

Label placement in forms *(and other time-consuming controversies)*

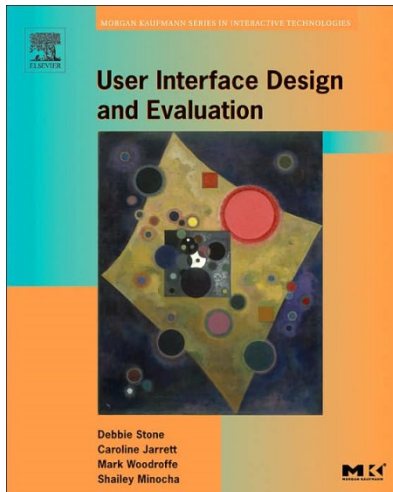
Caroline Jarrett

Seattle April 2010

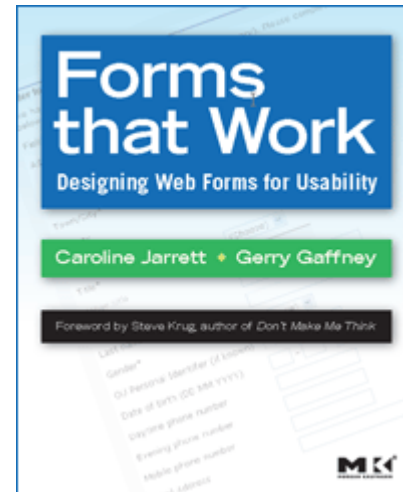
A bit about me:

Caroline Jarrett

Consultancy: www.effortmark.co.uk
Training: www.usabilitythatworks.com
Forms advice: www.formsthatwork.com
Editing tips: www.editingthatworks.com



Stone, Jarrett, Woodroffe
and Minocha (2005)
User interface
design and
evaluation
Morgan Kaufmann



Jarrett and Gaffney (2008)
Forms that work:
Designing web forms
for usability
Morgan Kaufmann

Agenda

Label placement on forms

- Where people look on forms
- How this influences placing of labels

Let's stress about details

- Colons in front of labels
- Sentence or title case for labels
- Required field indicators

Two ways to trip up your users

- It's not OK and I don't want to cancel
- 'False ends'

If it looks good, it's easy to use:

- Keep the logo in proportion
- Calm your creative impulses
- Design to a grid
- Use rules with a light touch

Where people look on forms

Reading forms is different
from using them

The 'face and vase' effect – and why
your logo goes in the top left

The 'narrow focus' effect – and what
it means for placing labels

Reading forms is different from using them

File Edit View Go Bookmarks Tools Help

http://library.cornwall.gov.uk/www-bin/www_talis

Getting Started Latest Headlines

CORNWALL LIBRARY

Author/Title

Author/Keyword

Title

Keyword

Author

Classification

Control Number

Borrower Info

Help

Main

Back Forward

Talis Information Ltd

Author Search


Author eg: Shakespeare, William or Dickens, C

Collection
Childrens
Audio/Visual

[Limit by Date](#) [Limit by Language](#) [Limit by Format](#) [Limit by Opus](#)

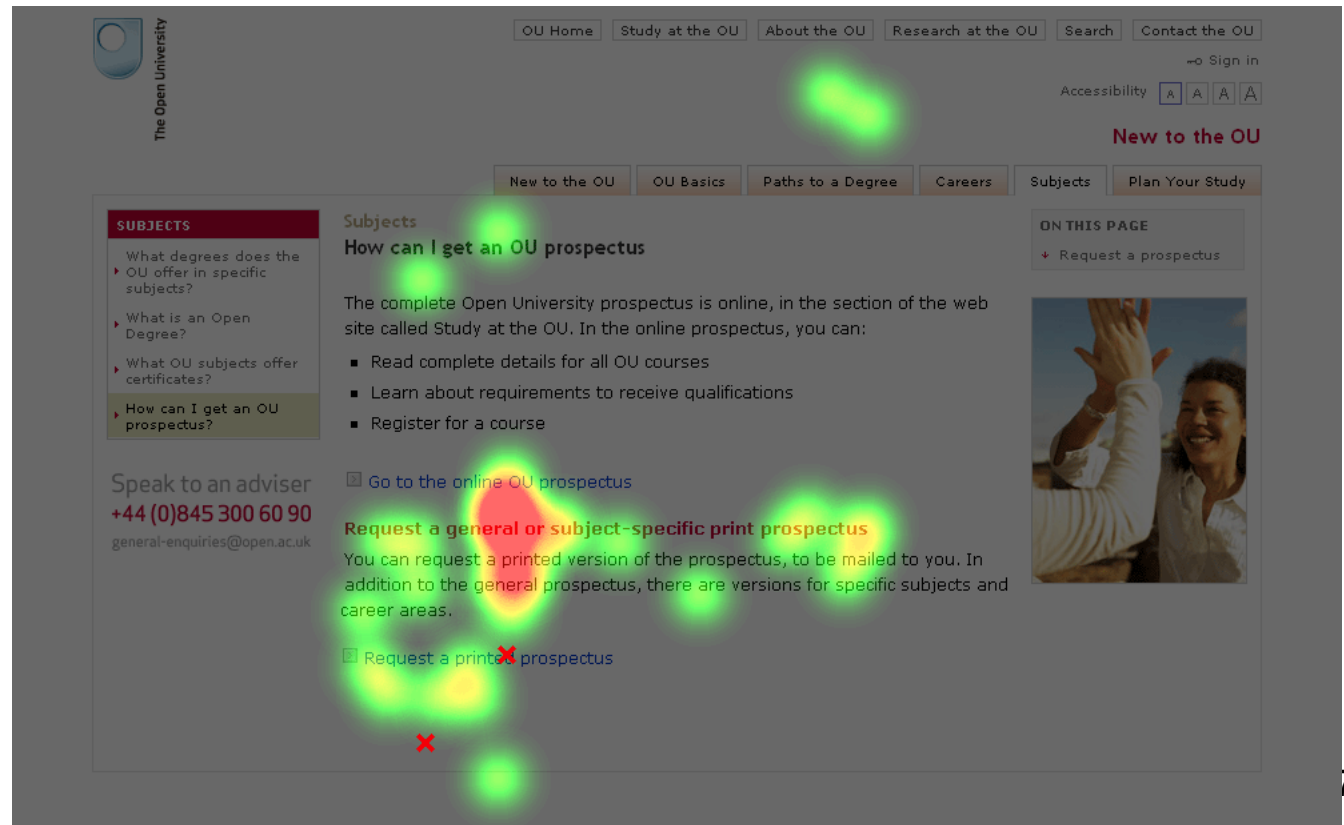
Done

Reading forms is different from using them

* Surname:	<input type="text"/>
* First name:	<input type="text"/>
Middle name:	<input type="text"/>
Title: (For example, Mr, Mrs)	<input type="text"/>
* Address line 1:	<input type="text"/>
Address line 2:	<input type="text"/>
Address line 3:	<input type="text"/>
Address line 4:	<input type="text"/>
Postcode:	<input type="text"/>
* National Insurance number: 	<input type="text"/>
(For example: AB123456C)	<input type="checkbox"/> Select box if National Insurance number not yet known

Are my observations confirmed by eye-tracking? A look at some heat maps

Examples thanks to permission from
Ian Roddis, Head of Online Services, The Open University



Ordering a prospectus

- User has chosen a prospectus
- Postcode lookup for the address

Prospectus Request

If you need HELP
please email General-Enquiries@open.ac.uk
or call us on
+44 (0)845 300 6090

Order for myself

We have filled in your address (amend where necessary). Please complete the details below

Fields marked * must be filled in

Address*

Town/City*

County

Postcode

Title*

Other title

First name*

Last name*

Gender*

OU Personal Identifier (if known)

Date of birth (DD MM YYYY) - -

Daytime phone number

Evening phone number

Mobile phone number

Email Address

Which of these subject areas are you most interested in studying with the Open University?

Which of these best describes your reason for enquiring about study with the Open University?

When would you like to start studying with the Open University?

How did you find out about us?
Please tell us how you found out about our website

If the promotion you saw has a response code please enter it here (e.g. UGCKYZ)...

If you do not have the response code in which publication/website did you see our promotion?

[proceed](#)

One person's heat map

- Small green dots show narrow focus on labels and left end of fields
- Red crosses show clicks

The Open University

Accessibility

Prospectus Request

If you need HELP please email General-Enquiries@open.ac.uk or call us on +44 (0)845 300 6090

Order for myself

We have filled in your address (amend where necessary). Please complete the details below

Fields marked * must be filled in

Address*	18 Hadleigh Rise
	Caversham
Town/City*	READING
County	Berks
Postcode	RG4 6RW
Title*	(Choose) ✖
Other title	
First name*	✖
Last name*	
Gender*	(Choose) ▼
OU Personal Identifier (if known)	✖
Date of birth (DD MM YYYY)	✖ - ✖ - ✖
Daytime phone number	✖
Evening phone number	
Mobile phone number	
Email Address	
Which of these subject areas are you most interested in studying with the Open University?	(Choose) ✖
Which of these best describes your reason for enquiring about study with the Open University?	(Choose) ✖
When would you like to start studying with the Open University?	(Choose) ✖ ✖
How did you find out about us? Please tell us how you found out about our website	
If the promotion you saw has a response code please enter it here (e.g. UGXYZ)...	✖ ✖ ✖
If you do not have the response code in which publication/website did you see our promotion?	(Choose) ✖
<input type="button" value="proceed"/> ✖	

An aggregate

- Narrow focus on the easy questions at the top
- Gets messy further down: harder questions, more answers to consider

The Open University

Accessibility

Prospectus Request

If you need HELP please email General-Enquiries@open.ac.uk or call us on +44 (0)845 300 6090

Order for myself

We have filled in your address (amend where necessary). Please complete the details below

Fields marked * must be filled in

Address* 11 Bloomfield Way

Town/City* TAMWORTH

County Staffs

Postcode B79 8LS

Title* (Choose) X

Other title

First name* X X

Last name* X

Gender* (Choose) X

OU Personal Identifier (if known)

Date of birth (DD MM YYYY) X - X - X X

Daytime phone number

Evening phone number X

Mobile phone number

Email Address X

Which of these subject areas are you most interested in studying with the Open University? (Choose) X

Which of these best describes your reason for enquiring about study with the Open University? (Choose) X

When would you like to start studying with the Open University? (Choose) X X

How did you find out about us? Please tell us how you found out about our website

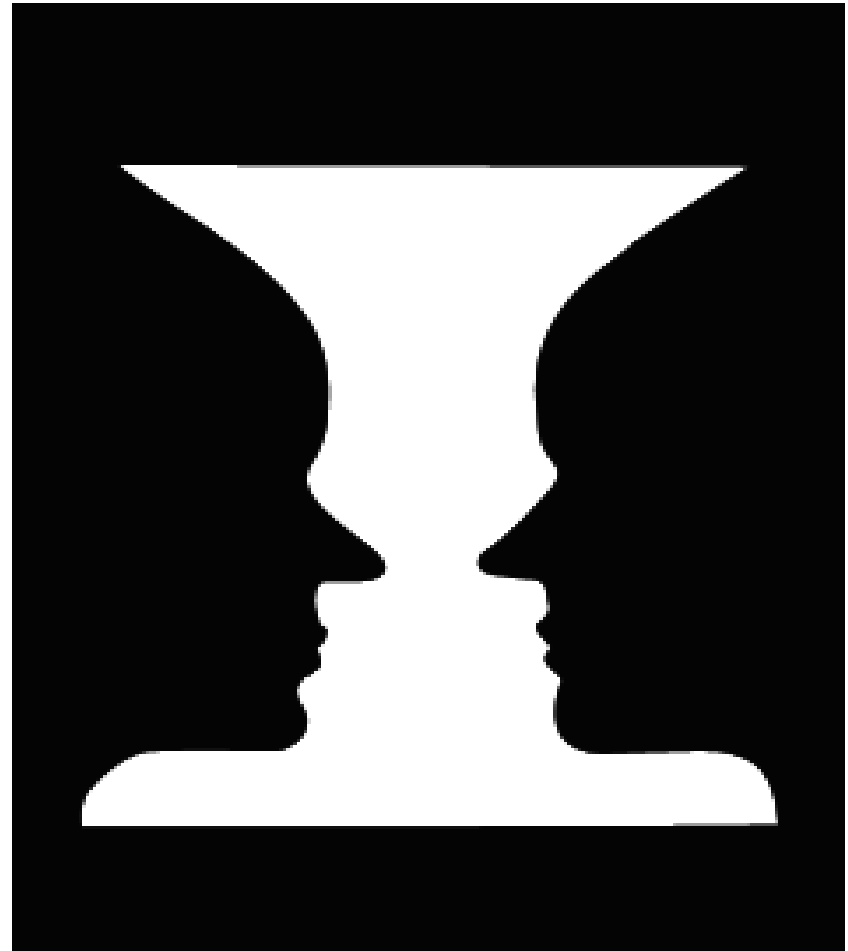
If the promotion you saw has a response code please enter it here (e.g. UGXYZ)... X

If you do not have the response code in which publication/website did you see our promotion? (Choose) X

proceed

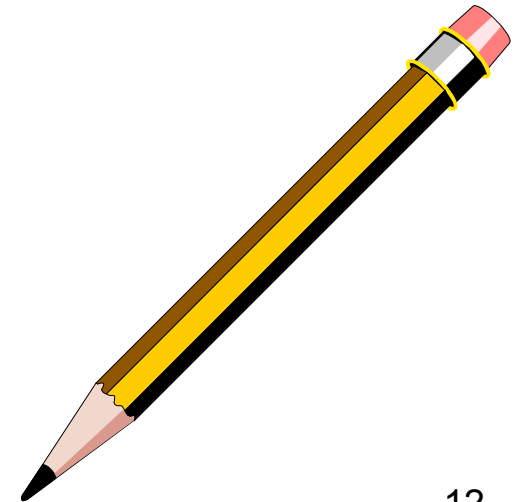
The 'face and vase' effect – task can drive where you look

- If you want to, you can decide to look at the faces (black) or the vase (white)
- Change of task, change of vision: the same thing works on the web



Now try it for yourself

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



Face and vase / figure and ground on the web



Skills for OU Study

[Student Home](#) | [Tutor Home](#) | [Intranet Home](#)

[A-Z](#)

