

WEB FORM DESIGN IN ACTION

LUKE WROBLEWSKI
AN EVENT APART, OCTOBER 2009

LUKEW
INTERFACE DESIGNS

YAHOO!



By FHKE

Flickr photo by FHKE



Boingo AsYouGo

[Home](#)
[My Account](#)
[FlyChicago.com](#)
[Help & Feedback](#)

Required Information Usage is \$6.95 per Connect Day at this location. Connect Day is \$7.95 at other locations within the U.S. & Canada and \$9.95 internationally. A Connect Day includes unlimited access in any location for 24-hours. No monthly fees apply.

<input type="text" value="Luke"/>	<input type="text" value="Wroblewski"/>	<input type="text" value="noone@lukew.com"/>
first name	last name	email

Credit Card Information

<input type="text"/>	<input type="text" value="12"/>	<input type="text" value="2008"/>	<input type="text" value="5555"/>
credit card number	expiration date	zip code (as it appears on your bill)	

User Account Information

<input type="text" value="lukewer"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
username (5-10 letters and/or numbers, No spaces or special symbols)	password (5-10 letters and/or numbers, No spaces or special symbols)	confirm password	password recovery code CHECK THIS!

Terms and Agreement This User Name Is Already In Use.

[Read Agreement Terms](#)

Yes, please notify me regarding new Boingo Hot Spots, Boingo special offers, and product updates.
 By clicking submit, you approve charges and agree to be bound by the agreement terms above.

We have ORD & MDW Real-time Parking info









Forms Suck.

But Form Design Matters



- How customers “talk” to companies online
- **Commerce (\$)**
 - User: Enable purchasing
 - Business: Maximize sales
- **Engagement**
 - User: Enable information entry & manipulation
 - Business: Accumulate content & data
- **Access (membership)**
 - User: Enable participation
 - Business: Increase customers & grow communities



65,000 videos per day
July 2006

234,000 videos per day
Nov 2008

2008 data based on 13 hours of video uploaded per minute

What do I need to fill in here?

Boingo AsYouGo

Home
My Account
flyChicago.com
Help & Feedback

We have ORD & MDW Real-time Parking info
FlyChicago

Required Information
Usage is \$6.95 per Connect Day at this location. Connect Day is \$7.95 at other locations within the U.S. & Canada and \$9.95 internationally. A Connect Day includes unlimited access in any location for 24-hours. No monthly fees apply.

first name: Luke
last name: Wobleski
email: cd@luke.com

Credit Card Information
credit card number: [input]
expiration date: 12 / 2008
zip code (as it appears on your bill): 60045

User Account Information
username: ltwobles
password: [input]
confirm password: [input]
password recovery code: 3333
[How's this?](#)

Terms and Agreement
 [Read Agreement Terms](#)

Yes, please notify me regarding new Boingo Hot Spots, Boingo special offers, and product updates.
By clicking submit, you approve charges and agree to be bound by the agreement terms above.

Path to Completion



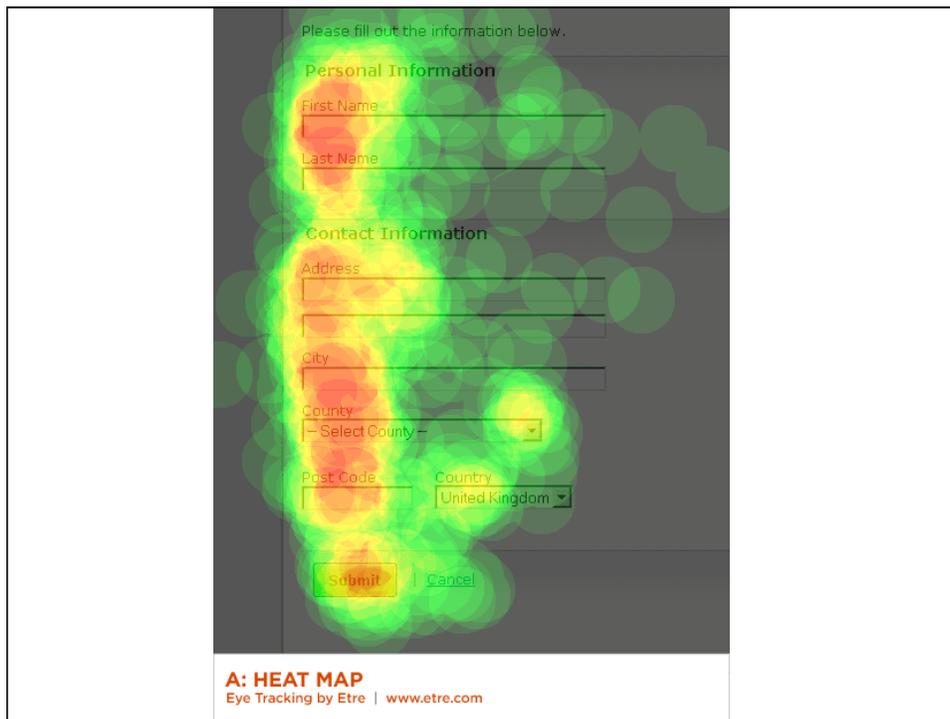
- **Primary goal for every form is completion**
 - Provide a clear scan line & visual pacing
- **Show Progress**
 - Scope, progress, status

Scan Line

The screenshot shows the PayPal 'Send Money' interface. At the top, there's a navigation bar with 'My Account', 'Send Money', 'Request Money', 'Merchant Tools', and 'Auction Tools'. Below this, a yellow banner reads 'Jason, please confirm this secure transaction'. The main content area is yellow and displays 'You're about to send \$37'. Below this, it says 'To: lucky@37signals.com (a verified member)' and 'Source: \$37 from your PayPal balance (pay_another_max)'. There are three red arrows pointing to the amount '\$37', the recipient email, and the source. Below the main area, there's an 'Email' section with subject and note, and a 'Shipping Information' section with a radio button for shipping address and another for 'no shipping address required'. At the bottom, there are buttons for 'Send the \$37', 'Edit transaction', and 'Cancel transaction'.

Clear Scan Line

The screenshot shows the PayPal 'Check Payment Details' page. At the top, there's a navigation bar with 'My Account', 'Send Money', 'Request Money', 'Merchant Tools', and 'Auction Tools'. Below this, a blue banner reads 'Check Payment Details' and 'Secure Transaction'. The main content area is white and displays 'Payment Details' with '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', and 'Note: Thanks for bailing me out! I also included \$7 for the cab ride. Thanks again!'. Below this, there's a 'Shipping Information' section with a radio button for shipping address and another for 'No shipping address required'. At the bottom, there's a yellow banner with buttons for 'Send the \$37', 'Edit Transaction', and 'Cancel Transaction'. A red scan line is visible, pointing to the 'Send the \$37' button.



Complete Your Payment Secure Transaction

Your payment is already completed.

Click **Pay** to confirm the details below and complete your payment.

Visit [Funding Sources](#) to learn more about PayPal policies and your payment source rights and remedies, or to change debit card processing options.

Shipping Address: Luke Wroblewski
 5390 Keene Dr
 San Jose, CA 95124
 United States

Item Details Pay

Item #	Item Title	Qty	Price	Subtotal
180182657997	Nintendo DS, Game console	1	\$375.00 USD	\$375.00 USD
	US Shipping & Handling via USPS Parcel Post (includes any order handling fees)			\$34.95 USD
	US Insurance (included)			---
Total:				\$409.95 USD

Add Instructions to Seller (optional)
 Theme:

Payment Method

Instant Transfer: \$409.95 USD from citibank Bank Account xxxxxx3580
 Back Up Funding Source: Visa XXXX-XXXX-XXXX-7029

PayPal Plus Credit Card Get rewards on this purchase
 Learn More Apply Now

Gifts and Discounts
 To use a gift certificate, gift card, Reward Voucher, or coupon, enter its redemption code or [select codes](#) stored in your PayPal account. [Learn More](#)

Redemption Code: Apply
 Enter one at a time

Pay

The image shows a PayPal payment completion page. Red arrows point to various elements: the 'Pay' button at the top, the 'Shipping Address', the 'Item Details' table, the 'Total' amount of \$409.95 USD, the 'Payment Method' section, the 'PayPal Plus Credit Card' section, and the 'Pay' button at the bottom. The 'Item Details' table lists a Nintendo DS Game console for \$375.00 USD, with shipping and handling fees of \$34.95 USD, and insurance included. The total amount is \$409.95 USD. The 'Payment Method' section shows an Instant Transfer from a Citibank account and a Back Up Funding Source of a Visa card. The 'PayPal Plus Credit Card' section offers rewards and an 'Apply Now' button. The 'Gifts and Discounts' section includes a 'Redemption Code' field and an 'Apply' button.

My Account | Send Money | Request Money | Merchant Services | Auction Tools | Products & Services

Send Money Online | Pay for eBay items

Review Your Payment

Please make sure the following information is correct before you complete your payment. Visit [Funding Sources](#) to learn more about PayPal policies and your payment source rights and remedies, or to change debit card processing options.

