

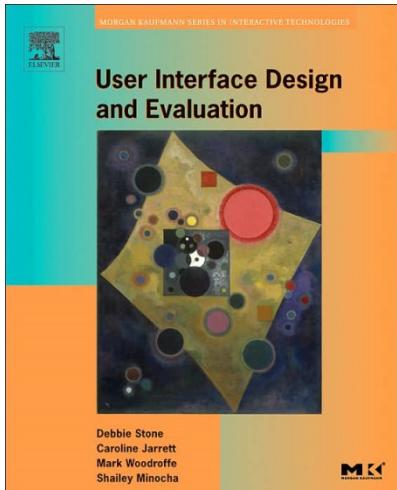
How I got started in forms and usability

Caroline Jarrett

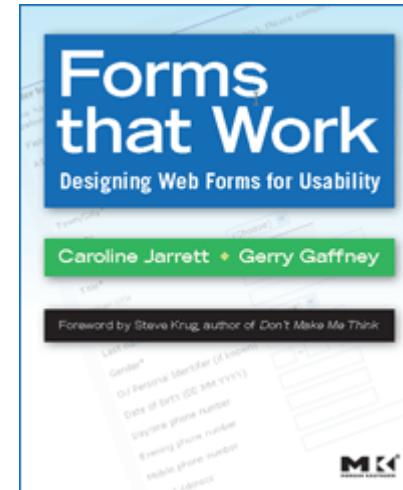
UPA 2010 Munich

A bit about me: Caroline Jarrett

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Forms advice: www.formsthatwork.com [@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?



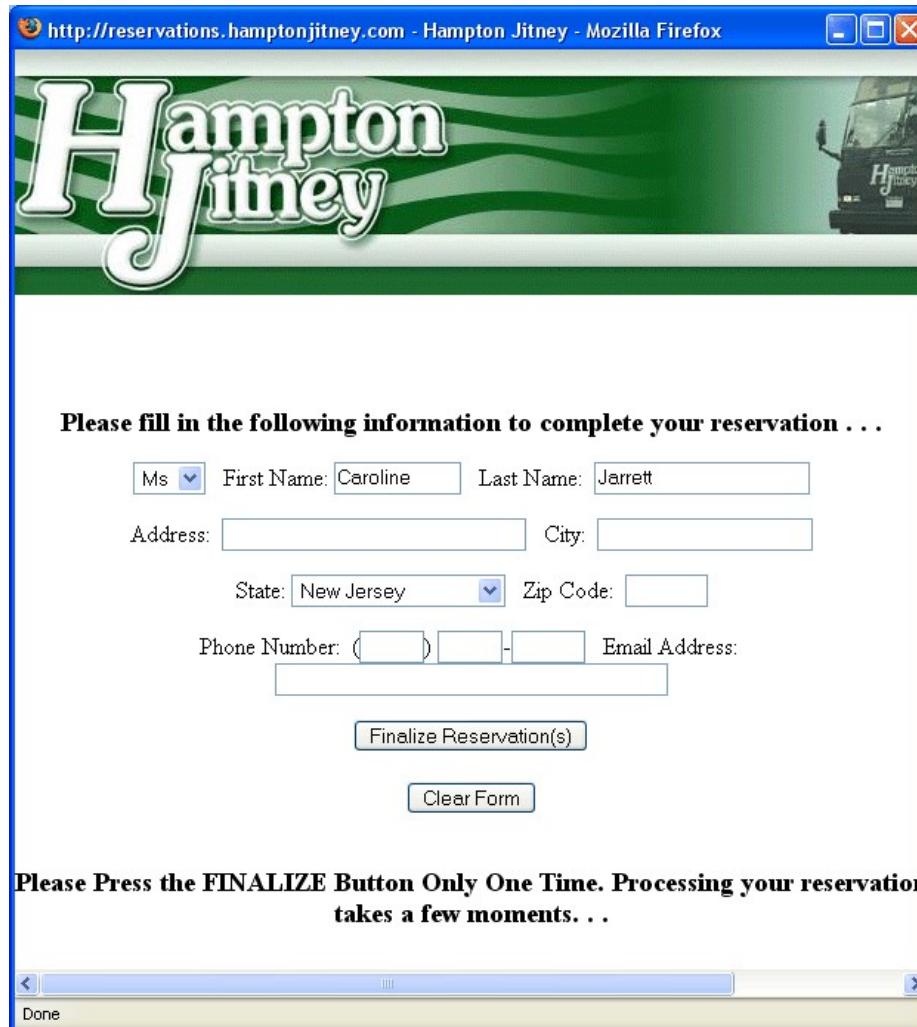
The relationship of forms: the goals of user and organisation

- **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



A screenshot of a web browser window showing a reservation form for Hampton Jitney. The title bar reads "http://reservations.hamptonjitney.com - Hampton Jitney - Mozilla Firefox". The page features a large green banner with the "Hampton Jitney" logo and a bus image. Below the banner, a message says "Please fill in the following information to complete your reservation . . .". The form includes fields for gender (Ms), first name (Caroline), last name (Jarrett), address, city, state (New Jersey), zip code, phone number, and email address. There are "Finalize Reservation(s)" and "Clear Form" buttons at the bottom. A note at the bottom of the form area says "Please Press the FINALIZE Button Only One Time. Processing your reservation takes a few moments. . ." The status bar at the bottom shows "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

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I'm a consultant, hire me:

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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”

