

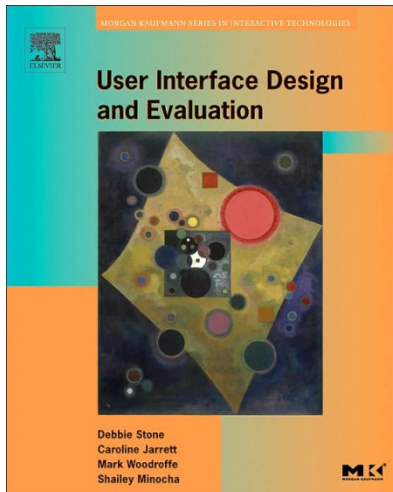
How I got started in forms and usability

Caroline Jarrett

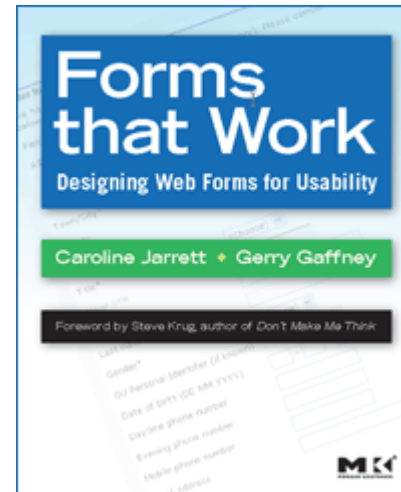
UPA 2010 Munich

A bit about me: Caroline Jarrett

Consultancy: www.effortmark.co.uk caroline.jarrett@effortmark.co.uk
Forms advice: www.formsthatwork.com twitter [@cjforms](https://twitter.com/cjforms)
Training: www.usabilitythatworks.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

Why is a tax form worrying when it is still in the envelope?



The relationship of forms: the goals of user and organisation

- Users and their goals
 - Who are the users?
 - What do they want to achieve by filling in this form?
 - Where are they filling it in?
 - How do they feel about it?
- Organisations and their goals
 - What are they collecting this data for?
 - Who will make a decision based on this data?

The conversation of forms: understanding the question, finding the answer



The appearance of forms:
if it looks good, it will be easier to use



The screenshot shows a web browser window with the address bar displaying "http://reservations.hamptonjitney.com - Hampton Jitney - Mozilla Firefox". The page features a green header with the "Hampton Jitney" logo and a small image of a bus. Below the header, the text "Please fill in the following information to complete your reservation . . ." is displayed. The form includes fields for a dropdown menu (set to "Ms"), "First Name: Caroline", "Last Name: Jarrett", "Address:", "City:", "State: New Jersey" (with a dropdown arrow), "Zip Code:", "Phone Number: () - " (with three input boxes), and "Email Address:". At the bottom of the form are two buttons: "Finalize Reservation(s)" and "Clear Form". Below the form, the text "Please Press the FINALIZE Button Only One Time. Processing your reservation takes a few moments. . ." is shown. The browser's status bar at the bottom indicates "Done".

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

Hampton Jitney

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

Ms First Name: Caroline Last Name: Jarrett

Address: City:

State: New Jersey Zip Code:

Phone Number: () - Email Address:

Finalize Reservation(s)

Clear Form

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

Done

Relationship

Understand
users
and their goals



Get the answers
the organisation
needs



Conversation

Write good
questions



Write helpful
instructions



Choose the
right controls



Make the form
flow easily



Appearance

Visual details:
labels, colons



Make the form
look easy

I got started through working on tax forms.
It's more conventional to apply for a job.

Two columns that are relevant:

“How not to get a job in usability”

<http://www.usabilitynews.com/news/article1841.asp>

“How to get a job in usability”

<http://www.usabilitynews.com/news/article5784.asp>

Question time

Caroline Jarrett

caroline.jarrett@effortmark.co.uk

Twitter @cjforms

+44 1525 370379

I'm a consultant, hire me:

Consultancy: www.effortmark.co.uk

Training: www.usabilitythatworks.com

Free stuff:

Forms advice: www.formsthatwork.com

Editing: www.editingthatworks.com

Columns: www.usabilitynews.com

“Caroline’s Corner”

www.uxmatters.com

“Good Questions”

Question time

Caroline Jarrett

caroline.jarrett@effortmark.co.uk

Twitter @cjforms

+44 1525 370379

I'm a consultant, hire me:

Consultancy: www.effortmark.co.uk

Training: www.usabilitythatworks.com

Free stuff:

Forms advice: www.formsthatwork.com

Editing: www.editingthatworks.com

Columns: www.usabilitynews.com

“Caroline’s Corner”

www.uxmatters.com

“Good Questions”