[Send Money](#) [Cancel](#)

Details [Change](#)

To: scoty@vitalin.reserve.co.uk

For: Service/Other

Item amount: \$250.00 USD

Gifts and Discounts: [Enter Redemption Code](#)

Total Amount: **\$250.00 USD**

Payment Method: Instant Transfer: \$250.00 USD from citibank Bank Account xxxxx3580
 Backup Funding Source: Visa XXXX-XXXX-XXXX-7529

PayPal Plus Credit Card
 Get rewards on this purchase
[Apply Now](#)

[More Funding Options](#)

Shipping address: No Shipping Required
[Change](#)

Message to recipient (optional):
 Subject: Thanks
 Message:

[Send Money](#) [Cancel](#)

smart
 GOING YOUR WAY.

>> smart USA Reservations

Welcome to the smart USA reservation system. Here you can reserve your smart car!

You must complete all the information below to successfully submit a reservation.
 There is a \$50 reservation fee that will be applied to your purchase of a smart car. This fee is refundable at any time.

First Name: Address 1:

Last Name: Address 2:

Street Address: City:

Default Email Address: State: Zip:

Home Phone:

Cell Phone:

I certify that I am not a broker or dealer.
 Brokers and dealers are excluded from accessing the smart car.com. If you have a reservation and are determined to be a broker or a dealer, your reservation will be cancelled and your deposit returned to you without comment.

Why do we ask for driver license?

Driver License Number: Driver License Issue State:

Model:
 *Including tax, license, registration, destination charge and options.

Color:

Interior Safety Seat Type:

*Your preferences may have an additional charge

Yes, please keep me informed of the latest news about the smart car! [Next](#)

eatbetteramerica™

sign up today my spot 3
log in 3

[home](#) / [recipes](#) / [diet & nutrition](#) / [fitness](#) / [community](#)

search recipes, keywords, etc. ▶

Home > Registration

take your first step toward eating and living better

Please create your profile:
All fields required. And don't worry—we aren't going to sell or share your personal information.

Email Confirm Email

Password Confirm Password

Screen Name Why do I need this?

Sex
 Miss Ms. Mrs. Mr.

First Name **Last Name**

Zip Code **Birth Date**

sign up for our e-newsletter

See an example of the eatbetteramerica e-newsletter

- New healthy recipes
- Ask the Expert
- Move tips and ideas to "healthy your life!"

Yes! Please send me the eatbetteramerica e-newsletter. (I want all the healthy info I can get my mouse on.)

submit

You will need to accept the agreement below to continue

Welcome to eatbetteramerica.com. If you want to submit content to eatbetteramerica.com, the "Website", you must enter into this Agreement without change. As used in this Agreement, "eat", "you," "us," or "eatbetteramerica.com" means General Mills (including its affiliates) and "you" means the individual submitting materials.

I accept these terms & conditions

I disagree with these terms & conditions

New Scan

IP Addresses to Scan

IP Address or Address Range (Separate multiple addresses by commas. Ranges with - or CIDR notation)

◆ Add Another

Host Exclusion

Exclude IP Address or Address Range (Separate multiple addresses by commas. Ranges with - or CIDR notation)

◆ Add Another

Scan Details

Scan Title

Scan Type (Internal scans occur on your network. External scans occur outside it.)

Sensors alertlogic-office-ids

Schedule

Run Scan every: Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Run Scan from: to:

Credentials

User (User or Domain/User)

Password

Confirm Password

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 status: Draft
Last saved: 12/11/06, 10:38 AM
[Save My Offer](#)

Previous: Offer Information

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

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 will contact you to discuss your offer?

Phone number

Email address

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)

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](#)




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A single person

Two or more single people buying the property together

A corporation

Contact Information

How may a Redfin agent will contact you to discuss your offer?

Phone number

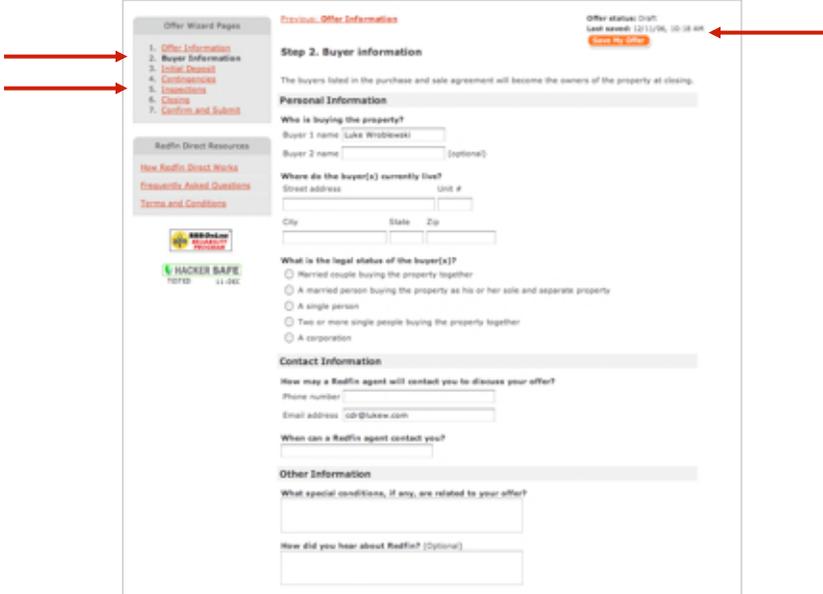
Email address

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)



Progress Indicators

The screenshot shows the Fidelity.com login page. At the top, there is a green header with the Fidelity logo and a security notice icon. Below the header, the page is divided into two main sections: "New to Fidelity?" and "Already a Fidelity Customer?".

New to Fidelity?
If this is your first account with Fidelity, you may begin now.
Buttons: "Begin Application >" and "Return to Select an Account" (with a green checkmark icon).

Already a Fidelity Customer?
Please log in if you have a Fidelity account.
Link: "Don't have a PIN/forget your PIN?"

Login
Log in to Fidelity.com
Fields: "SSN or Customer ID" and "PIN"
Button: "Login"

Security Notice
Log In
Fidelity will never ask you for any personal information other than your SSN or Customer ID and PIN when logging into Fidelity.com.
E-mails
We will never ask you to send us personal information through e-mail. If you receive an e-mail appearing or claiming to be from any Fidelity company that asks for personal information, please do not respond to the message.
If you believe that you may have provided personal information in response to such an e-mail, or on a website or pop-up window linked to such an e-mail, please call us right away at 1-800-544-6666.
Link: "Learn more about protecting yourself from identity theft"

* Your Customer ID is an identifier you can create to use in place of your SSN for login.
Includes workplace savings plans such as 401(k).
Fidelity Brokerage Services LLC, Member SIPC.
Copyright 1998-2003 FMR Corp.

Progress Indicators

The screenshot shows the checkout progress indicator for half.com by eBay. The logo "half.com by eBay" is on the left. The progress bar is orange and contains the text "Checkout" and "1 Shipping --> 2 Billing --> 3 Place Order". On the right side of the bar, there is a "Secure Shopping" icon with a padlock.

Progress Indicators



BEST PRACTICE

- Illuminate a clear path to completion
- Use progress indicators to communicate scope, status, and position
- If requiring substantial time or information look-up, consider using a start page
- Use more general progress indicators for forms with variable sequences



7 BEST PRACTICES

1. Path to Completion

BOINGO WIRELESS **Boingo AsYouGo** [Home](#) [My Account](#) [FlyChicago.com](#) [Help & Feedback](#)

Required Information Usage is \$6.95 per Connect Day at this location. Connect Day is \$7.95 at other locations within the U.S. & Canada and \$9.95 internationally. A Connect Day includes unlimited access in any location for 24-hours. No monthly fees apply.

First name: Luke Last name: Wroblewski Email: cd@luke.com

Credit Card Information Card number: 1234 5678 9010 1112 Expiration date: 2008/01 2010/12 Zip code: 60045

User Account Information Username: [blank] Password: [blank] Confirm password: [blank] Password recovery code: 3333

Terms and Agreement Yes, please notify me regarding new Boingo Hot Spots, Boingo special offers, and product updates. [Read Agreement Terms](#)

What question am I answering here?

[FlyChicago](#)

People jump right in

etere usability testing, March 2009

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 share your email address.

Gender

State/Prov

I live in

Postal

Select an ID and password

First Name

Last Name

Password
5 characters minimum must include a special character. Example: seor2!

Retype password

People jump right in

What question am I answering here?

Thanks Whitney!

Garnet Hill EST. 1976 My Account | Catalog Quick Shop | Keyword or Item#, by | Shipping Cart (1 Item)

Women's Fashion | Jewelry & Programs | Bedding & Home | Kids' Clothing | Kids' Rooms | Shop by Brand | Gifts & Gift Cards | Sale & Clearance

Checkout: Billing & Shipping Address Step 1 2 3 4

Information is correct. If you are a new customer, you will receive a confirmation email. If you are a returning customer, please take a moment to check your billing address.

*** Indicates a required field**

If you are a returning customer, please take a moment to check your billing address.

Billing Address

First Name MI Last Name

Company

Street Address

Optional (apt #, floor, building, company, etc.)

