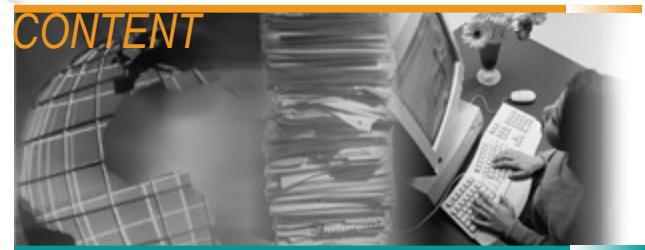




FORMS



CONTENT

Usable forms

Caroline Jarrett

A bit about me: Caroline Jarrett

My paid-for work:

Consultancy: www.effortmark.co.uk

Training: www.usabilitythatworks.com

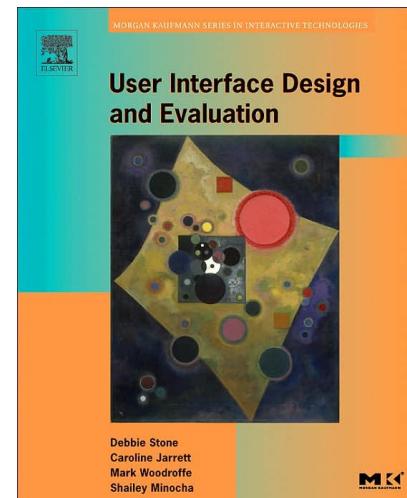
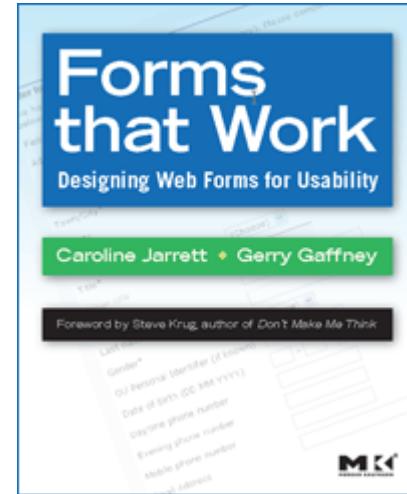
My free stuff:

Forms advice: www.formsthatwork.com

Editing tips: www.editingthatworks.com

Columns: www.usabilitynews.com

“Caroline’s Corner”



Our feelings towards forms can vary

- Here is a picture of an envelope.
- Do you have any emotional reaction to envelopes like this?
- If so, what?



Three layers of the form

Relationship:

why your organisation has a form
why your user fills it in

Conversation:

the questions and answers

Appearance:

what it looks like

Relationship: why have a form anyway? Forms organise but also create distance.

- In favour of forms:

- Reduce personal contact
- An orderly way of collecting information
- The start point of a process
- Finish up as records

- Against forms:

- Reduce personal contact
- Create barriers between organisations and people
- Inflexible: processes change, the form stays the same



Top tip:
find the person who uses the data on the form



Relationship: what makes a user fill them in?



© Graeme MacKay, used with permission

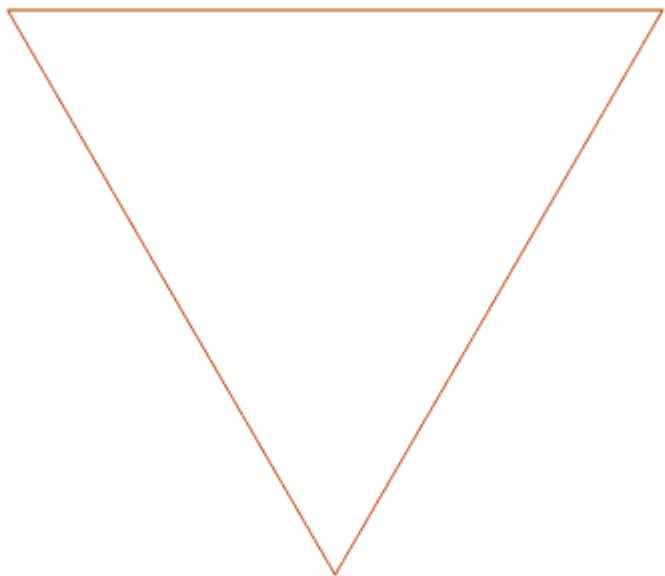
A good form balances rewards and effort

Increase rewards

- Perceived rewards
- Immediate, not deferred

Reduce effort

- Cognitive effort
- Emotional effort



Establish trust

Top tip:
say what the form is for – in your user's words



**HM Revenue
& Customs**

Pension coding form



**HM Revenue
& Customs**

Tax Return 2009
Tax year 6 April 2008 to 5 April 2009

Three layers of the form

Relationship:

why your organisation has a form
why your user fills it in

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what it looks like

An example: problems in conversation

Welcome to the United States

I-94W Nonimmigrant Visa Waiver Arrival/Departure Form

Instructions

This form is to be completed by every nonimmigrant visitor not in possession of a visitor's visa, who is a national of one of the countries enumerated in 8 CFR 217. The airline can provide you with the current list of eligible countries.

Type or print legibly with pen in ALL CAPITAL LETTERS. USE ENGLISH

This form is in two parts. Please complete both the Arrival Record, items 1 through 11 and the Departure Record, items 14 through 17. The reverse side of this form must be signed and dated. Children under the age of fourteen must have their form signed by a parent/guardian.

Item 7 - If you are entering the United States by land, enter **LAND** in this space. If you are entering the United States by ship, enter **SEA** in this space.

Admission Number

148403797 12

Arrival Record

VISA WAIVER

1. Family Name

2. First (Given) Name 3. Birth Date (dd/mm/yy)

4. Country of Citizenship 5. Sex (male or female)

6. Passport Number 7. Airline and Flight Number

8. Country Where You Live 9. City Where You Boarded

10. Address While in the United States (Number and Street)

11. City and State

Government Use Only

12. 13.

CBP Form I-94W (10/04)

OMB No. 1651-0113

Departure Number

148403797 12

DEPARTMENT OF HOMELAND SECURITY
U.S. Customs and Border Protection

VISA WAIVER

14. Family Name

15. First (Given) Name 16. Birth Date (dd/mm/yy)

17. Country of Citizenship

CBP Form I-94W (10/04)

See Other Side

Staple Here

Example: problems in conversation

Welcome to the United States

I-94W Nonimmigrant Visa Waiver Arrival/Departure Form Instructions

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Item 7 - If you are entering the United States by land, enter **LAND** in this space. If you are entering the United States by ship, enter **SEA** in this space.

An example: problems in conversation

Do any of the following apply to you? (Answer Yes or No)

- A. Do you have a communicable disease; physical or mental disorder; or are you a drug abuser or addict? YES NO
- B. Have you ever been arrested or convicted for an offense or crime involving moral turpitude or a violation related to a controlled substance; or been arrested or convicted for two or more offenses for which the aggregate sentence to confinement was five years or more; or been a controlled substance trafficker; or are you seeking entry to engage in criminal or immoral activities? YES NO
- C. Have you ever been or are you now involved in espionage or sabotage; or in terrorist activities; or genocide; or between 1933 and 1945 were you involved, in any way, in persecutions associated with Nazi Germany or its allies? YES NO
- D. Are you seeking to work in the U.S.; or have you ever been exiled and deported; or been previously removed from the United States; or procured or attempted to procure a visa or entry into the U.S. by fraud or misrepresentation? YES NO
- E. Have you ever detained, retained or withheld custody of a child from a U.S. citizen granted custody of the child? YES NO
- F. Have you ever been denied a U.S. visa or entry into the U.S. or had a U.S. visa cancelled? If yes, when? _____ where? _____ YES NO
- G. Have you ever asserted immunity from prosecution? YES NO

IMPORTANT: If you have answered "YES" to any of the above, please contact the American Embassy BEFORE you travel to the U.S. since you may be refused admission into the United States.

Family Name (Please Print)

First Name

Country of Citizenship

Date of Birth

WAIVER OF RIGHTS: I hereby waive any rights to review or appeal of an immigration officer's determination as to my admissibility, or to contest, other than on the basis of an application for asylum, any action in deportation.

