

# 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 <a href="#">CHECK THIS!</a>

**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: [redacted]  
expiration date: 12 15 2008  
zip code (as it appears on your bill): 60045

**User Account Information**  
username: Intoblen  
password: [redacted]  
confirm password: [redacted]  
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

**LUHEW**  
INTERFACE DESIGN

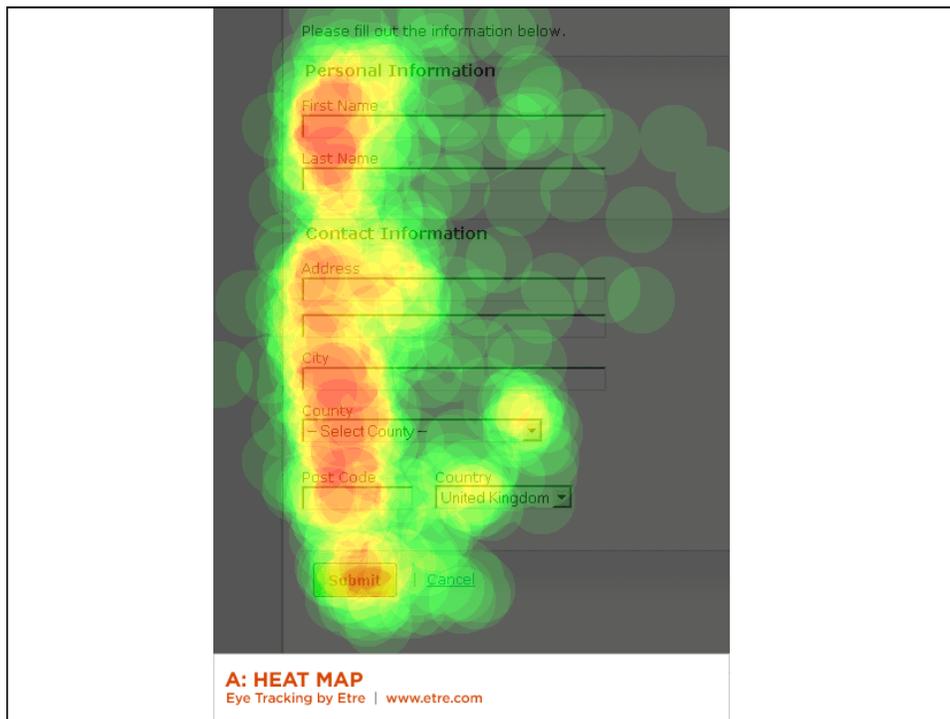
8

## 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 titled 'You're about to send \$37' and shows the recipient as 'lucky@37signals.com (a verified member)'. The source is listed as '\$37 from your PayPal balance (pay\_another\_max)'. There are sections for 'Email' (subject: 'Here's the cash I owe ya', note: 'Thanks for bailing me out! I also included \$7 for the cab ride. Thanks again!') and 'Shipping Information' (with a selected address in Chicago and an option for 'I'm not shipping anything, no address required.'). At the bottom, there are buttons for 'Send the \$37', 'Edit transaction', and 'Cancel transaction'. A red scan line is overlaid on the page, starting from the top right and moving downwards, passing through the 'Send the \$37' button.

## Clear Scan Line

The screenshot shows the PayPal 'Check Payment Details' page. It features a navigation bar with 'My Account', 'Send Money', 'Request Money', 'Merchant Tools', and 'Auction Tools'. The page title is 'Check Payment Details' with a 'Secure Transaction' lock icon. The 'Payment Details' section shows '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!'. The 'Shipping Information' section has a selected address in Chicago and an option for 'No shipping address required'. At the bottom, there are buttons for 'Send the \$37', 'Edit Transaction', and 'Cancel Transaction'. A red scan line is overlaid on the page, starting from the top right and moving downwards, passing through 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

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)			---
<b>Total:</b>				<b>\$409.95 USD</b>

All Instructions to Seller (optional)

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:

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](mailto: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. 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.

Behavioral color:  Interior color:

Personal Safety Cell Phone:   
 \*Some 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   
log in

[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.

     
      
    Why do I need this?

Male    Ms.    Mr.    Mx.

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

**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).

**why sign up?**

As a member you receive free newsletters, coupons, and free product samples—plus a good feeling all over because you made a commitment to eat healthier!

