewed

Cities

☐ San Jose
☐ Santa Clara
☐ Sunnyvale
☐ Milpitas
... More Cities »

Distance

Bird's-eye View
Driving (5 mi.)
Biking (2 mi.)
Walking (1 mi.)
Within 4 blocks

Features

☐ Open Now (4:05pm)
☐ Good for Groups
☐ Good for Kids
☐ Take-out
... More features »

Price

☐ \$\$\$\$
☐ \$\$\$
☐ \$\$
☐ \$

Category

☐ Chinese
☐ Japanese
☐ Vietnamese
☐ Mexican
... More categories »

1. SJ Omogari Korean Restaurant

Category: Korean

★★★★★ 329 reviews
154 E Jackson St
San Jose, CA 95112
(408) 288-8134



Delicious Korean cuisine in San Jose! Looking at the exterior of this restaurant, you might not expect good food, clean venue and friendly service. However, it's got all of those! I've been here

2. Vung Tau Restaurant

Categories: Vietnamese, Thai

★★★★★ 400 reviews
535 E Santa Clara St
San Jose, CA 95112
(408) 288-9055



First Impressions: I have been to this restaurant since I was small with my family. Oh how have they updated the image. It is really fancy inside now. It use to be a old bar and dining place

3. Taiwan Restaurant

Categories: Chinese, Caterers, Food

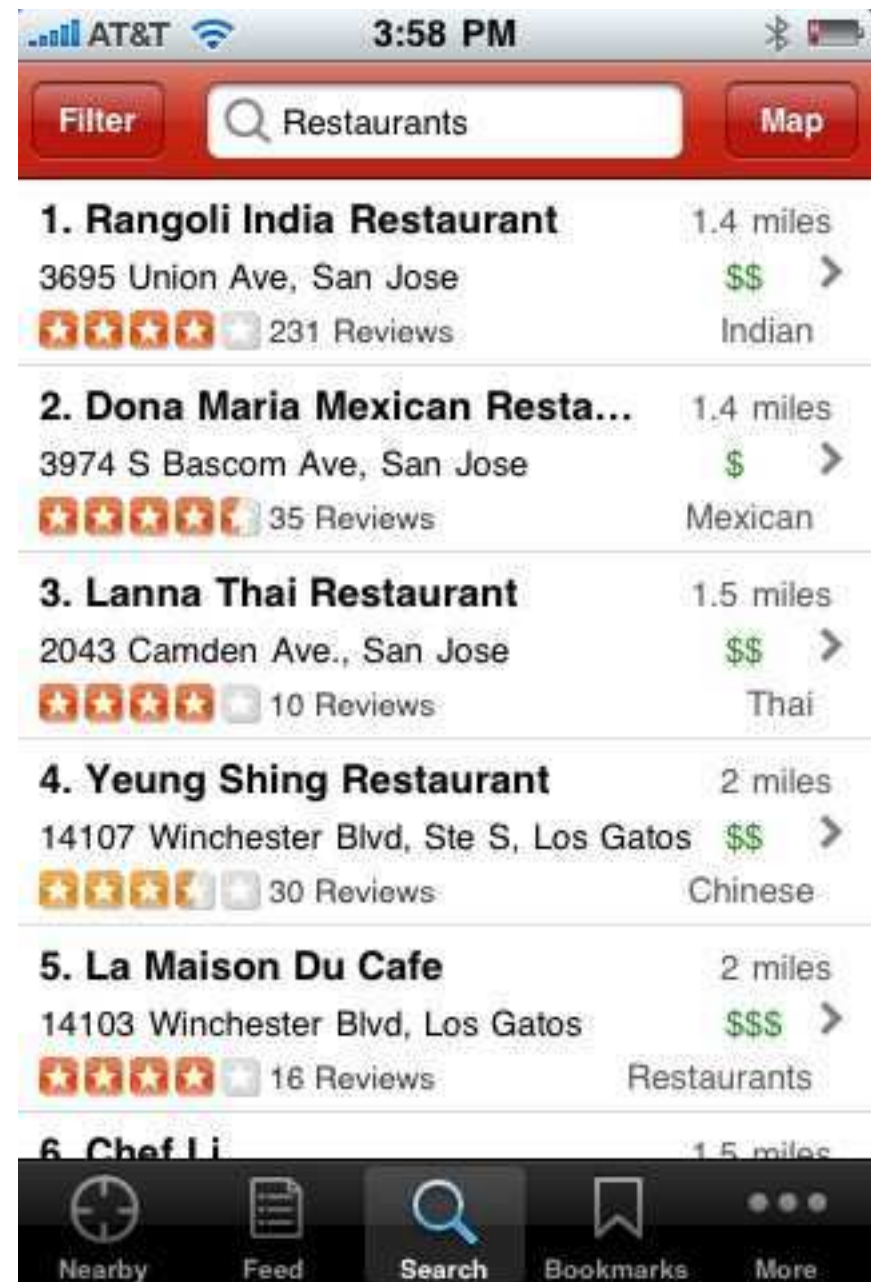
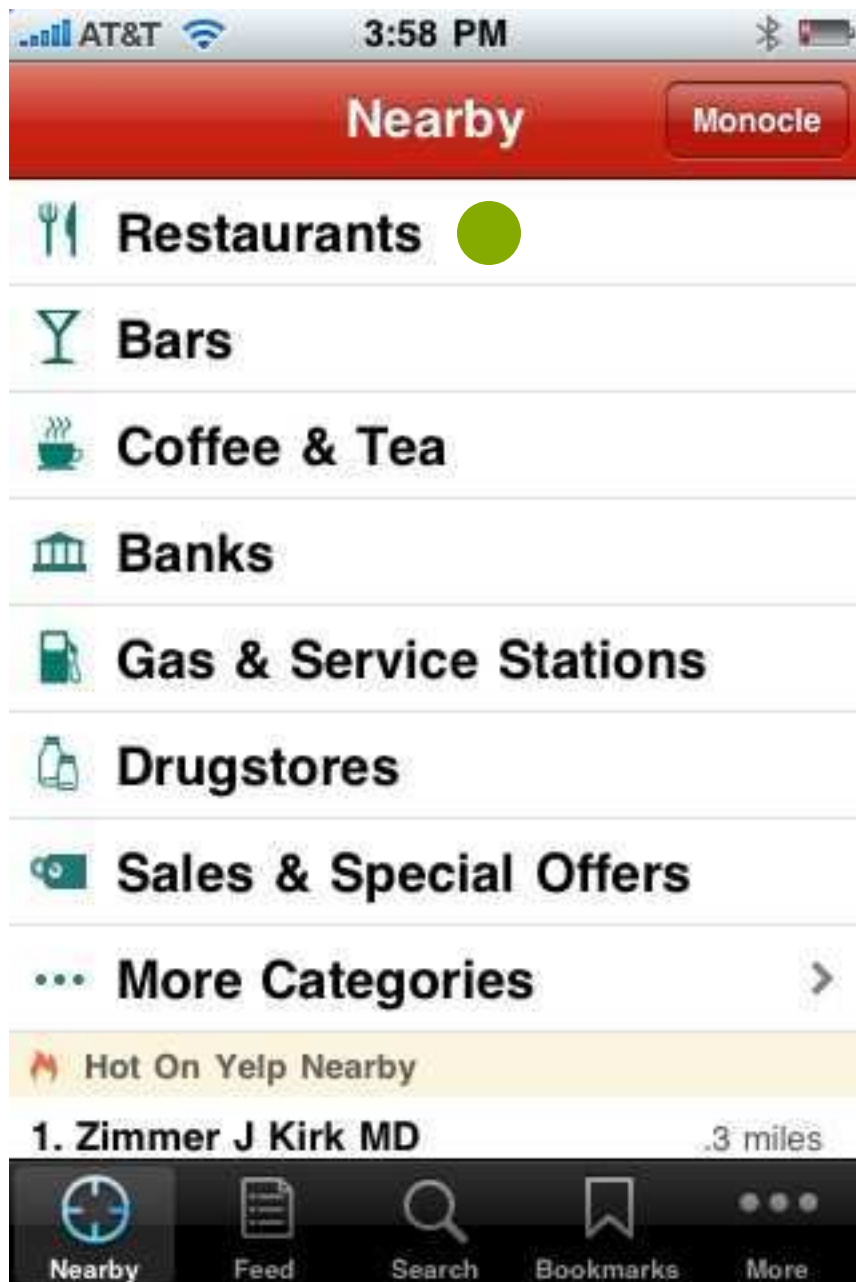
★★★★★ 167 reviews
1306 Lincoln Ave
San Jose, CA 95128