CERTIFICATION: I certify that I have read and understand all the questions and statements on this form. The answers I have furnished are true and correct to the best of my knowledge and belief.

Signature

Date

Public Reporting Burden: The burden for this collection is computed as follows: (1) Learning about the form 2 minutes; (2) completing the form 4 minutes for an estimated average of 6 minutes per response. If you have comments regarding the accuracy of this estimate, or suggestions for making this form simpler, you can write to INS, 425 I Street, N.W., Rm. 5304, Washington, D.C. 20536; and the Office of Management and Budget, Paperwork Reduction Project, OMB No. 1115-0148, Washington, D.C. 20503.

Departure Record

Important - Retain this permit in your possession; you must surrender it when you leave the U.S. Failure to do so may delay your entry to the U.S. in the future. You are authorized to stay in the U.S. only until the date written on this form. To remain past this date, without permission from Immigration authorities, is a violation of the law. Surrender this permit when you leave the U.S.

- By sea or air, to the transportation line
- Across the Canadian border, to a Canadian Official
- Across the Mexican border, to a U.S. Official

WARNING: You may not accept unauthorized employment; or attend school; or represent the foreign information media during your visit under this program. You are authorized to stay in the U.S. for 90 days or less. You may not apply for: 1) change of nonimmigrant status; 2) adjustment of status to temporary or permanent resident, unless eligible under section 201(b) of the INA; or 3) an extension of stay. Violation of these terms will subject you to deportation.

Port:

Date:

Carrier:

Flight #/Ship Name

Do any of the following apply to you? (Answer Yes or No)

- A. Do you have a communicable disease; physical or mental disorder; or are you a drug abuser or addict? YES NO
- B. Have you ever been arrested or convicted for an offense or crime involving moral turpitude or a violation related to a controlled substance; or been arrested or convicted for two or more offenses for which the aggregate sentence to confinement was five years or more; or been a controlled substance trafficker; or are you seeking entry to engage in criminal or immoral activities? YES NO
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- G. Have you ever asserted immunity from prosecution? YES NO

Top tips for a better conversation

- Ask questions that the users can answer
 - from their own heads
 - from materials that are to hand at the time they fill in the form
- Use plain language
 - write to this particular user as an individual
 - use a consistent, neutral-to-friendly tone of voice
- Offer help
 - on the web, with a specific web link
 - on the phone, with a real person
 - in person

Three layers of the form

Relationship:

why your organisation has a form
why your user fills it in

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what it looks like

If you can't read it, you can't use it

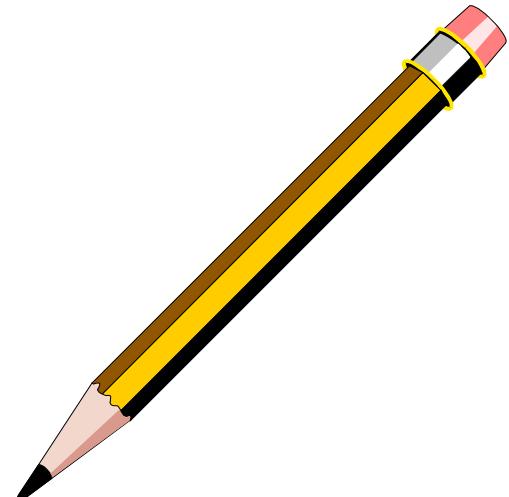
- We just learned about:
 - contrast
 - size
 - style
- Offer other formats
- Put the message about large print in

large print



Reading is different from using

- I will give you ONE of these two tasks:
 - “Look for something to help you plan your assignment”
 - “Find out how to contact the Open University”



Skills for OU Study

Assignments and exams

Preparing for your assignments

- [Types of assignment](#) – Essay style questions, reports, oral assignments, short-answer questions.
- [Understanding the question](#) – know exactly what the assignment question is asking you to do .
- [Stages in planning assignments](#) – how to organise yourself and your materials. Contains examples of essay-style assignments.