**more reasons to sign up**

- Fresh News Updates
- Fresh Recipes
- Fresh Thinking
- Ask the Experts

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, "we," "us," "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

[about this site](#)   [our partners](#)   [coupons/promotions](#)   [contact us](#)   [terms of use](#)   [privacy policy](#)

© 2008 General Mills

### 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](#)

 **BBB Online Business Review**

 **HACKER SAFE**  
TEXTID 11-DEC

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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Email address

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**Other Information**

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

**How did you hear about Redfin? (Optional)**

## Progress Indicators

**Fidelity.com** This is a **Secure Application**

**New to Fidelity?**  
If this is your first account with Fidelity, you may begin now.

[Begin Application >](#)

[Return to Select an Account](#)

**Already a Fidelity Customer?**  
Please log in if you have a Fidelity account.<sup>1</sup>

- [Don't have a PIN/forget your PIN?](#)

**Login**  
Log in to Fidelity.com

SSN or Customer ID

PIN

**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.

[Learn more about protecting yourself from identity theft](#)

<sup>1</sup> 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.

©2008 Fidelity Investments

## Progress Indicators

**half.com**  
by **eBay**

**Checkout**

**1 Shipping** → **2 Billing** → **3 Place Order**

Secure Shopping

## 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: [redacted] Expiration date: 2008 Zip code: 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. [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/Province

I live in

Postal

**Select an ID and password**

First Name

Last Name

Password

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 please fill out these fields.

**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

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

Advantage: Adjacent Label and corresponding Input field

Advantage: Rapid Processing

Disadvantage: Increased vertical space

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

## 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

Last Name

Address Line 1 (or company address)

Address Line 2 (optional)

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

State

ZIP Code

Phone Number

Is this address also your billing address?  
 Yes  
 No (If not, we'll ask you for it in an moment.)

**Continue** to send all items to this address only

**Do you have questions?**  
 If you have any questions or need help during checkout, please contact one of our knowledgeable Customer Service Associates at 1-800-966-6546 from 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**