Search

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



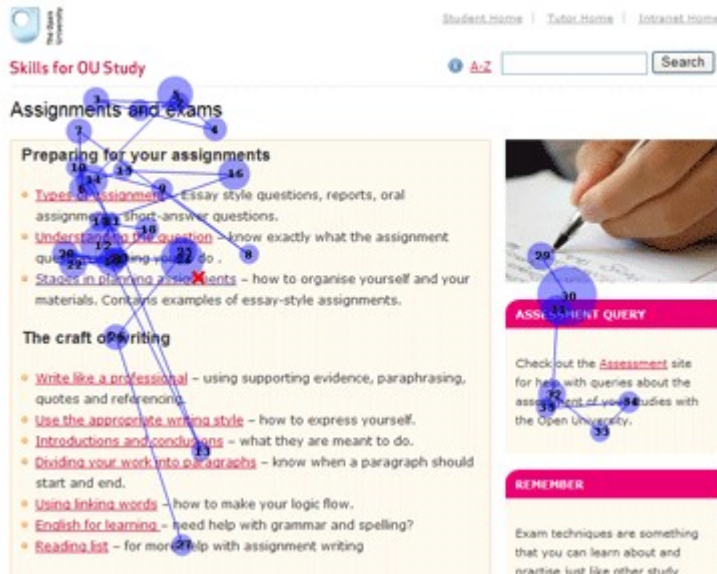
ASSESSMENT QUERY

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

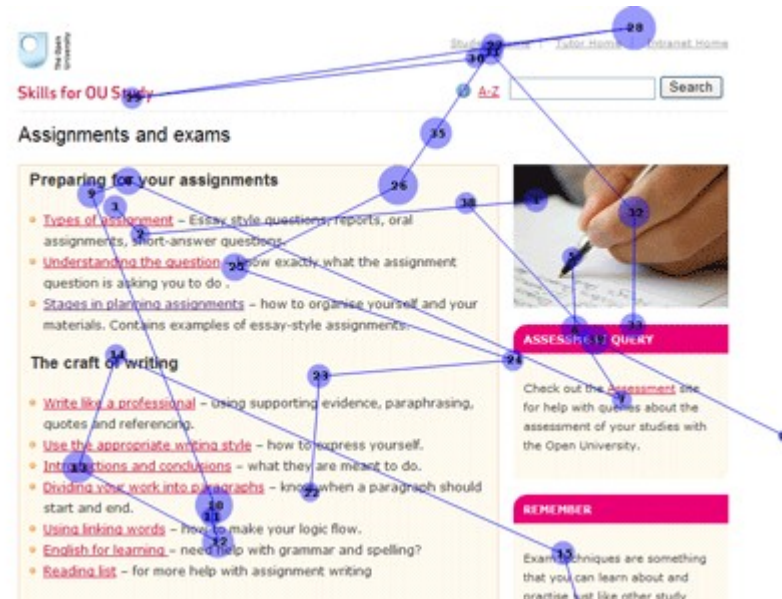
REMEMBER

Exam techniques are something that you can learn about and

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



Looking for ‘planning’



Looking for ‘contact us’

If the form is going well, no need to look elsewhere



Prospectus Request

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or call us on
+44 (0)845 300 6090

Order for myself

We have filled in your address (amend where necessary). Please complete the details below

Fields marked * must be filled in

Address* 11 Bloomfield Way

Town/City* TAMWORTH

County Staffs

Postcode B79 8LS

Title* (Choose) X

Other title

First name* X X

Last name* X

Gender* (Choose) X

OU Personal Identifier (if known)

Date of birth (DD MM YYYY) X - X - X X

Daytime phone number

Evening phone number X

Mobile phone number

Email Address X

Which of these subject areas are you most interested in studying with the Open University? (Choose) X

Which of these best describes your reason for enquiring about study with the Open University? (Choose) X

When would you like to start studying with the Open University? (Choose) X X

How did you find out about us?
Please tell us how you found out about our website

If the promotion you saw has a response code please enter it here (e.g. UGXYZ)... X

If you do not have the response code in which publication/website did you see our promotion? (Choose) X

proceed

Make sure 'page furniture' is there for users when they need it

- Page furniture is the stuff on the page that isn't the form
- When users swap tasks, they look in the page furniture
 - “Who are you?”
 - “I want to contact you”
 - “I want help”
 - “How do I save the form?”
- It helps users if the items they need are in familiar places:
 - “Contact us” header or footer
 - “Search” top right (next best: top of left margin)
 - “Help” top right of page
 - Your logo top left corner

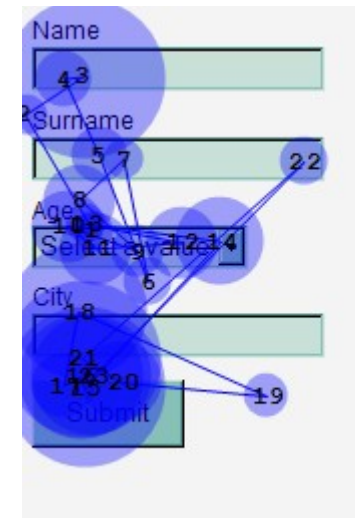
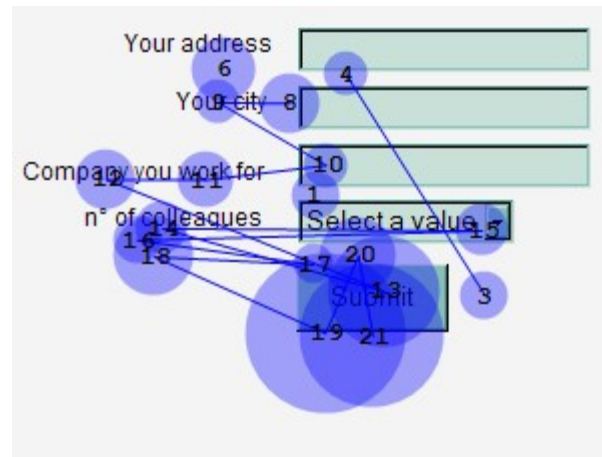
Back to labels.

The 'narrow focus' means big jumps for the users' eyes.

The image shows a registration form with a heatmap overlay. The heatmap uses a color scale from green (low focus) to red (high focus). Red 'X' marks are placed on the form to indicate where the user's eye focus jumps between elements. The form fields and their corresponding focus points are as follows:

Field Label	Focus Point (Red X)
Postcode	B79 8LS
Title*	(Choose)
Other title	
First name*	Two points in the first name field
Last name*	One point in the last name field
Gender*	(Choose)
OU Personal Identifier (if known)	
Date of birth (DD MM YYYY)	Three points: one in the day field, one in the month field, and one in the year field
Daytime phone number	
Evening phone number	One point in the evening phone number field
Mobile phone number	

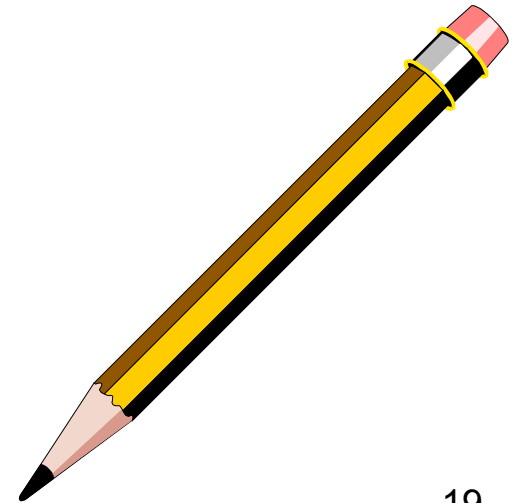
Mario Penzo's recommendation: “Place labels above or right-align them”



Are all these questions equivalent?

Where do the answers come from?

- | | | |
|------------------------|------------------------|-----------|
| • Your address | • Your address | • Name |
| • Your city | • Your city | • Surname |
| • Company you work for | • Company you work for | • Age |
| • Number of colleagues | • n° of colleagues | • City |



Easy questions and hard questions prompt different patterns of reading

- Users glance at populated answers
- Users look mostly at the left end of the answer space for easy questions
- Users read complex instructions quite carefully...
- ... provided they are on the way to their goal

 Prospectus Request

If you need HELP
please email General-Enquiries@open.ac.uk
or call us on
+44 (0)845 300 6090

Order for myself

We have filled in your address (amend where necessary). Please complete below

Fields marked * must be filled in

Address*

Town/City*

County

Postcode

Title*

Other title

First name*

Last name*

Gender*

OU Personal Identifier (if known)

Date of birth (DD MM YYYY) - -

Daytime phone number

Evening phone number

Mobile phone number

Email Address

Which of these subject areas are you most interested in studying with the Open University?

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Please tell us how you found out about our website

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If you do not have the response code in which publication/website did you see our promotion?

Update:

Labels above the fields may be no faster than right aligned labels


- Das, McEwan and Douglas investigated label placement
- Chose a simple form with simple questions
- Found no difference between labels above the fields and right-aligned labels


Das, McEwan and Douglas (2008)


Using eye-tracking to evaluate label alignment in online forms,


NordiCHI '08: Proceedings of the 5th Nordic conference on Human-computer interaction: building bridges


A section of a form where I think left-aligned labels really are necessary


Did you receive any **interest** etc, for example, from UK* 


banks, UK building societies, UK unit trusts? 


Did you receive any **dividends**, for example, UK companies,* 


authorised unit trusts, open-ended investment companies,
foreign companies (up to £300)? 


Did you receive any **UK pensions, annuities or state*** 


benefits, for example, state pension, occupational pension,
retirement annuity, incapacity benefit? 

Did you receive any **other UK income**, for example,* 

Employment lump sums, Share schemes, Life insurance
gains, Any other income? 

Have you made any **income tax losses** in the year* 

2007-08? 

Are you liable to **pension savings tax charges** or have you* 

received payments from overseas pension schemes? 

Users can survive a lot

Checkout

Step 1: Billing and Shipping Address

Step 1 2 3 4

*Indicates a required field

If you are a new customer complete this form.

Billing Address

Title (Mr., Mrs., Miss, etc.)

* First Name

* Last Name

Company

* Address Line 1

Address Line 2

Address Line 3

* City/Town

* Postal Code

* Country

* Daytime Phone Number

* E-mail Address (must be accurate for us to send your order confirmation)

Shipping Options

- ☒ Ship entire order to my billing address
- ☐ Ship entire order to ONE address (other than my billing address)
- ☐ Ship items in this order to MORE THAN ONE address

Catalogue Code

If you have a printed catalogue, please enter the catalogue code from the blue box on the back of the catalogue (See below).

CATALOG CODE

CUSTOMER CODE

WEB COUPON CODE

Catalogue Code

Coupon Code

If you have a printed coupon to apply to your order, enter the code here:

Coupon Code

Continue

Method 1 (more effort):

Decide where to put your labels according to your users, their goals, and the questions

Your users and their goals	Your questions ...	Put the labels ...
Willing to reveal the answers; filling in the form helps them to achieve a goal	Simple, only a few of them	Above
	Simple but lots of them	Right-justified
	Complex	Left-justified
Unwilling to reveal answers or reluctant to fill in the form	Simple or complex	Left-justified (you'll need more explanation)



Submit a Complaint

A Program with the Colorado Attorney General and the AARP Foundation



[Home](#)

Do you have a fraud or financial exploitation concern?
Complete this complaint form or call us Monday - Friday 9am to 4 pm
Toll Free in Colorado: **1-800-222-4444**
Denver Metro: **303-222-4444**

If using this form, please note that labels in **bold with an asterisk (*)** are required

Your Information

* **First Name:**

* **Last Name:**

Phone Number:

 (nnn-nnn-nnnn)

Email:

Would you like to receive a status update?

☐ Yes ☒ No

* **Relationship to Victim:**

Select One...

* **Type of Complaint:**

Select One...

* **Estimated Amount of Financial Loss:**

0 (to the nearest \$)

* **Are you the Contact?**

☐ Yes ☒ No

Will you share your fraud experience with the public in order to help others? ☐ Yes ☒ No

How did you hear about us?

Select One...

Contact Information

* **First Name:**

* **Last Name:**

* **Phone Number:**

 (nnn-nnn-nnnn)

Email:

Sign up

A variety of plans to fit everyone's needs. You can upgrade, downgrade, or cancel any time.
All pay accounts include a 30-day Free Trial.

Create your administrator account

This is the master log-in for your account. All fields are required. Once your account is set up you can add accounts for other people as well. Each person will have their own username and password.

First name

Last name

Email

Username

What you'll use to log in (or [use OpenID](#)).

Password

Password again

Confirm your password by entering it again.

Company/Group

Examples: Apple, UCLA, Red Cross

Time zone

Which web browsers work with Basecamp?

Any of the following web browsers work with Basecamp: **IE 7** (PC), **Firefox 2** or later (Mac, PC, or Linux), **Safari 2** or later (Mac).

Can I upgrade, downgrade, or cancel later?

Absolutely. Basecamp is a month-to-month service so you can upgrade, downgrade, or cancel at any time.

Which forms of payment do you accept?

We accept Visa, Mastercard, and American Express. We do not accept POs, checks, or invoices to be paid at a later date. We do email a "PAID" invoice each time you are billed.



Screenshot best available

You're just 60 seconds away from your new Basecamp account.

Already use a 37signals product? Then [sign in](#) with your 37signals ID to save time.

1 Create your Basecamp account


First name

Last name

Email

Company

(Or non-profit, organization, group, school, etc.)

Time zone 

Now choose a username & password

Username

This is what you'll use to sign in. (or use [OpenID](#))

Password

6 characters or longer with at least one number is safest.

Enter your password again for verification

2 Create your Basecamp site address

Every Basecamp site has its own web address. For example, if you want your Basecamp site to be at `http://acme.basecamphq.com` you'd enter `acme` in the field below. **Letters & numbers only.**

http:// .basecamphq.com

Thanks
for choosing
Basecamp! 

You're in good company when
you use 37signals products.

Over 3,000,000 users

Thousands sign up every week

Secure and reliable

Your data is backed up daily

Great customer service

Fast, accurate, and friendly help

Interlude

by kind permission of
Steve Krug, author of
“Don’t Make Me Think” and
“Rocket Surgery”

WEB DESIGN FUNNIES

Today's episode: "Religious Debates"

featuring...

Caroline makes a suggestion...

Kim the
Project
Manager.