Mo' Map

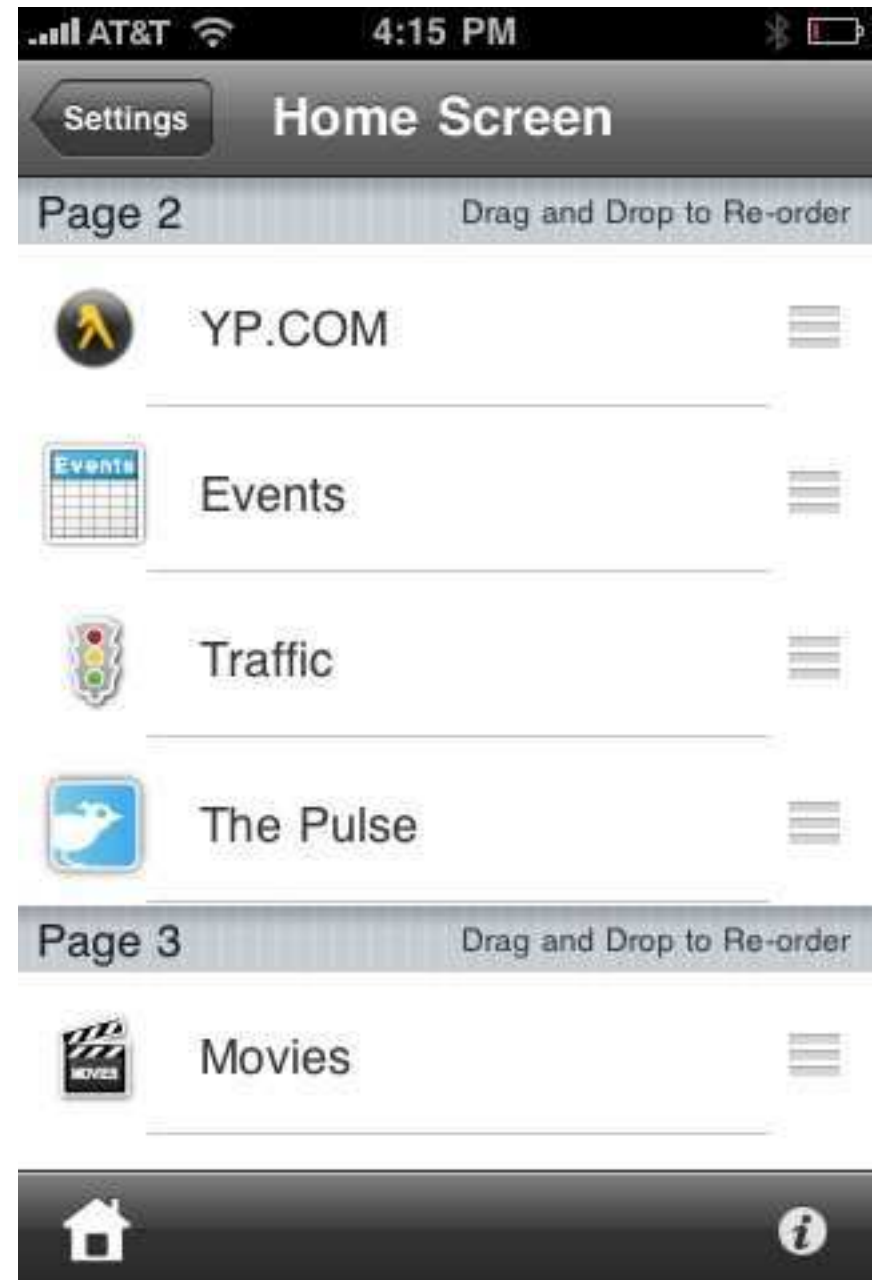
☐ Map, stay put! ☐ Redo search in map



Location as Input



Location as Input



Location Systems

	Accuracy	Positioning Time	Battery Life
GPS	10m	2-10 minutes (only outdoors)	5-6 hours on most phones
WiFi	50m (improves with density)	Almost instant (server connect & lookup)	No additional effect
Cell tower triangulation	100-1400m (based on density)	Almost instant (server connect & lookup)	Negligible
Single Cell Tower	500-2500m (based on density)	Almost instant (server connect & lookup)	Negligible
IP	Country: 99% City: 46% US, 53% Intl ZIP: 0%	Almost instant (server connect & lookup)	Negligible

Smartphones: hybrid of GPS, Wifi, and cell tower triangulation

Laptops/desktops: WiFi, IP, rarely GPS

Location & Orientation as Input





When discovered by users
boosted their sustained traffic
by 40 to 50 percent.

