

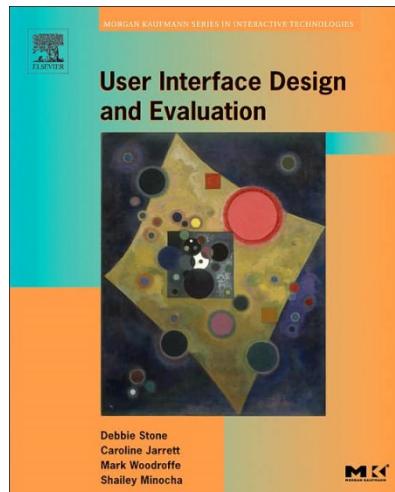
Label placement in forms (and other time-consuming controversies)

Caroline Jarrett

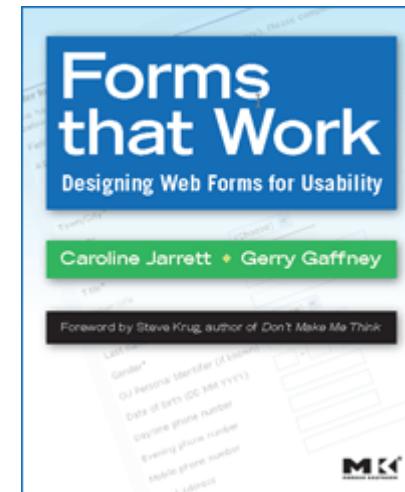
Seattle April 2010

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

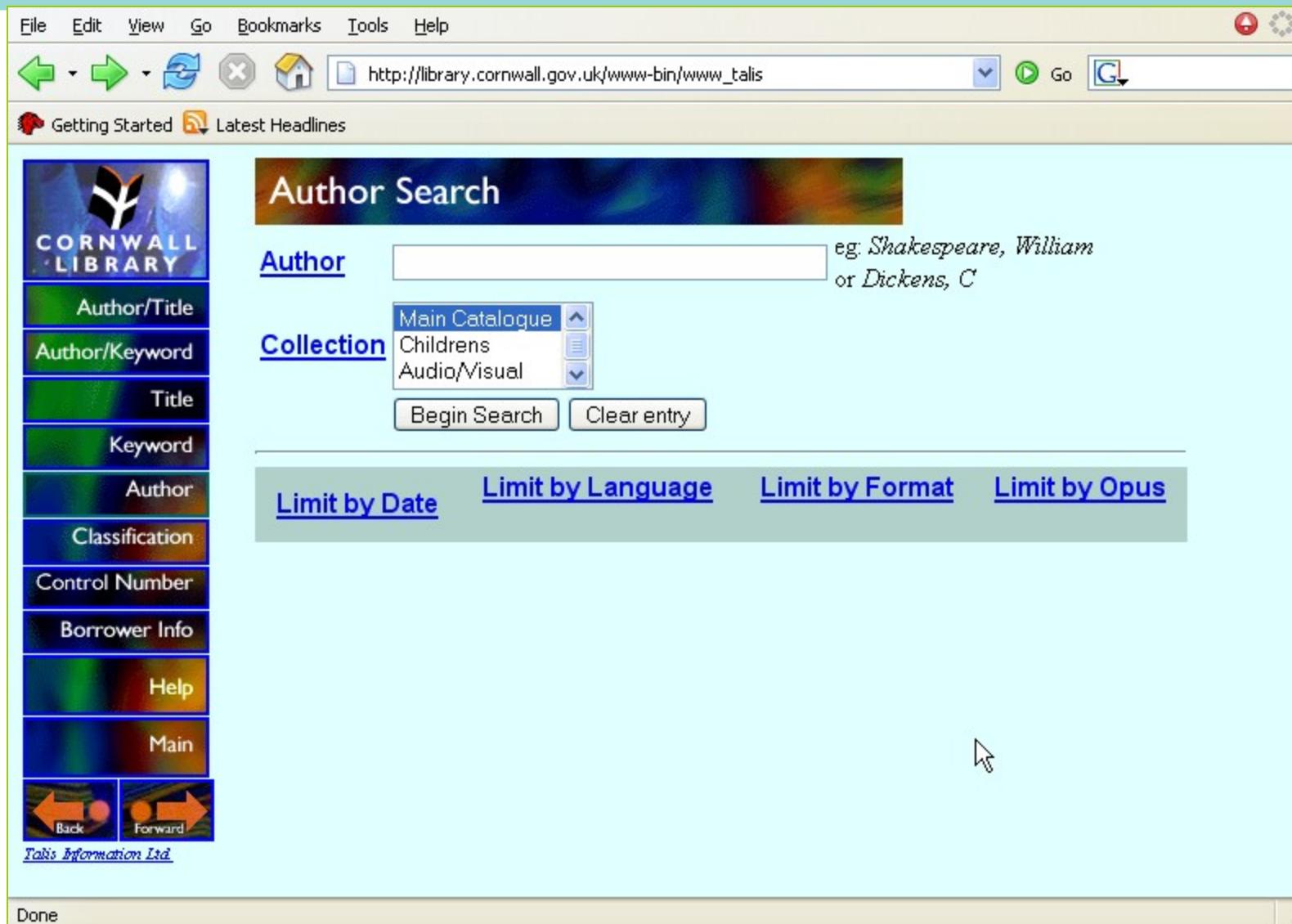
Where people look on forms

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



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

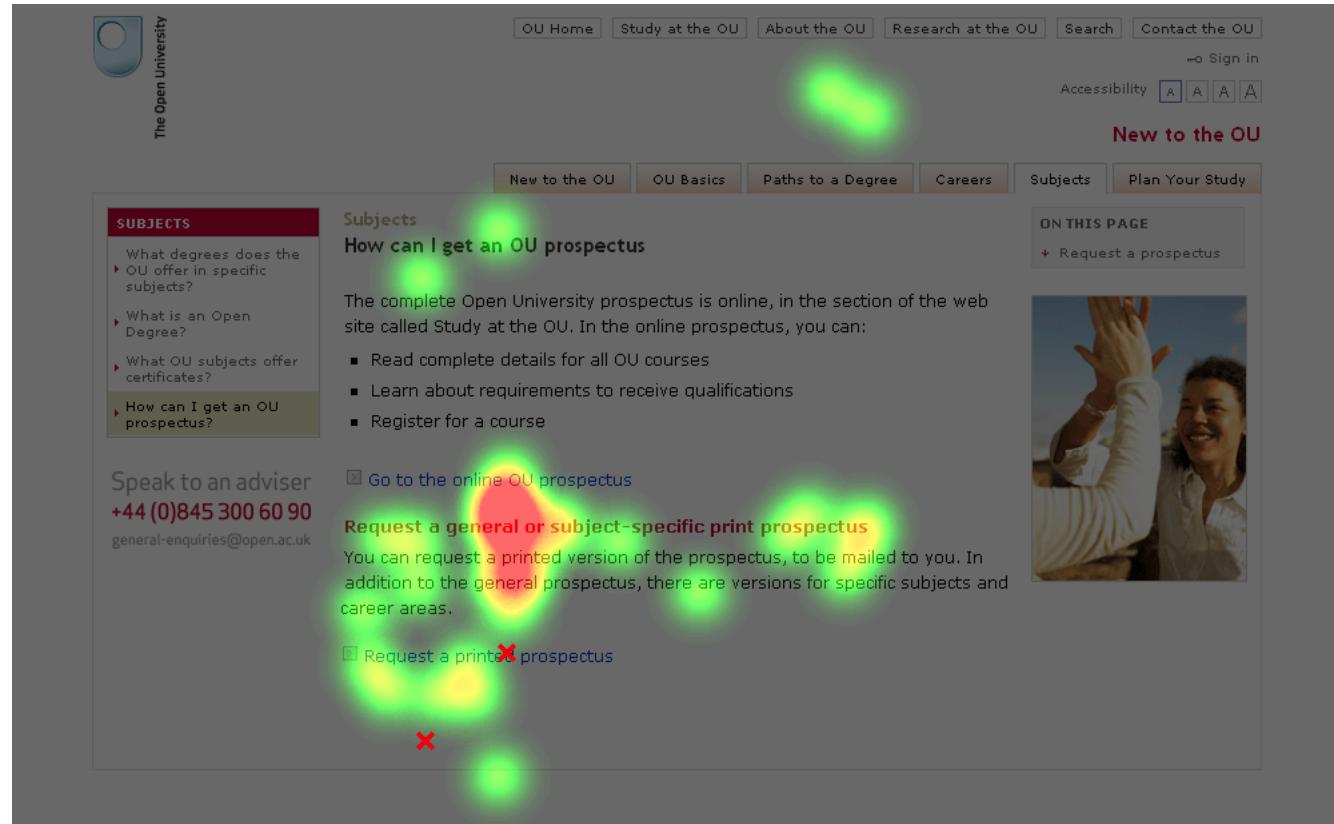
- Header:** File, Edit, View, Go, Bookmarks, Tools, Help.
- Address Bar:** http://library.cornwall.gov.uk/www-bin/www_talis
- Toolbar:** Back, Forward, Stop, Home, Refresh, Go, Search.
- Page Content:**
 - Cornwall Library Logo:** A stylized 'Y' logo with the text "CORNWALL LIBRARY" below it.
 - Author 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.
 - Search Buttons:** "Begin Search" and "Clear entry".
 - Limitation Options:** [Limit by Date](#), [Limit by Language](#), [Limit by Format](#), [Limit by Opus](#).
 - Navigation Links:** Author, Author/Title, Author/Keyword, Title, Keyword, Author, Classification, Control Number, Borrower Info, Help, Main.
 - Bottom Buttons:** Back, Forward.
 - Page Footer:** Talis Information Ltd.

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](mailto: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. UGCXYZ)...

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

Prospectus Request

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

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

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)

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)

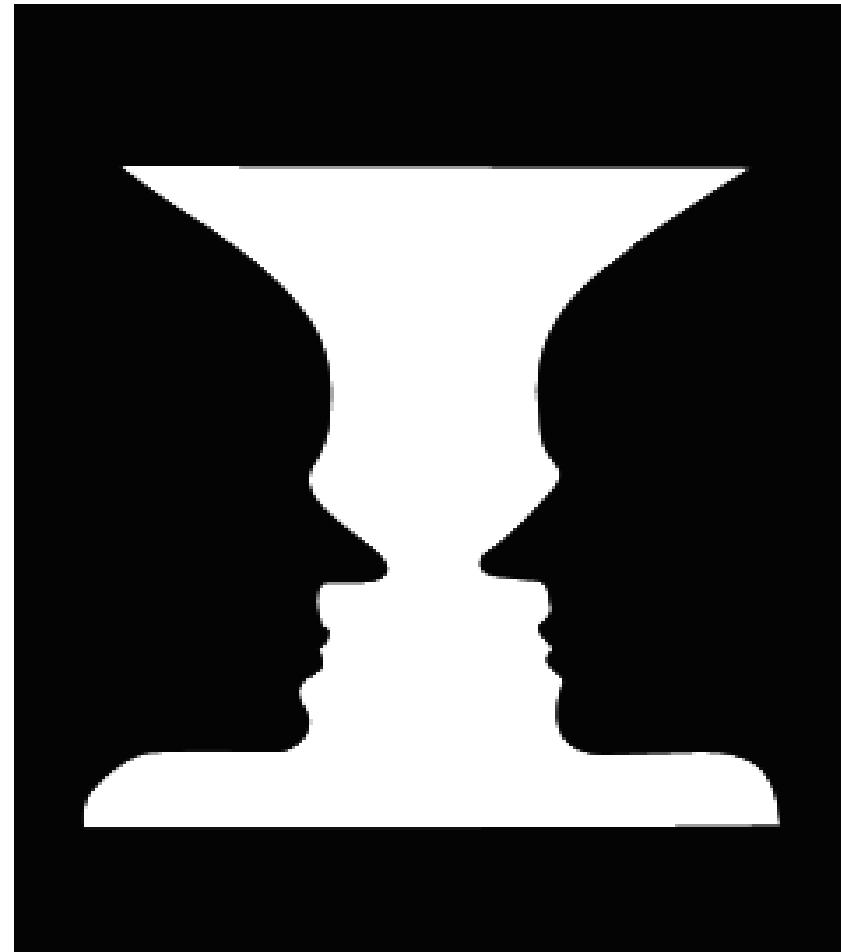
How did you find out about us? Please tell us how you found out about our website

If the promotion you saw has a response code please enter it here (e.g. UGCXY2)…

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

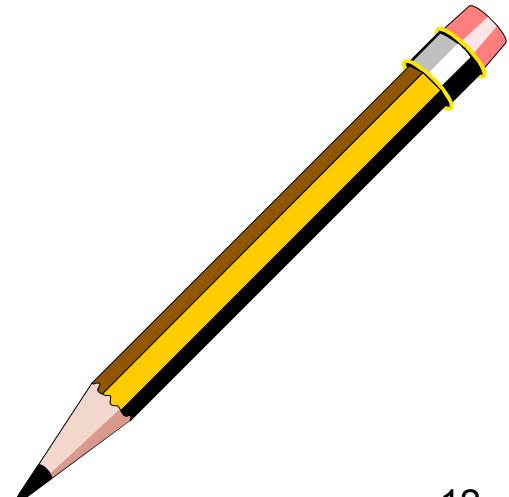
The ‘face and vase’ effect – task can drive where you look

- 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

The Open University

Student Home | Tutor Home | Intranet Home

Skills for OU Study

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

The diagram illustrates a network of study skills. Nodes are represented by blue circles with numbers. Lines connect nodes based on their relevance. A photograph of a person writing is positioned on the right, with a red box labeled 'ASSESSMENT QUERY' overlaid. A red box labeled 'REMEMBER' is at the bottom right. A red box labeled 'Check out the Assessment' is on the right.