Rick from
Marketing

Bob the
Developer

Caroline the
Designer

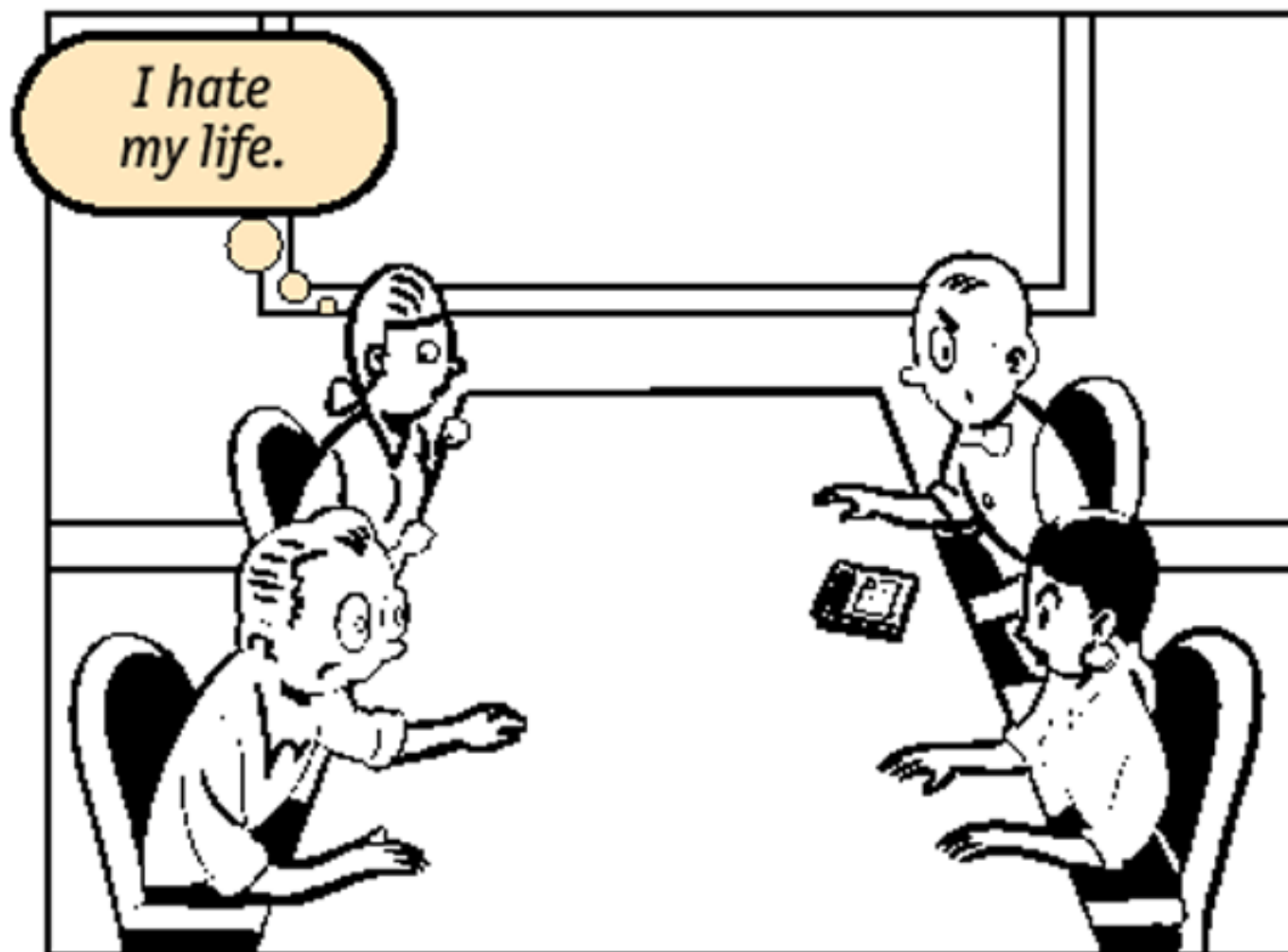
We could use a
pull-down menu for
the product list.

I hate
pull-downs.

People don't like
pull-downs. My father
won't even go near
a site if it uses
pull-downs.

Well, I don't think *most*
people mind them.
And they'd save us a
lot of space.

Besides, have
you got a
better idea?



As you'd expect, Steve goes on to recommend usability testing

- Usability testing gets you away from 'religious wars'
- Even one test with one (possibly unrepresentative) is better than nothing

Back to label
placement

Method 2 for labels (guaranteed success): Choose anything harmonious then test and test

- Any reasonably harmonious arrangement of labels and boxes is likely to be OK
- The only guaranteed way of achieving a good form is:
 - Test YOUR form with YOUR users
 - Make changes based on what you find
 - Test again with (different) users
 - Make more changes
 - Repeat until the form works

Let's stress
about details

Colons at the end of labels?


Sentence or title case?

Required field indicator?

Colons at the ends of labels are a matter of considerable debate

Where am I? [telegraph.co.uk](#) > [My Telegraph](#) > [Register](#)

Telegraph.co.uk

Telegraph Blogs [myTelegraph.co.uk](#) in association with  CISCO

[Home](#) [My news](#) [People](#) [Most popular](#) [Tags](#) [Announcements](#) [Help](#)

Join the debate. Join My Telegraph Already a member?

Please complete all fields

Screen name (only alphanumeric characters)

This is the name that will be displayed against all comments and posts that you make, and will be visible to all other members.

First name

Last name

What is myTelegraph

Join the debate with the Telegraph

- Read blogs from other Telegraph members
- Write your own blog
- Share your opinions with the rest of the community
- Save all your comments in one place

Joining is free and takes only a few minutes

The New York Times

[Already a Member? Log In](#)

Registering for NYTimes.com is free and easy!

Registration provides free and instant access to breaking news, reviews, online classifieds and more on NYTimes.com.

[Why Register?](#) | [What is TimesSelect?](#) | [Privacy Concerns](#) | [Cookies Information](#) | [FAQ's](#)

Create an Account (Required)

Choose a Member ID:

Choose a Password: (Five character minimum)

Re-enter your Password:

Secret Question: [What's this?](#)

Secret Answer:

E-Mail Address: [Why do we need this?](#)

NYTimes.com will only use this address with your permission.

☒ Remember my Member ID and password on this computer.

Pick one style. Stick with it. It's not worth arguing about.

Sentence or title case?

Sentence case wins. (But only just).

- This is sentence case
- This is Title Case
- This Is Capitalisation Of Each Initial Letter
- ISO-9241 part 17 says
 - "Initial upper-case (capital) letter for field labels: To facilitate readability, the text field labels begin with an upper-case letter. The rest of the label should contain lower case (small) letters except for cases where the label is a logo, an acronym or language convention that requires each word in the label to begin with a capital letter."
- Sentence case is slightly more legible due to familiarity
- It's not worth changing a big suite of forms to fix this

Required field indicator?

(There's a theme developing here...)

- Miriam Frost Jungwirth:


- “I was once charged with testing that.
Seriously. \$10,000 of manhours testing asterisk placement.

There was no difference in user performance. At all.“

- I'm a little more interested in this discussion:

- Indicators placed to the right are likely to be invisible
- Put the text describing the indicator at the **top** of the **fields**
(that is, not at the end of the form and not in the instructions)
- Use the same indicator in both places (text and next to required field)
- Use the alt-text 'required' (not 'asterisk')
- Always indicate required; don't switch to indicating 'optional'
- If you feel the urge to indicate 'optional', use the word 'optional'
- Do not use colour on its own as an indicator

A few examples of required field indicators



TUCSON
CONVENTION
CENTER

HOME EVENT CALENDAR TICKET OFFICE IN TUCSON BOOKING ENEWS GETTING HERE ABOUT US

Keep in
Touch

Sign up for "The Dish"

Sign up now for a free e-mail service that provides you with insider tips on some of the hottest events coming to the Tucson Arena, Tucson Music Hall, Leo Rich Theater and the Tucson Convention Center.


Tell us about you:

Email:*	<input type="text"/>	Gender:	<input type="text" value="Please Select.."/>
First Name:*	<input type="text"/>		
Last Name:*	<input type="text"/>	Age:	<input type="text" value="Please Select.."/>
Zip:*	<input type="text"/>		

* required fields


Send me news and special offers on the following topics:

You will receive all of our email notices and updates.	OR	Select just what you want to receive information about
--	----	--



TUCSON
CONVENTION
CENTER

A few examples of required field indicators



THE DEPARTMENT OF INTERNAL AFFAIRS
Te Tari Taiwhenua

[Home](#)[Services](#)[What's new](#)[About us](#)[Legal](#)

Services

[Censorship Home](#)[How to Contact Us](#)

Content Complaint Form

NOTE: Fields marked with an asterisk (*) are required.

Complete this form to make a complaint about Internet or other content which you think is, or may be, objectionable. See [What Is Objectionable](#) and [Censorship and the Internet](#).

Date of Incident or date you saw the publication: *

(dd/mm/yyyy)

Type of Incident or publication: *

- SELECT -

Details and comments about the material you are complaining about. Tell us what happened: *
Remember to include chatroom names, networks, URLs, usernames, passwords, trigger commands, email and don't know what some of these things are, just give us all the information you can.


A few examples of required field indicators


The image shows a registration form for a contest titled "WIN A VIP HOLLYWOOD BOWL EXPERIENCE!". The form is set against a background featuring palm trees and a pink sky. On the left, it lists "15 GRAND PRIZES" and "WIN A PAIR OF TICKETS TO ONE OF THE FOLLOWING SHOWS", including "THE DECEMBERISTS (JULY 7)", "CAFÉ TACUBA (JULY 15)", and "COOL BRITANNIA! WITH JAMIE CULLUM (JULY 21)". Below this, it mentions "PLUS A BRISTOL FARMS PICNIC BASKET VOUCHER". The form fields are as follows:

- First Name:** A text input field with a pink label.
- Last Name:** A text input field with a pink label.
- E-Mail:** A text input field with a pink label.
- Confirm Email:** A text input field with a pink label.
- Address Line 1:** A text input field with a pink label.
- Country:** A dropdown menu with "USA" selected, labeled in pink.
- Zip or Postal Code:** A text input field with a pink label.
- Gender (m/f):** A dropdown menu with "Male or Female" selected, labeled in pink.
- Birthday:** Three dropdown menus for "Month", "Day", and "Year", labeled in pink.
- Cell phone number:** A text input field with a pink label.
- What kind of cell phone do you have?:** A text input field with a pink label.

A note at the top of the form states: "Required fields are marked in pink." The form also includes a "laist local" logo at the bottom left and a vertical scrollbar on the right.

A few examples of required field indicators

**Department of
Transportation**

**Michigan.gov**
An Official State of Michigan Web Site

Michigan.gov Home

MDOT Home | Site Map | Contact MDOT | FAQ | State Web Sites

Search

GO

doing business

> Forms

> **Contractor Services**

Disadvantaged Business Enterprise

Prequalification

Bid Letting

Payments & Awards

> Vendor/Consultant Services

> Local Agency Program

> Passenger Transportation


roads & travel


rail & public transit


bridges, borders & ferries

news & information

projects & programs

 Printer Friendly

 Text Version

 Email Page

A- A+ Text Size

Order a Construction Prequalification Packet

To request a prequalification packet via email, fill in this form and click the Submit button below. * **REQUIRED INFORMATION**

Name: *

Email: *

Company: *

Address: *

Address 2:

City: *

State: ZIP: *

* Required

Submit

Clear Form

Departments/Agencies

Online Services

Surveys

RSS Feeds

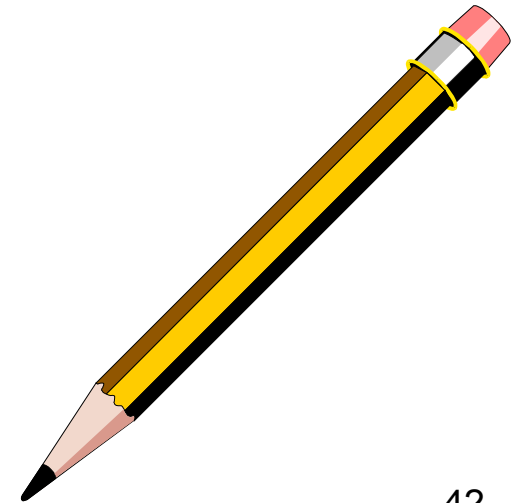
Related Content

• How to Become Construction Prequalified

• MDOT Prequalified Contractor Directories

Which is the most important problem

- Examine the Michigan Department of Transport form
- Find as many usability problems as you can
- Decide which ONE problem is the most important



Three details that do affect users

1. It's not OK and I don't want to Cancel
2. Shorter preambles
3. 'False ends'

Buttons really do matter to users.

The image shows two overlapping web browser windows from the early 2000s. The background window is titled "Home - Phaser 8500DN - Microsoft Internet Explorer provided by evesham.com" and displays the Xerox Phaser 8500DN product page. It includes a printer image, a list of features, optional features, and printer drivers. The foreground window is titled "http://www.tekcolor.com - Drivers - Microsoft Internet Explorer provided by ev..." and shows a driver download page. A modal dialog box with the "XEROX" logo is open over the foreground window, containing two input fields. The footer of the background window reads "COPYRIGHT © 2005 XEROX CORPORATION. All Rights Reserved." and the XEROX logo is displayed below it.


Home - Phaser 8500DN - Microsoft Internet Explorer provided by evesham.com

File Edit View Favorites Tools Help

Address <http://192.168.1.16/>


CentroWare Internet Services

Phaser 8500



Ink Low

Name: Phaser 8500DN
DNS:
IP: 192.168.1.16
Contact:
Location:
Status: [warning](#)

 Refresh Status

Features

- ✓ Premium color printing
- ✓ Fast printing up to 24 ppm and unrivalled seconds to first page
- ✓ Outstanding performance with 600 MHz processor
- ✓ Easy to load solid ink consumables
- ✓ True Adobe PostScript 3
- ✓ Easy installation and use with Phaser Software

Optional Features
(✓ = installed on this printer)

- ✓ Automatic two-sided printing
- ✓ 525-Sheet feeder
- ✓ Advanced Features
- ✓ Network Interface

Printer Drivers
[Install Printer Drivers](#)

Drivers

Windows Users

Click the link below to begin the

- [Windows Driver Installation](#)

Macintosh Users

Click the link below to download

- [Macintosh Driver Installation](#)

http://www.tekcolor.com - Drivers - Microsoft Internet Explorer provided by ev...

File Edit View Favorites Tools Help

Address <http://www.tekcolor.com>

CentroWare Internet Services

Phaser® 8500/8500DN

XEROX

Internet

COPYRIGHT © 2005 XEROX CORPORATION. All Rights Reserved.

XEROX.

