MODERN WEB FORM DESIGN

LUKE WROBLEWSKI
MIX10, MARCH 2010
Verify your order

Credit Card Security Code:

Before placing your order please enter the security code
VISA: 1111

Enter security code: [What is this?]

Billing Address:
Luke Wroblewski
313 Regent Street
London
W1B 2LJ
United Kingdom

Order Confirmation Email
luke@luke.com

Shipping Address:

Shipping Address:

Payment Method:
VISA: 1111
Expires: 01/2018

Promotion Savings
Enter Promotion Code:

Apply Promo

Order Summary
Luko, 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

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

Order Summary:

<table>
<thead>
<tr>
<th>Items Details</th>
<th>Quantity</th>
<th>Item Price</th>
<th>Item Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple TV with 16GB drive</td>
<td>1</td>
<td>£190.43</td>
<td>£190.43</td>
</tr>
</tbody>
</table>

Order Summary: £190.43
# MODERN FORM DESIGN

## Rich Interactions to enhance standard forms
1. Dynamic inline forms
2. Unnecessary Inputs
3. Selection Dependent Inputs
4. Inline Validation

## Forms on mobile devices
1. Field Zoom
2. Input Types
3. Pop-Up & Compound Menus
4. Device Capabilities
## MODERN FORM DESIGN

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<td>4. Device Capabilities</td>
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</tbody>
</table>
Page 1

Shipping Info

Label

Label

Label

Label

Label

Label

Label

Continue Back
Testing Inline Multi-step Forms

Page 1

Shipping Info

Payment Info

Label

Label

Label

Label

Label

Label

Label

Submit  Back

□ Option A

□ Option B
Testing Inline Multi-step Forms

Page 1

Shipping Info

Payment Info

Label

Label

Label

Label

Label

Label

Label

Label

Label

Label

Submit

Submit
• 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
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

Preferred Username

Preferred Screen Name

Password

Re-enter Password

Continue

Back

Additional Information
# MODERN FORM DESIGN

## Rich Interactions to enhance standard forms

1. Dynamic inline forms
2. **Unnecessary Inputs**
3. Selection Dependent Inputs
4. Inline Validation

## Forms on mobile devices

1. Field Zoom
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4. Device Capabilities
Unnecessary Inputs

- Any question you ask requires people to:
  - Parse it
  - Formulate a response
  - Input their answer
- Be vigilant about every question you ask
  - Can it be removed?
  - Can it be postponed?
  - Can it be inferred?
Unnecessary Inputs

Add Credit Card

Debit Cards (also called check cards, ATM cards, or banking cards) are accepted if they have a Visa or MasterCard logo.

Number of cards active on your account:

*First Name: Luke
*Last Name: Wroblewski
*Card Type: MasterCard
*Card Number: 
*Expiration Date: 01 2007
*Card Verification Number: [Redacted] (On the back of your card, find the last 3 digits)

Help finding your Card Verification Number | Using AmEx?
Unnecessary Inputs

Credit or Debit Card Number:

Payment Type

Expiration Date:

Billing Address:
Post Office Box 131
New York, NY 10276
United States

Change

Credit or Debit Card Number:

Payment Type

Expiration Date:

Billing Address:
Post Office Box 131
New York, NY 10276
United States

Change
Unnecessary Inputs
Enter a Billing Address for this order.
Required fields are marked with an asterisk.

Title: [Select]
- First Name
- MI
- Last Name

- Full Name:
- Address Line 1: [No P.O. Boxes]
- Address Line 2:
- Zip: [95124] Enter your zip here

Select your city/state combination:

- City: [SAN JOSE]
- State: [CA]

Use this address as the shipping address

Enter Contact Information for this order.

