

Label placement in forms

and other time-consuming forms controversies

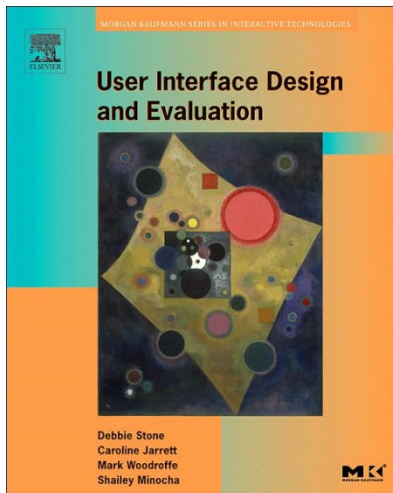
Caroline Jarrett

User Experience Lisbon 2010

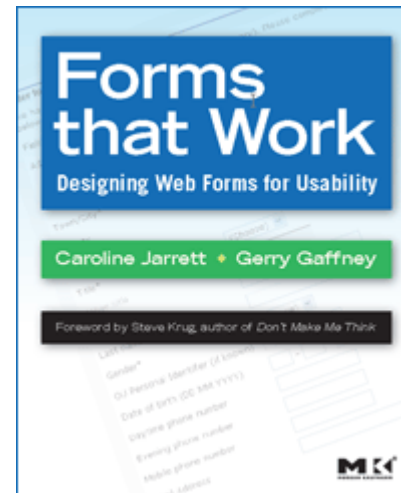
A bit about me:

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

Where people look on forms

What that implies for placing labels

Let's stress about unimportant details

Three details that do affect users

If it looks good, it's easy to use

Final reminder: it's what you ask and why that really matters

Reading forms is different from using them

The screenshot shows a web browser window with the address bar displaying `http://library.cornwall.gov.uk/www-bin/www_talis`. The browser's menu bar includes File, Edit, View, Go, Bookmarks, Tools, and Help. Below the address bar, there are navigation icons and a search bar. The website's header features the Cornwall Library logo and a navigation menu with links: Getting Started, Latest Headlines, Author/Title, Author/Keyword, Title, Keyword, Author, Classification, Control Number, Borrower Info, Help, and Main. The main content area is titled "Author Search" and contains a search form. The form has two sections: "Author" and "Collection". The "Author" section has a text input field with a placeholder example: "eg. Shakespeare, William or Dickens, C". The "Collection" section has a dropdown menu with options: Main Catalogue, Childrens, and Audio/Visual. Below the dropdown are two buttons: "Begin Search" and "Clear entry". At the bottom of the search form, there are four links: "Limit by Date", "Limit by Language", "Limit by Format", and "Limit by Opus". A mouse cursor is visible near the bottom right of the page. The footer of the page includes the text "Talis Information Ltd".