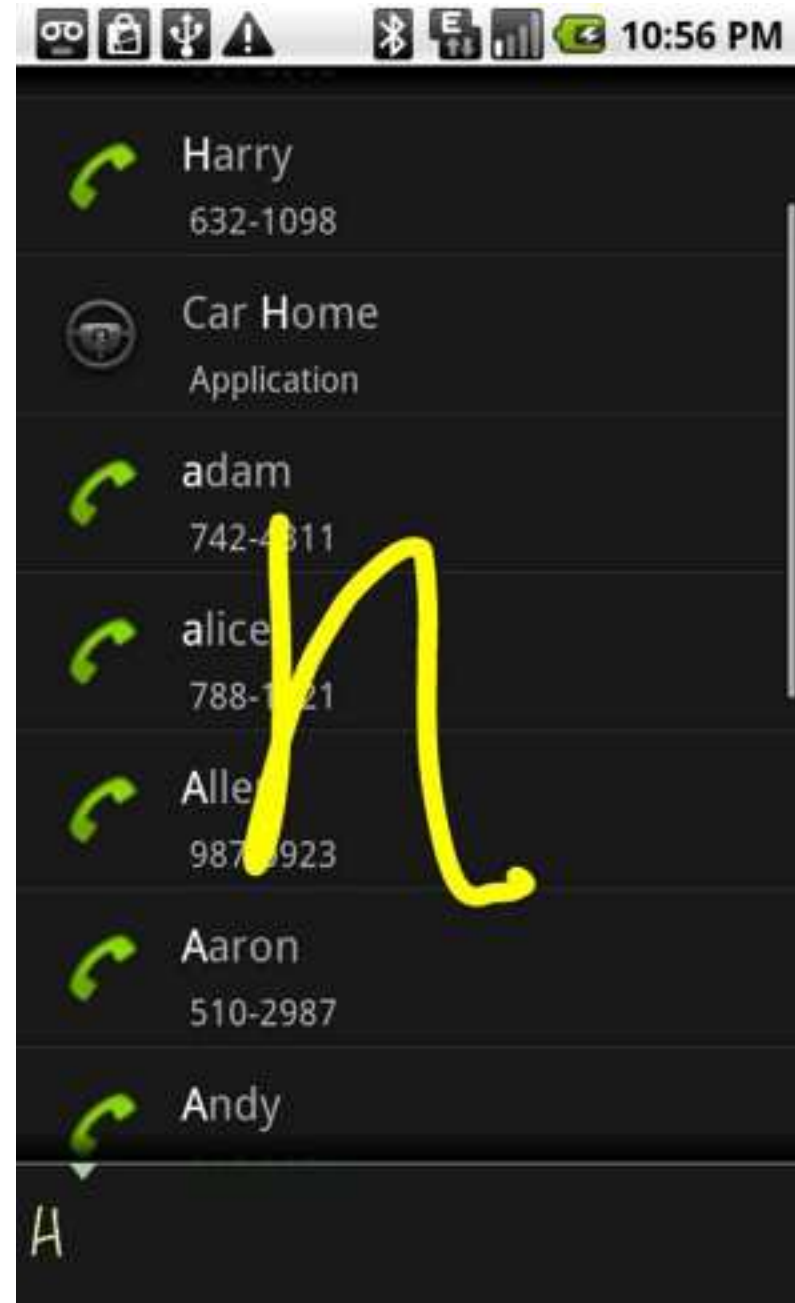
“It was sort of beyond our
expectations. We had no idea.”

Yelp CEO,
Jeremy Stoppelman

Gestures as Input



Gestures as Input





Touch Gesture REFERENCE GUIDE

By Greg Visher, Ben Mills, and Luke Wroblewski
Last updated April 16, 2012



touch gesture reference guide

?