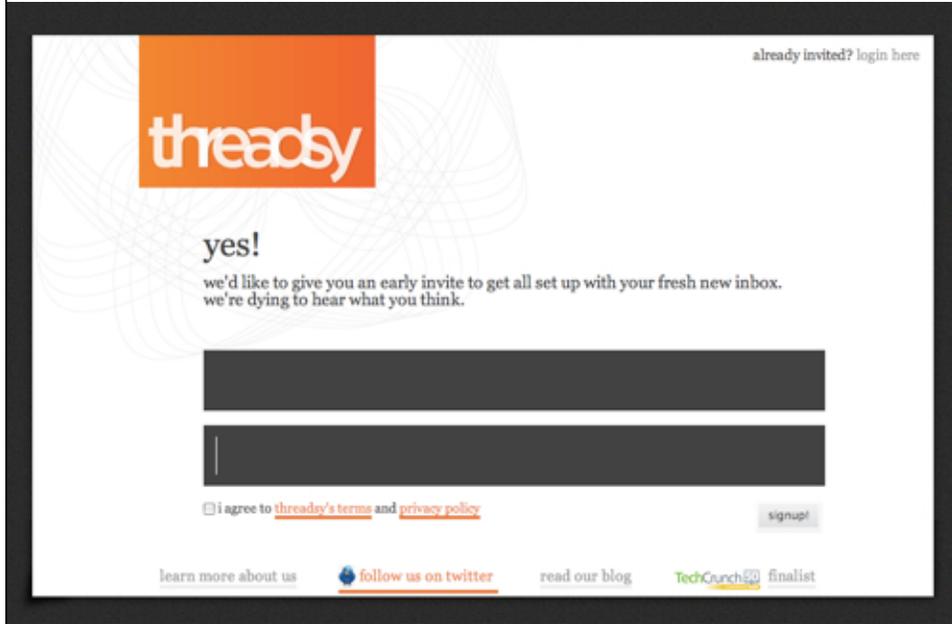
## BEST PRACTICE

- 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

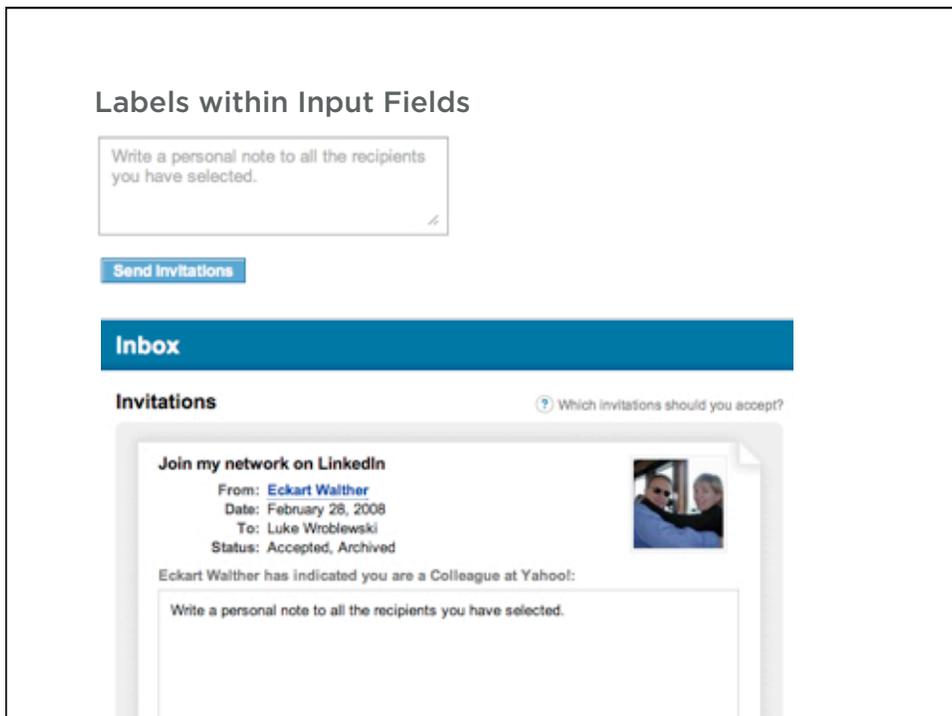
### Labels within Input Fields

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  
[Text Input]

Longer Label  
[Dropdown: -- Select Value --]

Even Longer Label  
[Text Input]

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.

**Required Information**

cd@luke.com  
email

**Credit Card Information**

2008 60045  
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**

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.

**Callout 1:** Why do you need my email? Are you going to send me spam or a receipt?

**Callout 2:** Why do I have to create a user name? I just want to get online!

## 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](#)



[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 telephor 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**

**Saving for College**

**How much money will you need?**  
Just how much will it cost for your child to attend college? The table below costs may be.

**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	\$190,000
18 years	\$208,200	\$240,000

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

Charles Schwab & Co., Inc. ("Schwab"), in association with the Small Business Insurance customers with access to term life insurance issued by respected insurance companies. Its insurance agencies. You are currently accessing content that is owned and maintained by for the information and content on this page. Schwab cannot guarantee that the information, complete, or timely. (2007-01-06)

## User-activated section exposure

The screenshot shows the eBay 'Sell: Create Your Listing' page. The main content area is a form with sections for 'What you're selling', 'Describe your item', and 'Pictures'. A 'Help' sidebar is visible on the right, titled 'Help' and 'Creating Your Listing'. The sidebar contains instructions on how to provide content for the listing, choose a selling format, and review the listing. The sidebar is user-activated, as indicated by the 'Use help' link at the top.

## 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

<b>User Account Information</b>	<input type="text" value="herobien"/>	<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 <a href="#">show/hide?</a>
<b>Terms and Agreement</b>	<input type="button" value="Submit"/> <input type="button" value="Reset"/> <a href="#">Read Agreement Terms</a>			
	<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?

<b>User Account Information</b>	<input type="text" value="herobien2"/>	<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 <a href="#">show/hide?</a>
<b>Terms and Agreement</b>	<input type="button" value="Submit"/> <input type="button" value="Reset"/> <a href="#">Read Agreement Terms</a>			
	<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:

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

Password strength:
 Weak
Medium
Strong

Retype password:

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

[Get help with this section](#)

### Password Validation

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

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

Check your password strength - the higher, the better.

**Re-enter Password**

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

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

Check your password strength - the higher, the better.

**Re-enter Password**

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

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

Check your password strength - the higher, the better.