The craft of writing

- [Write like a professional](#) – using supporting evidence, paraphrasing, quotes and referencing.
- [Use the appropriate writing style](#) – how to express yourself.
- [Introductions and conclusions](#) – what they are meant to do.
- [Dividing your work into paragraphs](#) – know when a paragraph should start and end.
- [Using linking words](#) – how to make your logic flow.
- [English for learning](#) – need help with grammar and spelling?
- [Reading list](#) – for more help with assignment writing



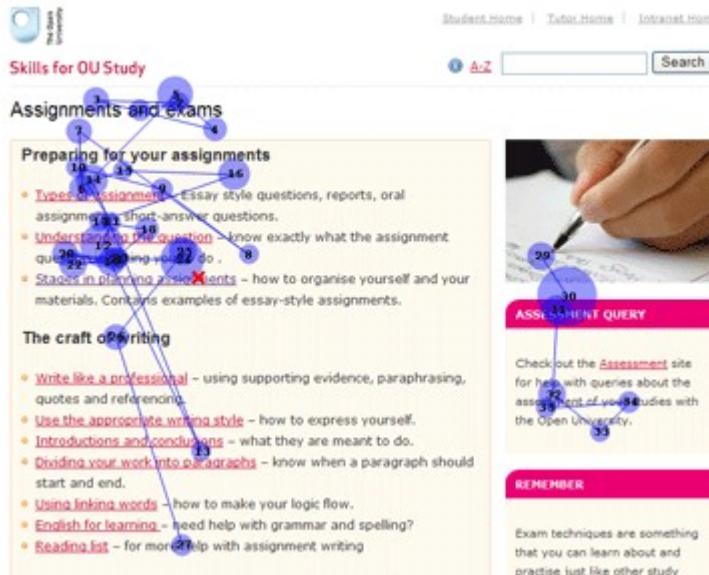
ASSESSMENT QUERY

Check out the [Assessment](#) site for help with queries about the assessment of your studies with the Open University.

REMEMBER

Exam techniques are something that you can learn about and

User never glances at the header until the task requires header-type information



Skills for OU Study

Assignments and exams

Preparing for your assignments

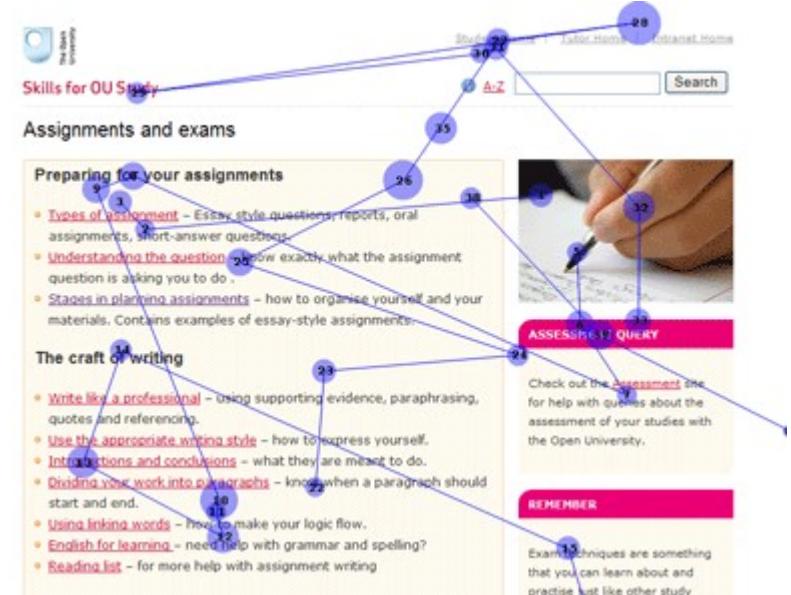
- Types of assignments – Essay style questions, reports, oral assignments, short-answer questions.
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- Reading list – for more help with assignment writing