City

Select a State

State/Province (Required for US Addresses)

Zip/Postal Code

Home Page | Request a Catalog | Designer Program | Business Sales | Your Privacy Rights | Careers | Site Map

THE GARNET HILL QUALITY PROMISE
We want you to be satisfied with every purchase. If an item does not completely delight you, we'll take it back for exchange or refund. It's that simple.

©2009 Garnet Hill

Partner Sites: Wall Decor | Impressionists Catalog | Territory Ahead | Shop Prints
HGK Shipping | Outdoor Furniture | Hardware Decorations
Smith + Noble | TravelSmith | Gifts.com

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

Vertical Labels

Label
[Input Field]

Longer Label
[Select Value]

Even Longer Label
[Input Field]

One More Label
 Value 1
 Value 2

Primary Action

Advantage: Adjacent Label and corresponding Input field

Advantage: Rapid Processing

Label
[Input Field]

Longer Label
[Select Value]

Even Longer Label
[Input Field]

One More Label
 Value 1
 Value 2

Primary Action

Disadvantage: Increased vertical space

Top-aligned Labels

WAL-MART® Welcome * Address Ship Gift Pay Confirm

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
[Input Field]

Last Name
[Input Field]

Address Line 1 (or company address)
[Input Field]

Address Line 2 (optional)
[Input Field]

City
[Input Field] [Address Instructions for APO/FPO](#)

State
[Select]

ZIP Code
[Input Field]

Phone Number
[Input Field]

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 8 a.m. to 1 a.m. (CT), 7 days a week.

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-Justified Horizontal Labels

Label

Longer Label

Even Longer Label

One More Label Value 1
 Value 2

Primary Action

Disadvantage: Reduced readability

Advantage: Adjacent Label and corresponding Input field

Label

Longer Label

Even Longer Label

One More Label Value 1
 Value 2

Primary Action

Advantage: Reduced vertical space

Right-aligned labels

Sign up for Plurk

"sign up to share short messages, links, videos and everything else with your friends."

Nickname:
http://plurk.com/user/lukew is available ;)

First name:

Last name:

Email:

Password:

Gender: Male Female

I have read and agree to the [Terms of Use and Privacy Policy](#).

SIGN UP!

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-Justified Horizontal Labels

Label:
Longer Label:
Even Longer Label:
One More Label: Value 1 Value 2
Primary Action

Disadvantage: Adjacency of Label and corresponding Input field

Advantage: Easy to scan labels

Label:
Longer Label:
Even Longer Label:
One More Label: Value 1 Value 2
Primary Action

Advantage: Reduced vertical space

Left-aligned labels

Edit Estimate Book

WEVV Book Type: DMA

Book Name:

Project Year:

Month:

Enabled for: Research Sales

Type: 4 Bk. Avg. Custom Book

Share Book:

Put Book:

Index:

Description:

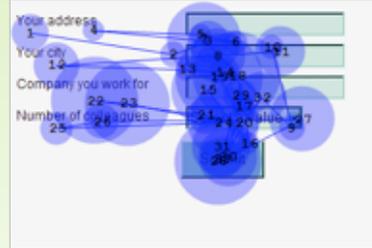
Update default book formula
 If PAV exists, use PAV to build SHR book
 Delete number for Not Selected DP

Update **Cancel**

Eye-tracking Data



- **2006 study by Matteo Penzo**
- **Left-aligned labels**
 - Easily associated labels with the proper input fields
 - Excessive distances between labels and 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'
 - Ten times faster than left-aligned



LUHEW
INTERFACE DESIGN

33

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

Tell us about yourself

1 Name

6 Name

8 Email Address

10 Don't sell or spam your email address.

12 Select One

13 Kingdom

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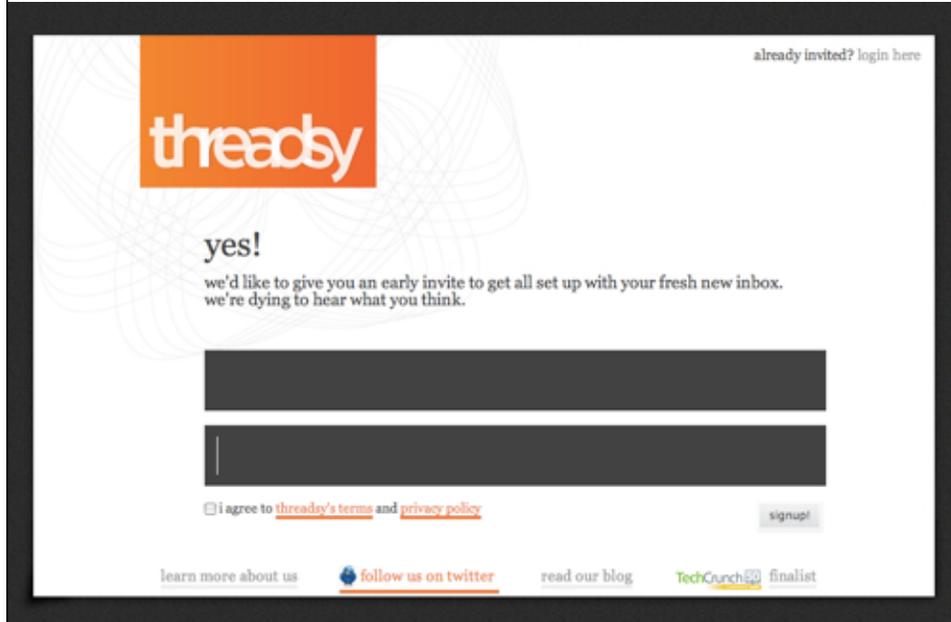
BEST PRACTICE

- 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

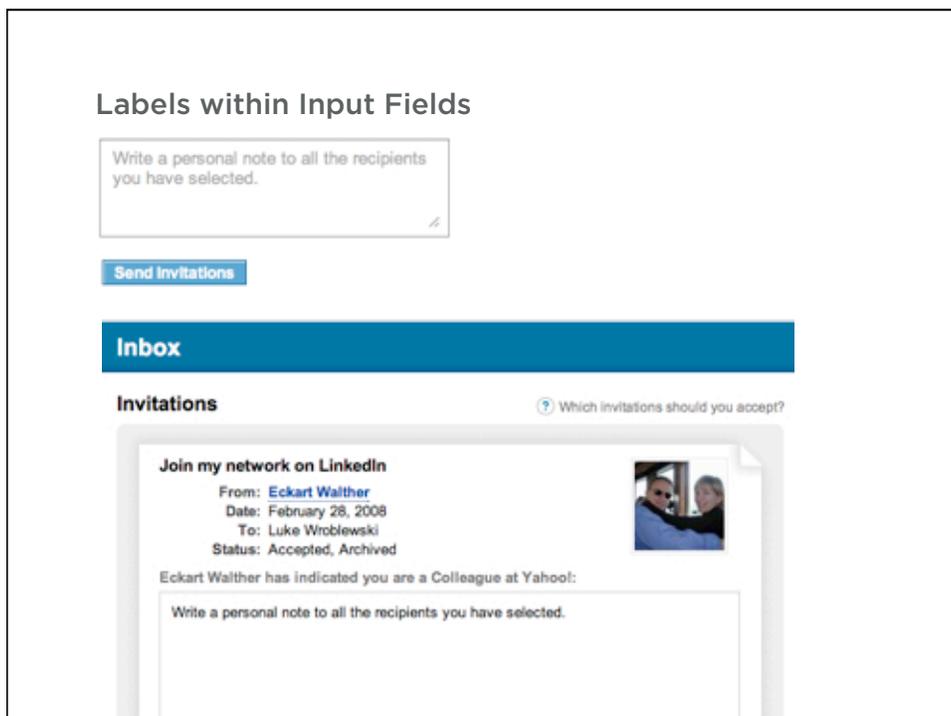
Labels within Input Fields

The screenshot shows a form with two input fields. The first field is a single-line text box with the placeholder text "Type a Title...". The second field is a multi-line text box with the placeholder text "Type a Description...". Below the text boxes is a checkbox labeled "Mark as Private". At the bottom of the form, there is a yellow bar containing two buttons: "Add to List" and "Cancel".

Labels within Input Fields



Labels within Input Fields



Labels within Input Fields

Label

Longer Label

Even Longer Label

One More Label

Value 1

Value 2

Primary Action



7 BEST PRACTICES

1. Path to Completion
2. Label Alignment

BOINGO WIRELESS Boingo AsYouGo

Usage is \$6.95 per Connect Day at this location. Connect Day is \$7.95 at other locations within the U.S. & Canada and \$9.95 internationally. A Connect Day includes unlimited access in any location for 24-hrs. No monthly fees apply.

cd@luke.com
email

2008 60045
expiration date zip code (as it appears on your bill)

username: ***** password: ***** confirm password: ***** password recovery code: 3333
(5-10 letters and/or numbers. No spaces or special symbols.) (5-10 letters and/or numbers. No spaces or special symbols.)

Terms and Agreement [Submit](#) [Cancel](#) [Read Agreement, Terms](#)

Yes, please notify me regarding new Boingo Hot Spots, Boingo special offers, and product updates.
 By clicking submit, you approve charges and agree to be bound by the agreement terms above.