**Re-enter Password**

**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

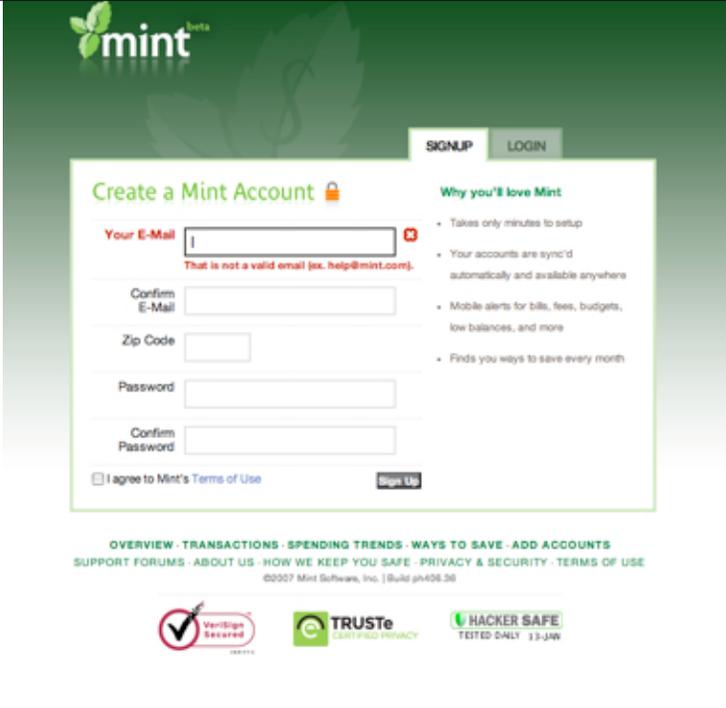
My Name

My Name   

My Name   

My Name   

My Name



**mint** beta

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

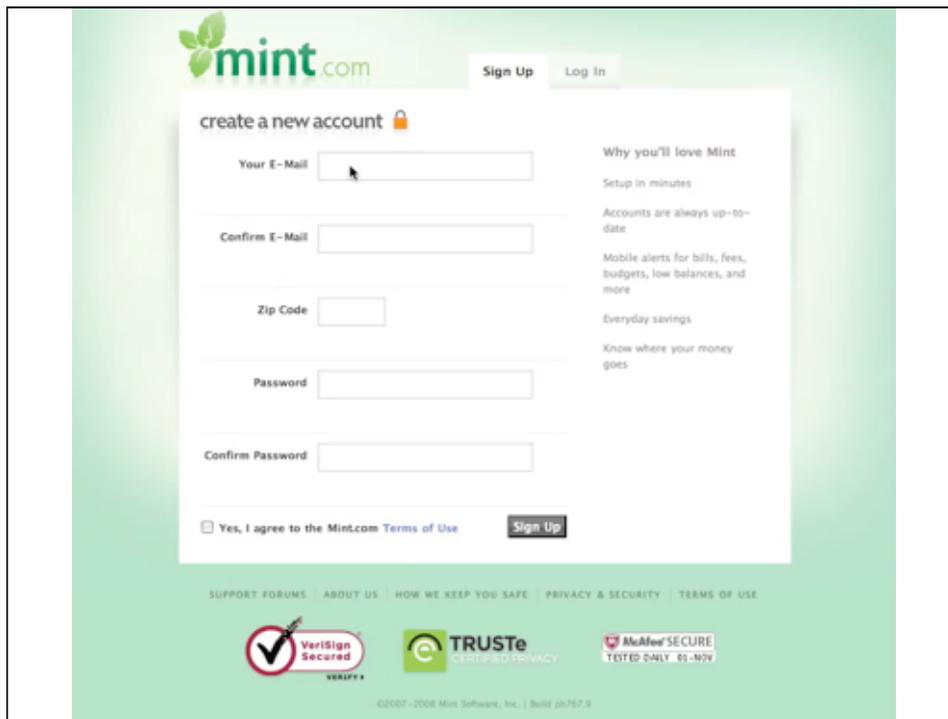
I agree to Mint's Terms of Use

**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

OVERVIEW · TRANSACTIONS · SPENDING TRENDS · WAYS TO SAVE · ADD ACCOUNTS  
SUPPORT FORUMS · ABOUT US · HOW WE KEEP YOU SAFE · PRIVACY & SECURITY · TERMS OF USE  
©2007 Mint Software, Inc. | Build: ph08.38