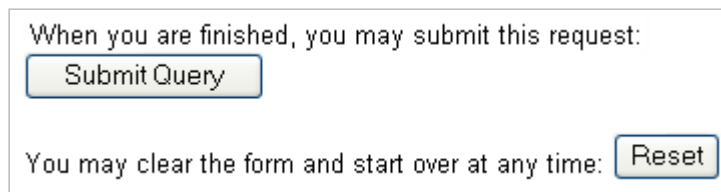
1. Label the button with what it does.
2. If the user doesn't want to do it, don't have a button for it.

- “OK” works – if it makes sense to say “OK” at that point
- “Reset” probably doesn’t work
 - Reset Button: `INPUT TYPE=RESET`

An `INPUT` element with `TYPE=RESET` represents an input option, typically a button, that instructs the user agent to reset the form's fields to their initial states. The `VALUE` attribute, if present, indicates a label for the input (button).

When you are finished, you may submit this request: `<input type=submit>
`

You may clear the form and start over at any time: `<input type=reset>`



When you are finished, you may submit this request:

Submit Query

You may clear the form and start over at any time: Reset

Three details that do affect users

1. It's not OK and I don't want to Cancel
2. Shorter preambles
3. 'False ends'

Tired of calling a list of mortgage providers only to be asked the same questions over and over again? Let our lenders and brokers come to you! By providing the following information, one or more companies in your area will provide a "personalized quote" on your borrowing request. Most will respond in less than 24 hours. Please complete this form as thoroughly as possible.

We respect your privacy. This is a confidential request and your personal information will only be sent to lenders and brokers in your area who are customers of CompareInterestRates.com For more information, see our [privacy statement](#).

Property State

Please Choose One

Purpose of loan

Please Choose One

Preferred mortgage product

Please Choose One

(if you want quotes on multiple products please indicate additional products in the comment field below)

Approximate loan amount you wish to borrow \$

(please use whole numbers without any commas, decimals or dollar signs)

Purchase price of home or approximate value for a refinance \$

(please use whole numbers without any commas, decimals or dollar signs)

If purchasing a new home you have identified, when is the closing date?

Contact Information:

First Name

Last Name

Home Phone #

() -

Business Phone #

() -

Email Address

Please rate your credit

Please Choose One

Are you willing to document your income throughout the loan process?

Yes I will document my income for the lender

Have you ever had a bankruptcy?

Never have had a bankruptcy or over 10 years since BK discharge

Additional information, comments, and questions.

Do you wish to also receive quotes on home owner's insurance?

No

Do you wish to subscribe to our Daily Mortgage Rate Update email?

No

Please press submit button only once. Multiple submissions may transmit your request to more lenders than you requested.

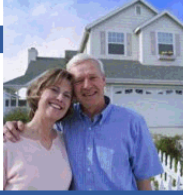
Submit Your Personalized Rate Quote Request

Start Over

A/B testing

Varied:

- photo
- background
- colours
- shading
- buttons
- preamble



This mortgage rate quote form will take approximately 30 seconds to complete. Here's how our service works:

- Complete our short form
- We will search hundreds of mortgage lenders and thousands of loan programs in our database
- You will then receive quotes from up to 4 competitive lenders in your state
- You choose the mortgage lender with the best rate and loan terms and save money

Property State

Please Choose One

Purpose of loan

Please Choose One

Preferred mortgage product

Please Choose One

(if you want quotes on multiple products please indicate additional products in the comment field below)

Approximate loan amount you wish to borrow \$

(please use whole numbers without any commas, decimals or dollar signs)

Purchase price of home or approximate value for a refinance \$

(please use whole numbers without any commas, decimals or dollar signs)

If purchasing a new home you have identified, when is the closing date?

Contact Information:

First Name

Last Name

Home Phone #

() -

Business Phone #

() -

Email Address

Please rate your credit

Please Choose One

Will you document your income?

Yes No

Have you ever had a bankruptcy?

Never

Additional information, comments, and questions.

Submit Information To Lenders

Please press submit button only once. Multiple submissions may transmit your request to more lenders than you requested.

In our 2004 study, we found that only a better preamble made any real difference

- We tested a wide selection of visual variants of a form
- Variants improved conversion rates
- The only variation that achieved statistical significance was the improved preamble:
 - Shorter
 - Clearer
 - Better layout

Sign up

A variety of plans to fit everyone's needs. You can upgrade, downgrade, or cancel any time.
All pay accounts include a 30-day Free Trial.

Create your administrator account

This is the master log-in for your account. All fields are required. Once your account is set up you can add accounts for other people as well. Each person will have their own username and password.

First name

Last name

Email

Username

What you'll use to log in (or [use OpenID](#)).

Password

Password again

Confirm your password by entering it again.

Company/Group

Examples: Apple, UCLA, Red Cross

Time zone

Which web browsers work with Basecamp?

Any of the following web browsers work with Basecamp: **IE 7** (PC), **Firefox 2** or later (Mac, PC, or Linux), **Safari 2** or later (Mac).

Can I upgrade, downgrade, or cancel later?

Absolutely. Basecamp is a month-to-month service so you can upgrade, downgrade, or cancel at any time.

Which forms of payment do you accept?

We accept Visa, Mastercard, and American Express. We do not accept POs, checks, or invoices to be paid at a later date. We do email a "PAID" invoice each time you are billed.



66 words

You're just 60 seconds away from your new Basecamp account.

Already use a 37signals product? Then [sign in](#) with your 37signals ID to save time.

1 Create your Basecamp account


First name

Last name

Email

Company

(Or non-profit, organization, group, school, etc.)

Time zone 

Now choose a username & password

Username

This is what you'll use to sign in. (or use [OpenID](#))

Password

6 characters or longer with at least one number is safest.

Enter your password again for verification

2 Create your Basecamp site address

Every Basecamp site has its own web address. For example, if you want your Basecamp site to be at `http://acme.basecamphq.com` you'd enter `acme` in the field below. **Letters & numbers only.**

http:// .basecamphq.com

Thanks
for choosing
Basecamp!



You're in good company when
you use 37signals products.

Over 3,000,000 users

Thousands sign up every week

Secure and reliable

Your data is backed up daily

Great customer service


Fast, accurate, and friendly help

28 words

Three details that do affect users

1. It's not OK and I don't want to Cancel
2. Shorter preambles
3. 'False ends'

‘False ends’: if it feels like the end of the conversation, users will stop

 HM Revenue & Customs

[contact us](#) [help ?](#) [logout](#)

9 April 2007 EFFORTMARK LTD (Ref 362/E365) £

Tax Year 2006/2007

Employee Details

[home](#)

- > Employee List
- > Works Number Update

Employer Annual Returns

- > P35 End of Year
- > P38A Supplementary
- > P11Db Expenses & Benefits
- > P9D Batch Submission
- > Employer Actions

Settings

- > Employer Details
- > Change Tax Year

- > Feedback

You must complete any fields marked *

Next ➔

* Why is this employee being added? ?

- ☐ New employee with a form P45(3) from a previous employer
- ☐ New employee without a form P45(3) and requires a form P46
- ☐ Existing employee previously paid below the PAYE threshold and requires a form P46
- ☐ Existing employee to add to Employee List

* Surname:

* First name:

Middle name:

Title:
(For example. Mr, Mrs)


* Address line 1:

Address line 2:

Address line 3:

Address line 4:

'False ends': if it feels like the end of the conversation, users will stop

 HM Revenue & Customs

[contact us](#) [help ?](#) [logout](#)

21 March 2007 EFFORTMARK LTD (Ref 362/E365) £

P46 - Tax Code Calculation Tax Year 2005/2006

[home](#)

- > Employee List
- > Works Number Update
- Employer Annual Returns**
 - > P35 End of Year
 - > P38A Supplementary
 - > P11Db Expenses & Benefits
 - > P9D Batch Submission
 - > Employer Actions
- Settings**
 - > Employer Details
 - > Change Tax Year
- P46 New Employee**
 - > Statements
 - > **Tax Code Calculation**
- > Feedback

[Back](#)

Susan Roberts
AB631452C

Based on the information provided, the tax code to be used for this employee is shown below.

Tax code to be used: **503L**

Tax code operation basis: **week 1 or month 1**

[Do another P45, P46 >](#)
[Submit P45, P46 form\(s\)>](#)

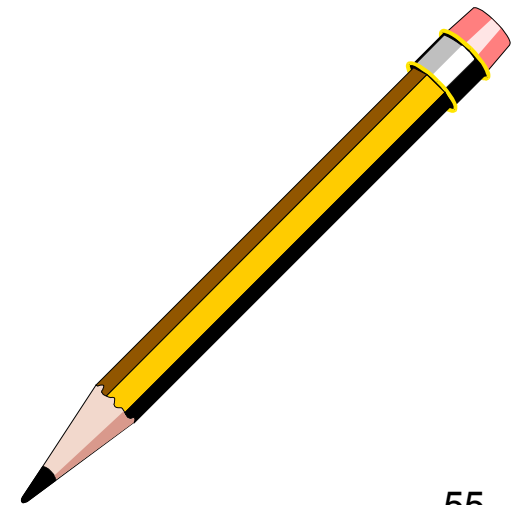
[Back](#)

Avoid screens in the middle of forms that have no fields for user entries

- Option 1: save a 'false end' screen for the true end of the conversation
- Option 2: include a question that guides users around the 'false end' screen

Now try it for yourself

- Design a solution to the 'false end' in the tax form



**If it looks good,
it's easy to use**


Keep the logo in proportion

Calm your creative impulses

Design to a grid

Use rules with a light touch

Some branding reinforces
your form's credibility.




Visit Cornwall
The official site of Cornwall Tourist Board

Home PLACES TO STAY PLACES TO GO THINGS TO DO EVENT

- HOME
- ACTIVE CORNWALL
- ARTS AND CULTURE
- BROCHURE
- CONFERENCES
- CONTACT US
- CYCLING
- GARDENS
- GETTING HERE
- GREEN TOURISM
- HERITAGE & HISTORY
- MEMBERSHIP
- NEWS
- PRACTICAL INFO
- RESEARCH

Competition - win a stay at a brand new luxury 5 star holiday village in Cornwall *

Tell us what you think of our website and **enter our prize draw** to win either a fabulous weekend or short break in one of [Gwel an Mor's](#) VIP lodges, equipped with private hot-tub on the sun deck, a wood burner and maid service. For your chance to **win this prize draw**, [click here](#) and complete our quick and easy website questionnaire and submit by **1st October 2007**. All completed questionnaires submitted will be entered into the **prize draw**. Good Luck!

 Gwel an Mor offers superb self catering accommodation backed by extra-ordinary standards of service. Their 5 star rating was achieved within six months of opening and guest feedback rates overall satisfaction at

[enjoyEngland.com](#)

Is this enough?



VisitCornwall Website Questionnaire

We welcome your views on VisitCornwall.co.uk. All individual responses will be treated as strictly confidential, and the results of this survey will be used to help guide our future web site development. Thank you for your help and co-operation.

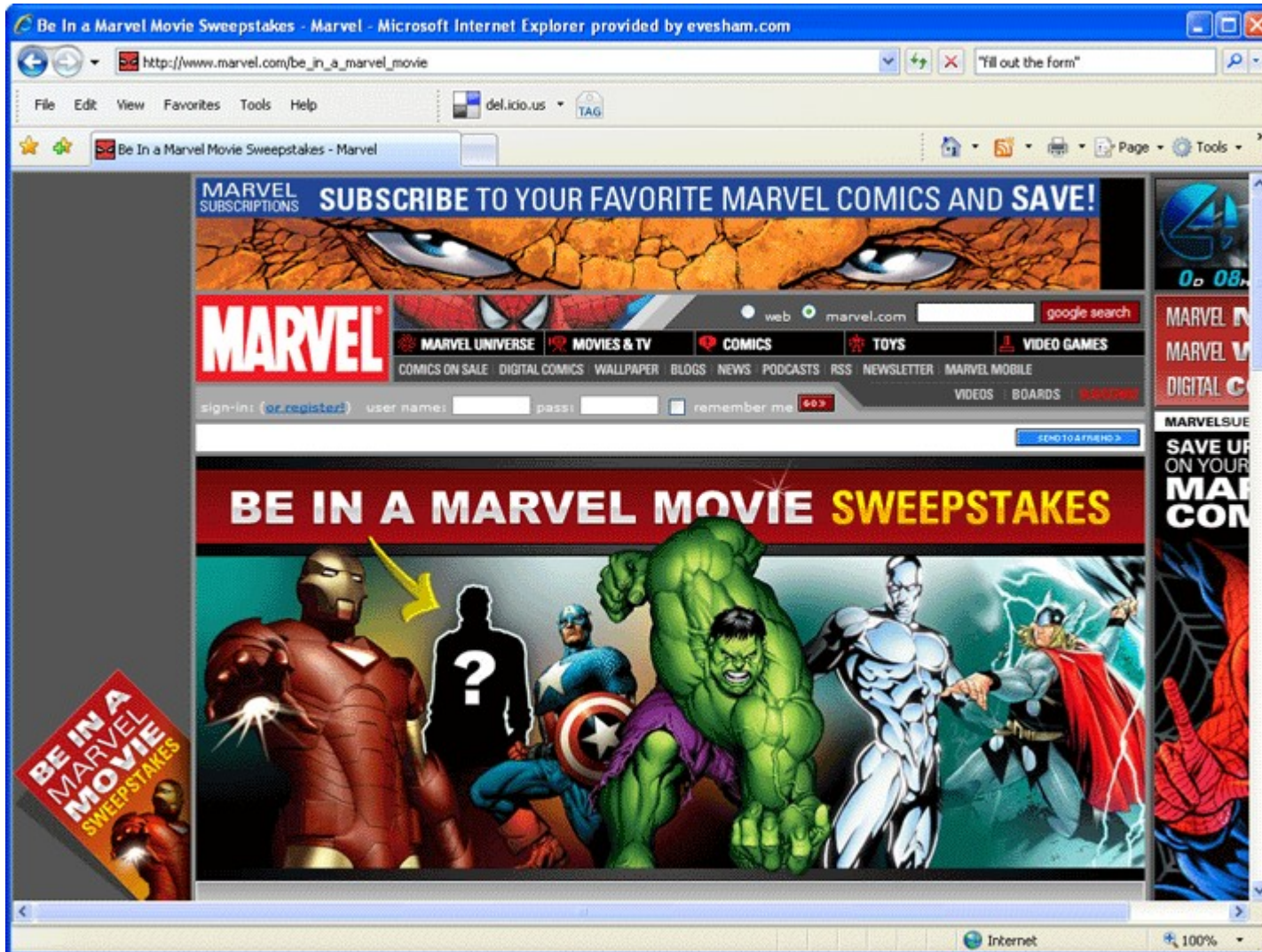
1. How did you learn about this site?