Why do you need my email? Are you going to send me spam or a receipt?

Why do I have to create a user name? I just want to get online!

Home My Account My Chicago.com Site & Feedback

Have ORD & HDW Real-time Parking info FlyChicago

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

Create a new account

If you already have a Hunch account, [sign in](#).

Username:
(this will identify you to your fellow hunchers) Minimum of 3 characters in length

Email:
(spam is evil and you'll never see any from us)

Choose password:
Minimum of 6 characters in length

Re-enter password:

Keep me informed about Hunch happenings.
It will be an email worth reading. And it won't come too often.

[Cancel](#) [Create my account](#)

Lots of Help/Tips



[home](#) | [pay](#) | [services](#) | [site map](#)

Start new search [Search](#)

[Buy](#) | [Sell](#) | [My eBay](#) | [Community](#) | [Help](#)

[Advanced Search](#)

Hello, skitterball! ([Sign out](#))

Powered By [IBM](#)

Sell Your Item: Choose a Selling Format

[Live help](#)

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](#).

New Sellers, before you sell...

- [Learn how to sell](#)
- Review the [seller's checklist](#)
- Learn about [selling fees](#)

[eBay Solutions Directory](#)

[Ramp up your business with new tools & services!](#)

[Continue >](#)

Automatic inline exposure

1. Enter Your Email Address

2. Choose a Password **Verify Password**

You must supply a valid email address. We will never sell or disclose your email address to third parties.

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 #

? Name change? Report it to your local Social Security Administration office **before** you file to prevent delays. [Tell me more](#)

User-activated inline exposure

Phone Details

IMEI Code: ?

PAC Code: ?

Phone Details

IMEI Code: ?

Explanation of IMEI Code

The International Mobile Equipment Identity (IMEI) number is a digit code used to identify an individual GSM mobile telephone can be found on most mobiles by typing in *#06#. If this code work on your mobile phone, please call our support centre on XXXX XXX.

[Back to IMEI input field](#)

PAC Code: ?

Issuing Bank (S1A) Code

Citibank
123 Bennet Ct.
Hongartu, Malaysia

S1A: 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

Help College Costs

Calculate how much life insurance

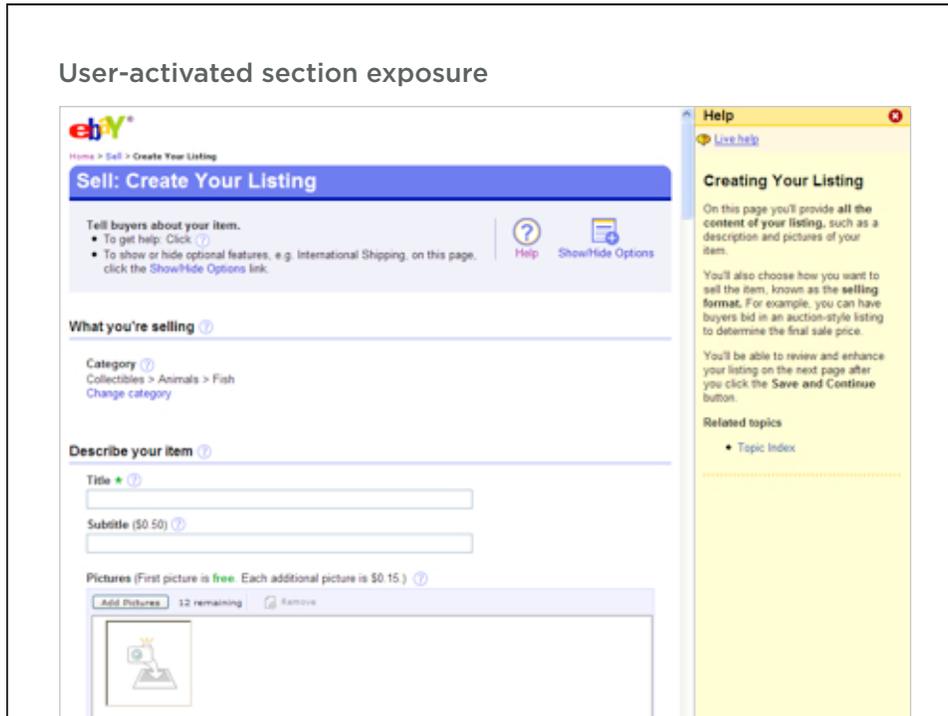
Projected cost of college

Your child begins college in	Type of college	
	4 years public school (in-state)	4 years public school (out-of-state)
2 years	\$81,100	\$100,000
4 years	\$91,200	\$110,000
10 years	\$129,400	\$150,000
14 years	\$163,300	\$180,000
18 years	\$208,200	\$230,000

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

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User-activated section exposure



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 people maybe unsure about why or how to answer, consider automatic inline system
- For complex & reused forms, consider user-activated system
- Use inline help unless you have a lot of help content (text, graphics, charts)
- Use a consistent help section if you have a lot of help content



7 BEST PRACTICES

1. Path to Completion
2. Label Alignment
3. Help & Tips

User Account Information	<input type="text" value="teroblen"/>	<input type="password" value="*****"/>	<input type="password" value="*****"/>	<input type="text" value="3333"/>
	username <small>(5-10 letters and/or numbers, No spaces or special symbols)</small>	password <small>(5-10 letters and/or numbers, No spaces or special symbols)</small>	confirm password	password recovery code How's this?
Terms and Agreement	<input type="button" value="Submit"/> <input type="button" value="Reset"/> Read Agreement Terms			
	<input type="checkbox"/> Yes, please notify me regarding new Boingo Hot Spots, Boingo special offers, and product updates. By clicking submit, you approve charges and agree to be bound by the agreement terms above.			

How can I possibly know what user names are available? Why do you make me keep guessing?

User Account Information	<input type="text" value="teroblen2"/>	<input type="password"/>	<input type="password"/>	<input type="text" value="3333"/>
	username <small>(5-10 letters and/or numbers, No spaces or special symbols)</small>	password <small>(5-10 letters and/or numbers, No spaces or special symbols)</small>	confirm password	password recovery code How's this?
Terms and Agreement	This User Name Is Already In Use.			
	<input type="button" value="Submit"/> <input type="button" value="Reset"/> Read Agreement Terms			
	<input type="checkbox"/> Yes, please notify me regarding new Boingo Hot Spots, Boingo special offers, and product updates. By clicking submit, you approve charges and agree to be bound by the agreement terms above.			

Inline Validation



- **Provide real time feedback**
 - Validate inputs
 - Suggest valid inputs
 - Help users stay within limits

Unique User Name Validation

Username: Your URL: <http://twitter.com/USERNAME>
Username can only contain letters, numbers and '_'

Create your password

Password:
A strong password helps prevent unauthorized access to your e-mail account.

The password must contain at least six characters and is case sensitive.

Password strength: Weak Medium Strong
[Get help with this section](#)

Retype password:

Password Validation

Create Password **How secure is your password?**

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

Re-enter Password

Check your password strength - the higher, the better.

Create Password **How secure is your password?**

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

Re-enter Password

Check your password strength - the higher, the better.

Create Password **How secure is your password?**

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

Re-enter Password

Check your password strength - the higher, the better.

Create your password

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

A strong password helps prevent unauthorized access to your e-mail account.

Get help with this section

Password:

The password must contain at least six characters and is case sensitive.

Password strength: Strong

Retype password:

Create your password reset options

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

Alternate e-mail address:

Optional

Enter your account information

First name:

Last name:

Gender: Male Female

The birth date is not valid. Please verify that you have entered the correct date.

Birth date:

1. Tell us about yourself...

My Name Last Name

Gender

Birthdate

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...