## 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



etire usability testing, March 2009

61

### 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

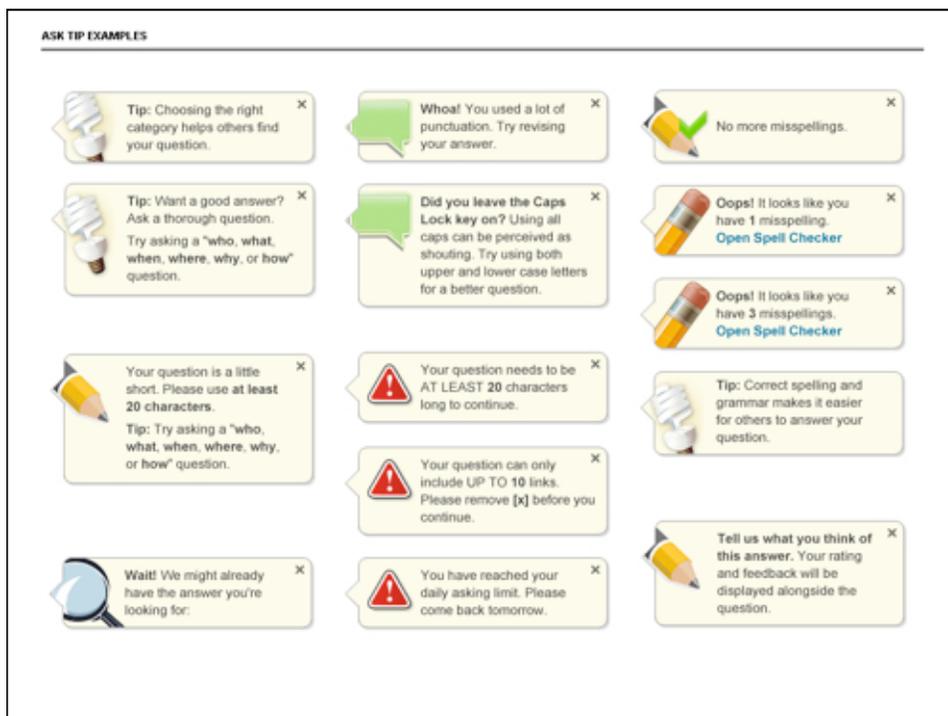
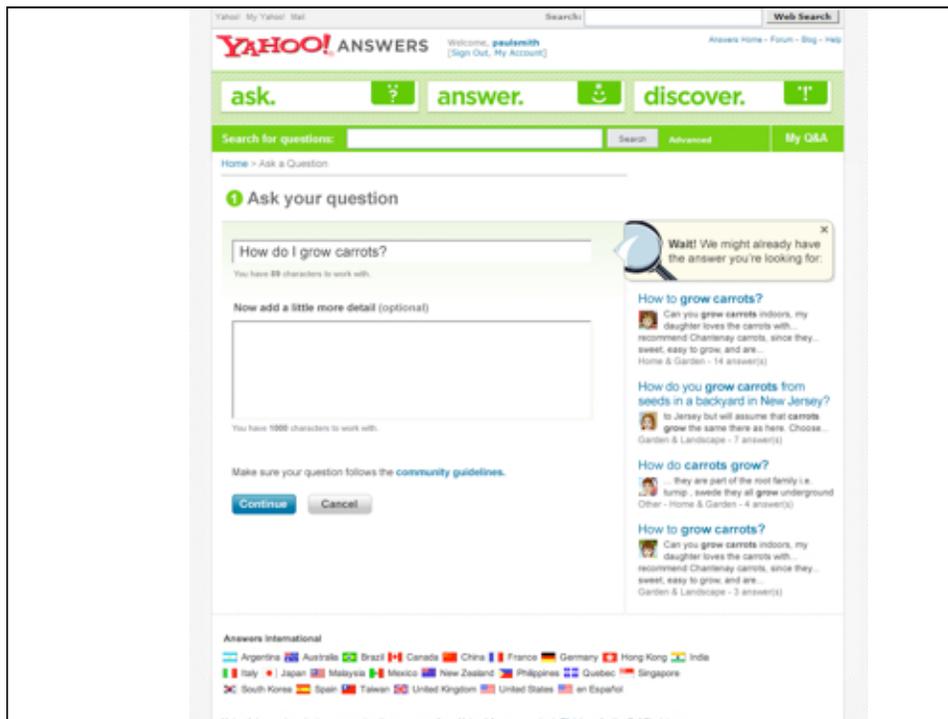
Persistent messages support both  
“check as you go” & “check after  
complete” done strategies