File Edit View Go Bookmarks Tools Help

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

Getting Started Latest Headlines

CORNWALL LIBRARY

Author/Title

Author/Keyword

Title

Keyword

Author

Classification

Control Number

Borrower Info

Help

Main

Back Forward

Talis Information Ltd

Author Search


Author eg. Shakespeare, William or Dickens, C

Collection Main Catalogue Childrens Audio/Visual

Begin Search Clear entry

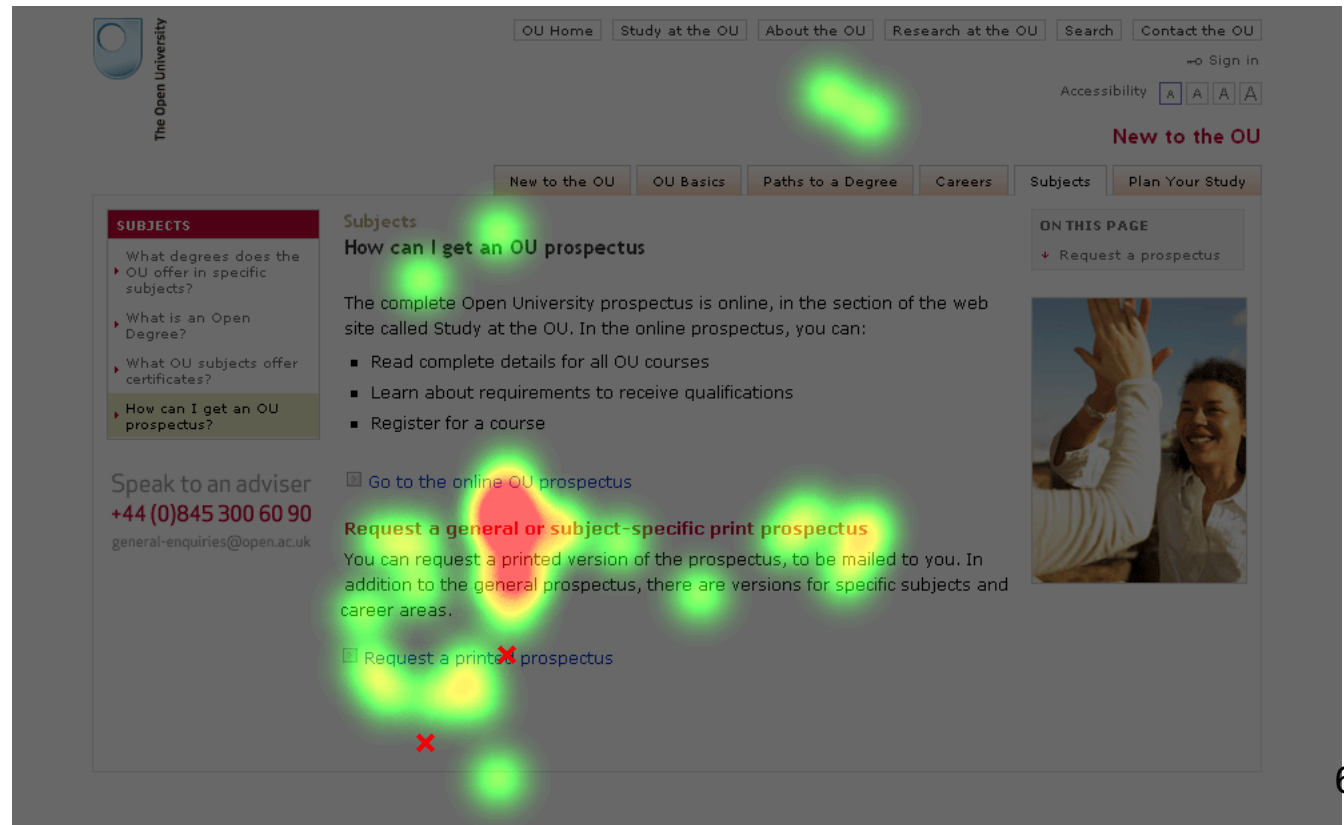
[Limit by Date](#) [Limit by Language](#) [Limit by Format](#) [Limit by Opus](#)

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:  (For example: AB123456C)	<input type="text"/>
	<input type="checkbox"/> Select box if National Insurance number not yet known

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

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



Ordering a prospectus

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

Prospectus Request

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

Order for myself

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

Fields marked * must be filled in

Address*

Town/City*

County

Postcode

Title*

Other title

First name*

Last name*

Gender*

OU Personal Identifier (if known)

Date of birth (DD MM YYYY) - -

Daytime phone number

Evening phone number

Mobile phone number

Email Address

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

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

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

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

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

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

[proceed](#)

Now try it for yourself

- Look at this printout of a forms page
- Circle the places where you think that users looked
- Put a cross on the places where users clicked



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

One person's heat map

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

 Prospectus Request

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

Order for myself

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

Fields marked * must be filled in

Address*

Town/City*

County

Postcode

Title*

Other title

First name*

Last name*

Gender*

OU Personal Identifier (if known)

Date of birth (DD MM YYYY) - -

Daytime phone number

Evening phone number

Mobile phone number

Email Address

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

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

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

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

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

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

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*

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. UGCY2)...

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

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

Country

Postcode

Title* (Choose) X

Other title

First name* X X

Last name* X

Gender* (Choose) X

OU Personal Identifier (if known)