- Skills for OU Study** (1) is connected to:
 - Preparing for your assignments (2)
 - The craft of writing (3)
 - Study skills (4)
 - A-Z (5)
 - Search (6)
- Preparing for your assignments** (2) is connected to:
 - Types of assessment (7)
 - Understanding the question (8)
 - Stages in planning assignments (9)
- Types of assessment** (7) is connected to:
 - 1
 - 26
 - 30
 - 35
- Understanding the question** (8) is connected to:
 - 25
 - 30
 - 35
- Stages in planning assignments** (9) is connected to:
 - 30
 - 35
- The craft of writing** (3) is connected to:
 - 1
 - 2
 - 32
 - 33
 - 34
 - 35
- 1** is connected to:
 - 2
 - 3
 - 32
 - 33
 - 34
 - 35
- 2** is connected to:
 - 3
 - 32
 - 33
 - 34
 - 35
- 3** is connected to:
 - 1
 - 2
 - 32
 - 33
 - 34
 - 35
- 32** is connected to:
 - 1
 - 2
 - 3
 - 33
 - 34
 - 35
- 33** is connected to:
 - 1
 - 2
 - 3
 - 32
 - 34
 - 35
- 34** is connected to:
 - 1
 - 2
 - 3
 - 32
 - 33
 - 35
- 35** is connected to:
 - 1
 - 2
 - 3
 - 32
 - 33
 - 34
- Study skills** (4) is connected to:
 - 28
- A-Z** (5) is connected to:
 - 28
- Search** (6) is connected to:
 - 28
- Check out the Assessment** (7) is connected to:
 - 32
 - 33
 - 34
 - 35
- REMEMBER** (8) is connected to:
 - 32
 - 33
 - 34
 - 35
- Exam techniques** (9) is connected to:
 - 32
 - 33
 - 34
 - 35

Looking for ‘planning’

Looking for ‘contact us’

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

The Open University

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. UGCXY2)...

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

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.

A heatmap visualization of a registration form, showing the areas of highest user focus in red and yellow. The form fields are listed on the left, and their corresponding input fields are on the right. Red 'X' marks indicate fields that have been filled.

Label	Input Field
Postcode	B79 8LS
Title*	(Choose) <input checked="" type="button"/> <input checked="" type="text"/>
Other title	<input type="text"/>
First name*	<input checked="" type="text"/> <input checked="" type="text"/>
Last name*	<input checked="" type="text"/>
Gender*	(Choose) <input checked="" type="button"/> <input checked="" type="text"/>
OU Personal Identifier (if known)	<input type="text"/> <input checked="" type="text"/>
Date of birth (DD MM YYYY)	<input checked="" type="text"/> - <input checked="" type="text"/> - <input checked="" type="text"/>
Daytime phone number	<input type="text"/>
Evening phone number	<input type="text"/> <input checked="" type="text"/>
Mobile phone number	<input type="text"/>

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

Form illustrating poor label placement. Labels are placed to the left of input fields, leading to overlap and visual clutter. Labels include: Your address, Your city, Company you work for, and Number of colleagues. Input fields are represented by green rectangles.

Form illustrating poor label placement. Labels are placed to the left of input fields, leading to overlap and visual clutter. Labels include: Your address, Your city, Company you work for, and n° of colleagues. Input fields are represented by green rectangles. Some labels are rotated for readability.

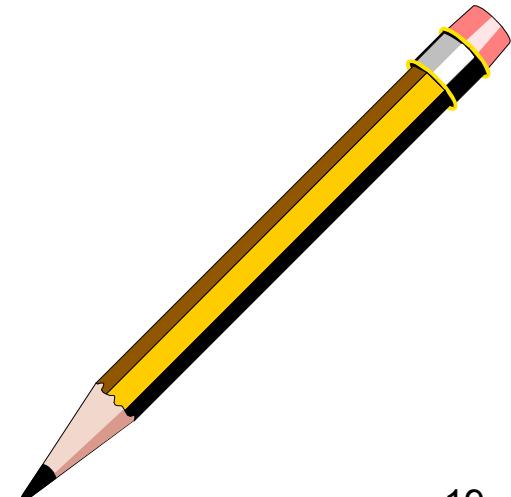
Form illustrating good label placement. Labels are placed directly above their corresponding input fields, avoiding overlap and improving readability. Labels include: Name, Surname, Age, Select a value, and City. Input fields are represented by green rectangles.

Are all these questions equivalent? Where do the answers come from?

- Your address
- Your city
- Company you work for
- Number of colleagues

- Your address
- Your city
- Company you work for
- nº of colleagues

- Name
- Surname
- Age
- 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



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? ?	<input type="button" value="Yes"/>
Did you receive any dividends , for example, UK companies, authorised unit trusts, open-ended investment companies, foreign companies (up to £300)? ?	<input type="button" value="Yes"/>
Did you receive any UK pensions, annuities or state benefits , for example, state pension, occupational pension, retirement annuity, incapacity benefit? ?	<input type="button" value="No"/>
Did you receive any other UK income , for example, Employment lump sums, Share schemes, Life insurance gains, Any other income? ?	<input type="button" value="No"/>
Have you made any income tax losses in the year* 2007-08? ?	<input type="button" value="No"/>
Are you liable to pension savings tax charges or have you* received payments from overseas pension schemes? ?	<input type="button" value="No"/>

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

 United Kingdom

*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 23

Method 1 (more effort):

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

Your users and their goals

Willing to reveal the answers; filling in the form helps them to achieve a goal

Unwilling to reveal answers or reluctant to fill in the form

Your questions ...

Simple, only a few of them

Simple but lots of them

Complex

Simple or complex

Put the labels ...

Above

Right-justified

Left-justified

Left-justified

(you'll need more explanation)



Submit a Complaint

AARP Elder Watch

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 (GMT-05:00) Eastern Time (US & Canada)

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
pulldown menu for
the product list.

I hate
pulldowns.

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

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?



*I hate
my life.*

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 my.Telegraph.co.uk in association with CISCO. SEARCH

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 on the site.

First name

Last name

What is my.Telegraph

Join the debate with the Telegraph

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

Joining is free and takes only a few moments.

First name

Last name

The New York Times
ON THE WEB

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: — Select One —

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.

Choose a Member ID:

Choose a Password:

Re-enter your Password:

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



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: * Gender: *

First Name: * Age: *

Last Name: * Zip: *

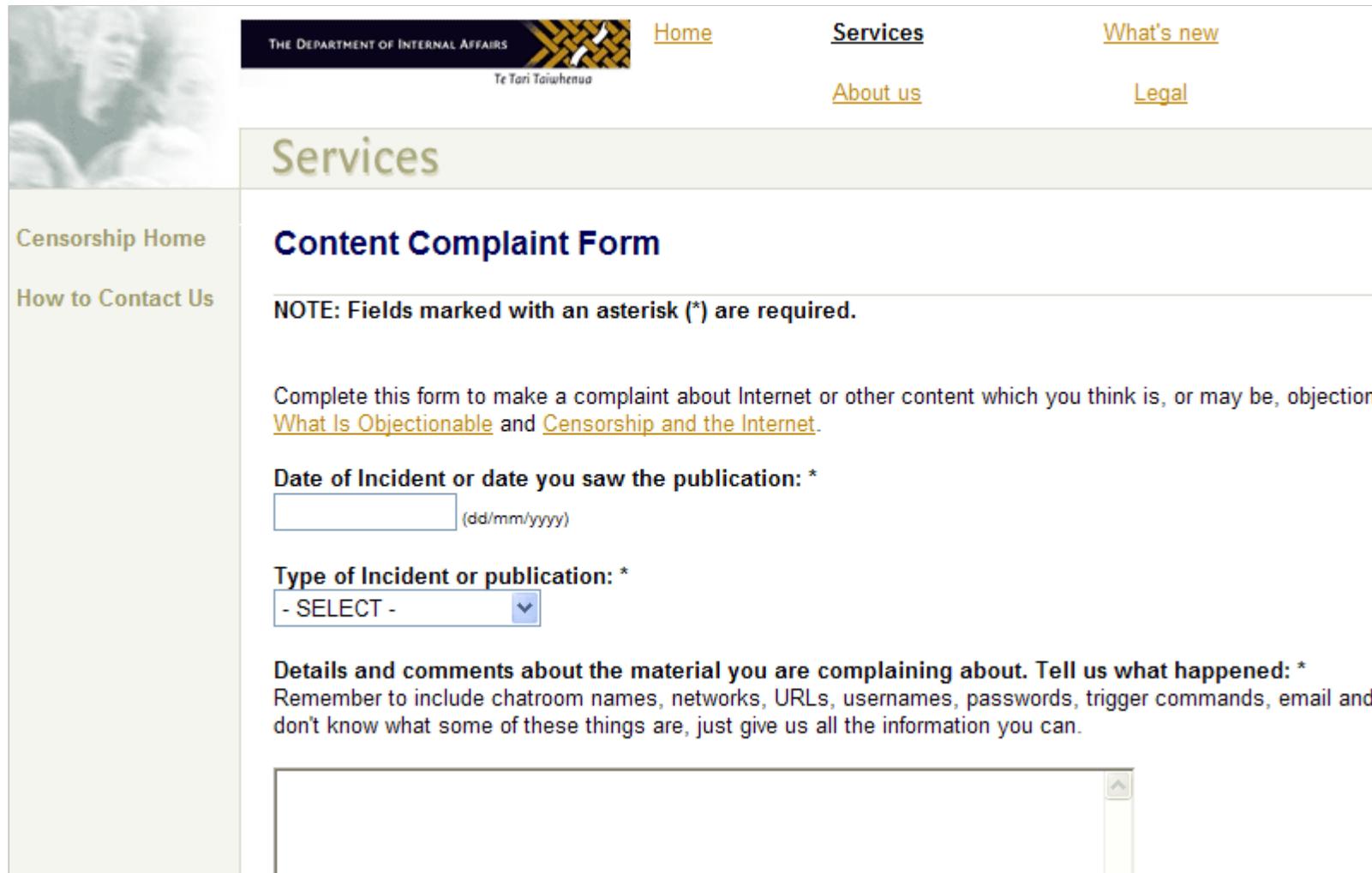
* required fields

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



A few examples of required field indicators



The screenshot shows a web page from the Department of Internal Affairs. The header includes the logo 'THE DEPARTMENT OF INTERNAL AFFAIRS Te Tari Taiaohehua' and navigation links for 'Home', 'Services' (underlined), 'About us', 'What's new', and 'Legal'. The main content area has a sidebar with 'Censorship Home' and 'How to Contact Us'. The main content title is 'Content Complaint Form'. A note states: 'NOTE: Fields marked with an asterisk (*) are required.' Below this, instructions say: 'Complete this form to make a complaint about Internet or other content which you think is, or may be, objectionable. [What Is Objectionable](#) and [Censorship and the Internet](#)'. There are two required fields: 'Date of Incident or date you saw the publication:' with a date input field and placeholder '(dd/mm/yyyy)', and 'Type of Incident or publication:' with a dropdown menu showing '- SELECT -'. A large text area for comments is present at the bottom.

THE DEPARTMENT OF INTERNAL AFFAIRS Te Tari Taiaohehua

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

Services

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. [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

**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**





Required fields are marked in pink.

First Name:

Last Name:

E-Mail: Confirm Email:

Address Line 1:

Country: Zip or Postal Code:

USA

Gender (m/f): Birthday:

Male or Female Month Day Year

Cell phone number: What kind of cell phone do you have?