Major User Actions

Currently supported by touch gesture systems:

www.lukew.com/touch

user action

gesture

description

Adjust



Press surface with one finger and move second finger over surface without losing contact

Touch surface with two fingers and move them in a clockwise or counterclockwise direction



Supporting materials for this guide can be found online:
<http://www.lukew.com/touch/>

This work is licensed under the Creative Commons
Attribution-NonCommercial-ShareAlike 3.0 license.
To view a copy of this license, visit
<http://creativecommons.org/licenses/by-nc-sa/3.0/>

Bundle



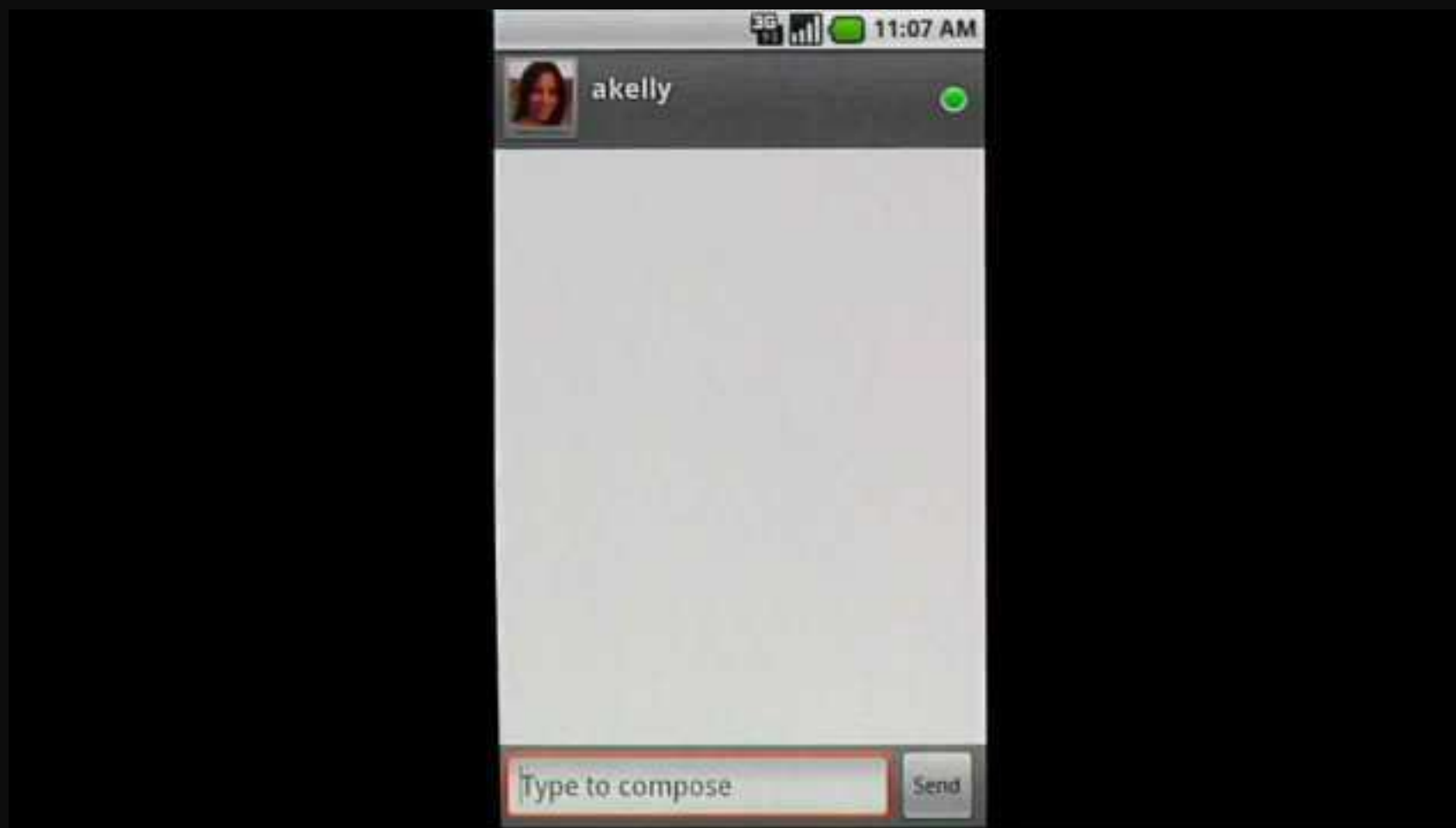
press and tap, then drag

Touch first object while second finger taps other objects, then move selected objects by dragging first finger