- E-mail Address:
- Re-enter E-mail Address:
- Daytime Phone Number:
- Evening Phone Number:

CONTINUE
Input Groups

Street address

City

State / Province

ZIP / Postal code

Country or region

Adresse

Code postal

Ville

Région

Pays ou région

Dirección

Ciudad

Comunidad Autónoma

Código postal

País o región
## MODERN FORM DESIGN

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</table>
• Sometimes a data input requires additional inputs
• Further clarification based on an initial answer
To sign up for Google Apps, enter your organization's domain name

What is a domain name? Usually it is the identifier associated with your organization's email address (like @example.com). The domain you provide will be used for all your Google services. For example, if you choose example.com or mail.example.com, you will be able to create user accounts for john@example.com or jane@mail.example.com.

Don't have a domain name? Click on "I want to buy a domain name" to get one.

I want to use an existing domain name
Enter a domain or subdomain of your organization.

I want to buy a domain name
Google Apps Standard Edition is free, but a domain name costs $10/year.

© 2010 Google - Terms of Service - Privacy policy
In order to claim your prize, please let us know how we can contact you.

**SMS Notifications**

Mobile Service Provider
3G

Mobile Phone Number
( )
Example: (020) 12345678.

Submit | Back

- Email
- Telephone
- SMS (text messaging)
- Instant Messenger
- Postal Service

Continue | Cancel
In order to claim your prize, please let us know how we can contact you.

**Personal Information**

First Name

Last Name

Gender
- Male
- Female

**Notification Preferences**

Contact me through:

- Email
- Telephone
- SMS (text messaging)
- Instant Messenger
- Postal Service

Mobile Service Provider

3G

Mobile Phone Number

Example: (020) 12345678.
In order to claim your prize, please let us know how we can contact you.

**Personal Information**

First Name

Last Name

Gender
- Male
- Female

**Notification Preferences**

Contact me through:

- Email
- Telephone
- SMS (text messaging)
- Instant Messenger
- Postal Service

Mobile Service Provider

Mobile Phone Number

Example: (020) 12345678.
Drop-down List

In order to claim your prize, please let us know how we can contact you.

**Personal Information**

First Name

Last Name

Gender

- Male
- Female

**Notification Preferences**

Contact me through:

- SMS (text messaging)

Mobile Service Provider

- 3G

Mobile Phone Number

( )

Example: (020) 12345678.

Submit  |  Cancel
In order to claim your prize, please let us know how we can contact you.

**Personal Information**

First Name

Last Name

Gender
- Male
- Female

**Notification Preferences**

Contact me through:
- Email
- Telephone
- SMS (text messaging)
- Instant Messenger
- Postal Service

Mobile Service Provider

Mobile Phone Number

Example: (020) 12345678.

[Submit]  [Cancel]
In order to claim your prize, please let us know how we can contact you.

**Personal Information**

First Name

Last Name

Gender
  - Male
  - Female

**Notification Preferences**

Contact me through:
  - Email
  - Telephone
  - SMS (text messaging)

Mobile Service Provider

Mobile Phone Number
  - Example: (020) 12345678.

- Instant Messenger
- Postal Service

Submit  |  Cancel
Exposed Inactive

- **Telephone**
  - Primary Phone
    - Home
  - Phone Number: ( )
  - Extension (optional): 
  - Example: (020) 12345678.
  - Best Time to Call
  - From: -- Select Time --
  - To: -- Select Time --

- **SMS (text messaging)**
  - Mobile Service Provider: 3G
  - Mobile Phone Number: ( )
  - Example: (020) 12345678.

- **Instant Messenger**
  - Instant Messenger Service: -- Select Service --
  - Messenger ID:

---

We hate spam as much as you do! So we’ll never share or distribute your instant messenger ID to any third parties.
In order to claim your prize, please let us know how we can contact you.