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 'Prefer Nonstop' checkbox. A 'Search' button is at the bottom of the form. To the right of the form is a 'Why is Kayak different?' section 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 is a green header with 'ask.', 'answer.', and 'discover.' buttons. The main content area is titled 'Ask your question' and features a text input field containing 'HOW DO I GROW CARROTS?'. Below the input field is a 'Continue' button and a 'Cancel' button. A yellow tooltip on the right side of the input field 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 of the page, there is a section for 'Answers International' with various country flags and a footer with copyright information.



### 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?

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	<b>Disadvantage:</b> Potential Errors
Primary Action	Secondary Action	<b>Advantage:</b> 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

78

**Sample Primary & Secondary Actions**

<a href="#">Continue</a>	Primary Action
<a href="#">Back</a>	Secondary Action
<a href="#">Activate</a>	Primary Action
<a href="#">Expand options</a>	Secondary Action
<a href="#">Select a room</a>	<a href="#">Hotel and room details, photos, and maps</a>
Primary Action	Secondary Action
<a href="#">Yahoo! Search</a>	<a href="#">Advanced Preferences</a>
Primary Action	Secondary Actions
<a href="#">Choose and continue to more options.</a>	Primary Action
<a href="#">Save this information in an itinerary.</a>	Secondary Actions
<a href="#">Cancel and go to home page.</a>	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 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 credit/debit 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**

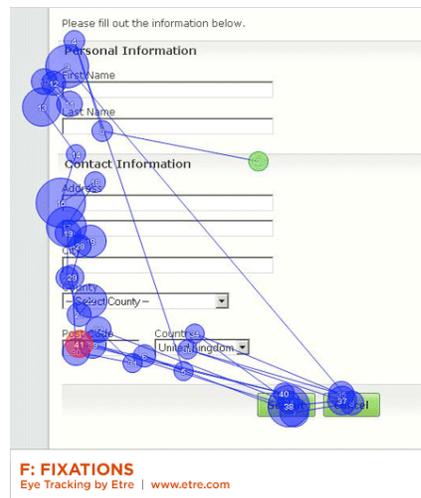
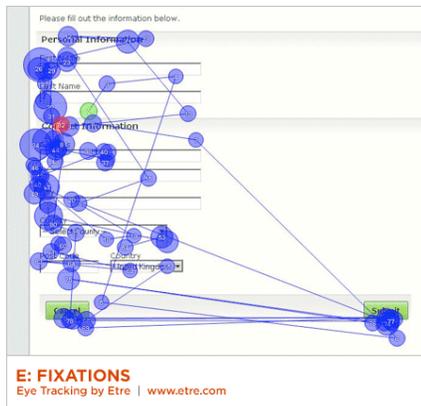
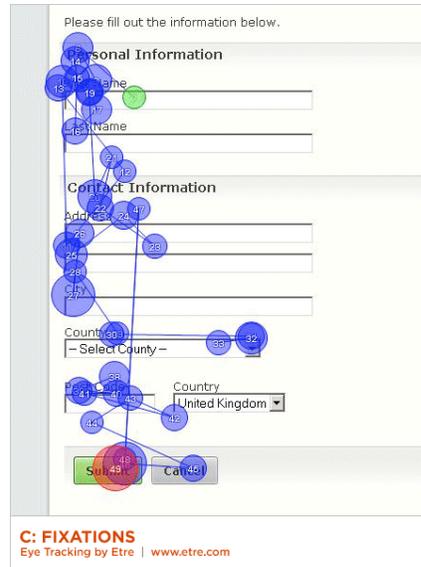
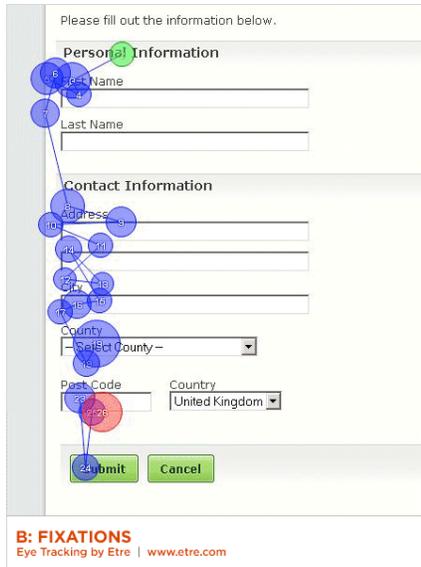
Post Code  Country