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

Daytime phone number

Evening phone number X

Mobile phone number

Agenda

Where people look on forms

What that implies for placing labels

Let's stress about unimportant details

Three details that do affect users

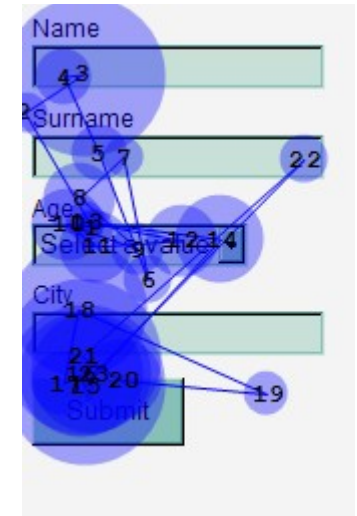
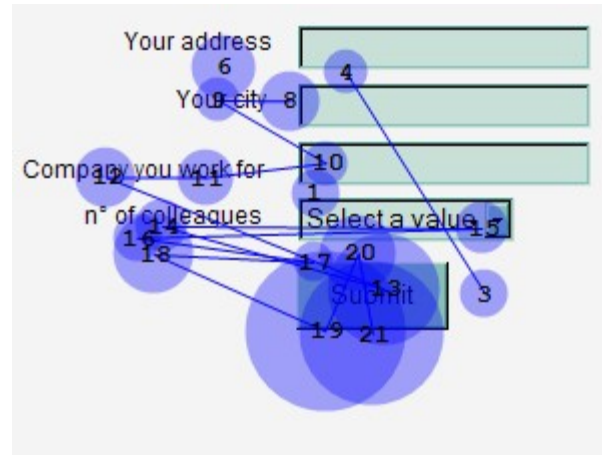
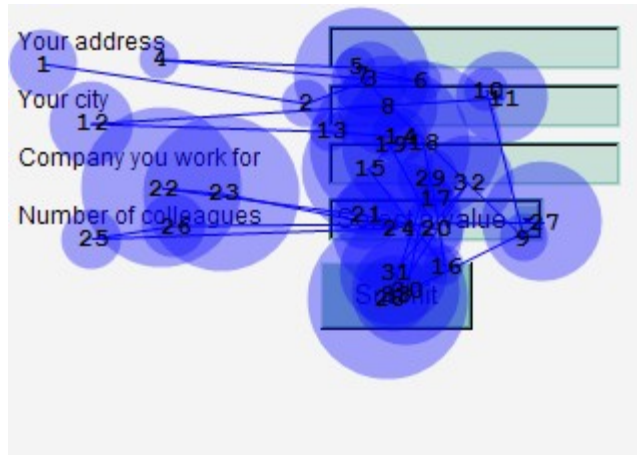
If it looks good, it's easy to use

Final reminder: it's what you ask and why that really matters

Where to put labels

1. Labels outside boxes
2. Hints inside boxes
3. Labels inside boxes

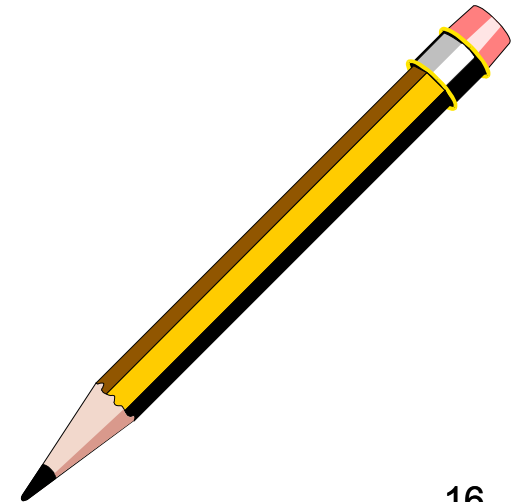
Mario Penzo's recommendation: “Place labels above or right-align them”



Are all these questions equivalent?


Where do the answers come from?

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

 Prospectus Request

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

Order for myself

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

Fields marked * must be filled in

Address*

Town/City*

County

Postcode

Title* (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. UGCKYZ)...

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

17

Update:

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


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


Das, McEwan and Douglas (2008)


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


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


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


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


banks, UK building societies, UK unit trusts? 


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


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


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


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


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

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

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

2007-08? 

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

received payments from overseas pension schemes? 

Users can survive a lot

Checkout

Step 1: Billing and Shipping Address

Step 1 2 3 4

*Indicates a required field

If you are a new customer complete this form.

Billing Address

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

* First Name

* Last Name

Company

* Address Line 1

Address Line 2

Address Line 3

* City/Town

* Postal Code

* Country

* Daytime Phone Number

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

Shipping Options

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

Catalogue Code

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

CATALOG CODE

CUSTOMER CODE

WEB COUPON CODE

Catalogue Code

Coupon Code

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

Coupon Code

Continue 20

Method 1 (more effort, and may not work): Decide where to put your labels according to your users, their goals, and the questions

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



Submit a Complaint

A Program with the Colorado Attorney General and the AARP Foundation



[Home](#)

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

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

Your Information

* **First Name:**

* **Last Name:**

Phone Number:

(nnn-nnn-nnnn)

Email:


Would you like to receive a status update?