ASSessment QUERY

REMEMBER



Skills for OU Study

Assignments and exams

Preparing for your assignments

- Types of assignments – Essay style questions, reports, oral assignments, short-answer questions.
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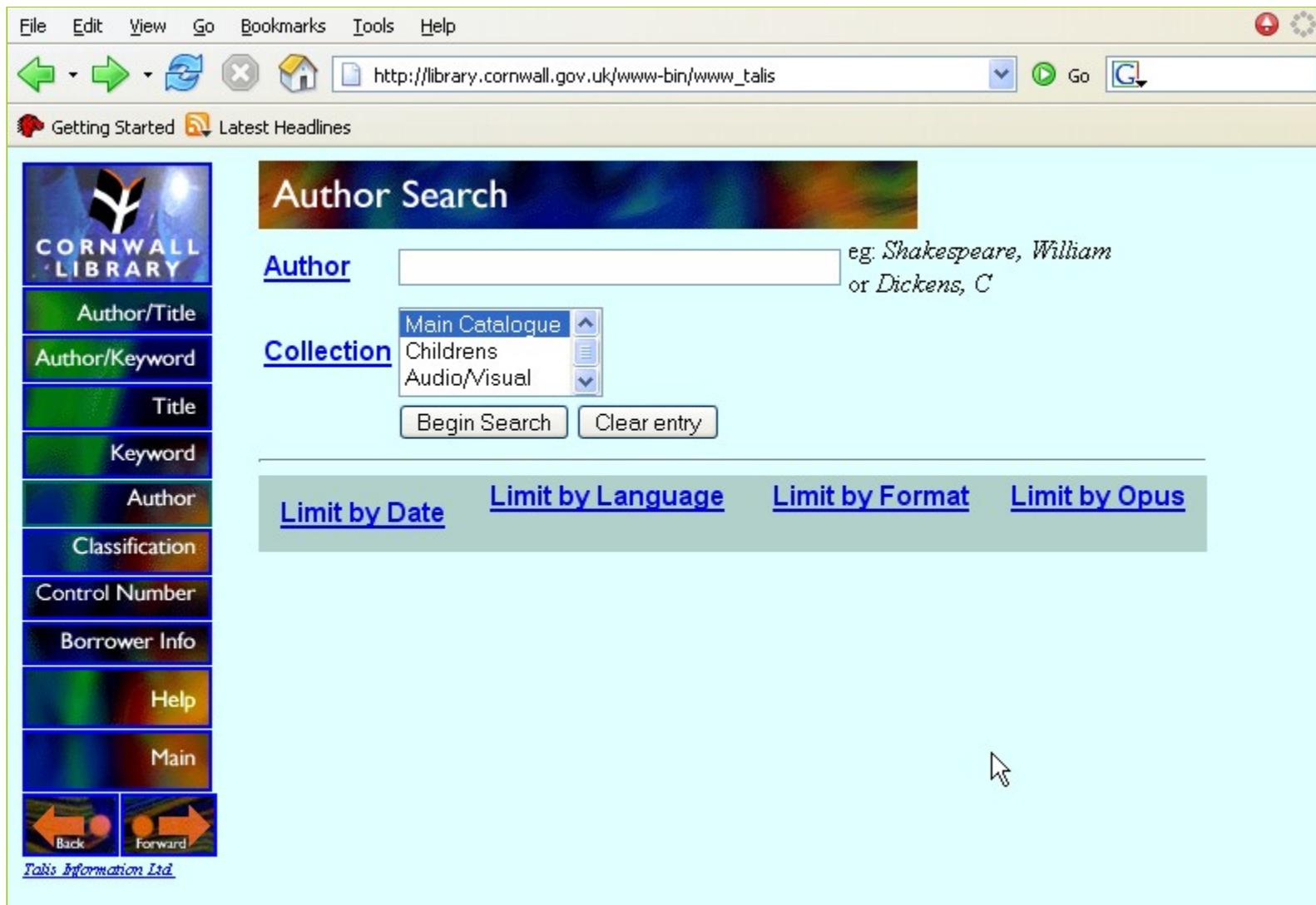
ASSESSMENT QUERY

REMEMBER

Looking for 'planning'

Looking for 'contact us'