A few examples of required field indicators

 **Department of
Transportation** 

[Michigan.gov Home](#) [MDOT Home](#) | [Site Map](#) | [Contact MDOT](#) | [FAQ](#) | [State Web Sites](#)

[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

Search

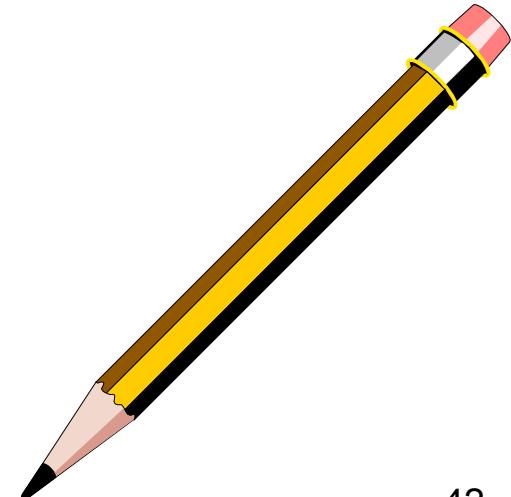
 [Departments/Agencies](#)
 [Online Services](#)
 [Surveys](#)
 [RSS Feeds](#)

Related Content

- How to Become Construction Prequalified
- MDOT Prequalified Contractor Directories

Which is the most important problem

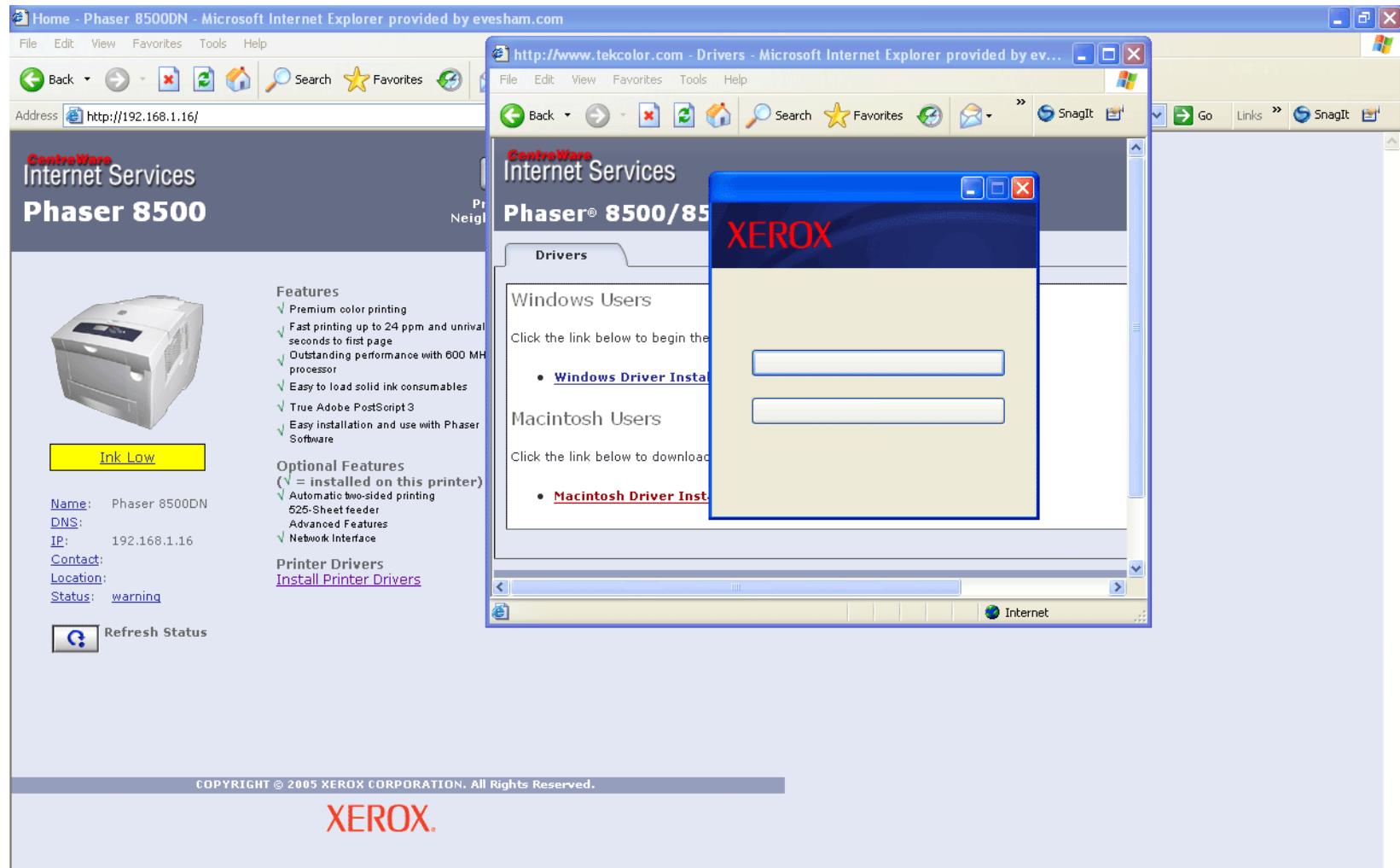
- Examine the Michigan Department of Transport form
- Find as many usability problems as you can
- Decide which ONE problem is the most important



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.



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:

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

Three details that do affect users

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

Request a Personalized Rate Quote

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

Purpose of loan

Preferred mortgage product

(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

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

Have you ever had a bankruptcy?

Additional information, comments, and questions.

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

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

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

A/B testing

Varied:

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

555-625-1234 | Toll Free 1-800-123-4567 | Fax 1-800-123-4567
COMPARE
 interest rates.com

Request a Personalized Rate Quote



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

Purpose of loan

Preferred mortgage product

(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

Will you document your income? Yes No

Have you ever had a bankruptcy?

Additional information, comments, and questions.

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

(GMT-05:00) Eastern Time (US & Canada)

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

You must complete any fields marked *

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

* 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:

Next →

'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) £
Tax Year 2005/2006

P46 - Tax Code Calculation

[home](#) [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\(s\) >](#)

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**

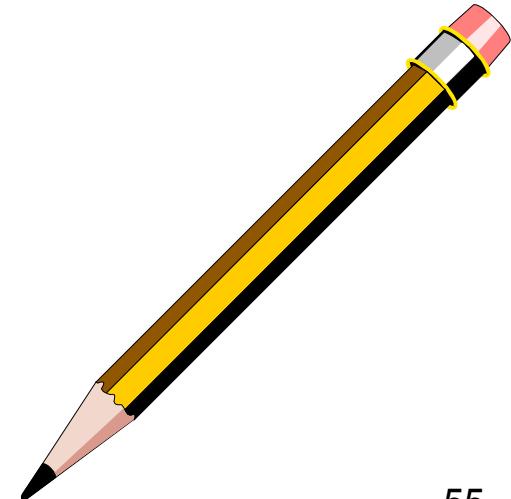
> Feedback

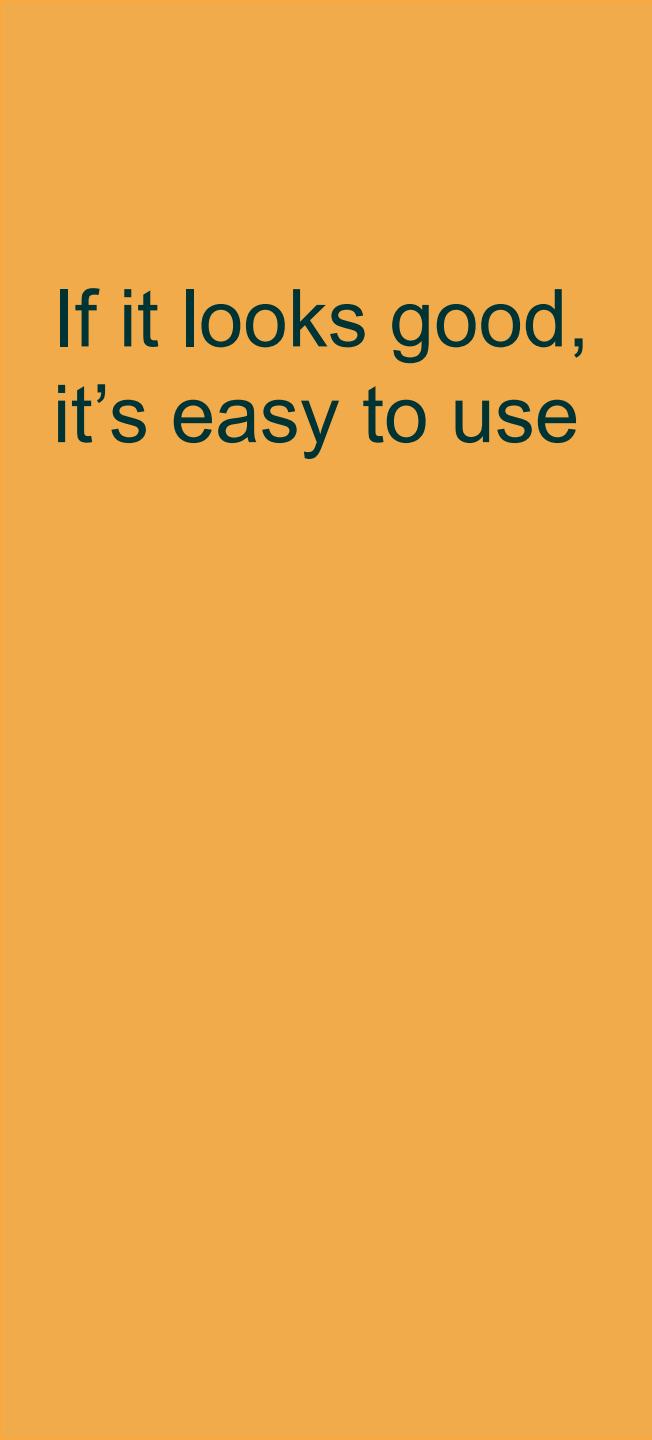
Avoid screens in the middle of forms that have no fields for user entries

- 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.



The screenshot shows the VisitCornwall website. The header features a large banner image of St. Michael's Mount at sunset. The logo 'VisitCornwall' and the tagline 'The official site of Cornwall Tourist Board' are displayed. The navigation menu includes 'Home', 'PLACES TO STAY' (highlighted in pink), 'PLACES TO GO', 'THINGS TO DO' (highlighted in green), and 'EVENT'. A sidebar on the left lists various categories: HOME, ACTIVE CORNWALL, ARTS AND CULTURE, BROCHURE, CONFERENCES, CONTACT US, CYCLING, GARDENS, GETTING HERE, GREEN TOURISM, HERITAGE & HISTORY, MEMBERSHIP, NEWS, PRACTICAL INFO, and RESEARCH. The main content area features a competition notice: 'Competition - win a stay at a brand new luxury 5 star holiday village in Cornwall *'. It describes the prize as a stay in a VIP lodge with a hot-tub and maid service, and encourages users to enter a prize draw by October 1, 2007. A testimonial for 'Gwel an Mor' is shown, mentioning their 5-star rating. The footer includes the 'enjoyEngland.com' logo and the number 57.