- ☐ Search engine
- ☐ Link from another website
- ☐ Direct from VisitCornwall (Cornwall Tourist Board, by email or phone for example)
- ☐ VisitCornwall (Cornwall Tourist Board) brochure or guide
- ☐ Other brochure or guide
- ☐ News / Magazine feature or listing
- ☐ Recommendation from a friend
- ☐ Other (please state)

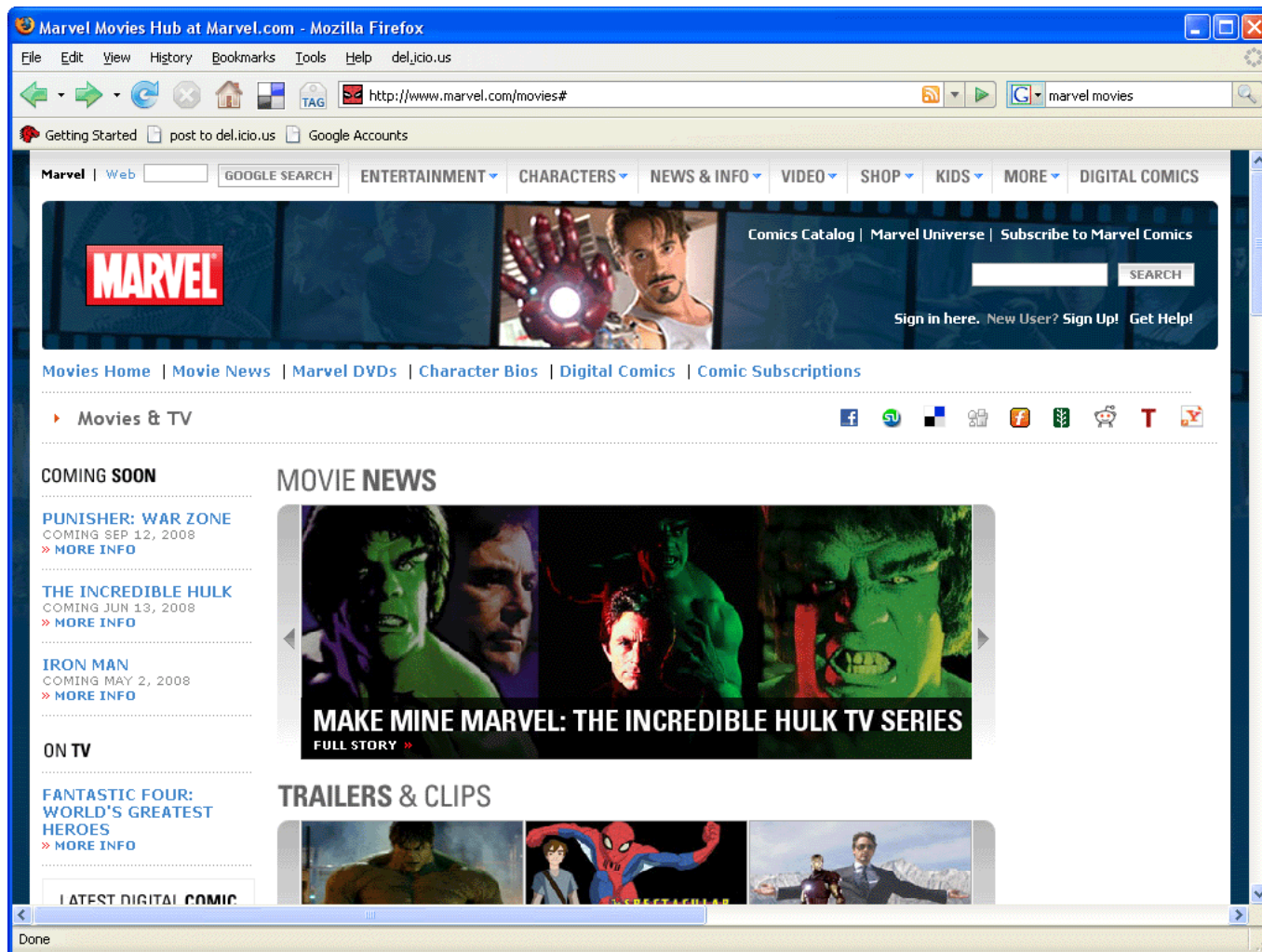
A screenshot of the questionnaire form, showing various input fields, checkboxes, and a table with columns for 'Age', 'Gender', 'Occupation', and 'Income'. The form is titled 'VisitCornwall Website Questionnaire' and includes a header with the VisitCornwall logo.

Where is the form?

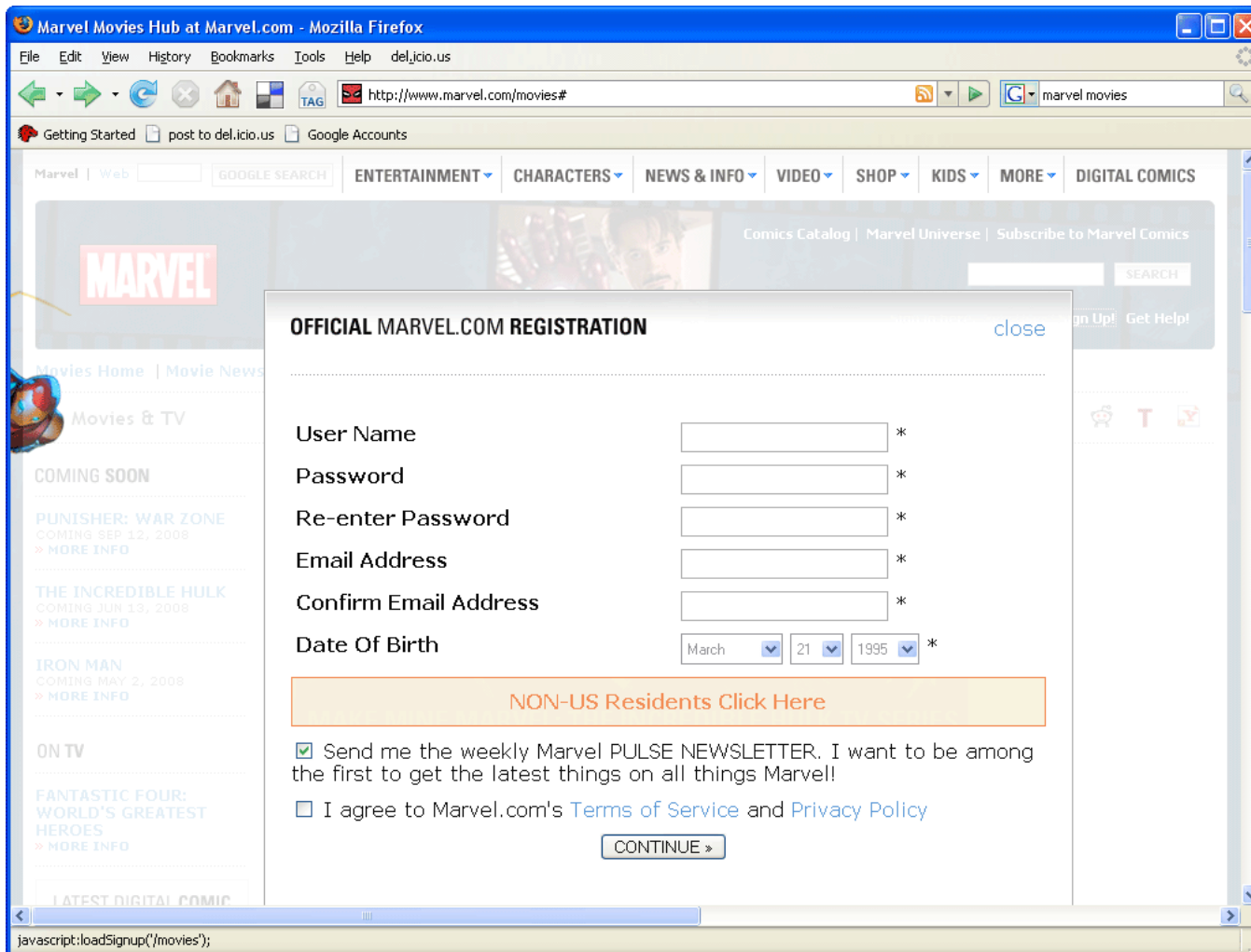
Too much branding



Another, more recent, look at the Marvel site



Another, more recent, look at the Marvel site



Is this just right?
Or too much?

The image is a screenshot of a web page for a contest. The header features a pink background with palm trees and the text 'WIN A VIP HOLLYWOOD BOWL EXPERIENCE!'. Below this, on the left, it says '15 GRAND PRIZES' and 'WIN A PAIR OF TICKETS TO ONE OF THE FOLLOWING SHOWS', followed by a list of three shows: 'THE DECEMBERISTS (JULY 7)', 'CAFÉ TACUBA (JULY 15)', and 'COOL BRITANNIA! WITH JAMIE CULLUM (JULY 21)'. Below the list, it says 'PLUS A BRISTOL FARMS PICNIC BASKET VOUCHER'. At the bottom left is the 'laist local' logo. On the right, there is a registration form with fields for First Name, Last Name, E-Mail, Confirm Email, Address Line 1, Country (a dropdown menu showing 'USA'), Zip or Postal Code, Gender (a dropdown menu showing 'Male or Female'), Birthday (Month, Day, and Year dropdowns), and Cell phone number. A note above the form states 'Required fields are marked in pink.' There are also three small images of actors in a row above the form fields.

WIN A VIP HOLLYWOOD BOWL EXPERIENCE!

15 GRAND PRIZES

WIN A PAIR OF TICKETS TO ONE OF THE FOLLOWING SHOWS

- THE DECEMBERISTS (JULY 7)
- CAFÉ TACUBA (JULY 15)
- COOL BRITANNIA! WITH JAMIE CULLUM (JULY 21)

PLUS A BRISTOL FARMS PICNIC BASKET VOUCHER

laist local

Required fields are marked in pink.

First Name:

Last Name:

E-Mail:

Confirm Email:

Address Line 1:

Country:

Zip or Postal Code:

Gender (m/f):

Birthday:

Cell phone number:

What kind of cell phone do you have?

**If it looks good,
it's easy to use**

Keep the logo in proportion

Calm your creative impulses

Design to a grid

Use rules with a light touch

Calm your creative impulses.

Montblanc

Mr. ☐ Mrs. ☐

Name First Name

Address

ZIP Code City

Country Your Location - Please specify - ▼

Email Subject

Message

.....


.....

.....

SEND RESET

CONTACT

If you would like to contact Montblanc,
please complete the form.



More conventional: easier to use, still offers opportunities for improvement

WRITING INSTRUMENTS

WATCHES


LEATHER

JEWELLERY

EYEWEAR

FRAGRANCE

LIMITED EDITIONS



CRAFTSMANSHIP

CORPORATE

ART & CULTURE

CORPORATE GIFT

CONTACT FORM

Topic

Comments & Feedback

* Required fields

Title ☒ Mrs. ☐ Ms. ☐ Mr.

Name *

Last name *

Region *

Please choose a region

Country *

Please choose a country

Phone

E-mail *

CONTACT

COMMENTS & FEEDBACK

Your message:
Place your text here:

☒ Please send me a copy of this E-Mail

☐ Yes, I would like to receive the Montblanc Newsletter. I have read and accept Montblanc's Privacy Policy.