**Personal Information**

- **First Name**
- **Last Name**
- **Gender**
  - Male
  - Female

**Notification Preferences**

Contact me through:

- Email
- Telephone
- SMS (text messaging)
- Instant Messenger
- Postal Service

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Testing Selection Dependent Inputs

BEST PRACTICE

• If lots of dependent inputs, use page-level
• Vertical & horizontal tabs perform well but have mutual exclusivity issues
• Long list of initial inputs, few dependent inputs for each, use drop-down menu
• Short list of initial options & few dependents, exposed inline
• Maintain clear relationship between initial selection options
• Clearly associate additional inputs with their trigger
• Avoid “jumping” that disassociates initial selection options
Testing Selection Dependent Inputs
# Modern Form Design

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Shipping Information

Unfortunately we were unable to verify your address. Please review your address to ensure it is correct as your order will be delivered to it. If it is correct, click Continue to proceed.

Delivery Contact
Please provide a primary phone and email address so we can contact the recipient with any questions about delivery. A signature may be required for delivery.

Want to ship to another country?

Email address (optional)

Primary phone - Inc area code

Country

United Kingdom

Postal code (eg AA9 9AA)

Town/City

Additional address information (optional)

Building number or name or street name

Shipment Address
We cannot ship to PO boxes or APO/FPO addresses.
1. Tell us about yourself...
   - My Name
   - Last Name
   - Gender
   - - Select One -
   - Birthday
   - - Select Month -
   - Day
   - Year
   - I live in
   - United States
   - Postal Code

2. Select an ID and password
   - Yahoo! ID and Email
   - @ yahoo.com
   - Password
   - Re-type Password
   - Password Strength
   - Check

3. In case you forget your ID or password...
   - Alternate Email
   - Security Question
   - - Select One -
   - Your Answer

Just a couple more details...
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

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

Sign Up
Preventing Errors

2. Select an ID and password

Yahoo! ID and Email: lukewroblewski@ymail.com  Change

Password: *****  Password Strength

Capitalization matters. Use 6 to 32 characters, no spaces, and don't use your name or Yahoo! ID.

Re-type Password: *****
Versus 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

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

80-100% noticed inline validation in bottom part of form: user ID & password
When to Show Inline Validation

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

7-10 seconds slower

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

etre usability testing, March 2009
When to Show Inline Validation

User ID

5 characters minimum.

Password

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

Strength
Most people are “hunt and peck” typists

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

Visit Kayak Insight and see where Kayakers are searching right now.
Ask your question

HOW DO I GROW CARROTS?

You have 88 characters to work with.

Now add a little more detail (optional)

Make sure your question follows the community guidelines.

Continue  Cancel
Real Time Feedback

Yahoo! Answers
Welcome, paulsmith [Sign Out, My Account]

ask. answer. discover.

Search for questions: Search Advanced My Q&A

Home > Ask a Question

1 Ask your question

How do I grow carrots?
You have 89 characters to work with.

Now add a little more detail (optional)
You have 1000 characters to work with.

Make sure your question follows the community guidelines.

Continue  Cancel
Real Time Feedback

Tip: Choosing the right category helps others find your question.

Whoa! You used a lot of punctuation. Try revising your answer.

No more misspellings.

Tip: Want a good answer? Ask a thorough question. Try asking a "who, what, when, where, why, or how" question.

Did you leave the Caps Lock key on? Using all caps can be perceived as shouting. Try using both upper and lower case letters for a better question.

Oops! It looks like you have 1 misspelling. Open Spell Checker

Oops! It looks like you have 3 misspellings. Open Spell Checker

Your question is a little short. Please use at least 20 characters.

Tip: Try asking a "who, what, when, where, why, or how" question.

Your question needs to be at least 20 characters long to continue.

Tip: Correct spelling and grammar makes it easier for others to answer your question.

Your question can only include up to 10 links. Please remove [x] before you continue.

Tell us what you think of this answer. Your rating and feedback will be displayed alongside the question.

Wait! We might already have the answer you’re looking for:
Welcome to Homework Help!

FREE MATH TUTORING

Check out our amazing whiteboard and chat.