Input Validation

My Name

My Name 

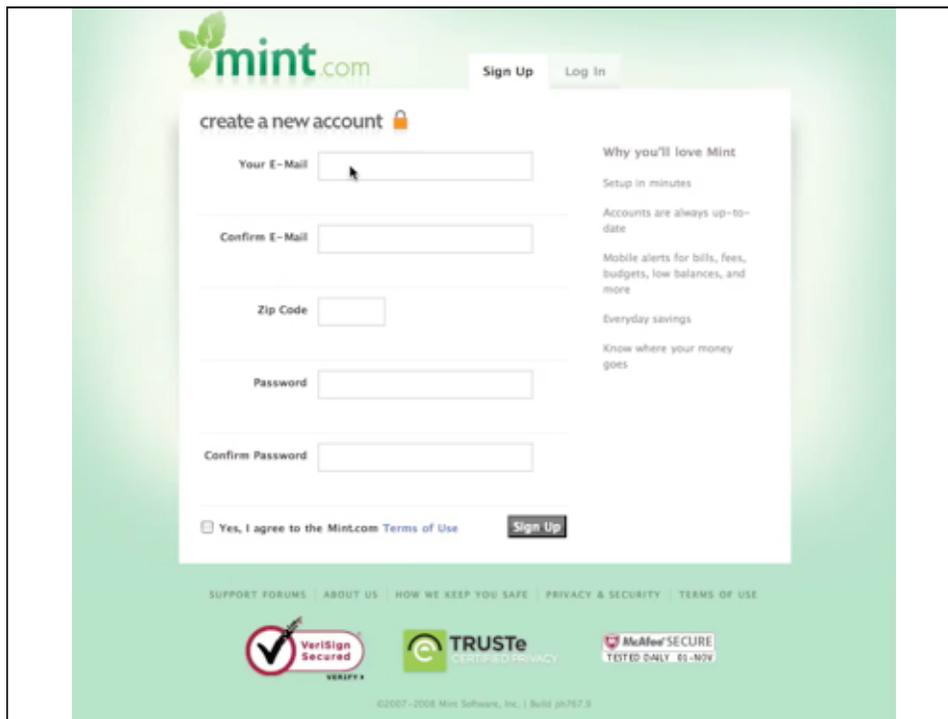
My Name 

My Name 

My Name



The screenshot shows the Mint account creation interface. At the top left is the Mint logo with a green leaf icon. To the right are 'SIGNUP' and 'LOGIN' buttons. The main heading is 'Create a Mint Account' with a lock icon. The form includes fields for 'Your E-Mail', 'Confirm E-Mail', 'Zip Code', 'Password', and 'Confirm Password'. A red error message is displayed below the 'Your E-Mail' field: 'That is not a valid email (ex. help@mint.com)'. To the right of the form, under 'Why you'll love Mint', there are three bullet points: 'Takes only minutes to setup', 'Your accounts are sync'd automatically and available anywhere', and 'Mobile alerts for bills, fees, budgets, low balances, and more'. At the bottom of the form is a checkbox for 'I agree to Mint's Terms of Use' and a 'Sign Up' button. Below the form is a navigation bar with links: 'OVERVIEW', 'TRANSACTIONS', 'SPENDING TRENDS', 'WAYS TO SAVE', 'ADD ACCOUNTS', 'SUPPORT FORUMS', 'ABOUT US', 'HOW WE KEEP YOU SAFE', 'PRIVACY & SECURITY', and 'TERMS OF USE'. The footer contains the copyright notice '©2007 Mint Software, Inc. | Build: ph08.38' and three security logos: 'VeriSign Secured', 'TRUSTe CERTIFIED PRIVACY', and 'HACKER SAFE TESTED DAILY 13-JAN'.



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

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INTERFACE DESIGN

etire usability testing, March 2009

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Where to use 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?”

etire usability testing,
March 2009

Where to use inline validation

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

Tell us about yourself

Name

Surname

Email Address

Product Code

Country

Post Code

Select an ID and password

Minimum, must include a special character. Example: secret

Length

Retype password

Create Account | Cancel

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

etire usability testing, March 2009

When to show inline validation

First Name

Last Name

Email Address

We will not sell or spam your email address.

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.”

etire 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

ette usability testing,
March 2009

How to show inline validation

First Name

Last Name

First Name

Last Name

First Name

Last Name

Most people are “hunt and peck” typists

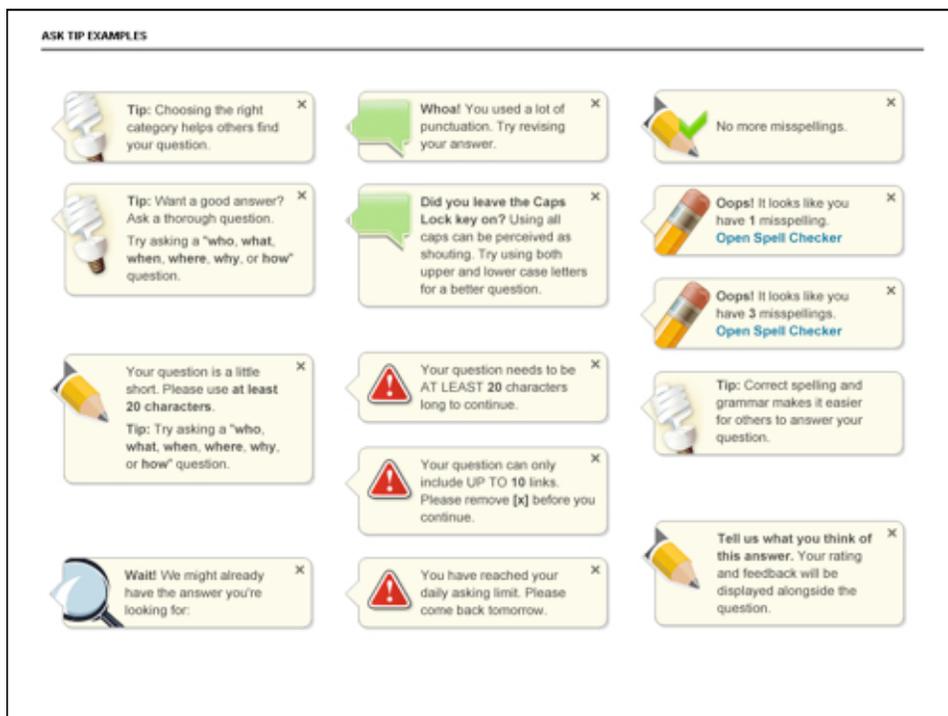
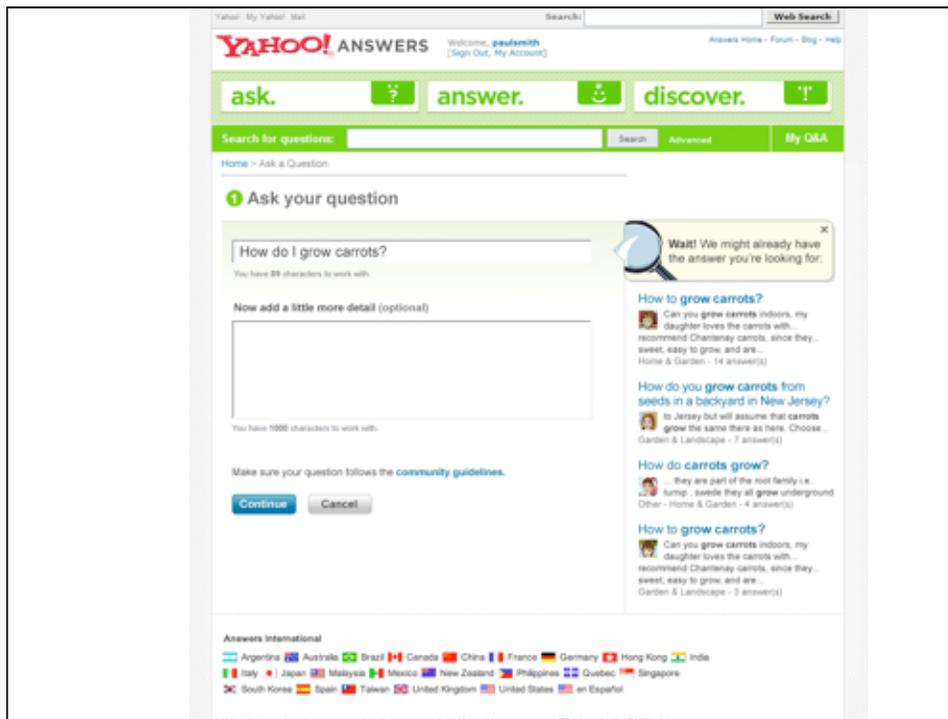
Persistent messages support both
“check as you go” & “check after
complete” done strategies

ette usability testing,
March 2009

Valid Input Suggestions

The screenshot shows the Kayak website's flight search interface. A red box highlights the search form, which includes fields for 'From' (SFO), 'To', 'Depart' (11/16/2008), and 'Return' (11/23/2008). There are also checkboxes for 'include nearby airports', a 'Flexible Dates' option, and a 'Search' button. To the right of the search form, there is a section titled 'Why is Kayak different?' with a list of four points and a link 'How does Kayak work?'. Below the search form, there is a link 'Visit Kayak Insight and see where Kayakers are searching right now.'

The screenshot shows the Yahoo! Answers website. At the top, there is a search bar and navigation links. Below that, there is a section for asking a question. The question being asked is 'HOW DO I GROW CARROTS?'. There is a 'Continue' button and a 'Cancel' button. A tooltip message says '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.' At the bottom, there is a list of countries and a copyright notice.



Input Masks

Date

Phone

Tax ID

SSN

Product Key

Eye Script

Surface formatting right up front

US Phone Number:

US Dollar:

US Date:

Do not gradually reveal formatting as people enter input

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)

Approval Routing Data

Approval Routing

Certifying Officer

Step	User	Amount Limit	Acct Days	Always Req.
1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="radio"/> Y <input type="radio"/> N

Parties

Availability (41A)
 Freely Negotiable

Negotiating Bank
 Reference Number BSC Number

Issuing Bank (51A)
 Code

Account & Settings | Help | Sign Out

People | Jobs | Answers | Companies

Advanced Search

Home

Groups

My Groups

Groups Directory

Create a Group

Profile

Edit My Profile

View My Profile

Contacts

Inbox (101)

Add Connections

Luke Wroblewski

Senior Director, Product
 Ideation & Design at Yahoo!
 Inc. | Speaker & Author at
 Lukewr Interface Designs

What are you working on?