Reset

Send

BOUTIQUE LOCATOR

CUSTOMER SERVICE

CONTACT

NEWSLETTER

SEARCH

Terms of Use

Sitemap

Change language

If it looks good,
it's easy to use

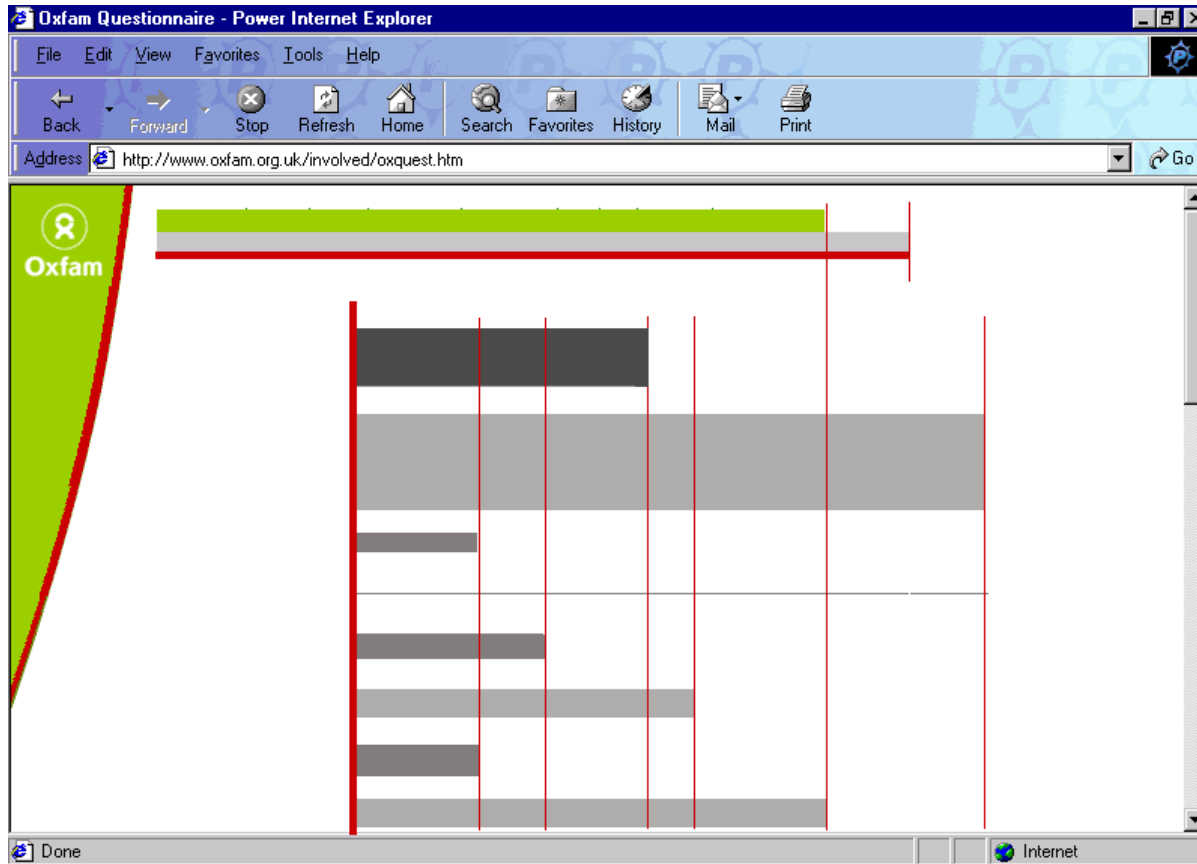
Keep the logo in proportion

Calm your creative impulses

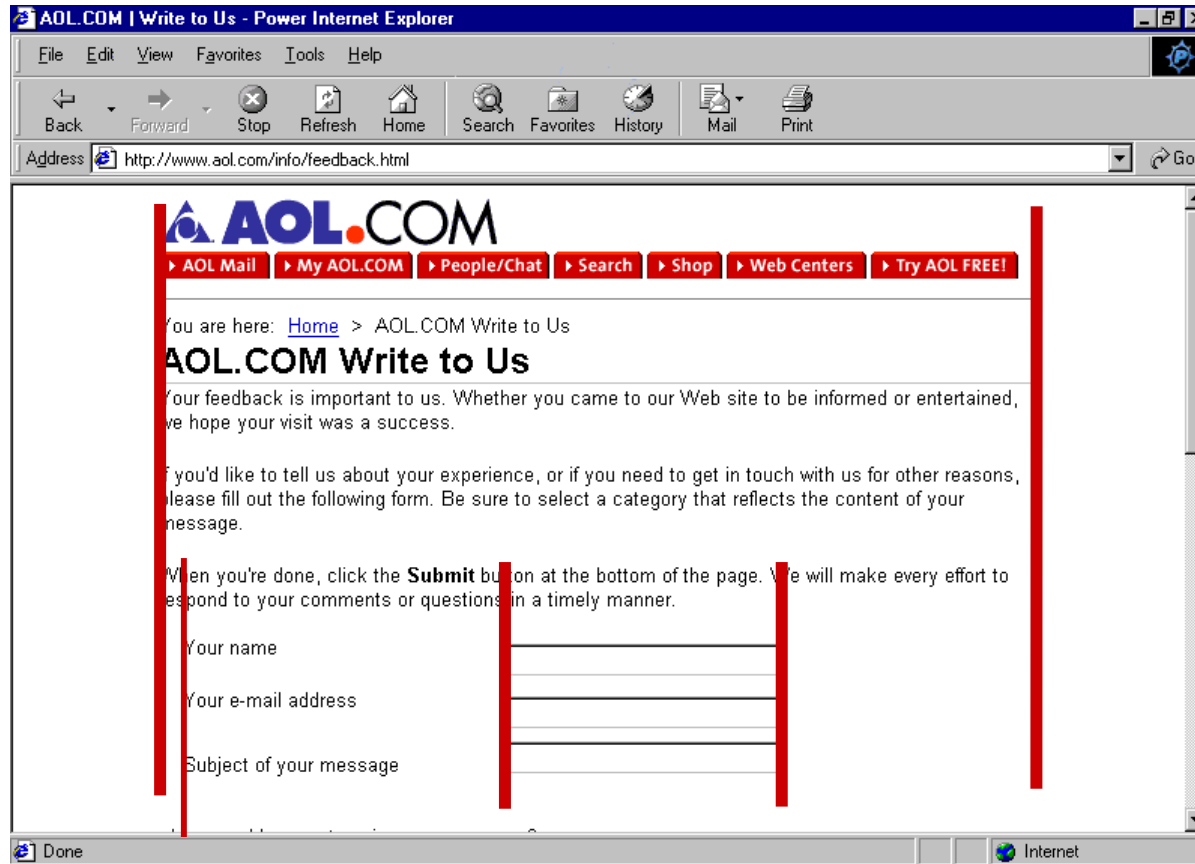
Design to a grid

Use rules with a light touch

Design to a grid: work with the graphics in the shape of the page



Keeping to a grid: starts well



Example: chipping at the grid

AOL.COM | Write to Us - Power Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address <http://www.aol.com/info/feedback.html> Go

When you're done, click the **Submit** button at the bottom of the page. We will make every effort to respond to your comments or questions in a timely manner.

Your name

Your e-mail address

Subject of your message

How would you categorize your message?

☒ General question or comment

☐ Technical question about America Online

☐ Technical question about the Internet or the Web

☐ Comment about an AOL member's use of the Internet

☐ Billing question

☐ Request for billing credit

☐ Question or comment about this Web site

☐ Question about AOL Mobile

Enter your message below, then click **Submit**.

Done Internet

Design to a grid:
if you give up entirely, it looks a bit inept

http://reservations.hamptonjitney.com - Hampton Jitney - Mozilla Firefox



Please fill in the following information to complete your reservation . . .

Ms First Name: Last Name:

Address: City:

State: Zip Code:

Phone Number: () - Email Address:

Please Press the FINALIZE Button Only One Time. Processing your reservation takes a few moments. . .

Done

Design to a grid:
if you give up entirely, it looks a bit inept



Registration Form

Of course, all submitted information is kept in the strictest confidence.
You always retain control of your information with D.W. Simpson & Co.
Our services are always at no cost to you.

Name:

Address:

City: State/Province:

Zip Code:

Country:


Phone: (H) Fax:

Phone: (W) (if able to speak freely)

Email:

A before- and after- example.

First of all, the old one. Plenty of grid problems.

The Open University

AUTHENTICATIONhelp

Open University Authentication

The page you wish to view requires you to be signed on. Please signon now.
(You must have [Cookies](#) enabled in your browser software to continue)


Please enter your signon details, then click the "Proceed" button.

OU Computer Username :

OU System Password (case sensitive):

Note: Your OU Computer Username is usually made up of your initials and a number (e.g. jmc20).
We do not offer the facility to change this Username.

Currently: tidied up, and with page furniture



The Open University

[OU Home](#) [Study at the OU](#) [About the OU](#) [Research at the OU](#) [Search](#) [Contact the OU](#)

[Sign in](#)

Accessibility [A](#) [A](#) [A](#) [A](#)

Sign in to the OU website

username

password

StudentHome

[Sign in](#)

If you don't know your OU Computer username or have forgotten it, you can enter your OU Personal Identifier (PI) instead.

Forgotten your password?

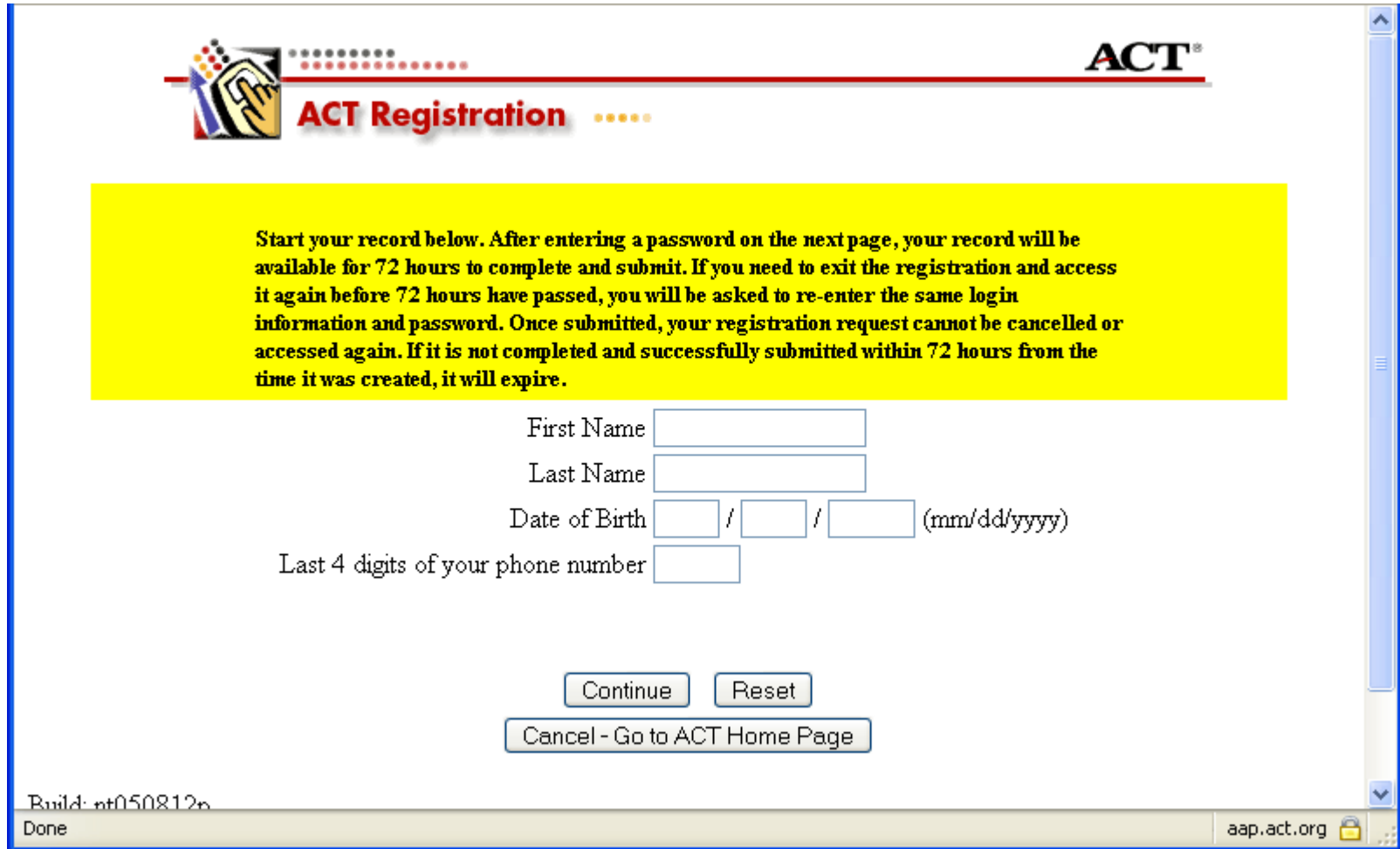
If you can't remember your password, you can [reset it here](#).

To read about our sign-in and security features, see [help](#).

[New to OU](#) | [OU on TV](#) | [For Alumni](#) | [For Employers](#) | [Privacy](#) | [Copyright](#) | [Jobs](#) | [News](#)
© The Open University +44 (0)845 300 60 90 [Email us](#)

Design to a grid:

think about the whole page as well as the fields



The screenshot shows a web browser window displaying the ACT Registration page. The page has a header with the ACT logo and the text "ACT Registration". A yellow box contains instructions for starting a record. Below this, there are input fields for First Name, Last Name, Date of Birth (mm/dd/yyyy), and Last 4 digits of your phone number. At the bottom, there are buttons for "Continue", "Reset", and "Cancel - Go to ACT Home Page". The browser's status bar at the bottom shows "Build: nt050812n", "Done", and the URL "aap.act.org".

ACT Registration

Start your record below. After entering a password on the next page, your record will be available for 72 hours to complete and submit. If you need to exit the registration and access it again before 72 hours have passed, you will be asked to re-enter the same login information and password. Once submitted, your registration request cannot be cancelled or accessed again. If it is not completed and successfully submitted within 72 hours from the time it was created, it will expire.

First Name


Last Name


Date of Birth / / (mm/dd/yyyy)

Last 4 digits of your phone number


Build: nt050812n
Done
aap.act.org

Design to a grid: now it has a grid – but also invisible instructions





ONLINE REGISTRATION

**Directions**

Start your record here.

After you enter a password on the next page, **your record will be available for 72 hours to complete and submit.** If you need to exit the registration and access it again before 72 hours have passed, you will be asked to re-enter the same login information and password.

Once submitted, your registration request cannot be cancelled or accessed again. If it is not completed and successfully submitted within 72 hours from the time it was created, it will expire.

First Name

Last Name

Date of Birth

 / / (mm/dd/yyyy)

Last 4 digits of your phone number

Continue

Reset

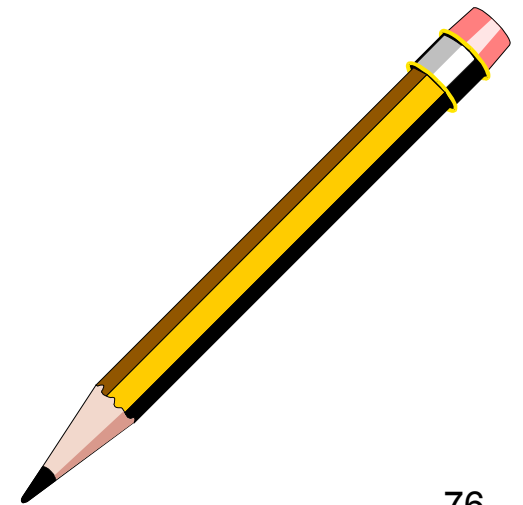
Cancel - Go to ACT Home Page

Build: 1.0.1

© 2006 by ACT, Inc. All rights reserved.