Supporting materials for this guide can be found online:
<http://www.lukew.com/touch/>

nexus one™





Images as Input



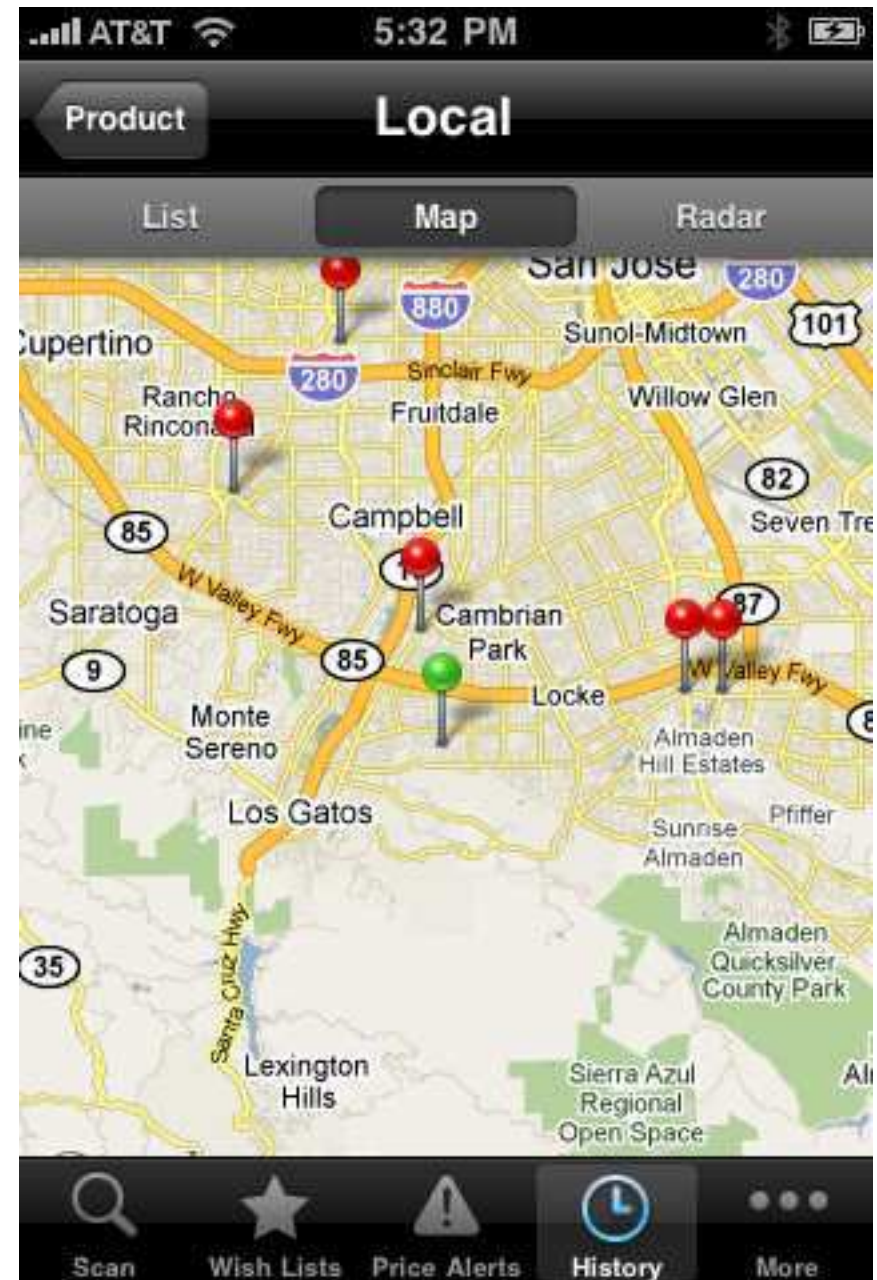
Designing Web Interfaces : Principles and Patterns for Rich Interactions