Working on...

Your profile is 98% complete | [Edit](#)

Profile

Edit My Profile | View My Profile
Edit Public Profile Settings

Add Position

Company Name:

Title: **Rosenfeld Einstein**
Insurance; 51-200 employees; Privately Held

Time Period: **Quist Rosenfeld, PLC**
Law Practice; 51-200 employees; Privately Held

Description: **Rothstein Rosenfeld Adler**
Law Practice; 11-50 employees; Partnership

Weinberg, Roger & Rosenfeld
Law Practice; 11-50 employees; Privately Held

[See examples](#)

or

Company [Customer Service](#) | [About LinkedIn](#) | [Blog](#) | [Store](#) | [Advertise With Us](#) | [Work With Us](#)

Tools [Overview](#) | [Outlook Toolbar](#) | [Browser Toolbar](#) | [JobsInsider](#) | [Widgets](#)

Premium [Post a Job](#) | [Manage Jobs](#) | [Corporate Solutions](#) | [Research Network](#) | [Upgrade Your Account](#)

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Help Improve LinkedIn. Send us your feedback.



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
- Communicate limits



7 BEST PRACTICES

1. Path to Completion
2. Label Alignment
3. Help & Tips
4. Inline Validation

BOINGO WIRELESS Boingo AsYouGo

Home
My Account
flychicago.com
Help & Feedback

Required Information Usage is \$6.95 per Connect Day at this location. Connect Day is \$7.95 at other locations within the U.S. & Canada and \$9.95 internationally. A Connect Day includes unlimited access in any location for 24-hours. No monthly fees apply.

first name: Luke last name: Wschloeski email: cdr@luke.com

Credit Card Information expiration date: 12/15/2008 zip code (as it appears on your bill): 60045

User Account Information username: [redacted] password: [redacted] confirm password: [redacted] password recovery code: 3333

Terms and Agreement Yes, please notify me regarding new Boingo Hot Spots, Boingo special offers, and product updates. By clicking submit, you approve charges and agree to be bound by the agreement terms above.

Buttons: Submit, Reset, Read Agreement, Terms

Callout: These both look the same. Yet one resets all my work!

Actions

Primary & Secondary Actions

Primary Action	Secondary Action	Disadvantage: Potential Errors
Primary Action	Secondary Action	Advantage: Clear Action
Primary Action	Secondary Action	

- **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

LUHEW
INTERFACE DESIGN

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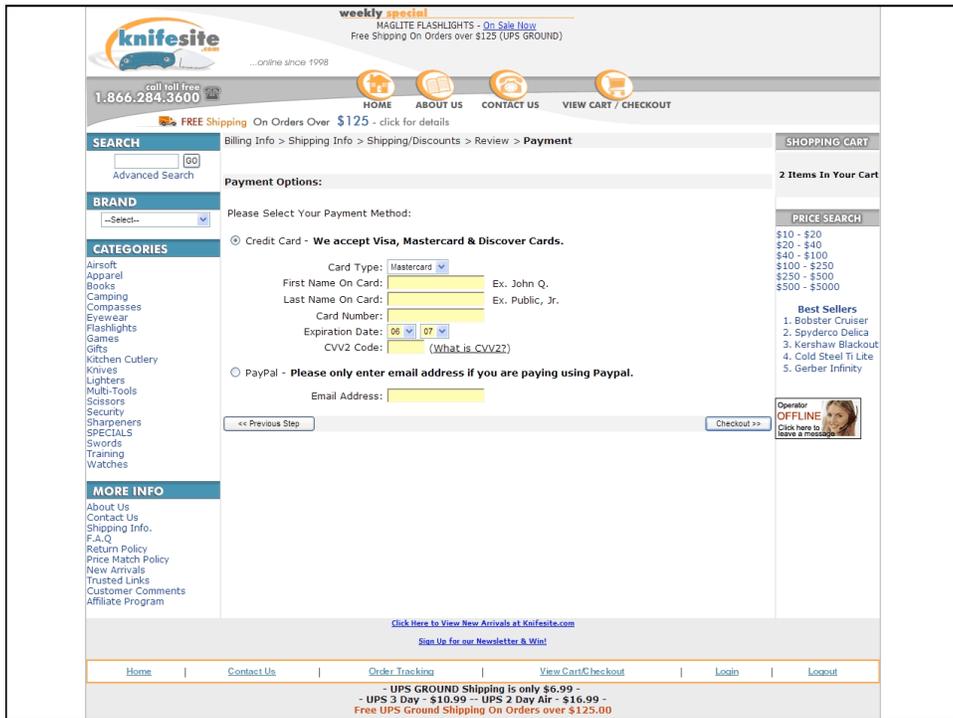
Sample Primary & Secondary Actions

Continue	Primary Action
Back	Secondary Action
Activate	Primary Action
Expand options	Secondary Action
Select a room	Hotel and room details, photos, and maps
Primary Action	Secondary Action
Yahoo! Search	Advanced Preferences
Primary Action	Secondary Actions
Choose and continue to more options.	Primary Action
Save this information in an itinerary.	Secondary Actions
Cancel and go to home page.	Secondary Actions

The screenshot shows the eBay website interface. At the top, there is the eBay logo and navigation links: home, pay, register, services, site map. A search bar contains the text "Start new search" and a "Search" button. Below the search bar are buttons for "Buy", "Sell", "My eBay", "Community", and "Help". A user greeting says "Hello, woohash! (Not you? Sign in)". There are also logos for "Java" and "Powered by".

The main content area is titled "Sell Your Item: Add Subtitle". It includes a form with the label "Add Subtitle (\$0.50)" and a text input field. Below the input field, it says "Add a subtitle (searchable by item description only) to give buyers more information. See example". At the bottom of the form are "Cancel" and "Confirm" buttons.

At the bottom of the page, there are links for "About eBay", "Announcements", "Security Center", "Policies", "Site Map", and "Help". A copyright notice reads "Copyright © 1995-2005 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this Web site constitutes acceptance of the eBay User Agreement and Privacy Policy." There is also a "TRUSTe" logo.



7. Country of Residence:

U.S. & All Others
 Canada
 U.K.

i Customers purchasing with a creditdebit card must have a billing address in the U.S., Canada, U.K., or select countries in [Latin America or the Caribbean](#).

- Customers residing in select [European and Asian](#) countries may purchase tickets on one of our [Worldwide sites](#).
- All other customers may place their reservation on HOLD via AA.com for purchase at an AA airport or ticket office.

8. Promotion Code

Promotion Code:

START OVER **GO**

TYPICAL WEB FORM

Personal Information

First Name

Last Name

Contact Information

Address

City

Country
-- Select County --

Post Code Country

Submit **Cancel**

PRIMARY ACTION **SECONDARY ACTION**

A

Post Code Country

Submit **Cancel**

B

Post Code Country

Submit **Cancel**

C

Post Code Country

Submit **Cancel**

D

Post Code Country

Submit **Cancel**

E

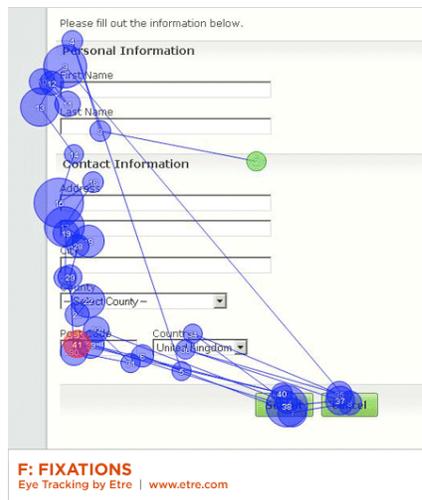
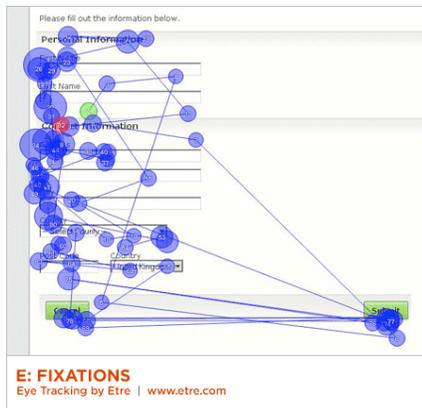
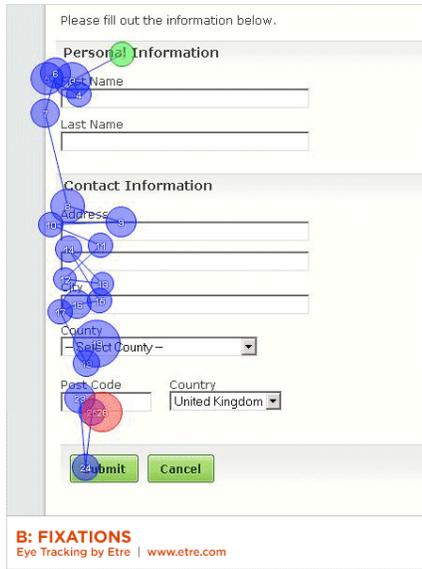
Post Code Country