**Cancel** **Submit**

**F**

Post Code  Country

**Submit** **Cancel**



**A**

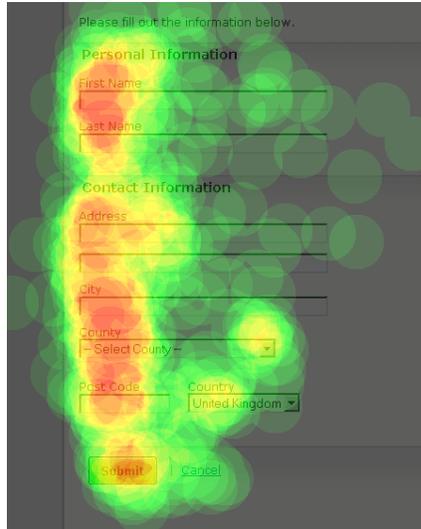
Post Code  Country

**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="Inavage"/>	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

92



## 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 'Billing Name and Address' section contains fields for Billing Name and Address. Each field has a red asterisk indicating it is required. There are also small text instructions for the Username and Password fields.

**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. Minimum 4 and 28 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-digits required.

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.)  
[SHOW LIST](#)

---

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

## 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 <a href="#">privacy policy</a>, the <a href="#">terms of use</a> 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"><li>• <b>User Experience</b></li><li>• <b>Sales</b></li><li>• <b>Engineering</b></li><li>• <b>Marketing</b></li><li>• <b>Legal</b></li></ul> <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

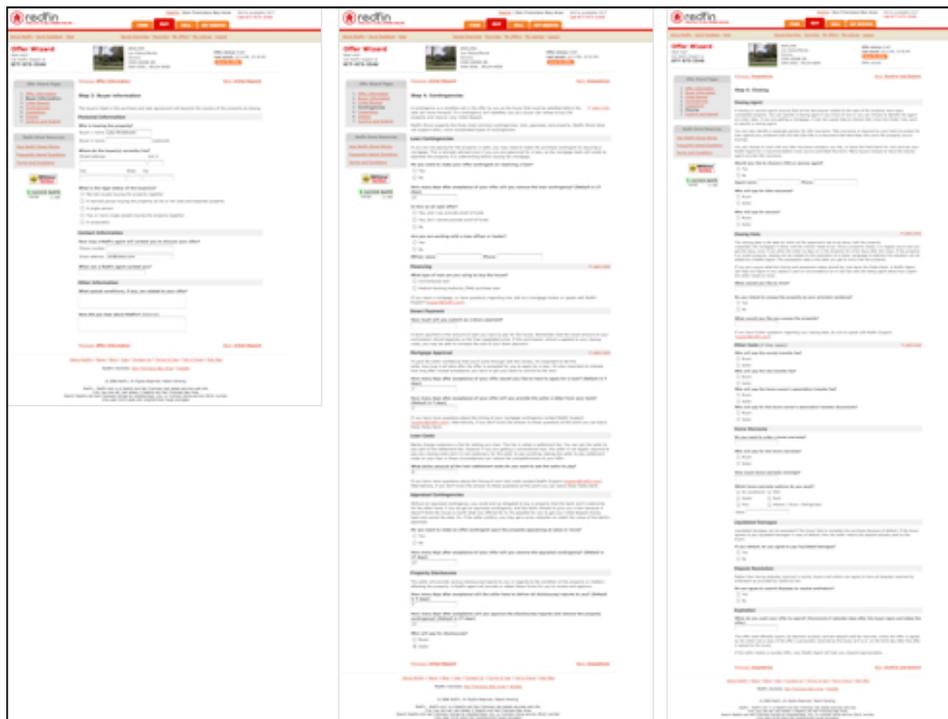
Your Answer

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

**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.

LUKE [Redacted] [Redacted] [Redacted]  
first name last name email

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

**User Account Information** [Redacted] [Redacted] [Redacted] [Redacted]  
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.) [show/hide](#)

**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.

[Read Agreement/Terms](#)

**FlyChicago** 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](#)

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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)

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Oh boy. Not another form to fill out...