VisitCornwall
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 *

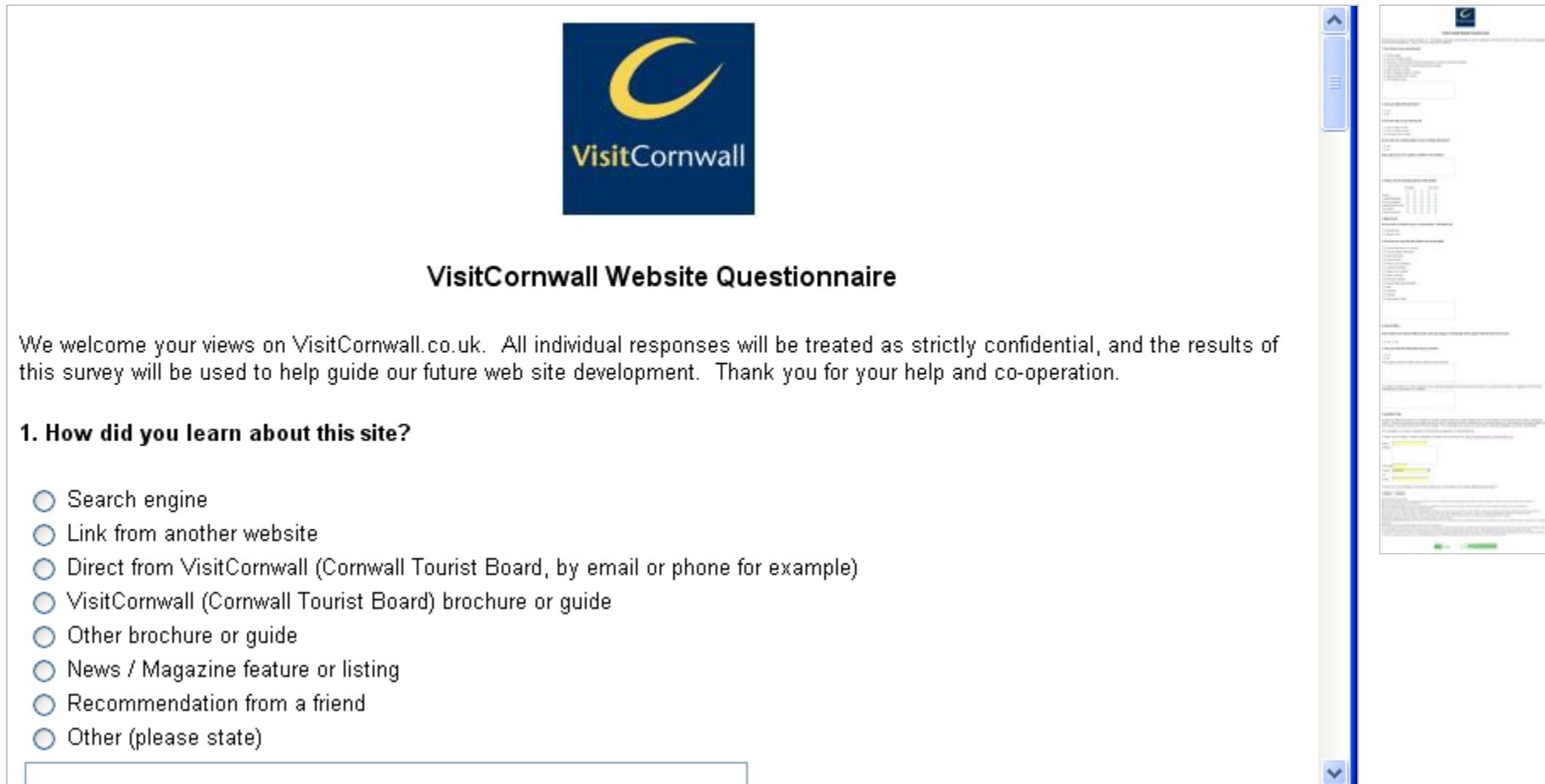
Tell us what you think of our website and [enter our prize draw](#) to win either a fabulous weekend or short break in one of Gwel an Mor's VIP lodges, equipped with private hot-tub on the sun deck, a wood burner and maid service. For your chance to win this prize draw, [click here](#) and complete our 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

enjoyEngland.com

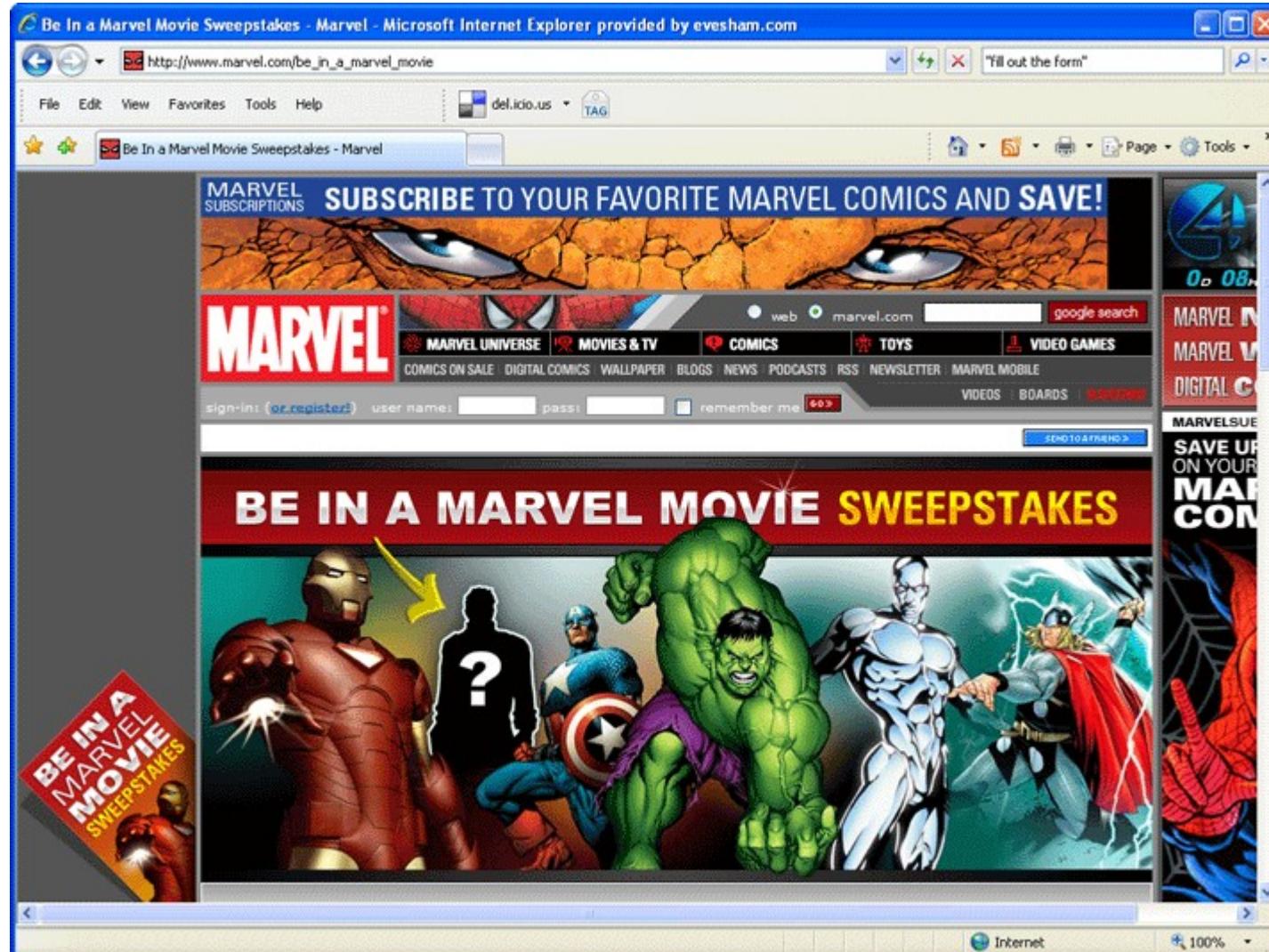
57

Is this enough?



The screenshot shows a survey page for VisitCornwall. At the top is the VisitCornwall logo, which consists of a yellow stylized 'C' shape above the text 'VisitCornwall' in white. Below the logo is the title 'VisitCornwall Website Questionnaire' in bold black text. A paragraph of text follows, stating: '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.' The main content area is a numbered list under the heading '1. How did you learn about this site?'. The list contains ten options, each preceded by a blue radio button. The options are: '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', and 'Other (please state)'. A text input field is located at the bottom of this list. To the right of the main content area, a vertical sidebar displays the survey's structure, showing a list of questions and their corresponding question numbers. The sidebar has a blue header and a blue footer.

Where is the form? Too much branding



Another, more recent, look at the Marvel site

Marvel Movies Hub at Marvel.com - Mozilla Firefox

File Edit View History Bookmarks Tools Help del.icio.us

Getting Started post to del.icio.us Google Accounts

Marvel | Web GOOGLE SEARCH ENTERTAINMENT CHARACTERS NEWS & INFO VIDEO SHOP KIDS MORE DIGITAL COMICS

MARVEL  Comics Catalog | Marvel Universe | Subscribe to Marvel Comics

SEARCH Sign in here. New User? Sign Up! Get Help!

Movies Home | Movie News | Marvel DVDs | Character Bios | Digital Comics | Comic Subscriptions

► Movies & TV 

COMING SOON

PUNISHER: WAR ZONE
COMING SEP 12, 2008
» MORE INFO

THE INCREDIBLE HULK
COMING JUN 13, 2008
» MORE INFO

IRON MAN
COMING MAY 2, 2008
» MORE INFO

ON TV

FANTASTIC FOUR: WORLD'S GREATEST HEROES
» MORE INFO

TRAILERS & CLIPS

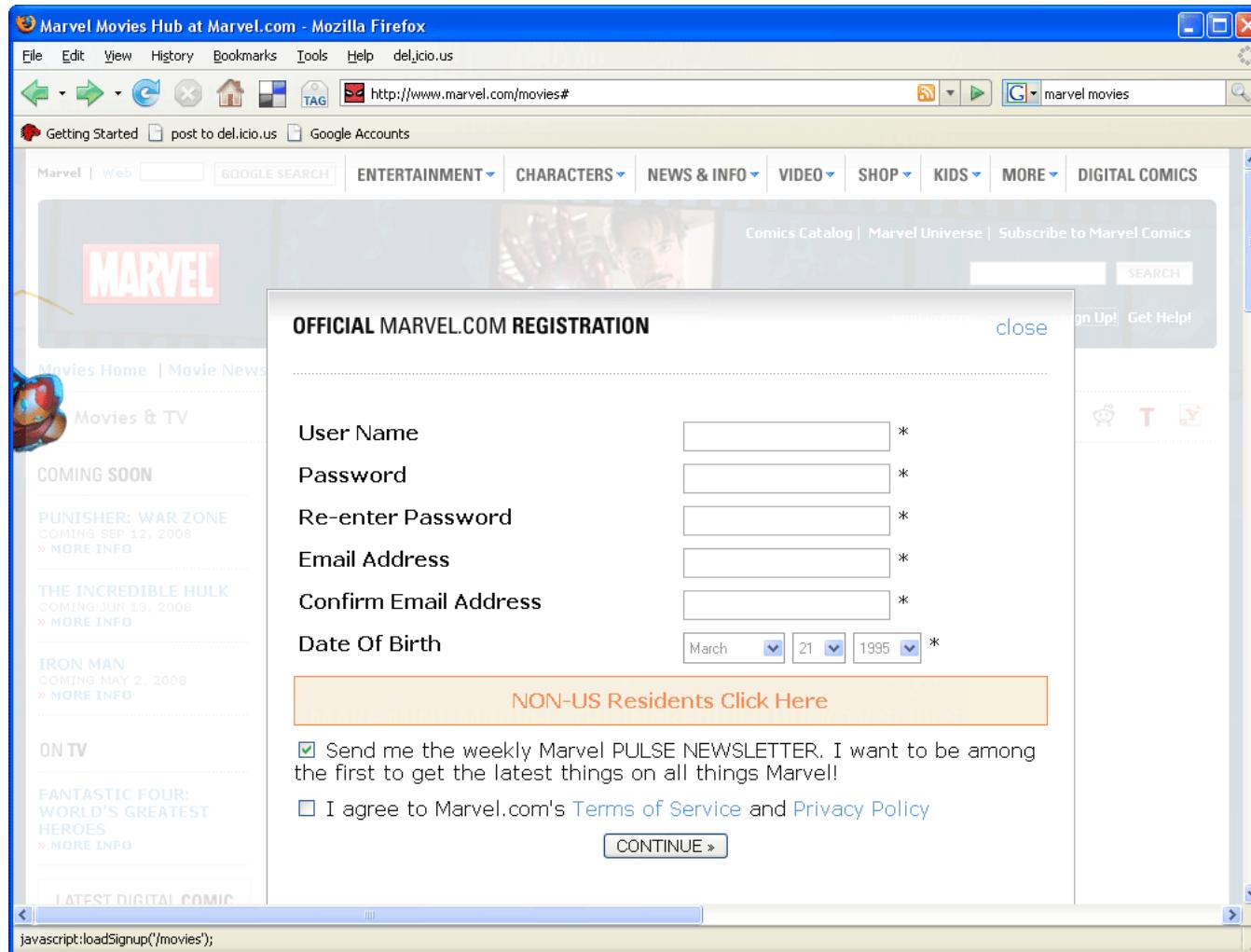
 LATEST DIGITAL COMIC

Done

MADE MINE MARVEL: THE INCREDIBLE HULK TV SERIES
FULL STORY »

60

Another, more recent, look at the Marvel site



Marvel Movies Hub at Marvel.com - Mozilla Firefox

File Edit View History Bookmarks Tools Help del.icio.us

http://www.marvel.com/movies# marvel movies

Getting Started post to del.icio.us Google Accounts

Marvel | Web GOOGLE SEARCH ENTERTAINMENT CHARACTERS NEWS & INFO VIDEO SHOP KIDS MORE DIGITAL COMICS

Comics Catalog | Marvel Universe | Subscribe to Marvel Comics

SEARCH

close Sign Up! Get Help!

OFFICIAL MARVEL.COM REGISTRATION

User Name

Password

Re-enter Password

Email Address

Confirm Email Address

Date Of Birth

March 21 1995 *

NON-US Residents Click Here

Send me the weekly Marvel PULSE NEWSLETTER. I want to be among the first to get the latest things on all things Marvel!

I agree to Marvel.com's [Terms of Service](#) and [Privacy Policy](#)

CONTINUE >

javascript:loadSignup('movies');

Is this just right?
Or too much?