☐ Yes ☒ No

* **Relationship to Victim:**

Select One... 

* **Type of Complaint:**

Select One... 

* **Estimated Amount of Financial Loss:**

0

(to the nearest \$)

* **Are you the Contact?**

☐ Yes ☒ No

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

How did you hear about us?

Select One... 

Contact Information

* **First Name:**

* **Last Name:**

* **Phone Number:**

(nnn-nnn-nnnn)

Email:

Method 2 (easier, and 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

Sign up

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

Create your administrator account

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

First name

Last name

Email

Username

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

Password

Password again

Confirm your password by entering it again.

Company/Group

Examples: Apple, UCLA, Red Cross

Time zone

Which web browsers work with Basecamp?

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

Can I upgrade, downgrade, or cancel later?

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

Which forms of payment do you accept?

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



Screenshot
best available



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

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

Where to put labels

1. Labels outside boxes
2. Hints inside boxes
3. Labels inside boxes

Some terminology: my definitions of label, hint, and default

- **Label:** the text that stands for a question
 - May be just a word: “Phone”
 - May be a fully-formed request: “Please give us a contact phone number”
 - May be a fully-formed question: “What phone number may we call?”
- **Hint:** an extra piece of text that helps to explain the label
 - May be a formatting hint: “(XXX) XXXX - XXXX”
 - May explain what to put in the box: “your usual daytime number”
- **Default:** a value that is already entered for the user
 - May be a standard default that works for many users
 - May be a pre-populated value from data collected elsewhere

It's not always obvious.
Which of these are label, hint, or default?




National Rail Enquiries



Register now for instant access to your favourite journeys
Already registered? [Sign in now.](#)


Let's go!

[Home](#) | [Train times & tickets](#) | [About your journey](#) | [Changes to train times](#) | [Hotels](#)



[Journey planner](#) | [Season tickets](#) | [Ticket types](#) | [Travel tools](#) | [Special offers](#) | [Tickets & fares](#)

Plan your journey

From to Leaving Today  at :

 [Add a return journey](#)  [Advanced search](#)

Cheapest fare finder


Slightly more flexible with your journey? Then you could be taking advantage of our cheapest fare finder search where we aim to find you the best possible price!



[Find cheapest fares with our interactive fare finder](#)

Get travel alerts

Receive travel alerts directly to your mobile and avoid getting caught out by train delays or cancellations.



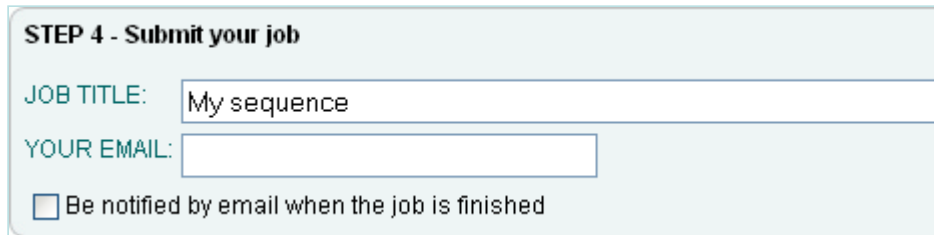
[Find out more about text alerts](#)

[Set up alerts](#)

Chrome by Google

A fast, new browser.
Made for everyone

Users often interpret hints as defaults



STEP 4 - Submit your job

JOB TITLE:

YOUR EMAIL:

☐ Be notified by email when the job is finished

- 98% of the scientific users of this form accepted the hint as a default
- 60% of expert users accepted the hint as a default