**BOINGO WIRELESS** 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: Wschiboski email: cd@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**   [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.

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 \_\_\_\_\_.

**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](#)

**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](#).

## 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](#) | 
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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) \*

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**Welcome to MyHeritage.com - the world's fastest growing family network.**  
 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](#)

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 "Remember me on this computer" checkbox. 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 "I accept. 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 the Jumpcut logo and links for Home, Your Page, Explore, Create, Upload, and Groups. Below the navigation bar, there is a section titled "Pick a Style:" with a list of radio button options: None, Smooth, Not Love, Quiet, Time Reversal, Wild, The Jumpcut, and Speed Up. To the right of this list is a video player showing a man standing in a field. Above the video player are buttons for "Edit My Movie" and "Publish My Movie". Below the video player is a thumbnail of the same video and the text "D9C0766anz". At the bottom of the page, there are links for "import from flickr or facebook", an "Upload More" button, and a link for "any questions?".

## patientslikeme™

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Share real results with real patients  
for real diseases.

PatientsLikeMe is an online community committed to making a  
difference for patients and their health.

[Join Now](#) (It's free!) [Already a member? Sign In](#)

### Active Communities

ALS (Lou Gehrig's Disease)      Multiple Sclerosis  
Depression                      Parkinson's Disease  
Epilepsy                          Request others...

### Track

Stay aware of how you  
are doing with real medical  
wellness measures.  
[Find out how...](#)

### Share

Compare your progress  
to patients that share your  
treatments and outcomes.  
[Learn more...](#)

### Learn

Get answers to questions  
from an active community  
of patients.  
[Discover how...](#)

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PatientsLikeMe.com does not constitute medical advice.

**patientslikeme** Patients helping patients live better every day.

### Join PatientsLikeMe

Our current communities are for people with ALS/Motor Neuron Disease, Anxiety, Bipolar, Depression, HENKIDS, Multiple Sclerosis, OCD (Obsessive-Compulsive Disorder), Parkinson's disease, and PTSD (Post-Traumatic Stress Disorder).  
To create an account for one of these conditions just tell us a bit about yourself.

**Step 1: Create Your Account** (\*required)

Condition\*

Don't see your condition? Request it here.

First name

Last name

Email address\*

Select a Password\*

Retype Password\*

I agree to the [PatientsLikeMe Terms & Conditions of Use](#) and [Privacy Policy](#).

**Step 2: Create Your Profile** (\*required)

Select a Username\*

I Certify That I Am\*  in the community

**Profile Visibility Setting\***

I want my profile to be visible only to other PatientsLikeMe community members.

I want my profile to be publicly visible on the Internet.

Public profiles can be viewed by anyone with Internet access, including non-PatientsLikeMe members, and may be indexed by search engines such as Google. Account information, such as your real name, address, birth date, and email address will never be displayed. Instead, you select a username (anonymous or otherwise) of your choosing. We urge you to read our [Openness Philosophy](#) to find out how you help both yourself and other patients by making your profile public.

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**The Value of Openness**

Most healthcare web sites have a [Privacy Policy](#). Naturally, we do too. But at PatientsLikeMe, we're more excited about our [Openness Philosophy](#). We believe sharing your healthcare experiences and outcomes is good because when patients share their data, collaboration on a global scale becomes possible. [Learn more about what openness can achieve.](#)

**Privacy Standards**

PatientsLikeMe has a very strict NO-SPAM policy, which means we won't ever sell, trade or give away any email address you enter without your permission. We also never display your personally identifiable account information, such as your real name. Instead, you select a username (anonymous or otherwise) of your choosing. [Review our Privacy Policy.](#)

### New to Patientslikeme?

Tell us about yourself:

Condition

Age

**Privacy Protection**

PatientsLikeMe respects the privacy of all our members. We do not sell or share your information to third parties. For more information, view our [privacy policy](#).

---

### New to Patientslikeme?

Tell us about yourself:

Condition

Age

There are **262** patients like you in our community.



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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