Reading forms is different from using them

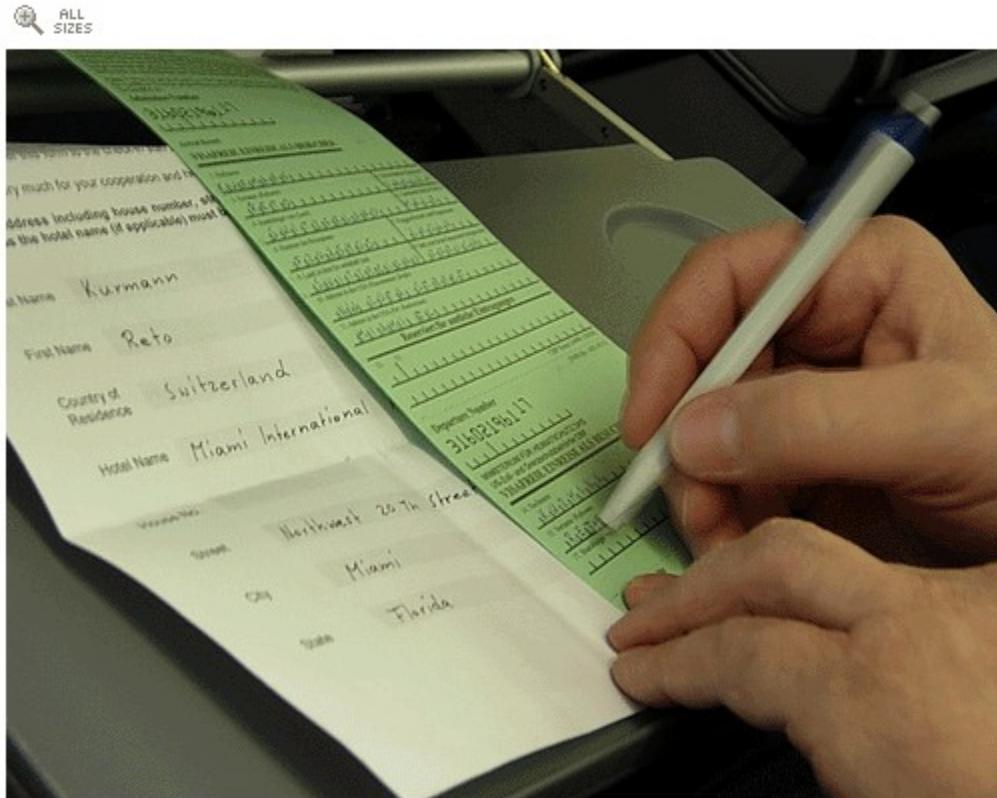


The screenshot shows a web browser window with the following details:

- Header:** File, Edit, View, Go, Bookmarks, Tools, Help.
- Address Bar:** http://library.cornwall.gov.uk/www-bin/www_talis
- Toolbar:** Back, Forward, Stop, Home, Refresh, Go, Search.
- Page Content:**
 - Cornwall Library Logo:** A stylized tree logo with the text "CORNWALL LIBRARY" below it.
 - Author Search Form:**
 - Author:** Text input field with placeholder text "eg. Shakespeare, William or Dickens, C".
 - Collection:** A dropdown menu set to "Main Catalogue" with options: Childrens, Audio/Visual.
 - Buttons:** "Begin Search" and "Clear entry".
 - Limitation Options:** [Limit by Date](#), [Limit by Language](#), [Limit by Format](#), [Limit by Opus](#).
 - Navigation:** A vertical sidebar on the left with links: Author/Title, Author/Keyword, Title, Keyword, Author, Classification, Control Number, Borrower Info, Help, Main.
 - Bottom:** "Back" and "Forward" buttons, and the text "Talis Information Ltd."

Top tip: test the form – ideally where it will be used

Completing the I-94W U.S. Immigration Form



Doing the usual paperwork aboard Swiss flight LX 64 from Zurich, Switzerland to Miami, FL on November 17, 2007.

We found 20 photos matching [i-94w](#).
Click "search" above to see!

 Uploaded on November 27, 2007
by [Reto Kurmann](#)

Reto Kurmann's photostream



This photo also belongs to:

2007 Florida Vacations (Set)



Tags

 [Immigration Forms](#)

Questions?

Caroline Jarrett

carolinej@effortmark.co.uk

01525 370379

I'm a consultant, hire me:

Consultancy: www.effortmark.co.uk

Training: www.usabilitythatworks.com

Free stuff:

Forms advice: www.formsthatwork.com

Editing: www.editingthatworks.com

Columns: www.usabilitynews.com
“Caroline's Corner”