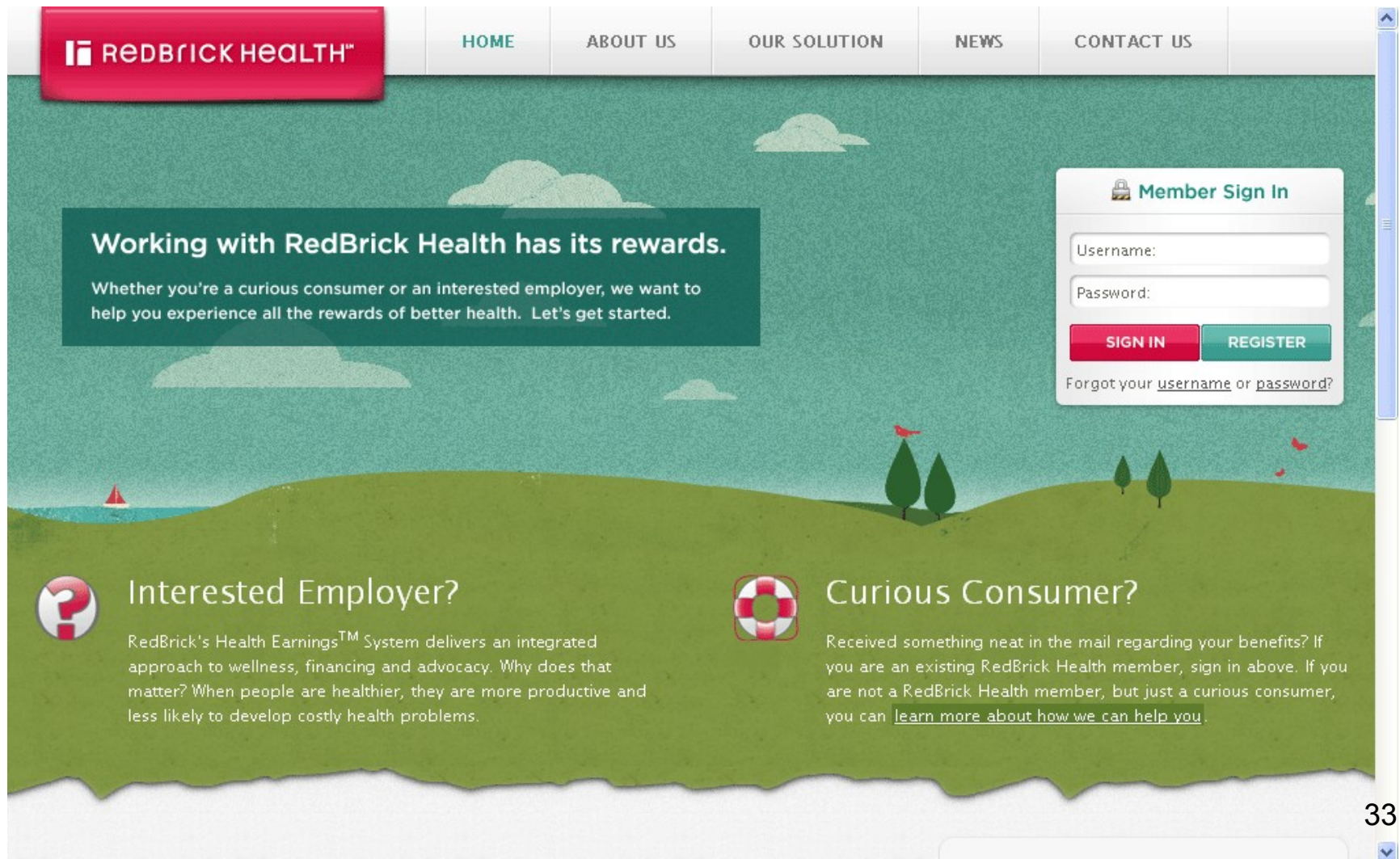
Do not put hints inside fields on web forms

- ☹ Moving the hint to one side on click doesn't work
 - The user doesn't click into the field because it is a default
- ☹ Reducing the visual impact of the hint doesn't work
 - Users don't understand why the hint is less legible
- ☺ Putting the hint outside the field should work
 - Provided the user sees the hint when it is needed

Where to put labels

1. Labels outside boxes
2. Hints inside boxes
3. Labels inside boxes

I'm seeing some labels inside the boxes

A screenshot of the RedBrick Health website. The header features a red navigation bar with the RedBrick Health logo and links for HOME, ABOUT US, OUR SOLUTION, NEWS, and CONTACT US. The main content area has a green background with a stylized landscape illustration. A central dark green box contains the text 'Working with RedBrick Health has its rewards.' followed by a paragraph. To the right is a 'Member Sign In' form with fields for Username and Password, and buttons for SIGN IN and REGISTER. Below the sign-in form is a link for forgotten credentials. At the bottom, there are two sections: 'Interested Employer?' with a question mark icon and 'Curious Consumer?' with a lifebuoy icon, each followed by descriptive text.