Now try it for yourself

- Design a solution for 'invisible instructions' on the ACT form



**If it looks good,
it's easy to use**

Keep the logo in proportion

Calm your creative impulses

Design to a grid

Use rules with a light touch

Taking out some lines can help

- This is a USA tax form
- I thought it looked disorganised

Form 1040X (Rev. November 2002)		Department of the Treasury—Internal Revenue Service Amended U.S. Individual Income Tax Return ▶ See separate instructions.		OMB No. 1545-0047	
This return is for calendar year ▶ , or fiscal year ended ▶					
Please print or type	Your first name and initial		Last name		Your social security number
	If a joint return, spouse's first name and initial		Last name		Spouse's social security number
	Home address (no. and street) or P.O. box if mail is not delivered to your home			Apt. no.	Phone number
	City, town or post office, state, and ZIP code. If you have a foreign address, see page 2 of the instructions.				For Paperwork Reduction Act Notice, see page 6.
<p>A If the name or address shown above is different from that shown on the original return, check here <input type="checkbox"/></p> <p>B Has the original return been changed or audited by the IRS or have you been notified that it will be? . . . <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>C Filing status. Be sure to complete this line. Note. You cannot change from joint to separate returns after the due date.</p> <p>On original return ▶ <input type="checkbox"/> Single <input type="checkbox"/> Married filing jointly <input type="checkbox"/> Married filing separately <input type="checkbox"/> Head of household <input type="checkbox"/> Qualifying widow(er)</p> <p>On this return ▶ <input type="checkbox"/> Single <input type="checkbox"/> Married filing jointly <input type="checkbox"/> Married filing separately <input type="checkbox"/> Head of household* <input type="checkbox"/> Qualifying widow(er)</p> <p>* If the qualifying person is a child but not your dependent, see page 2.</p>					
Use Part II on the back to explain any changes			A. Original amount or as previously adjusted (see page 2)	B. Net change—amount of increase or (decrease)—explain in Part II	C. Correct amount
Income and Deductions (see pages 2-6)					
1 Adjusted gross income (see page 3)			1		
2 Itemized deductions or standard deduction (see page 3)			2		
3 Subtract line 2 from line 1			3		
4 Exemptions. If changing, fill in Parts I and II on the back			4		
5 Taxable income. Subtract line 4 from line 3			5		
Tax Liability	6 Tax (see page 4). Method used in col. C			6	
	7 Credits (see page 4)			7	
	8 Subtract line 7 from line 6. Enter the result but not less than zero			8	
	9 Other taxes (see page 4)			9	
10 Total tax. Add lines 8 and 9			10		
Payments	11 Federal income tax withheld and excess social security and tier 1 RRTA tax withheld. If changing, see page 4			11	
	12 Estimated tax payments, including amount applied from prior year's return			12	
	13 Earned income credit (EIC)			13	
	14 Additional child tax credit from Form 8812			14	
15 Credits from Form 2439, Form 4136, or Form 8885			15		
16 Amount paid with request for extension of time to file (see page 4)			16		
17 Amount of tax paid with original return plus additional tax paid after it was filed			17		
18 Total payments. Add lines 11 through 17 in column C			18		
Refund or Amount You Owe					
19 Overpayment, if any, as shown on original return or as previously adjusted by the IRS			19		
20 Subtract line 19 from line 18 (see page 5)			20		
21 Amount you owe. If line 10, column C, is more than line 20, enter the difference and see page 5			21		
22 If line 10, column C, is less than line 20, enter the difference			22		
23 Amount of line 22 you want refunded to you			23		
24 Amount of line 22 you want applied to your estimated tax			24		
Sign Here		Under penalties of perjury, I declare that I have filed an original return and that I have examined this amended return, including accompanying schedules and statements, and to the best of my knowledge and belief, this amended return is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which the preparer has any knowledge.			
Joint return? See page 2. Keep a copy for your records.		Your signature _____ Date _____		Spouse's signature. If a joint return, both must sign. _____ Date _____	
Paid Preparer's Use Only		Preparer's signature _____ Date _____		Check if self-employed <input type="checkbox"/> Preparer's SSN or PTIN _____	
		Firm's name (or yours if self-employed), address, and ZIP code _____		EIN _____ Phone no. () _____	

Drawing the grid shows problems

- This shows just a few lines on the grid
- I could easily draw five times as many

Form 1040X		Department of the Treasury—Internal Revenue Service		OMB No. 1545-0091
(Rev. November 2002)		Amended U.S. Individual Income Tax Return		
▶ See separate instructions.				
This return is for calendar year 2002 , or fiscal year ended 12/31/2002				
Please print or type	Your first name and initial	Last name	Your social security number 1 1 1	
	If a joint return, spouse's first name and initial	Last name	Spouse's social security number 1 1 1	
	Home address (no. and street) or P.O. box if mail is not delivered to your home		Apt. no.	Phone number () -
	City, town or post office, state, and ZIP code. If you have a foreign address, see page 2 of the instructions.		For Paperwork Reduction Act Notice, see page 6.	
A If the name or address shown above is different from that shown on the original return, check here <input type="checkbox"/> Yes <input type="checkbox"/> No B Has the original return been changed or audited by the IRS or have you been notified that it will be? <input type="checkbox"/> Yes <input type="checkbox"/> No C Filing status. Be sure to complete this line. Note. You cannot change from joint to separate returns after the due date. On original return ▶ <input type="checkbox"/> Single <input type="checkbox"/> Married filing jointly <input type="checkbox"/> Married filing separately <input type="checkbox"/> Head of household <input type="checkbox"/> Qualifying widow(er) On this return ▶ <input type="checkbox"/> Single <input type="checkbox"/> Married filing jointly <input type="checkbox"/> Married filing separately <input type="checkbox"/> Head of household <input type="checkbox"/> Qualifying widow(er) * If the qualifying person is a child but not your dependent, see page 2.				
Use Part II on the back to explain any changes			A. Original amount or as previously adjusted (see page 2)	B. Net change—amount of increase or (decrease)—explain in Part II
Income and Deductions (see pages 2-6)				
	1	Adjusted gross income (see page 3)	1	
	2	Itemized deductions or standard deduction (see page 3)	2	
	3	Subtract line 2 from line 1	3	
	4	Exemptions. If changing, fill in Parts I and II on the back	4	
	5	Taxable income. Subtract line 4 from line 3	5	
	6	Tax (see page 4). Method used in col. C	6	
	7	Credits (see page 4)	7	
	8	Subtract line 7 from line 6. Enter the result but not less than zero	8	
	9	Other taxes (see page 4)	9	
	10	Total tax. Add lines 8 and 9	10	
Payments	11	Federal income tax withheld and excess social security and tier 1 RRTA tax withheld. If changing, see page 4	11	
	12	Estimated tax payments, including amount applied from prior year's return	12	
	13	Earned income credit (EIC)	13	
	14	Additional child tax credit from Form 8812	14	
	15	Credits from Form 2439, Form 4136, or Form 8885	15	
Tax Liability	16	Amount paid with request for extension of time to file (see page 4)	16	
	17	Amount of tax paid with original return plus additional tax paid after it was filed	17	
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Sign Here Under penalties of perjury, I declare that I have filed an original return and that I have examined this amended return, including accompanying schedules and statements, and to the best of my knowledge and belief, this amended return is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which the preparer has any knowledge.				
Join return? See page 2. Keep a copy for your records.	Your signature _____ Date _____		Spouse's signature. If a joint return, both must sign. _____ Date _____	
	Preparer's signature _____ Date _____		Preparer's SSN or PTIN _____	
Paid Preparer's Use Only	Firm's name (or yours if self-employed), address, and ZIP code _____		Check if self-employed <input type="checkbox"/> EIN _____ Phone no. () _____	

Back to the form

Form 1040X (Rev. November 2002)		Department of the Treasury—Internal Revenue Service Amended U.S. Individual Income Tax Return ▶ See separate instructions.		OMB No. 1545-0091			
This return is for calendar year ▶ , or fiscal year ended ▶							
Please print or type	Your first name and initial		Last name		Your social security number		
	If a joint return, spouse's first name and initial		Last name		Spouse's social security number		
	Home address (no. and street) or P.O. box if mail is not delivered to your home			Apt. no.	Phone number		
	City, town or post office, state, and ZIP code. If you have a foreign address, see page 2 of the instructions.				For Paperwork Reduction Act Notice, see page 6.		
<p>A If the name or address shown above is different from that shown on the original return, check here <input type="checkbox"/></p> <p>B Has the original return been changed or audited by the IRS or have you been notified that it will be? . . . <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>C Filing status. Be sure to complete this line. Note. You cannot change from joint to separate returns after the due date.</p> <p>On original return ▶ <input type="checkbox"/> Single <input type="checkbox"/> Married filing jointly <input type="checkbox"/> Married filing separately <input type="checkbox"/> Head of household <input type="checkbox"/> Qualifying widow(er)</p> <p>On this return ▶ <input type="checkbox"/> Single <input type="checkbox"/> Married filing jointly <input type="checkbox"/> Married filing separately <input type="checkbox"/> Head of household* <input type="checkbox"/> Qualifying widow(er)</p> <p>* If the qualifying person is a child but not your dependent, see page 2.</p>							
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	12 Estimated tax payments, including amount applied from prior year's return					12	
	13 Earned income credit (EIC)					13	
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Sign Here		Under penalties of perjury, I declare that I have filed an original return and that I have examined this amended return, including accompanying schedules and statements, and to the best of my knowledge and belief, this amended return is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which the preparer has any knowledge.					
Joint return? See page 2. Keep a copy for your records.		Your signature		Date	Spouse's signature. If a joint return, both must sign. Date		
Paid Preparer's Use Only		Preparer's signature		Date	Check if self-employed <input type="checkbox"/> Preparer's SSN or PTIN		
		Firm's name (or yours if self-employed), address, and ZIP code		EIN	Phone no. ()		

Try lining it up and lightening up

- In this version:
 - removed some lines
 - lined up as many as possible
 - replaced some with grey lines

Form 1040X (Rev. November 2002)		Department of the Treasury—Internal Revenue Service Amended U.S. Individual Income Tax Return See separate instructions.		OMB No. 1545-0047		
This return is for calendar year 2002 , or fiscal year ended 12/31/2002 For Paperwork Reduction Act Notice, see page 6.						
Please print or type	Your first name and initial		Last name		Your social security number	
	If a joint return, spouse's first name and initial		Last name		Spouse's social security number	
	Home address (no. and street) or P.O. box if mail is not delivered to your home				Apt. no. Phone number	
City, town or post office, state, and ZIP code. If you have a foreign address, see page 2 of the instructions.						
<p>A If the name or address shown above is different from that shown on the original return, check here <input type="checkbox"/></p> <p>B Has the original return been changed or audited by the IRS or have you been notified that it will be? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>C Filing status. Be sure to complete this line. Note. You cannot change from joint to separate returns after the due date.</p> <p>On original return <input type="checkbox"/> Single <input type="checkbox"/> Married filing jointly <input type="checkbox"/> Married filing separately <input type="checkbox"/> Head of household <input type="checkbox"/> Qualifying widow(er)</p> <p>On this return <input type="checkbox"/> Single <input type="checkbox"/> Married filing jointly <input type="checkbox"/> Married filing separately <input type="checkbox"/> Head of household* <input type="checkbox"/> Qualifying widow(er)</p> <p>* If the qualifying person is a child but not your dependent, see page 2.</p>						
Use Part II on the back to explain any changes						
Income and Deductions	1	Adjusted gross income (see page 3)	1	A. Original amount or as previously adjusted (see page 2)	B. Net change—amount of increase or (decrease)—explain in Part II	C. Correct amount
	2	Itemized deductions or standard deduction (see page 3)	2			
	3	Subtract line 2 from line 1	3			
	4	Exemptions. If changing, fill in Parts I and II on the back	4			
	5	Taxable income. Subtract line 4 from line 3	5			
Tax Liability	6	Tax (see page 4). Method used in col. C	6			
	7	Credits (see page 4)	7			
	8	Subtract line 7 from line 6. Enter the result but not less than zero	8			
	9	Other taxes (see page 4)	9			
	10	Total tax. Add lines 8 and 9	10			
Payments	11	Federal income tax withheld and excess social security and tier 1 RRTA tax withheld. If changing, see page 4	11			
	12	Estimated tax payments, including amount applied from prior year's return	12			
	13	Earned income credit (EIC)	13			
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Paid Preparer's Use Only	Preparer's signature _____	Date _____	Check if self-employed <input type="checkbox"/>	Preparer's SSN or PTIN _____		
	Firm's name (or yours if self-employed), address, and ZIP code _____			EIN _____		
				Phone no. () _____		

1040X before and after (maybe?)

Form 1040X		Department of the Treasury—Internal Revenue Service		OMB No. 1545-0041																																																																																																																													
Amended U.S. Individual Income Tax Return		See separate instructions.																																																																																																																															
This return is for calendar year 2001 , or fiscal year ended 12/31/01																																																																																																																																	
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<p>Sign Here</p> <p>Under penalties of perjury, I declare that I have filed an original return and that I have examined this amended return, including accompanying schedules and statements, and to the best of my knowledge and belief, this amended return is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which the preparer has any knowledge.</p> <p>Joint return? <input type="checkbox"/> See page 2. Keep a copy for your records.</p> <p>Your signature _____ Date _____ Spouse's signature. If a joint return, both must sign. _____ Date _____</p> <p>Preparer's signature _____ Date _____ Check if self-employed <input type="checkbox"/> Preparer's SSN or PTIN _____</p> <p>Firm's name (or yours if self-employed), address, and ZIP code _____ EIN _____ Phone no. () _____</p>																																																																																																																																	

Cat. No. 11360L Form **1040X** (Rev. 11-2002)

Form 1040X		Department of the Treasury—Internal Revenue Service		OMB No. 1545-0041																																																																																																																													
Amended U.S. Individual Income Tax Return		See separate instructions.																																																																																																																															
This return is for calendar year 2001 , or fiscal year ended 12/31/01																																																																																																																																	
Please print or type	Your first name and initial	Last name	Your social security number																																																																																																																														
	If a joint return, spouse's first name and initial	Last name	Spouse's social security number																																																																																																																														
	Home address (no. and street) or P.O. box if mail is not delivered to your home		Apt. no.	Phone number																																																																																																																													
	City, town or post office, state, and ZIP code. If you have a foreign address, see page 2 of the instructions.		For Paperwork Reduction Act Notice, see page 6.																																																																																																																														
<p>A If the name or address shown above is different from that shown on the original return, check here <input type="checkbox"/></p> <p>B Has the original return been changed or audited by the IRS or have you been notified that it will be? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>C Filing status. Be sure to complete this line. Note. You cannot change from joint to separate returns after the due date.</p> <p>On original return <input type="checkbox"/> Single <input type="checkbox"/> Married filing jointly <input type="checkbox"/> Married filing separately <input type="checkbox"/> Head of household <input type="checkbox"/> Qualifying widow(er)</p> <p>On this return <input type="checkbox"/> Single <input type="checkbox"/> Married filing jointly <input type="checkbox"/> Married filing separately <input type="checkbox"/> Head of household <input type="checkbox"/> Qualifying widow(er)</p> <p>* If the qualifying person is a child but not your dependent, see page 2.</p>																																																																																																																																	
Use Part II on the back to explain any changes																																																																																																																																	
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Cat. No. 11360L Form **1040X** (Rev. 11-2002)

Another rules experiment: better or worse?



MAYO CLINIC

Department/Division Sample Orientation

This form contains items to be completed by the department/division designees as applicable. **DO NOT** return this form to Administration.

Staff Member Information

Name of Staff Member (Please Print)	Employment Start Date
Department/Division	

Items for Review

Before employment start date, order or request the following if appropriate. Click on the titles below (in blue) and you will be taken to the appropriate web site (if available) which will provide you with information to complete your order or request. If no website is available, a phone number has been provided. Place a mark (X) beside each item when you have completed your order or request.