From \$17.10 online

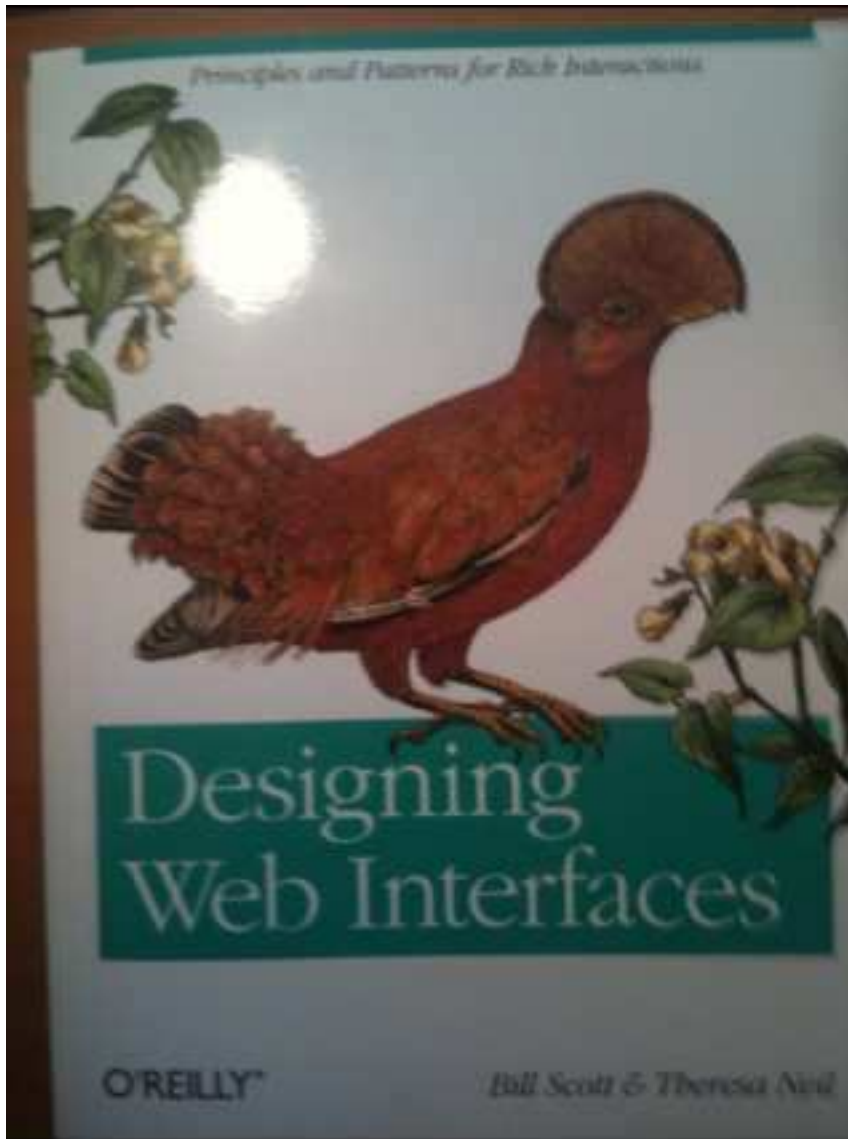
Google Search Results

Designing Web Interfaces	\$23.21	>
www.betterworldbooks.com		
Designing Web Interfaces:...	\$25.47	>
www.valorebooks.com		
Designing Web Interfaces:...	\$26.50	>
www.alibris.com		
Designing Web Interfaces:...	\$28.99	>
www.frys.com		
Designing Web Interfaces...	\$31.18	>
www.overstock.com		
Designing Web Interfaces:...	\$31.48	>
www.alibris.com		
Designing Web Interfaces:...	\$33.43	>