Watch our great tutors in action

Register for Homework Help

Username: [field]
Password: [field]
Retype Password: [field]
Email Address: [field]
Type of User: [field]

Students can ask questions in the chat room. Guests can not.

I have read and agree to the Terms of Use and the Privacy Policy.

Register
Add Position

Company Name: Rosentol Media

Add this company
This company is not listed in our directory. Please give the following information for this company to add it to our directory

Website: 

Industry: Choose industry...

Size: Choose...

Title: 

Time Period: [ ] I currently work here

Choose... to Choose...

Description:

See examples

Save Changes or Cancel
Testing Inline Validation

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
# Modern Form Design

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“The rule of thumb is to limit the use of forms in the mobile context”
-Mobile Web Design & Development, O’Reilly 2009
# Modern Form Design

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</table>
Field Zoom on the iPhone

Sign up – it’s fun!

Enter your email:

Pick a username:

Make a password:

What is five times five?

Sign up

By clicking “sign up,” you are indicating that you have read and agree to the terms of service and privacy policy.
Field Zoom on the iPhone

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 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

Get started with Google Mobile

Location: United States

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

Word Verification: e.g. “gonia”

Terms of Service: Please check the Google Account information

on for Google account

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

Choose a password: Minimum of 8 characters in length.

Re-enter password:

Stay signed in:

Creating a Google Account
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
<table>
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## HTML Input Types

<table>
<thead>
<tr>
<th>Field Type</th>
<th>HTML Code</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>checkbox</td>
<td><code>&lt;input type=&quot;checkbox&quot;&gt;</code></td>
<td>can be toggled on or off</td>
</tr>
<tr>
<td>radio button</td>
<td><code>&lt;input type=&quot;radio&quot;&gt;</code></td>
<td>can be grouped with other inputs</td>
</tr>
<tr>
<td>password field</td>
<td><code>&lt;input type=&quot;password&quot;&gt;</code></td>
<td>echos dots instead of characters as you type</td>
</tr>
<tr>
<td>drop-down lists</td>
<td><code>&lt;select&gt;&lt;option&gt;...</code></td>
<td></td>
</tr>
<tr>
<td>file picker</td>
<td><code>&lt;input type=&quot;file&quot;&gt;</code></td>
<td>pops up an “open file” dialog</td>
</tr>
<tr>
<td>submit button</td>
<td><code>&lt;input type=&quot;submit&quot;&gt;</code></td>
<td></td>
</tr>
<tr>
<td>plain text</td>
<td><code>&lt;input type=&quot;text&quot;&gt;</code></td>
<td>the <code>type</code> attribute can be omitted</td>
</tr>
</tbody>
</table>
HTML Input Types

```html
<input type="number"
    min="0"
    max="10"
    step="2"
    value="6">
```

Images from Dive Into HTML5 by Mark Pilgrim
HTML Input Types

```html
<input type="range" min="0" max="10" step="2" value="6">
```

Images from Dive Into HTML5 by Mark Pilgrim
HTML Input Types

```html
<form>
  <input type="date">
</form>

Images from Dive Into HTML5 by Mark Pilgrim
HTML5 Input Types

Images from Dive Into HTML5 by Mark Pilgrim
HTML5 Input Types

Images from Dive Into HTML5 by Mark Pilgrim