Cancel **Submit**

F

Post Code Country

Submit **Cancel**



A

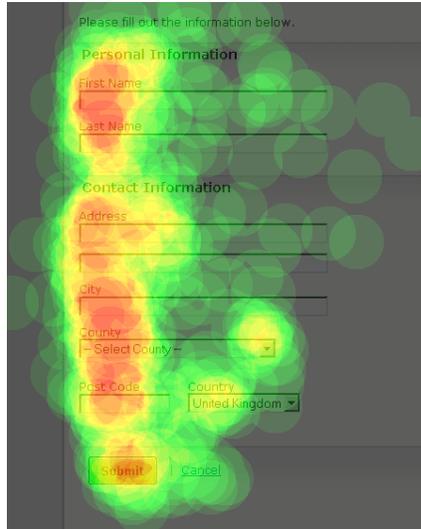
Post Code Country

B

Post Code Country

C

Post Code Country



A: HEAT MAP
Eye Tracking by Etre | www.etre.com

Titel Toevogen

Libelle
 Generics

Abreviation
 GERGA

Cofe

Info

Responsible

Telephone 1

Telephone 2

Email

Charge de Travail Maximale
 GDD

Site

Specialities	Responsible	Max Treat Load
<input checked="" type="checkbox"/> Cardiology	<input type="text" value="Inago"/>	600
<input type="checkbox"/> Urology	<input type="text" value="Selectionnez"/>	
<input type="checkbox"/> Orthopedics	<input type="text" value="Selectionnez"/>	
<input checked="" type="checkbox"/> Geriatrics	<input type="text" value="Savage"/>	323

Vendor

Vendor ID **243**

Name **ADT Security Services, Inc.**

1099

Terms

Percentage

Always **N**

Net

Gross **30**

ECM **N**

Transactions

Last Paid - - 2005

Check

Invoice Number

Invoice Date **11-25-2005**

Unpaid Amount

Gross Amount **1,698.00**

Paid Amount **1,698.00**

Line	Amount	Fund	Account	CC
1	1,000.00	Fund Name 1	34567	
2	698.00	Fund Name 1	34567	

Forward on the right, Previous on the left

Label:
Longer Label:
Even Longer Label:

Primary action to move forward, Secondary action to the right

Label:
Longer Label:
Even Longer Label:

| [Go Back](#)

Next & Previous Action Layouts

Label:
Longer Label:
Even Longer Label:



Label:
Longer Label:
Even Longer Label:



[< Previous](#)

Label:
Longer Label:
Even Longer Label:



Label:
Longer Label:
Even Longer Label:



Next & Previous Action Layouts

Label:

Longer Label:

--Select Value--

Even Longer Label:

Previous **Next**

Label:

Longer Label:

--Select Value--

Even Longer Label:

Previous **Next**

Label:

Longer Label:

--Select Value--

Even Longer Label:

Continue | [Go Back](#)

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

LUHEW
INTERFACE DESIGN

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7 BEST PRACTICES

1. Path to Completion
2. Label Alignment
3. Help & Tips
4. Inline Validation
5. Primary & Secondary Actions

The screenshot shows the Boingo website's account setup page. At the top, there is a red navigation bar with the Boingo logo and links for 'WHAT IS BOINGO?', 'LOCATIONS', 'DOWNLOAD CENTER', 'SIGN UP', and 'CUSTOMER SUPPORT'. Below the navigation bar, there is a 'Sign Up' section with three steps: 'STEP 1 - SELECT YOUR PLAN', 'STEP 2 - SET UP YOUR ACCOUNT' (which is highlighted in red), and 'STEP 3 - CONFIRM & DOWNLOAD'. The main content area is titled 'Set Up Your Account' and is divided into two sections: 'Your Information' and 'Billing Name and Address'. The 'Your Information' section contains fields for *First Name, *Last Name, *Username, *Password, *Confirm Password, *Email, *Confirm Email, and *Phone. The *Username field has a note: 'Your username must be in lowercase letters, between 4 and 35 characters in length. Numbers and periods can be included in your username.' The *Password field has a note: 'Your password must contain at least 6 characters.' The 'Billing Name and Address' section contains fields for *Billing Name and *Address. The *Billing Name field has a note: 'Enter exactly as it appears on your credit card statement.'

Sign Up

STEP 1 - SELECT YOUR PLAN

STEP 2 - SET UP YOUR ACCOUNT

STEP 3 - CONFIRM & DOWNLOAD

Set Up Your Account

Your Information

*First Name

*Last Name

*Username
Your username must be a maximum of 25 characters in length. Numbers and periods are included in your username.

*Password
Your password must contain at least 8 characters.

*Confirm Password

*Email

*Mobile Email

*Phone

Billing Name and Address

Enter exactly as it appears on your credit card statement.

*Billing Name

*Address

*City

*Country

State/Province
Required for US addresses only.

Zip/Postal Code
Required for US addresses only.

Credit Card Information

We accept

*Number
Enter credit card number with no spaces or dashes.

*Expiration Month Year

This number will be 7-10 digits.

Boingo AsYouGo

[Home](#)

[My Account](#)

[FlyChicago.com](#)

[Help & Feedback](#)

Required Information Usage is \$6.95 per Connect Day at this location. Connect Day is \$7.95 at other locations within the U.S. & Canada and \$9.95 internationally. A Connect Day includes unlimited access in any location for 24-hours. No monthly fees apply.

first name last name email

Credit Card Information

credit card number expiration date zip code (as it appears on your bill)

User Account Information

username password confirm password password recovery code
(5-10 letters and/or numbers. No spaces or special symbols.) (5-10 letters and/or numbers. No spaces or special symbols.)

Terms and Agreement

[Read Agreement Terms](#)

Yes, please notify me regarding new Boingo Hot Spots, Boingo special offers, and product updates.
By clicking submit, you approve charges and agree to be bound by the agreement terms above.

We have ORD & Midway Real-time Parking info

FlyChicago

Form Organization



- **What to include**
 - Keep, cut, postpone, or explain
 - Speak with one voice
- **Have a conversation**
- **Use natural breaks to organize content**

<p>— Contact us</p> <p>Name <input type="text"/></p> <p>Surname <input type="text"/></p> <p>Gender <input type="radio"/> male <input type="radio"/> female</p> <p>Date of birth <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Phone number <input type="text"/></p> <p>Email <input type="text"/></p> <p>Street <input type="text"/></p> <p>Street num. <input type="text"/></p> <p>City <input type="text"/></p> <p>ZIP <input type="text"/></p> <p>Country <input type="text"/></p> <p>Subject <input type="text" value="-- pick a subject --"/></p> <p>Message <input type="text"/></p> <p><input type="checkbox"/> I allow marketing messages to be sent to any of my contact addresses</p> <p><input type="checkbox"/> I agree with the privacy policy, the terms of use and know that the data I leave here can be stored for seven year and can be used inside the company or any other companies in the group for any purpose.</p> <p><input type="button" value="Submit"/></p>	<ul style="list-style-type: none">• User Experience• Sales• Engineering• Marketing• Legal <p>Outbreak blog 07</p>
---	--

Have a Conversation

Preferred content: ?

I prefer content from

Birthdate: dd . yyyy ?

Birthdate Day

YAHOO! Yahoo! - Help

 **Hi There!** Already have an ID or Mail address?
[Sign in](#)
[Forgot your password or Yahoo! ID?](#)

We'll get you set up on Yahoo! in three easy steps! Just answer a few simple questions, select an ID and password, and you'll be all set.

I prefer content from

1. Tell us about yourself...

My Name

Gender

Birthdate Day

I live in

Postal Code

2. Select an ID and password

Yahoo! ID and Email @yahoo.com

Password Password Strength

Re-type Password

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

Alternate Email

Security Question

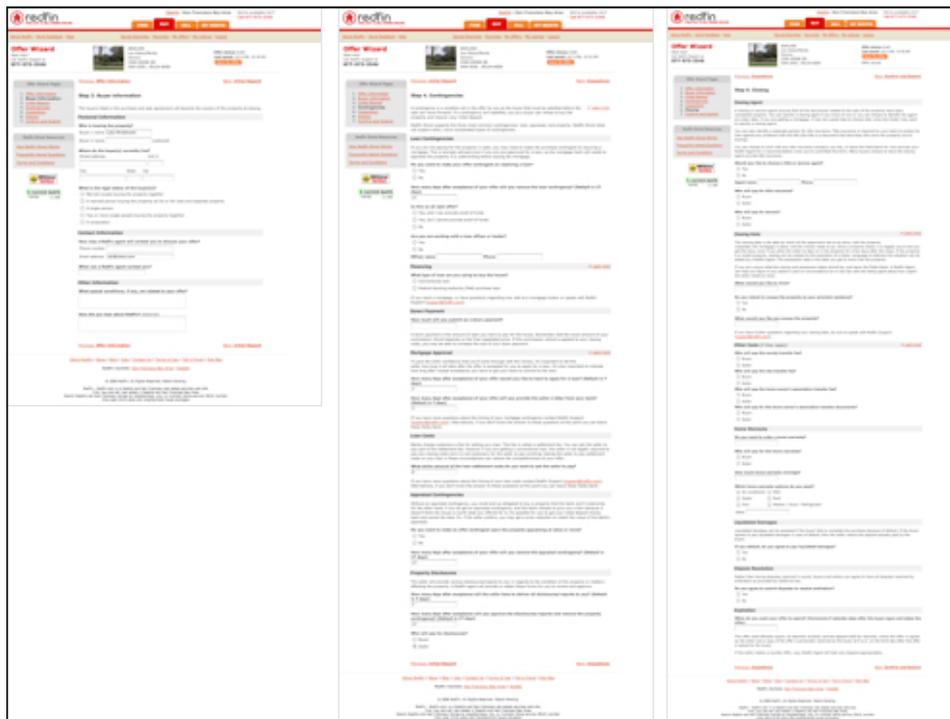
Your Answer

Just a couple more details...