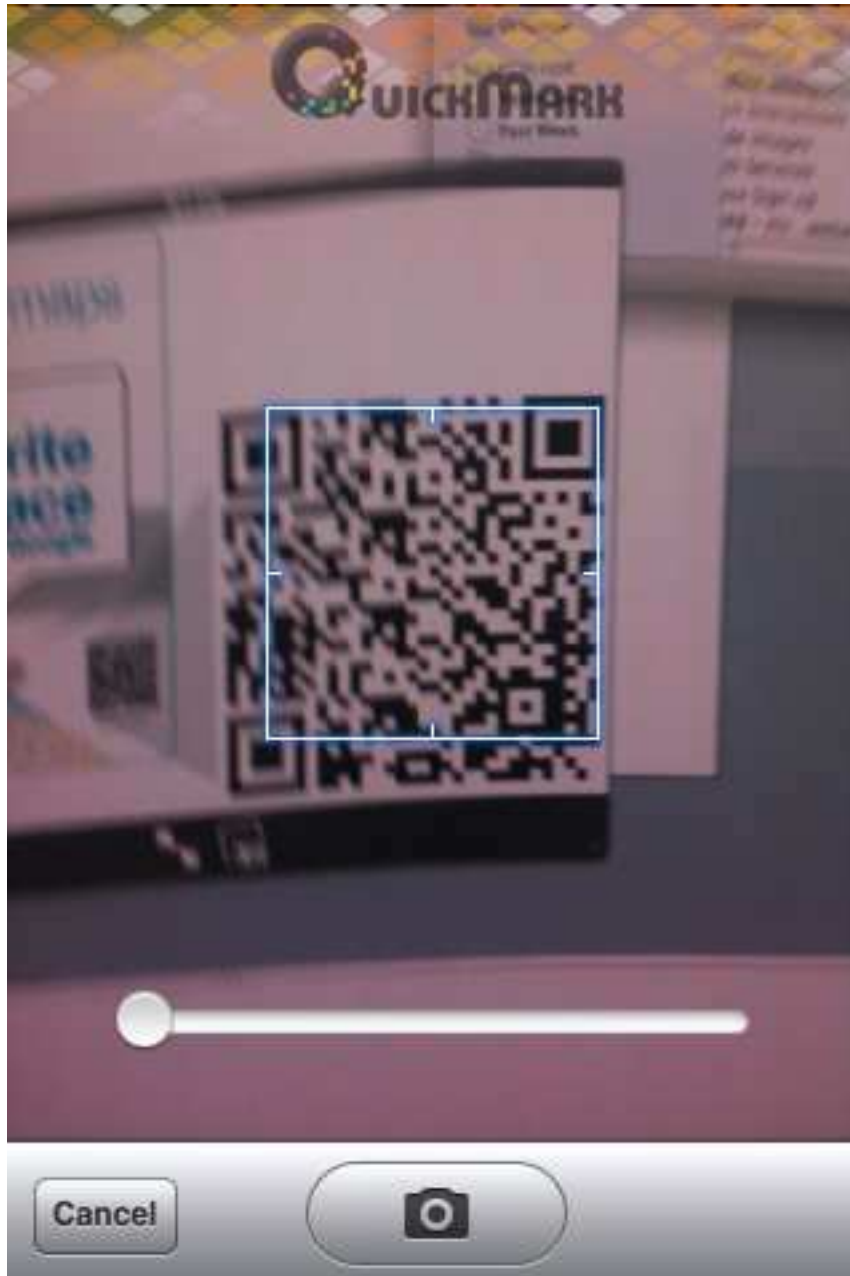
Images as Input



Images as Input







AT&T 5:10 PM

Google Web Images Local more

☆
Kasa Indian Restaurant - Indian Food Delivery

4001 18th Street
San Francisco, CA 94114
www.kasaindian.com - [web site](#)
★★★★☆ 14 reviews

KASA
INDIAN EATERY

"Kasa was a nice take on Indian 'fast food'." ...
"San Francisco likes Indian food." ... "The portions were very generous and tasted really good." ...
"And besides, who needs ambiance with an idea this good?" ... "I'm a little obsessed with Kasa...it's that good!" ... "I am hooked!"
[insiderpages.com](#), [citysearch.com](#)

(415) 621-6940 Map »

Details

Hours Of Operation: Monday: 11:00AM - 10:00PM, Tuesday: 11:00AM - 10:00PM, Wednesday: 11:00AM - 10:00PM, Thursday: 11:00AM - 10:00PM, Friday: 11:00AM - 10:00PM, Saturday: 11:00AM - 10:00PM, Sunday: 11:00AM - 10:00PM



Input Capabilities

Form Fields

Audio

Location

Gestures

Images



Palm: mobile, mini-projector



Lap: notebook, tablet



Desk: workstation



Wall: TV, projector



MOVING BEYOND STATIC FORMS

1. Rich Interactions to enhance standard forms
2. Commonly used tools for input
3. Web services to bypass registration & set-up
4. New capabilities on mobile devices

CAN I USE THIS NOW?

1. Rich Interactions to enhance standard forms

IE6 is less than 20% of all browsers

2. Commonly used tools for input

Email: 247 billion emails/day (worldwide)

Text Messaging: 4.1 billion text messages/day (US only)

3. Web services to bypass registration & set-up

Over 150 million people use Facebook Connect per month

2/3 of ComScore's Top 100 sites have integrated with Facebook

4. New capabilities on mobile devices

RIM, Android, iPhone, Nokia all use WebKit browser

Smartphone sales will pass PC sales in 2012

For more information...



- **More Information**

- @lukew
- lukew.com

- **Web Form Design**

- www.rosenfeldmedia.com/books/webforms/
- **Discount code: LUKE (25%)**