**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**





Required fields are marked in pink.

First Name:

Last Name:

E-Mail: Confirm Email:

Address Line 1:

Country: Zip or Postal Code:

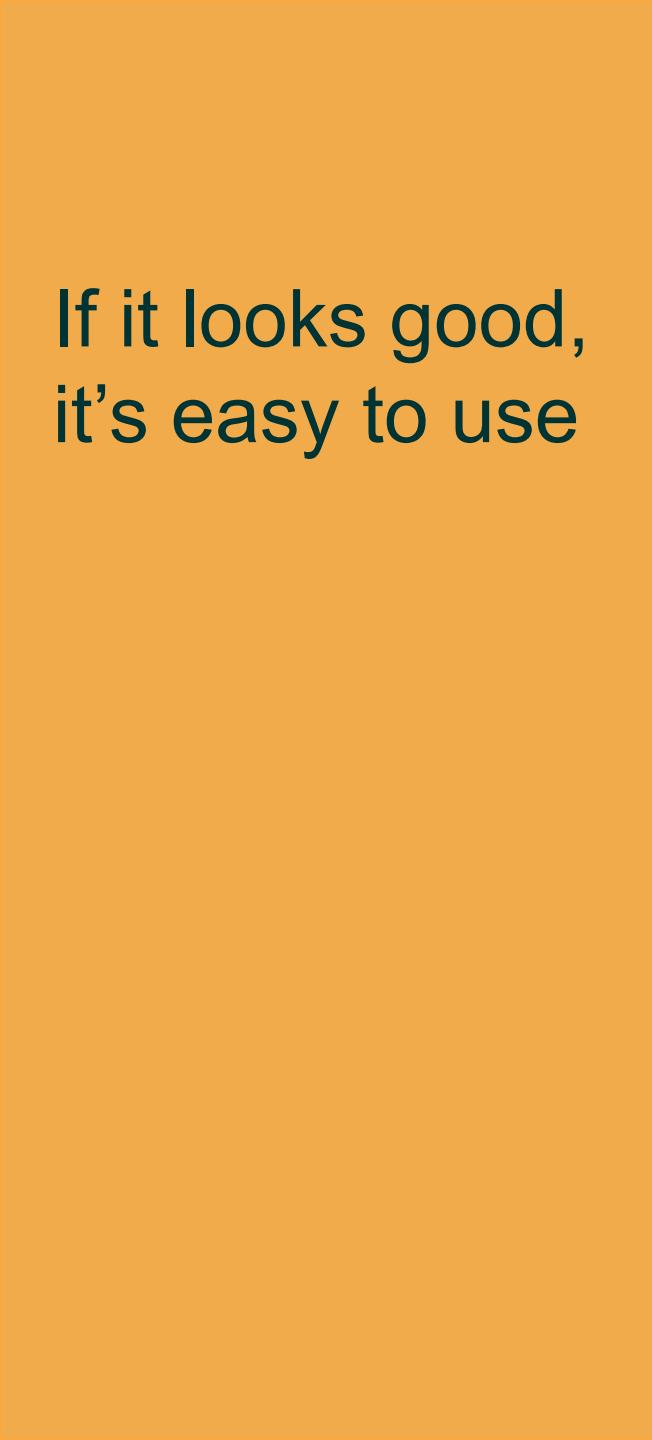
USA

Gender (m/f): Birthday:

Male or Female Month Day Year

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

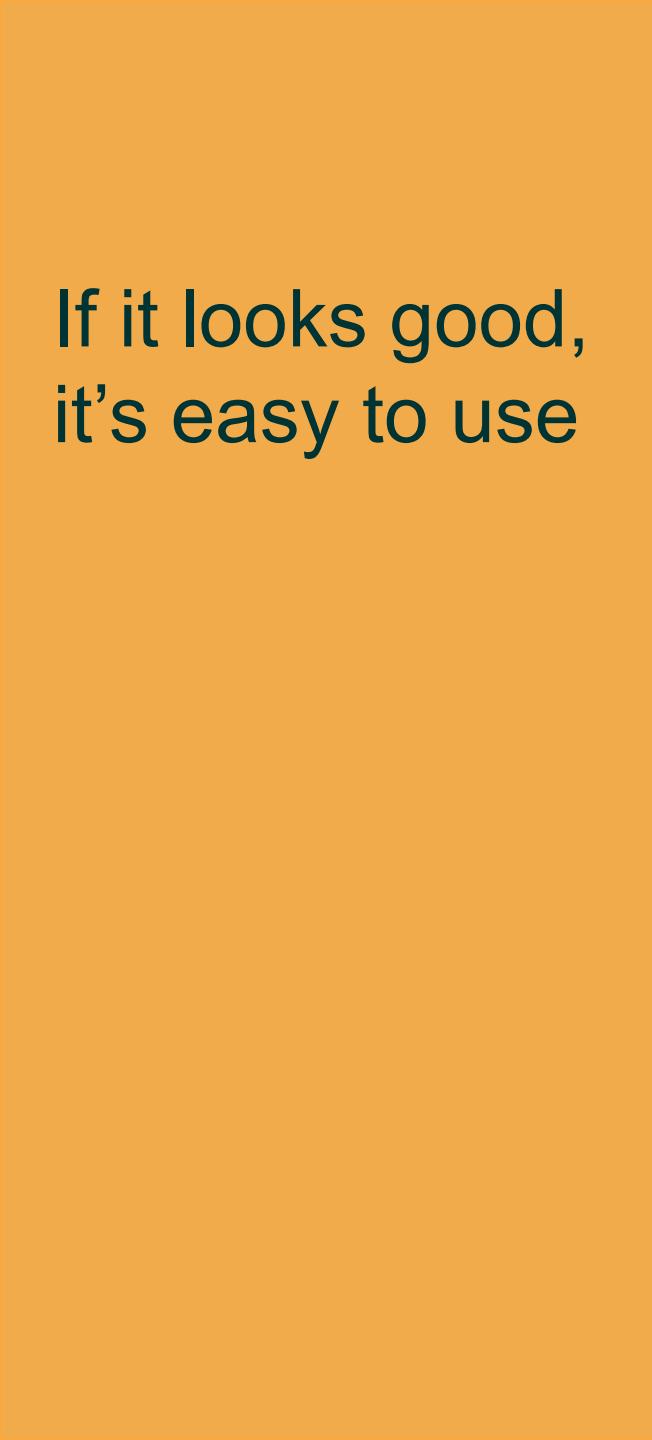
Topic:

*** Required fields**

Title:	<input type="text"/> <input checked="" type="radio"/> Mrs. <input type="radio"/> Ms. <input type="radio"/> Mr.
Name *	<input type="text"/>
Last name *	<input type="text"/>
Region *	<input type="button" value="Please choose a region"/>
Country *	<input type="button" value="Please choose a country"/>
Phone:	<input type="text"/>
E-mail *	<input type="text"/>

Your message:
Place your text here:

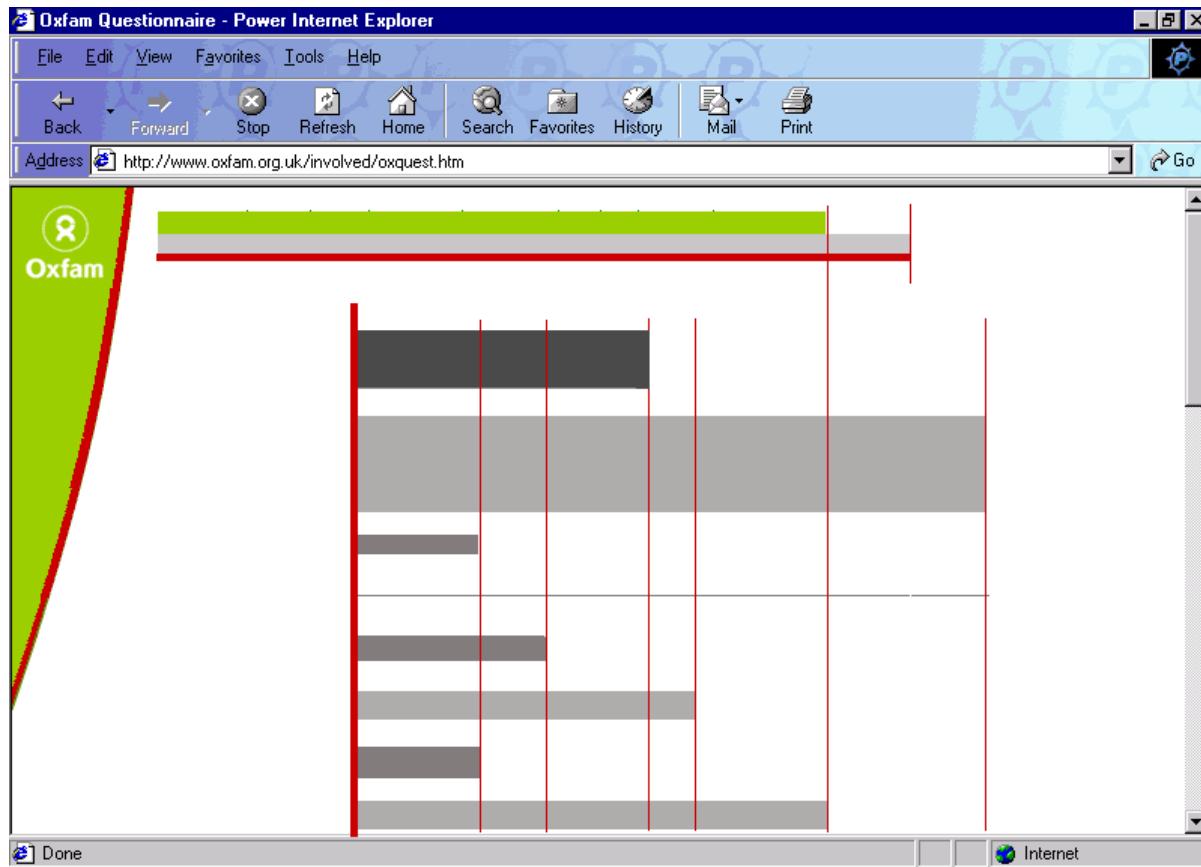
Please send me a copy of this E-Mail
 Yes, I would like to receive the Montblanc Newsletter. I have read and accept Montblanc's Privacy Policy.