Type the code shown 

[Try a different image](#)

Do you agree? I have read and agree to the [Yahoo! Terms of Service](#) and [Yahoo! Privacy Policy](#), and to receive important communications from Yahoo! electronically.
For your convenience, these documents will be emailed to your Yahoo! Mail account.



BEST PRACTICE

- Take the time to evaluate every question you ask
- Ensure your forms speak with one voice
- Strive for succinctness
- If a form naturally breaks down into a few short topics, use a single Web page
- When a form contains a large number of questions that are only related by a few topics, try multiple Web pages
- When a form contains a large number of questions related to a single topic, one long Web page



7 BEST PRACTICES

1. Path to Completion
2. Label Alignment
3. Help & Tips
4. Inline Validation
5. Primary & Secondary Actions
6. Form Organization

The screenshot shows a registration form for Boingo AsYouGo. At the top left is the Boingo Wireless logo. The title "Boingo AsYouGo" is centered. On the top right, there are links for "Home", "My Account", "flychicago.com", and "Help & Feedback".

The form is organized into several sections:

- Required Information:** Includes a text block with pricing: "Usage is \$6.95 per Connect Day at this location. Connect Day is \$7.95 at other locations within the U.S. & Canada and \$9.95 internationally. A Connect Day includes unlimited access in any location for 24-hours. No monthly fees apply." Below this are input fields for first name (Luke), last name (Wolbroski), and email (cd@luke.com).
- Credit Card Information:** Includes input fields for credit card number, expiration date (12/08), and zip code (60045).
- User Account Information:** Includes input fields for username (jacoblen), password (masked), confirm password (masked), and password recovery code (3333). Below these fields are instructions: "8-16 letters and/or numbers. No spaces or special symbols." and "8-16 letters and/or numbers. No spaces or special symbols."
- Terms and Agreement:** Includes "Submit" and "Reset" buttons, and a link for "Read Agreement Terms". Below this is a checkbox for "Yes, please notify me regarding new Boingo Hot Spots, Boingo special offers, and product updates." and a note: "By clicking submit, you approve charges and agree to be bound by the agreement terms above."

On the right side of the form, there is a "FlyChicago" logo and a text box that says "We have ORD & Midway Real-time Parking info".



Get online now

Unlimited access for **24-hours is \$6.95 at this location** and can be used at other boingo locations. No monthly fees apply.

Billing Information

First Name Last Name (as it appears on your credit card)

Credit Card Number    

Expiration Date
 / (2008)

ZIP Code (as it appears on your credit card bill)

Receipt

Email address (optional) (if you would like us to send you a receipt)

By Selecting "Get Online", I agree to the [terms of service](#)

[Corporate](#) | [Press Room](#) | [Blog](#) | [Partner](#) | [Group Plans](#) | [Careers](#) | [Contact](#)
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Get online now

Unlimited access for **24-hours is \$6.95 at this location** and can be used at other boingo locations. No monthly fees apply.

Billing Information

First Name Last Name (as it appears on your credit card)

Credit Card Number    

Expiration Date
 / (2008)

ZIP Code  Please enter a valid ZIP Code

Receipt

Email address (optional) (if you would like us to send you a receipt)

By Selecting "Get Online", I agree to the [terms of service](#)

[Corporate](#) | [Press Room](#) | [Blog](#) | [Partner](#) | [Group Plans](#) | [Careers](#) | [Contact](#)
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Oh boy. Not another form to fill out...

BOINGO WIRELESS Boingo AsYouGo

[Home](#)
[My Account](#)
[flyChicago.com](#)
[Help & Feedback](#)

Required Information Usage is \$6.95 per Connect Day at this location. Connect Day is \$7.95 at other locations within the U.S. & Canada and \$9.95 internationally. A Connect Day includes unlimited access in any location for 24-hours. No monthly fees apply.

first name: Luke last name: Wschiboski email: cdr@luke.com

Credit Card Information credit card number: [] expiration date: 12 2008 zip code (as it appears on your bill): 60045

User Account Information username: Intublen password: [] confirm password: [] password recovery code: 3333
(5-10 letters and/or numbers. No spaces or special symbols.) (5-10 letters and/or numbers. No spaces or special symbols.)

Terms and Agreement [Submit](#) [Reset](#) [Read Agreement Terms](#)

Yes, please notify me regarding new Boingo Hot Spots, Boingo special offers, and product updates.
By clicking submit, you approve charges and agree to be bound by the agreement terms above.

flyChicago We have ORD & MDW Real-time Parking info

Sign up

SEARCH GO!

huffduffer

Sign up

« I would like to use Huffduffer. I want my username to be _____ and I want my password to be _____.

My email address is _____.

By the way, my name is _____ and my website is _____.

[JOIN](#)

Huff-Duff - noun
The common pronunciation of the acronym HF/DF meaning high frequency direction finder.
A triangulation method that uses two or more radio receivers to find the bearings of a radio transmitter.

[About Huffduffer](#) [Questions, comments, or suggestions](#) [@huffduffer](#)



Gradual Engagement



- Sign up forms must die
- Web services should engage people
 - Explain what service does
 - Allow people to use it
 - Sign up is an outcome

Online Family Tree Maker.com

[About Us](#) |
 [Sign Up](#) |
 [View Family Trees](#) |
 [Invites Friends](#) |
 [Contact Us](#)

Registration Form

* All the entries are compulsory

Name *

Surname *

Gender * Male Female

Address *

City *

State *

Country *

Email *

Password *

Phone *

Mobile *

Origin of family tree

City *

State *

Country *

Head of Family *

Family tree Surname (Community surname which is your are going to create)*

[Home](#) | [About Us](#) | [Contact Us](#) | [Sign Up](#) | [View Family Trees](#) | [Invites Friends & Relatives](#) | [View Demo](#)
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Share your family tree and photos with the people you know and love.

Create a free MyHeritage account

* Email:

* Password:

* Confirm password:

* First name:

* Last name:

* Display Name:

* Gender: male female

* Birth year:

* Country:

Interests:

* Required field I accept the [Terms and conditions](#)

Creates my account

Your email address is how you will log on to MyHeritage. Use your real email address so that we can restore your account if you forget your password.

We pledge that your information will be kept strictly confidential and MyHeritage will never disclose your private details to any third party. See our [privacy policy](#)

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5 Million Profiles in 5 Months

The image shows a screenshot of the Google Account creation page for Google Video. The page is titled "Create a Google Account - Google Video" and features the Google Accounts logo. The main heading is "Create an Account". Below this, there is a sub-heading "Required information for Google account" and a text box for "Your current email address" with a placeholder "e.g. myname@example.com". There are also fields for "Choose a password" and "Re-enter password", with a note "Minimum of 8 characters in length." and a checkbox for "Remember me on this computer". Below these fields, there is a section "Get started with Google Video" with fields for "First name", "Last name", and "Location" (set to "United States"). A "Word Verification" section shows a distorted image of the word "MIND" and a text input field. At the bottom, there is a "Terms of Service" section with a checkbox for "I accept" and a "Create my account" button. The footer contains the text "©2008 Google - Google Home - Terms of Service - Privacy Policy - 1988".

Gradual Engagement

The screenshot shows the Jumpcut website interface. At the top, there is a navigation bar with links for Home, Your Page, Explore, Create, Upload, and Groups. The main content area is titled "Pick a Style:" and lists several options: None, Smooth, Not Love, Quiet, Time Reversal, Wild, The Jumpcut, and Speed Up. A central video player shows a man standing in a field. To the right of the video player are buttons for "Edit My Movie" and "Publish My Movie". Below the video player is a thumbnail of the same man standing in a field, labeled "D9C0766anz". At the bottom of the page, there are links for "import from flickr" or "facebook", an "Upload More" button, and a "any questions" link with a question mark icon.

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Depression Parkinson's Disease
Epilepsy Request others...

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are doing with real medical
wellness measures.
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BEST PRACTICE

- Try to avoid sign-up forms
- Reflect your service's core essence through lightweight interactions
- Make people successful instantly
- If you auto-generate accounts, ensure there is clear way to access them
- Do not simply distribute the various input fields in a sign-up form across multiple pages


120



7 BEST PRACTICES

1. Path to Completion
2. Label Alignment
3. Help & Tips
4. Inline Validation
5. Primary & Secondary Actions
6. Form Organization
7. Gradual Engagement

For more information...



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