COMMUNICATIONS <input type="checkbox"/> Business Cards <input type="checkbox"/> Business Stationery <input type="checkbox"/> Lan Request/Network Support <input type="checkbox"/> Light Board – Maintenance 4-2014 <input type="checkbox"/> Access Identification Card <input type="checkbox"/> Name Tag <input type="checkbox"/> Parking/Transportation <input type="checkbox"/> Personal Pager(s) <input type="checkbox"/> Photograph – Media Support Services 4-1596 <input type="checkbox"/> Quarterly Directory <input type="checkbox"/> Door Signage <input type="checkbox"/> Telephone	COMPUTER EDUCATION New staff should attend the following computer training sessions as soon as possible. You may view a description of these classes and register online . <input type="checkbox"/> Introduction to Mayo Electronic Environment <input type="checkbox"/> MICS Documents Browser & QREADS <input type="checkbox"/> MICS LastWord The following two sessions should be attended as soon as there is a practice need. <input type="checkbox"/> Orders <input type="checkbox"/> Clinical Notes Entry Visit the Microcomputer Education Services (MES) website for a complete listing of clinical applications and training options. To register online, following the link above and follow these instructions: • Click on Online Enrollment • Click on Instructor-Led Classes – Registration and Catalog • Click on Computer Education (Microcomputer Education Services) • Type in name of class in search box and click on GO. • Follow Instructions on the screen.
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 ☐ Confirm new Staff member is completing the **NEW STAFF ORIENTATION CHECKLIST** (required to be completed within 30 days of start date and signed by department/division chair and returned to Karen Richardson, Administration, Mayo E-11).

Arrange the following as applicable to practice. Where appropriate, click on the titles below (in blue) and you will be taken to a web site (if available) which will provide you with additional information. Place a check (✓) beside each item when you have completed the item.

INTRODUCTIONS AND MEETINGS <input type="checkbox"/> Appointment supervisor <input type="checkbox"/> Department/division administrator <input type="checkbox"/> Department/division education chair <input type="checkbox"/> Department/division practice chair <input type="checkbox"/> Department/division research chair <input type="checkbox"/> Desk supervisor <input type="checkbox"/> Hospital administrator <input type="checkbox"/> Mayo Medical School orientation <input type="checkbox"/> Nurse manager <input type="checkbox"/> Nursing service director <input type="checkbox"/> Office/secretarial supervisor <input type="checkbox"/> Residents/fellows <input type="checkbox"/> Revenue analyst (coding and billing instructions) <input type="checkbox"/> Societies (such as Genetics, Oncology, Laboratory, Surgical)	RESEARCH <input type="checkbox"/> Research Services <input type="checkbox"/> Institutional Review Board DEPARTMENT/DIVISION TOPICS <input type="checkbox"/> Academic Appointment <input type="checkbox"/> Licensure <input type="checkbox"/> Annual Career Development Reviews <input type="checkbox"/> Position and Performance Expectations <input type="checkbox"/> Career Development <input type="checkbox"/> Research <input type="checkbox"/> Department/Division Meetings/Committees <input type="checkbox"/> Residency Program, Other Teaching Responsibilities <input type="checkbox"/> Department/Division Organization & Structure <input type="checkbox"/> Work Schedule (FTE) <input type="checkbox"/> Education ABSENCES <input type="checkbox"/> Professional Absence Record (PAR) <input type="checkbox"/> Absence Policy CONTINUING MEDICAL EDUCATION <input type="checkbox"/> Mayo School of Continuing Medical Education <input type="checkbox"/> Trip Policy <input type="checkbox"/> Clinic Bulletin <input type="checkbox"/> Department/Division Continuing Medical Education Programs
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Another rules experiment: better or worse?



MAYO CLINIC

Department/Division Sample Orientation

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Staff Member Information

Name of Staff Member (Please Print)

Employment Start Date

Department/Division

Items for Review

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COMMUNICATIONS

- ☐ [Business Cards](#)
- ☐ [Business Stationery](#)
- ☐ [Lan Request/Network Support](#)
- ☐ Light Board – Maintenance 4-2014
- ☐ [Access Identification Card](#)
- ☐ [Name Tag](#)
- ☐ [Parking/Transportation](#)
- ☐ [Personal Pager\(s\)](#)
- ☐ Photograph – Media Support Services 4-1596
- ☐ [Quarterly Directory](#)
- ☐ [Door Signage](#)
- ☐ [Telephone](#)

COMPUTER EDUCATION

New staff should attend the following computer training sessions as soon as possible. You may [view a description](#) of these classes and [register online](#).

- ☐ Introduction to Mayo Electronic Environment
- ☐ MICS Documents Browser & QREADS
- ☐ MICS LastWord

The following two sessions should be attended as soon as there is a practice need.

- ☐ Orders
- ☐ Clinical Notes Entry

Visit the [Microcomputer Education Services \(MES\) website](#) for a complete listing of clinical applications and training options.

To register online, following the link above and follow these instructions:

- Click on Online Enrollment
- Click on Instructor-Led Classes – Registration and Catalog
- Click on Computer Education (Microcomputer Education Services)
- Type in name of class in search box and click on GO.
- Follow instructions on the screen.



- ☐ Confirm new Staff member is completing the **NEW STAFF ORIENTATION CHECKLIST** (required to be completed within 30 days of start date and signed by department/division chair and returned to Karen Richardson, Administration, Mayo E-11).

Arrange the following as applicable to practice. Where appropriate, click on the titles below (in blue) and you will be taken to a web site (if available) which will provide you with additional information. Place a check (✓) beside each item when you have completed the item.

INTRODUCTIONS AND MEETINGS

- ☐ Appointment supervisor
- ☐ Department/division administrator
- ☐ Department/division education chair
- ☐ Department/division practice chair
- ☐ Department/division research chair
- ☐ Desk supervisor
- ☐ Hospital administrator
- ☐ Mayo Medical School orientation
- ☐ Nurse manager
- ☐ Nursing service director
- ☐ Office/secretarial supervisor
- ☐ Residents/fellows
- ☐ Revenue analyst (coding and billing instructions)
- ☐ Societies (such as Genetics, Oncology, Laboratory, Surgical)

RESEARCH

- ☐ [Research Services](#)

- ☐ [Institutional Review Board](#)

DEPARTMENT/DIVISION TOPICS

- ☐ [Academic Appointment](#)
- ☐ [Annual Career Development Reviews](#)
- ☐ Career Development
- ☐ Department/Division Meetings/Committees
- ☐ Department/Division Organization & Structure
- ☐ [Education](#)

- ☐ [Licensure](#)
- ☐ Position and Performance Expectations
- ☐ [Research](#)
- ☐ [Residency Program, Other Teaching Responsibilities](#)
- ☐ Work Schedule (FTE)

ABSENCES


- ☐ [Professional Absence Record \(PAR\)](#)

- ☐ [Absence Policy](#)


CONTINUING MEDICAL EDUCATION

- ☐ [Mayo School of Continuing Medical Education](#)
- ☐ [Clinic Bulletin](#)
- ☐ Department/Division Continuing Medical Education Programs
- ☐ [Trip Policy](#)

Another rules experiment: better or worse?

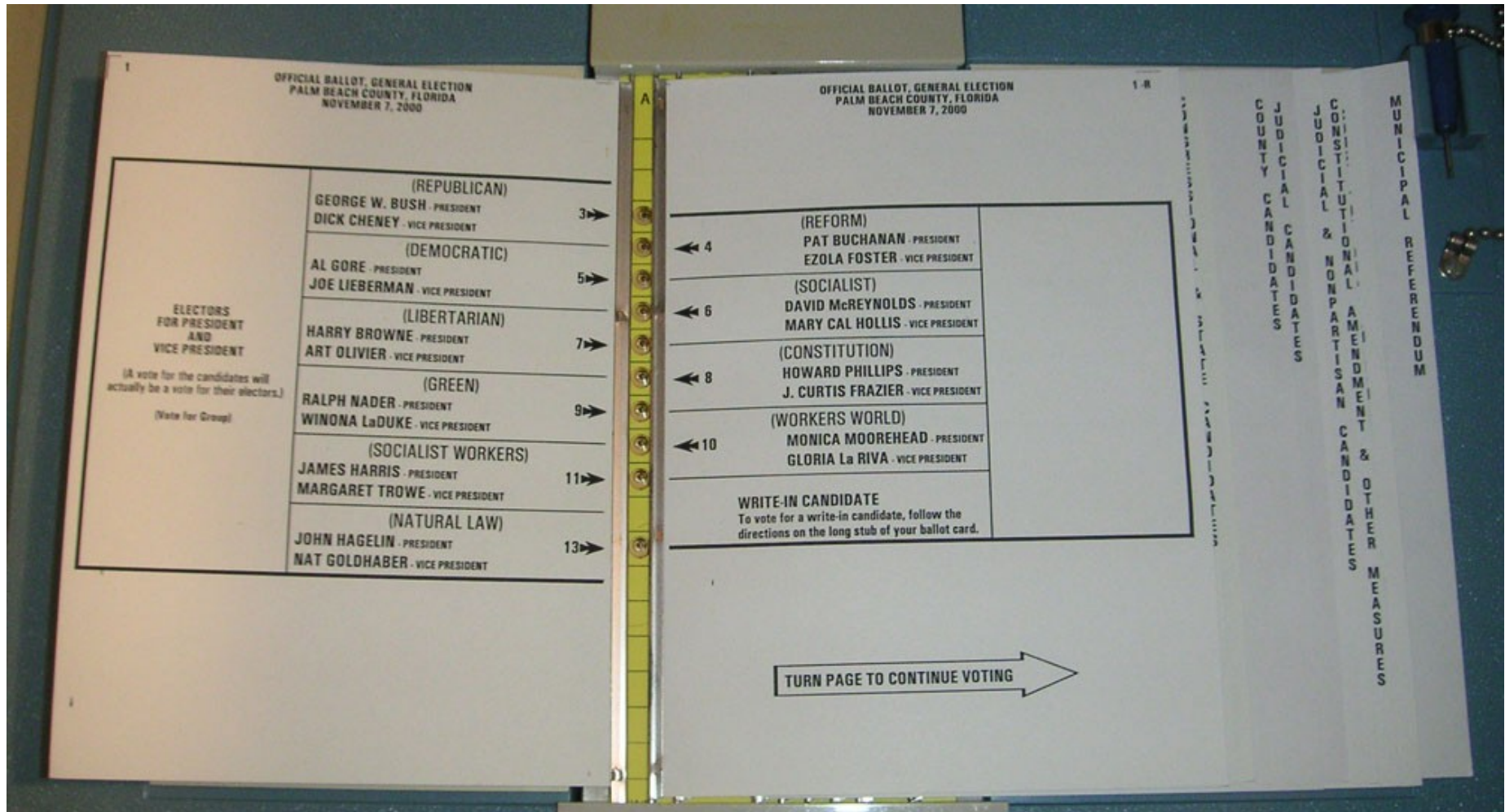
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MC2167.29rev1.204

 MAYO CLINIC		Department/Division Sample Orientation <small>This form contains items to be completed by the department/division designees as applicable. DO NOT return this form to Administration.</small>	
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Department/Division			
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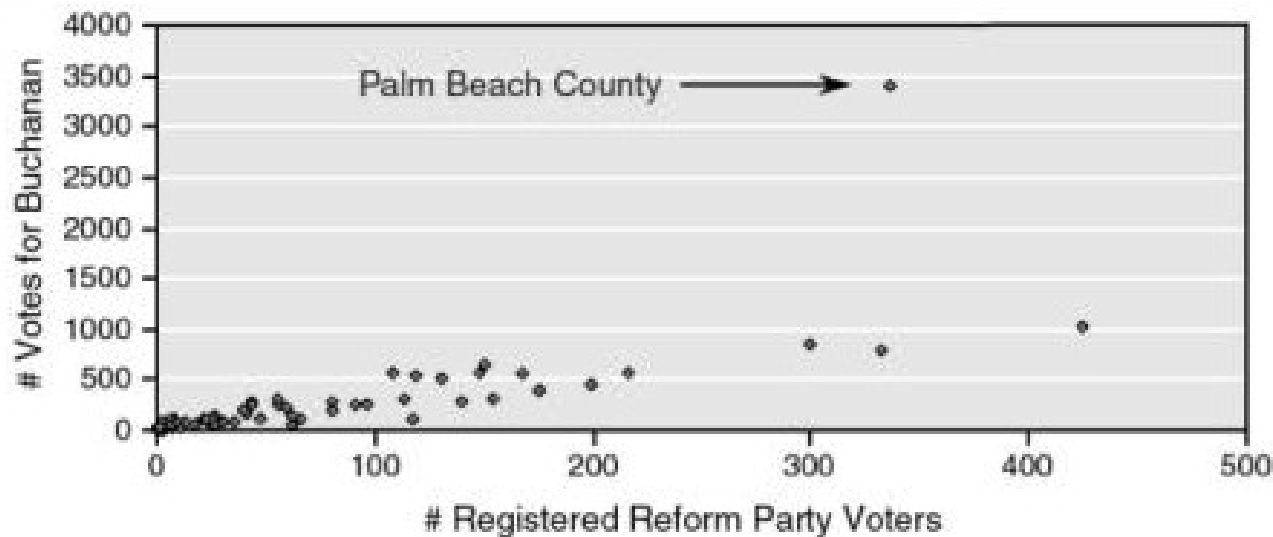
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A final thought on rules: the famous 'Butterfly' ballot



Most statistical analyses claim that the Buchanan vote was anomalous; some do not

Figure A.5 Votes for Buchanan in all Florida counties in 2000 presidential election, relative to the number of registered reform party voters (based on data provided by Sebago Associates, 2000).



The final words

A cautionary tale

What really matters to users

A cautionary tale: actual user behaviour on your real form beat all guidelines

- Background
 - A new form for a UK government department
 - Followed all my own guidelines and ideas
- Tested with 5 participants
- The results
 - Five out of five filled in the whole form, even though the guidance should have directed them elsewhere
 - Four out of five never found out what they were applying for
 - They still considered it was pretty easy on the whole

It's what you ask and why that really matters

- Users rarely abandon forms because of:
 - Label placement
 - Use of colons
 - Required field indicators
 - Sentence or title case
- Users often abandon forms or lie on them because of:
 - Questions that they don't understand
 - Questions that they have no answer for
 - Intrusive questions that are inappropriate to the task
 - Validations that refuse their preferred or correct answer

Question time

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