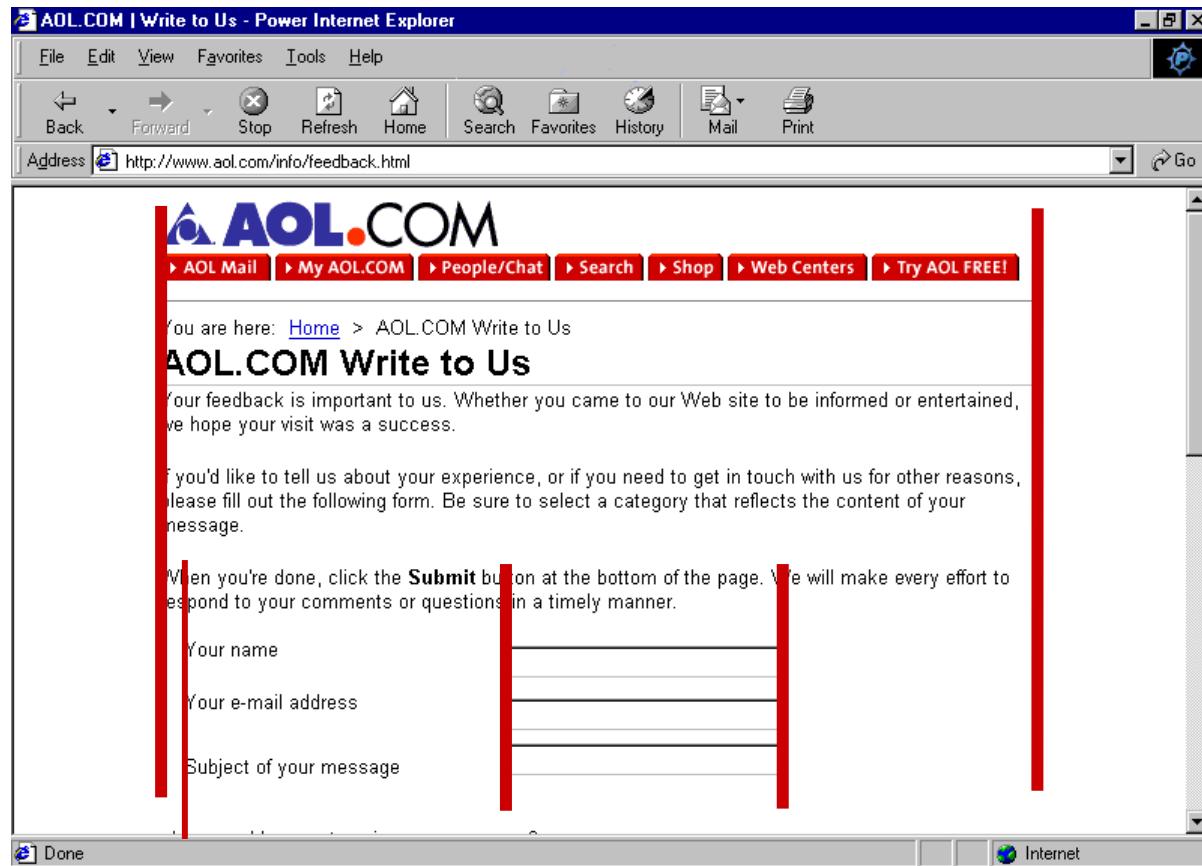
If it looks good,
it's easy to use

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

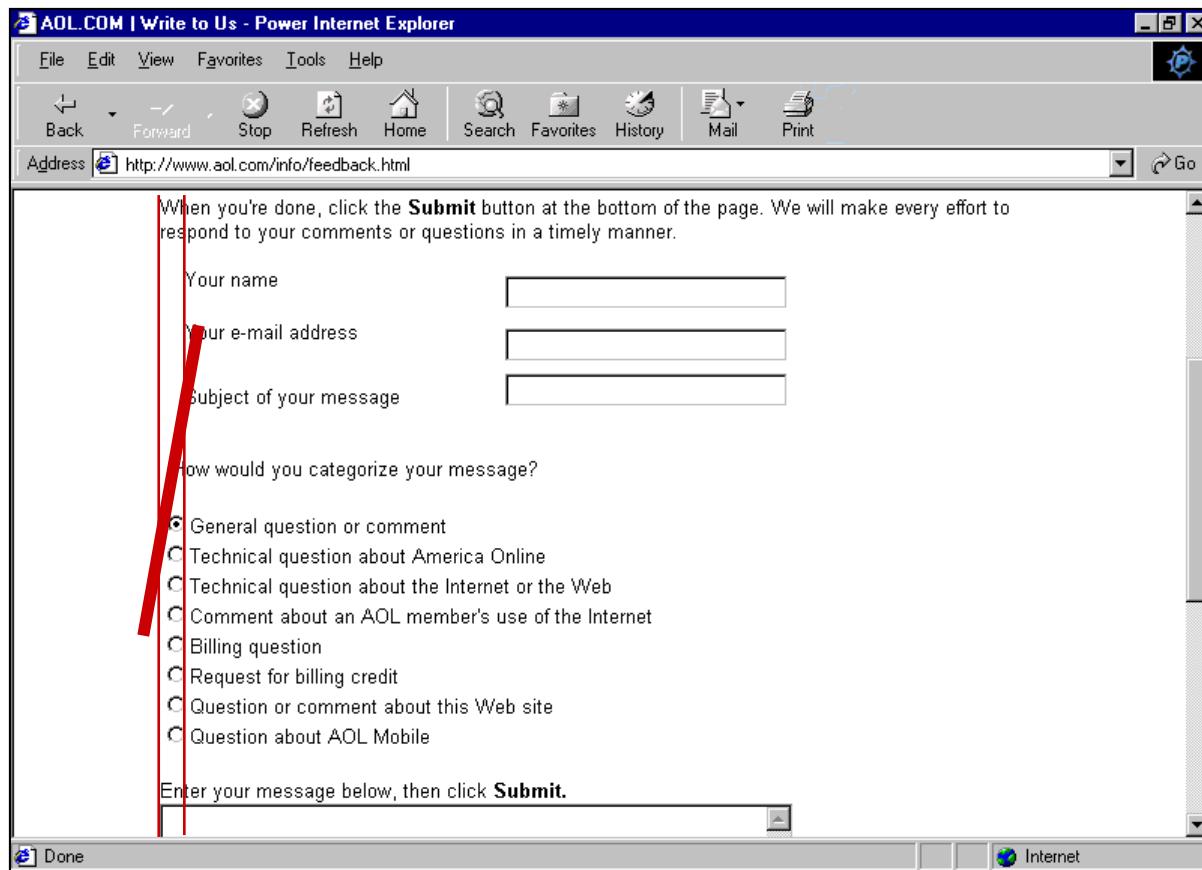
Design to a grid: work with the graphics in the shape of the page



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

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?

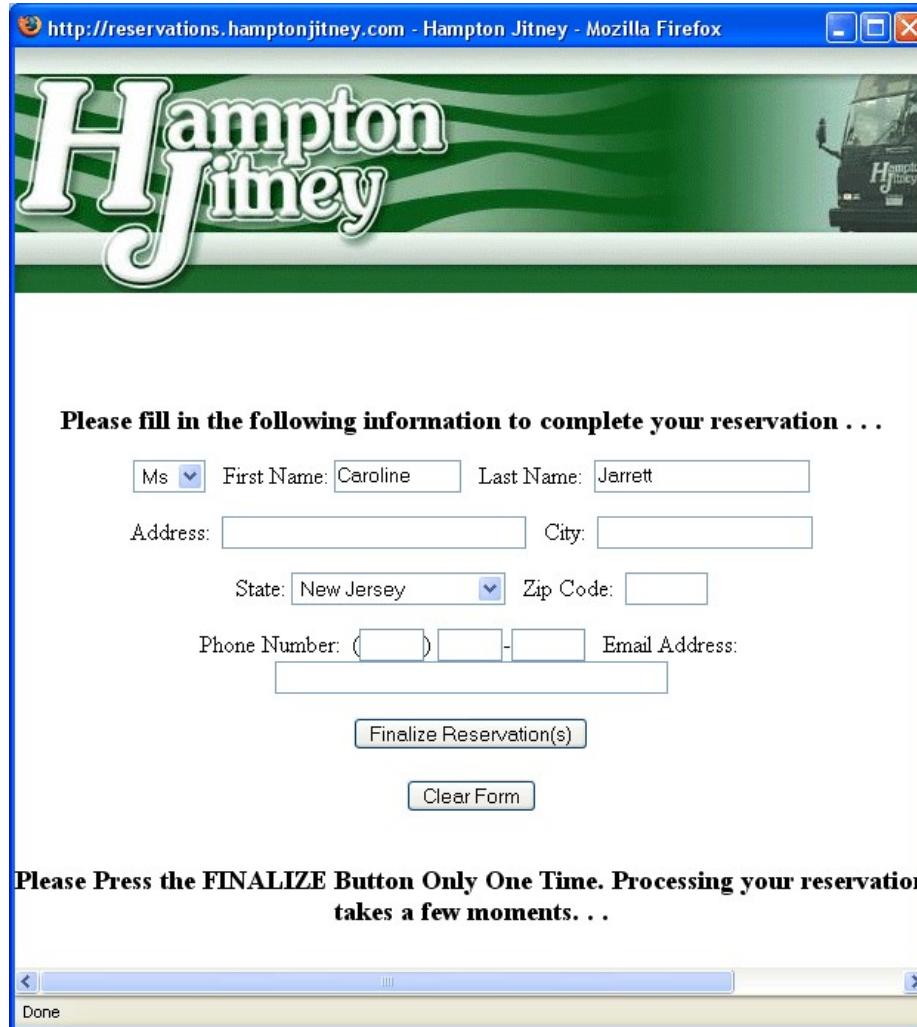
General question or comment
 Technical question about America Online
 Technical question about the Internet or the Web
 Comment about an AOL member's use of the Internet
 Billing question
 Request for billing credit
 Question or comment about this Web site
 Question about AOL Mobile

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



Hampton Jitney

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:

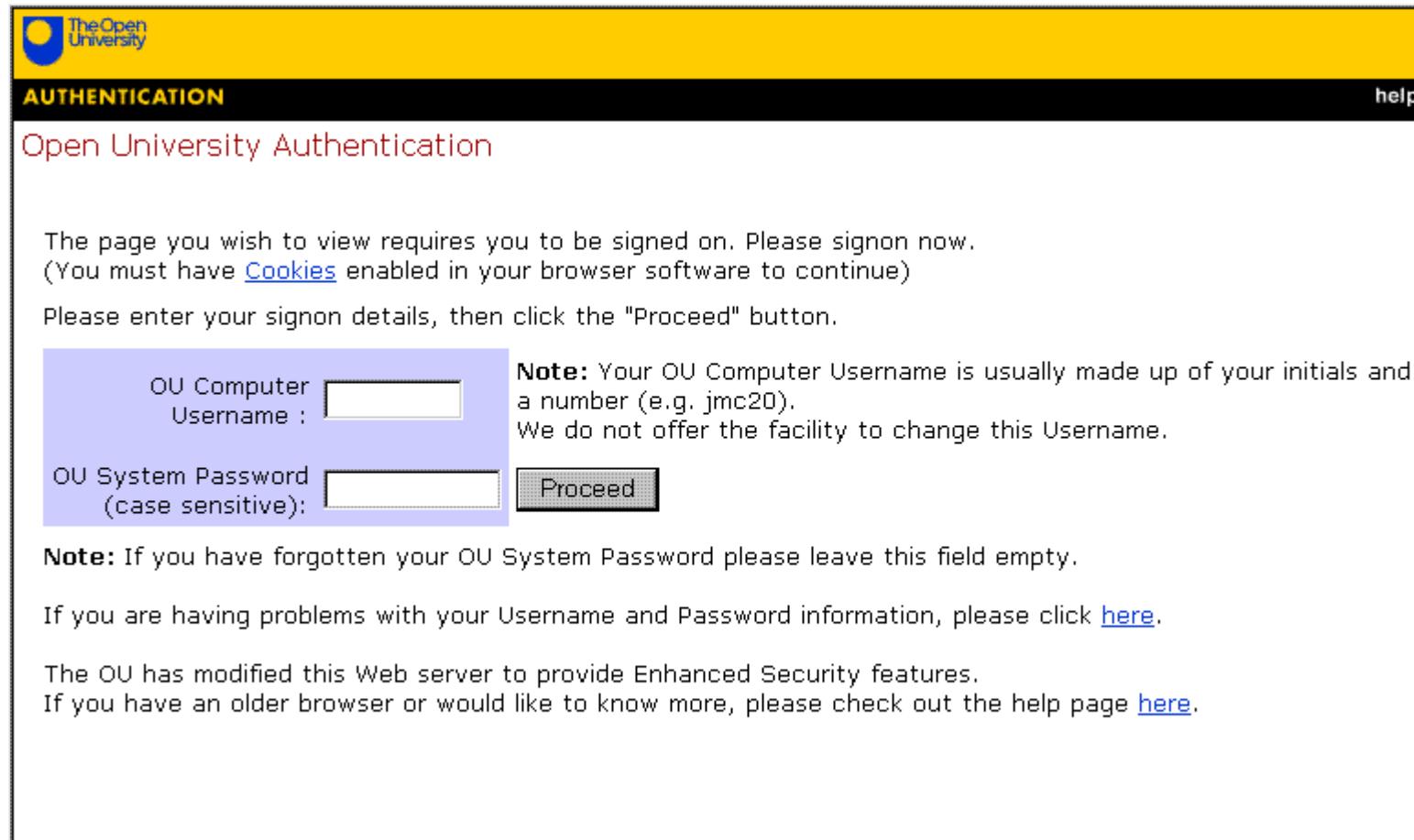
Phone: (H) Fax:

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

Email:

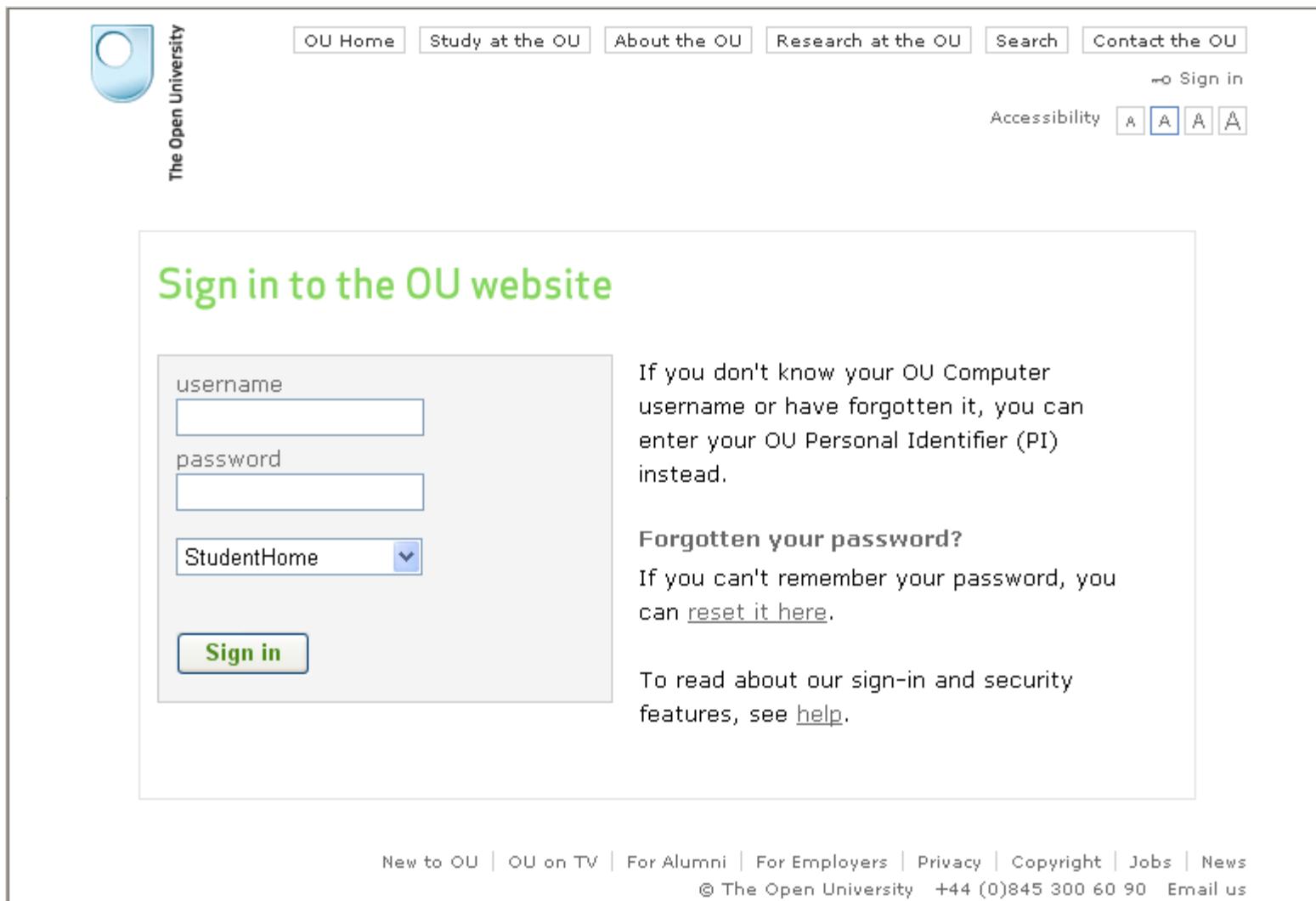
A before- and after- example.

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



The screenshot shows a web page for 'Open University Authentication'. The header features the 'The Open University' logo and a yellow bar. The main content area has a black header bar with 'AUTHENTICATION' on the left and 'help' on the right. Below this, the text 'Open University Authentication' is displayed in red. A message in black text states: '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)'. Below this, another message says: 'Please enter your signon details, then click the "Proceed" button.' On the left, there is a light purple form field containing the text 'OU Computer Username : '. To the right of this field is a note: '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.' Below the first field is another light purple form field containing the text 'OU System Password (case sensitive): '. To the right of this field is a 'Proceed' button. At the bottom of the page, there is a note: 'Note: If you have forgotten your OU System Password please leave this field empty.' and a link: 'If you are having problems with your Username and Password information, please click [here](#)'. There is also a note at the bottom: 'The OU has modified this Web server to provide Enhanced Security features. If you have an older browser or would like to know more, please check out the help page [here](#)'.

Currently: tidied up, and with page furniture



The screenshot shows the sign-in page of The Open University website. The header includes the university logo, navigation links for OU Home, Study at the OU, About the OU, Research at the OU, Search, and Contact the OU, and links for Sign in and Accessibility. The main content area features a green header 'Sign in to the OU website' and a sign-in form with fields for username and password, and a dropdown menu set to 'StudentHome'. A 'Sign in' button is at the bottom of the form. To the right of the form is a text block explaining that users can enter their OU Personal Identifier (PI) if they don't know their OU Computer username. Below this is a link to 'Forgotten your password?' with a note about password reset. At the bottom is a link to read about sign-in and security features.

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



ACT®

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)

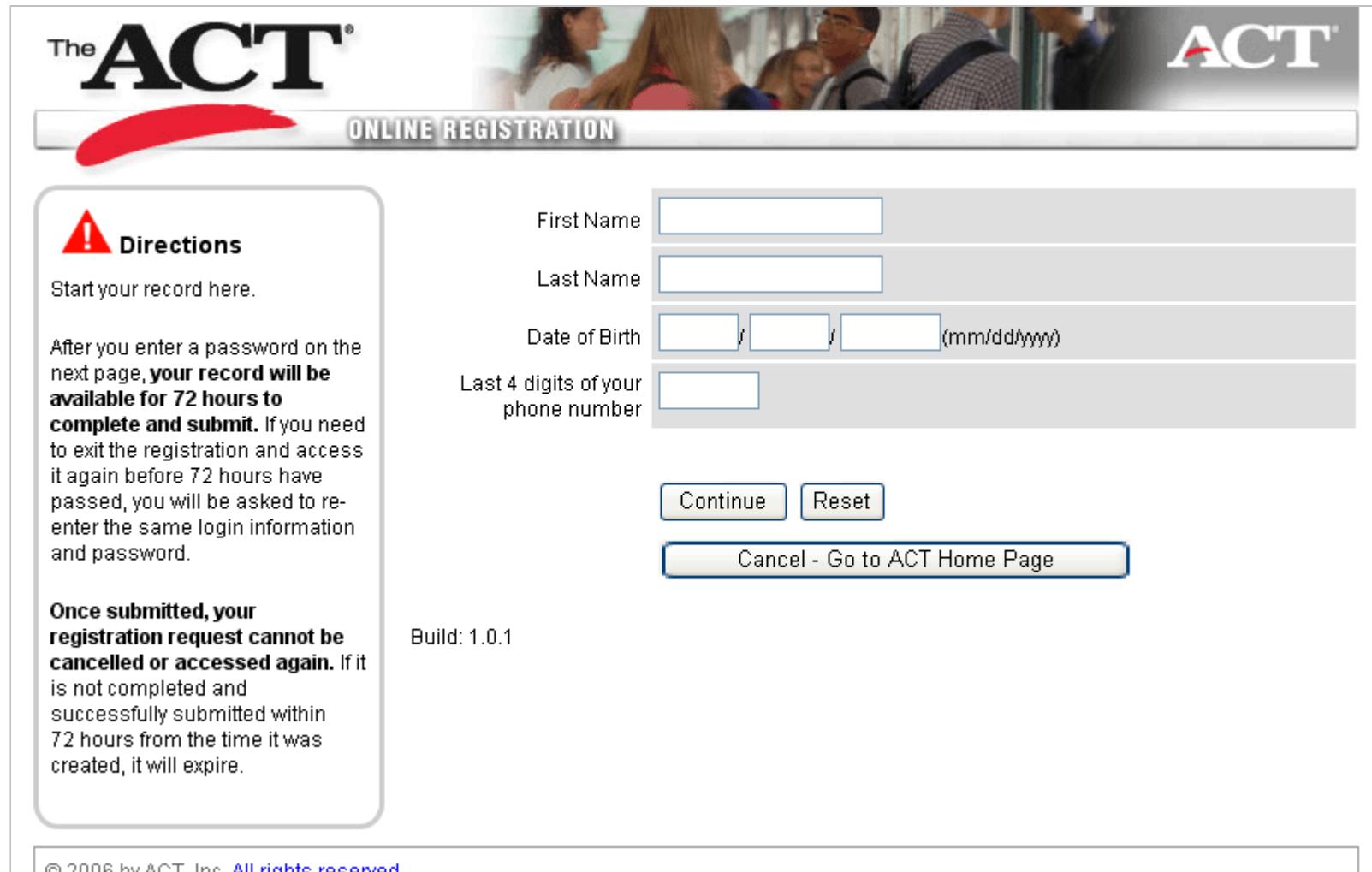
Last 4 digits of your phone number

Build: nt050812n

Done

aap.act.org

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



The image shows the ACT Online Registration page. At the top left is the ACT logo. To the right is a photograph of several people. Below the logo, the word "ACT" is repeated. The main title "ONLINE REGISTRATION" is centered above a form area. On the left, a box contains "Directions" with an exclamation mark icon, instructions to start the record, and a note about password requirements. Another box below contains a warning about submission rules. The right side of the page contains four input fields: "First Name" and "Last Name" (each in its own row), "Date of Birth" (with three input fields for month, day, and year), and "Last 4 digits of your phone number". Below these fields are "Continue" and "Reset" buttons, and a "Cancel - Go to ACT Home Page" button with a blue border. At the bottom left is the text "Build: 1.0.1". The bottom right corner contains the page number "75".

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.

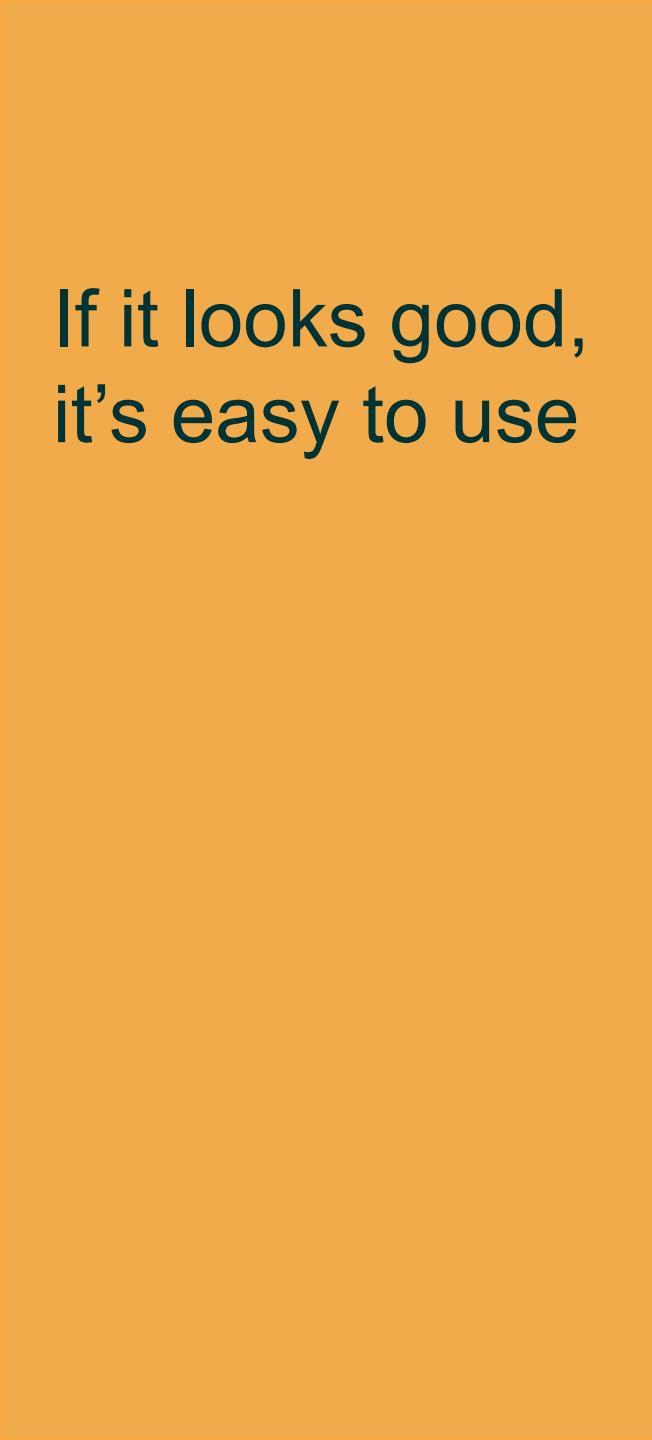
Build: 1.0.1

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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

1040X <small>(Rev. November 2002)</small>		Department of the Treasury—Internal Revenue Service Amended U.S. Individual Income Tax Return <small>► See separate instructions.</small>		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.	