RedBRICK HEALTH™

[HOME](#) [ABOUT US](#) [OUR SOLUTION](#) [NEWS](#) [CONTACT US](#)

Working with RedBrick Health has its rewards.

Whether you're a curious consumer or an interested employer, we want to help you experience all the rewards of better health. Let's get started.

Member Sign In

Username:

Password:

SIGN IN **REGISTER**

Forgot your [username](#) or [password](#)?

Interested Employer?

RedBrick's Health Earnings™ System delivers an integrated approach to wellness, financing and advocacy. Why does that matter? When people are healthier, they are more productive and less likely to develop costly health problems.

Curious Consumer?

Received something neat in the mail regarding your benefits? If you are an existing RedBrick Health member, sign in above. If you are not a RedBrick Health member, but just a curious consumer, you can [learn more about how we can help you](#).

Which test won – A or B?

A

B



[Click here](#) if you are an existing user to login.

A chance to WIN £5000

Fill out our survey to be entered into the prize draw. Complete the survey now for your **chance to win!**

Terms and conditions apply. [Click to view](#)

Please complete the Just-Rewards Primary Registration survey before you see the many exciting individual mini surveys where you have the chance to win some great prizes.

Please tell us about you

*Title

*Forename

*Surname

*House/Flat No.

*Postcode

*What is your e-mail address?

*And is this:

* What is your date of birth?

Month Day Year

you provide to be used by Experian Ltd and some of the UK's major companies providing a range of valuable offers by mail, email and telephone. For full details please see our [Privacy Statement](#) link below.

Create a password:

*Password

*Confirm password

[Continue](#)



Are you an existing user?

[Login here](#)

Enter Now

Complete this survey to enter our prize draw and you could win **£5000!**

When you're done, complete additional mini-surveys for your chance to win more fantastic prizes!

*Title

*Date of birth? Day Month Year

*Create a password: *Password *Confirm password

*First name

*e-mail address

*Surname

*Postcode

*House/Flat No.

*This email is: ☒ At home ☐ At work ☐ Other

☐ I accept the terms & conditions as published on this site

[Continue](#)



<http://whichtestwon.com/archives/3442>

Don't put the labels inside the boxes

- No specific evidence for this
- Just seems like a silly idea
- Anyone willing to test it?

Agenda

Where people look on forms

What that implies for placing labels

Let's stress about unimportant details

Three details that do affect users

If it looks good, it's easy to use

Final reminder: it's what you ask and why that really matters

Let's stress
about
unimportant
details

Colons at the end of labels?

Sentence or title case?

Required field indicator?

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

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

Telegraph.co.uk

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

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

Join the debate. Join My Telegraph Already a member?

Please complete all fields

Screen name (only alphanumeric characters)

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

First name

Last name

What is myTelegraph

Join the debate with the Telegraph

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

Joining is free and takes only a few minutes

The New York Times

[Already a Member? Log In](#)

Registering for NYTimes.com is free and easy!

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

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

Create an Account (Required)

Choose a Member ID:

Choose a Password: (Five character minimum)

Re-enter your Password:

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

Secret Answer:

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

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

☒ Remember my Member ID and password on this computer.

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

Sentence or title case?

Sentence case wins. (But only just).

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

Required field indicator?

There's a theme developing here

- Miriam Frost Jungwirth:

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

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

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

- Indicators placed to the right of the field 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 full word 'optional'
- Do not use colour on its own as an indicator

An example of required field indicators using colour alone

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:

Gender (m/f):

Birthday:

Cell phone number:

What kind of cell phone do you have?

laist
6ocal

An example of required field indicators at the wrong end of the field

Department of
MDOT Transportation

Michigan.gov
An Official State of Michigan Web Site

Michigan.gov Home | MDOT Home | Site Map | Contact MDOT | FAQ | State Web Sites

Search

doing business

- > Forms
- > **Contractor Services**
 - Disadvantaged Business Enterprise
 - Prequalification**
 - Bid Letting
 - Payments & Awards
- > Vendor/Consultant Services
- > Local Agency Program
- > Passenger Transportation

roads & travel

rail & public transit

bridges, borders & ferries

news & information

projects & programs

Printer Friendly | Text Version | Email Page | A- A+ Text Size

Order a Construction Prequalification Packet

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

Name: *

Email: *

Company: *

Address: *

Address 2:

City: *

State: * ZIP: *

* Required

Departments/Agencies

Online Services

Surveys

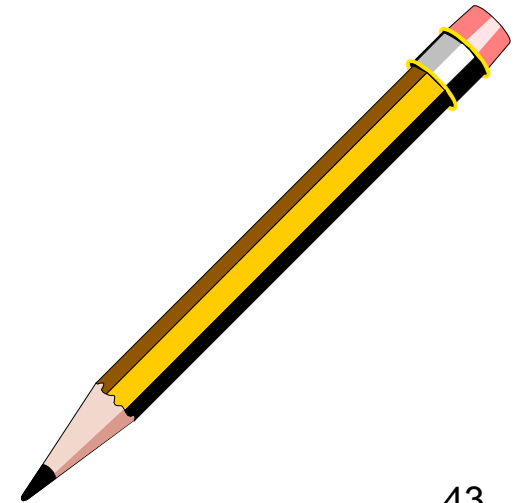
RSS Feeds

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



Agenda

Where people look on forms

What that implies for placing labels

Let's stress about unimportant details

Three details that do affect users

If it looks good, it's easy to use

Final reminder: it's what you ask and why that really matters

Three details that do affect users

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

Buttons really do matter to users.

The image shows a screenshot of a web browser window displaying a printer status page for a Xerox Phaser 8500DN. The page is titled "Home - Phaser 8500DN - Microsoft Internet Explorer provided by evesham.com". The address bar shows "http://192.168.1.16/". The page content includes a printer image, a "Ink Low" warning, and a "Refresh Status" button. The printer details are as follows:

Property	Value
Name:	Phaser 8500DN
DNS:	
IP:	192.168.1.16
Contact:	
Location:	
Status:	warning

Below the printer details is a "Refresh Status" button. The page also lists features and optional features for the printer.

Features

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

Optional Features
(✓ = installed on this printer)

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

Printer Drivers
[Install Printer Drivers](#)

At the bottom of the page, there is a copyright notice: "COPYRIGHT © 2005 XEROX CORPORATION. All Rights Reserved." and the Xerox logo.

Overlaid on the right side of the browser window is another browser window titled "http://www.tekcolor.com - Drivers - Microsoft Internet Explorer provided by ev...". This window shows a "Drivers" section with links for "Windows Users" and "Macintosh Users". A "XEROX" dialog box is open over this window, containing two input fields for user information.

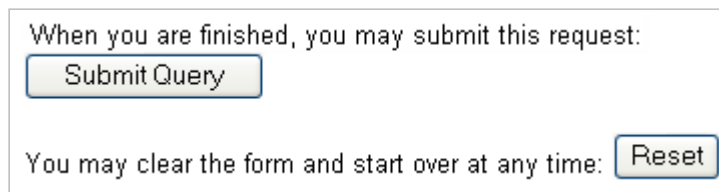
1. Label the button with what it does.
2. If the user doesn't want to do it, don't have a button for it.

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

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

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

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



When you are finished, you may submit this request:

Submit Query

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

LukeW writes about buttons

TYPICAL WEB FORM

Personal Information

First Name

Last Name

Contact Information

Address

City

County

Post Code Country

| [Cancel](#)

PRIMARY ACTION

SECONDARY ACTION

LukeW and Etre tested a selection of different button placements and styles

A

Form A shows a 'Post Code' text input and a 'Country' dropdown menu with 'United Kingdom' selected. Below the inputs, the 'Submit' and 'Cancel' buttons are positioned on the left side of a light gray bar.

D

Form D shows a 'Post Code' text input and a 'Country' dropdown menu with 'United Kingdom' selected. Below the inputs, the 'Submit' and 'Cancel' buttons are positioned on the right side of a light gray bar.

B

Form B shows a 'Post Code' text input and a 'Country' dropdown menu with 'United Kingdom' selected. Below the inputs, the 'Submit' and 'Cancel' buttons are positioned side-by-side on the left side of a light gray bar.

E

Form E shows a 'Post Code' text input and a 'Country' dropdown menu with 'United Kingdom' selected. Below the inputs, the 'Cancel' button is on the left and the 'Submit' button is on the right of a light gray bar.

C

Form C shows a 'Post Code' text input and a 'Country' dropdown menu with 'United Kingdom' selected. Below the inputs, the 'Submit' button is green and active, while the 'Cancel' button is gray and disabled, positioned on the left side of a light gray bar.