```html
<form>
  <input type="email">
  <input type="submit" value="Go">
</form>
```
HTML5 Input Types

Images from Dive Into HTML5 by Mark Pilgrim
“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
Password Masks

How to Mask Passwords Like the iPhone

Password

-
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Pop-Up Menus on iPhone
Pop-Up Menus on iPhone

Begin Date: Feb 9 2010
End Date: Feb 16 2010

Year Options:
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
Multi-Field Pop-Up Menus on iPhone

Enter personal profile information

**Height**
5 Feet, 7 Inches

Enter personal profile information

**Birthday**
Jan 1 1975

3  
4  
5 Feet 6  
7  

November 30 1973  
December 31 1974  
January 01 1975  
February 02 1976  
March 03 1977
Multi-Field Pop-Up Menus on Android
# MODERN FORM DESIGN

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Search in a city

City:
Monterey

Check-in date:
03/8/2010

Check-out date:
03/9/2010

Rooms: 1

Room 1
Adults: 2
Children: 0

Any Preferences? (optional)
Hotel name:

Hotel class:
Show all
Booking a Hotel

Monterey (and vicinity) hotels
10 Matching hotels
Check-in: 3/29/2010
Check-out: 4/1/2010

Sort by
Expedia Picks

Portola Hotel & Spa at Monterey Bay
Expedia Special Rate
$00

Welcome, Sign out

Page 1 of 1
Booking a Hotel

City: Monterey, CA
Check-in: Mon, Mar 15, 2010
Check-out: Tues, Mar 16, 2010
Guests: 1
Rooms: 1
# Booking a Hotel

<table>
<thead>
<tr>
<th>Price</th>
<th>Hotel Name</th>
<th>Address</th>
<th>Distance</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>$169</td>
<td>InterContinental The Cloister</td>
<td>750 Cannery Row, Monterey, CA</td>
<td>1.2 mi</td>
<td>★★★★★</td>
</tr>
<tr>
<td>$109</td>
<td>Hotel Pacific</td>
<td>300 Pacific Street, Monterey, CA</td>
<td>0.1 mi</td>
<td>★★★★★</td>
</tr>
<tr>
<td>$110</td>
<td>Portola Hotel &amp; Spa at the Del Monte</td>
<td>2 Portola Plaza, Monterey, CA</td>
<td>0.1 mi</td>
<td>★★★★★</td>
</tr>
<tr>
<td>$198</td>
<td>Monterey Marriott</td>
<td>350 Calle Principal, Monterey, CA</td>
<td>0.1 mi</td>
<td>★★★★★</td>
</tr>
<tr>
<td>$106</td>
<td>Clarion Collection</td>
<td>NE 5th &amp; Mission</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

$ (USD) per night, the $500 is for 50 hotels shown.
Input Controls on Mobile Devices

Android

WebOS

iPhone OS

Item 1
ON
OFF

Item 2
ON
OFF

Ringtone Volume
System Sounds
OFF

Volume

Vibrate

✓ Long Option L...bel 1
Option 2
Option 3

3
4
5
6
7
8
9

5 Feet
7 Inches
Input Controls on Mobile Devices

Windows Phone

**text box**
- Text box rest state: sample text box
- Text box pressed/focus state:
- Text box disabled state: sample text box

**push button**
- Push button rest state: button
- Push button finger down: button
- Push button finger up: button
- Push button disabled state: button

**toggle switch**
- Rest state: On
- Rest state: Off
- Disabled: Off
- Disabled: On
Input Controls on Mobile Devices

Windows Phone

**CONTROLS**

**slider**
- Set sample value
- Set sample value
- Set sample value

**CONTROLS**

**check box**
- Check box group label
- Rest state
- Rest state
- Finger down
- Finger down
- Finger up
- Finger up
- Disabled checked
- Disabled unchecked

**CONTROLS**

**radio button**
- Radio button interaction states
- Rest state
- Rest state
- Finger down
- Finger down
- Finger up
- Finger up
- Disabled unchecked
- Disabled selected
Multiple Orientations

Compose

To

Subject

Compose Mail

Send  Save as draft  Discard
Voice as Input

nexus one™
Voice as Input
Gestures as Input
Gestures as Input
Images as Input

Google goggles labs

Example:
- Taking a picture of the Golden Gate Bridge.
- The image is recognized, and the iPad displays information about the Golden Gate Bridge, including web results and a location marker.
Input Capabilities

Form Fields
Location
Gestures
Audio
Images

Palm: mobile, mini-projector
Lap: notebook, tablet
Desk: workstation
Wall: TV, projector
# MODERN FORM DESIGN

<table>
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