A If the name or address shown above is different from that shown on the original return, check here ►
 B Has the original return been changed or audited by the IRS or have you been notified that it will be? Yes 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 ► Single Married filing jointly Married filing separately Head of household Qualifying widow(er)
 On this return ► Single Married filing jointly Married filing separately Head of household* 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	C. Correct amount
Income and Deductions (see pages 2-6)		1		
1 Adjusted gross income (see page 3)		2		
2 Itemized deductions or standard deduction (see page 3)		3		
3 Subtract line 2 from line 1		4		
4 Exemptions. If changing, fill in Parts I and II on the back		5		
5 Taxable income. Subtract line 4 from line 3		6		
Tax Liability		7		
6 Tax (see page 4). Method used in col. C		8		
7 Credits (see page 4)		9		
8 Subtract line 7 from line 6. Enter the result but not less than zero		10		
9 Other taxes (see page 4)		11		
10 Total tax. Add lines 8 and 9		12		
Payments		13		
11 Federal income tax withheld and excess social security and tier 1 RRTA tax withheld. If changing, see page 4		14		
12 Estimated tax payments, including amount applied from prior year's return		15		
13 Earned income credit (EIC)		16		
14 Additional child tax credit from Form 8812		17		
15 Credits from Form 2439, Form 4136, or Form 8885		18		
16 Amount paid with request for extension of time to file (see page 4)		19		
17 Amount of tax paid with original return plus additional tax paid after it was filed		20		
18 Total payments. Add lines 11 through 17 in column C		21		
Refund or Amount You Owe		22		
19 Overpayment, if any, as shown on original return or as previously adjusted by the IRS		23		
20 Subtract line 19 from line 18 (see page 5)		24		
21 Amount you owe. If line 10, column C, is more than line 20, enter the difference and see page 5		estimated tax	/ / / / /	
22 If line 10, column C, is less than line 20, enter the difference				
23 Amount of line 22 you want refunded to you				
24 Amount of line 22 you want applied to your				

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

Department of the Treasury—Internal Revenue Service
Form 1040X Amended U.S. Individual Income Tax Return
(Rev. November 2002) ► See separate instructions.

This return is for calendar year ► , or fiscal year ended ►

Please print or type		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.		

A If the name or address shown above is different from that shown on the original return, check here. Yes No

B Has the original return been changed or audited by the IRS or have you been notified that it will be? Yes 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 ► Single Married filing jointly Married filing separately Head of household Qualifying widow(er)

On this return ► Single Married filing jointly Married filing separately Head of household* 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	C. Correct amount
1 Adjusted gross income (see page 3)	1		
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3 Subtract line 2 from line 1	3		
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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		
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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.
Paid Preparer's Use Only	Preparer's signature	Date	Check if self-employed <input type="checkbox"/>
	Firm's name (or yours if self-employed), address, and ZIP code		Preparer's SSN or PTIN
			EIN
			Phone no. ()

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

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.

A If the name or address shown above is different from that shown on the original return, check here ►

B Has the original return been changed or audited by the IRS or have you been notified that it will be? Yes 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 ► Single Married filing jointly Married filing separately Head of household Qualifying widow(er)

On this return ► Single Married filing jointly Married filing separately Head of household* 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	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		
	6 Tax (see page 4). Method used in col. C	6		
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Refund or Amount You Owe	
19 Overpayment, if any, as shown on original return or as previously adjusted by the IRS	19
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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	Date
Paid Preparer's Use Only	Preparer's signature		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

1040X <small>(Rev. November 2002)</small>		Department of the Treasury—Internal Revenue Service Amended U.S. Individual Income Tax Return <small>See separate instructions.</small>			<small>DOMB No. 1545-0091</small>
This return is for calendar year ►		, or fiscal year ended ►		<small>For Paperwork Reduction Act Notice, see page 6.</small>	
<small>Your first name and initial</small>		<small>Last name</small>		<small>Your social security number</small>	
<small>If a joint return, spouse's first name and initial</small>		<small>Last name</small>		<small>Spouse's social security number</small>	
<small>Home address (no. and street) or P.O. box if mail is not delivered to your home</small>		<small>Apt. no.</small>		<small>Phone number</small>	
<small>City, town or post office, state, and ZIP code. If you have a foreign address, see page 2 of the instructions.</small>					
<small>Please print or type</small>					
<small>A If the name or address shown above is different from that shown on the original return, check here <input type="checkbox"/></small>					
<small>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</small>					
<small>C Filing status. Be sure to complete this line. Note. You cannot change from joint to separate returns after the due date.</small>					
<small>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)</small>					
<small>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)</small>					
<small>* If the qualifying person is a child but not your dependent, see page 2.</small>					
<small>Use Part II on the back to explain any changes</small>			<small>A. Original amount or as previously adjusted (see page 2)</small>	<small>B. Net change—amount of increase or (decrease)—explain in Part II</small>	<small>C. Correct amount</small>
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	2 Itemized deductions or standard deduction (see page 3)		2		
	3 Subtract line 2 from line 1		3		
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<small>Refund or Amount You Owe</small>	23 Amount of line 22 you want refunded to you		23		
	24 Amount of line 22 you want applied to your ► estimated tax		24		
	<small>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.</small>				
<small>Joint return? See page 2. Keep a copy for your records.</small>		<small>Your signature</small>	<small>Date</small>	<small>Spouse's signature. If a joint return, both must sign.</small>	<small>Date</small>
<small>Paid Preparer's Use Only</small>		<small>Preparer's signature</small>	<small>Date</small>	<small>Check if self-employed <input type="checkbox"/></small>	<small>Preparer's SSN or PTIN</small>
		<small>Firm's name (or yours if self-employed), address, and ZIP code</small>			<small>EIN</small>
					<small>Phone no. ()</small>

1040X before and after (maybe?)

Form 1040X		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"/> <input checked="" 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 checked="" 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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Income and Deductions (see pages 2-6)		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
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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		
		EIN		
		Phone no. ()		
Cat. No. 11360L Form 1040X (Rev. 11-2002)				

Form 1040X		Department of the Treasury—Internal Revenue Service		
		Amended U.S. Individual Income Tax Return		
		See separate instructions.		
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		Last name		
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		Spouse's social security number		
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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		
		EIN		
		Phone no. ()		
Cat. No. 11360L Form 1040X (Rev. 11-2002)				

Another rules experiment: better or worse?



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

- [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](#)

Another rules experiment: better or worse?



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

- [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 Brower & 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](#)

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	COMPUTER EDUCATION
<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	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 & 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.
<input type="checkbox"/> 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).	
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INTRODUCTIONS AND MEETINGS	RESEARCH
<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)	<input type="checkbox"/> Research Services <input type="checkbox"/> Institutional Review Board
DEPARTMENT/DIVISION TOPICS	
<input type="checkbox"/> Academic Appointment <input type="checkbox"/> Annual Career Development Reviews <input type="checkbox"/> Career Development <input type="checkbox"/> Department/Division Meetings/Committees <input type="checkbox"/> Department/Division Organization & Structure <input type="checkbox"/> Education	<input type="checkbox"/> Licensure <input type="checkbox"/> Position and Performance Expectations <input type="checkbox"/> Research <input type="checkbox"/> Residency Program, Other Teaching Responsibilities <input type="checkbox"/> Work Schedule (FTE)
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"/> Clinic Bulletin <input type="checkbox"/> Department/Division Continuing Medical Education Programs	<input type="checkbox"/> Trip Policy

MC2167-29rev1204

 **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	

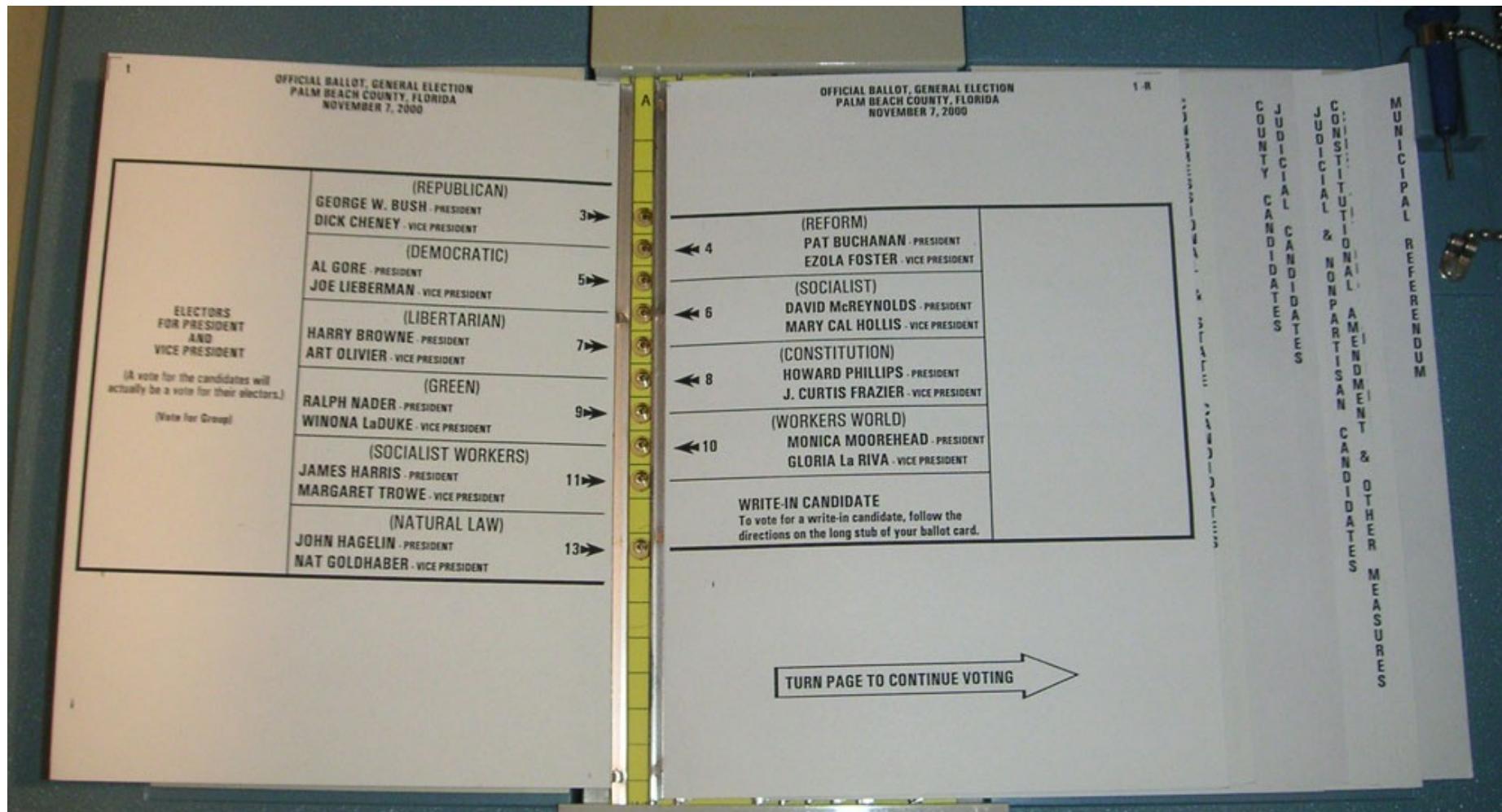
Items for Review

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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"/> Clinic Bulletin <input type="checkbox"/> Department/Division Continuing Medical Education Programs	<input type="checkbox"/> Trip Policy

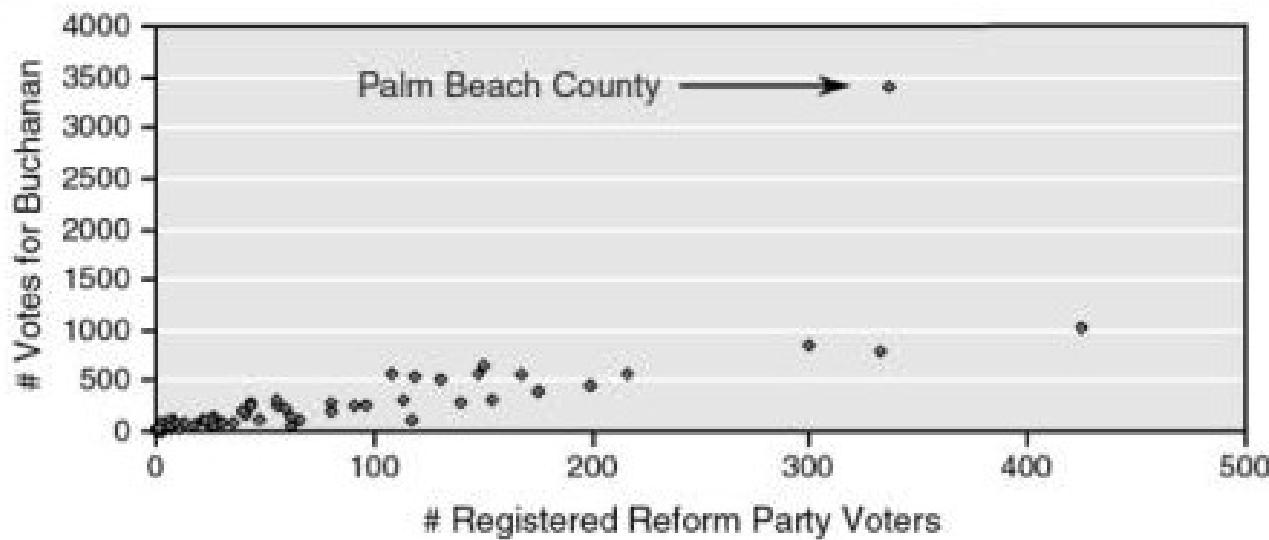
MC2167-29rev1204

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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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”