F

Form F shows a 'Post Code' text input and a 'Country' dropdown menu with 'United Kingdom' selected. Below the inputs, the 'Submit' and 'Cancel' buttons are positioned on the right side of a light gray bar.

Which one do you prefer? Why?

Is there a better option?

A

Post Code

Country

| [Cancel](#)

B

Post Code

Country

C

Post Code

Country

D

Post Code

Country

E

Post Code

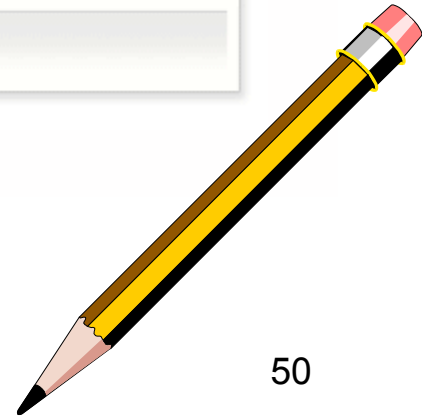
Country

F

Post Code

Country

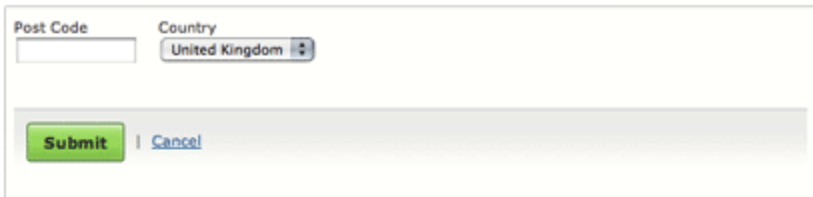
Only Option E performed poorly during our testing



Which one do you prefer? Why?

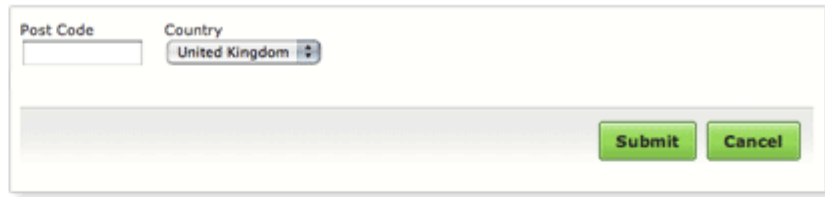
Is there a better option?

A



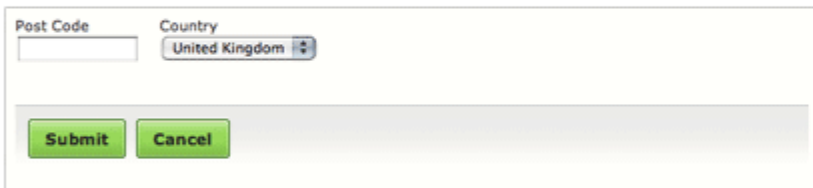
Form A shows a 'Post Code' text input and a 'Country' dropdown menu with 'United Kingdom' selected. Below the inputs, the 'Submit' and 'Cancel' buttons are positioned on the left side of a horizontal bar.

D



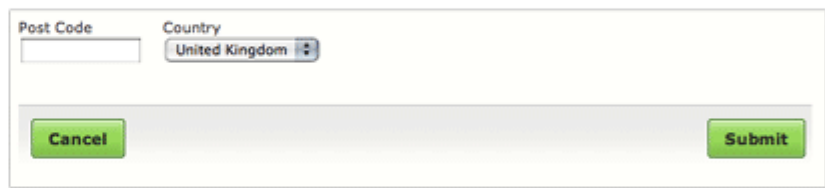
Form D shows a 'Post Code' text input and a 'Country' dropdown menu with 'United Kingdom' selected. Below the inputs, the 'Submit' and 'Cancel' buttons are positioned on the right side of a horizontal bar.

B



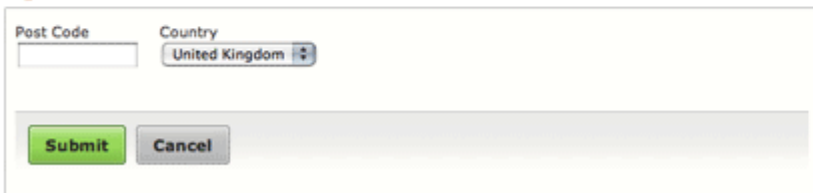
Form B shows a 'Post Code' text input and a 'Country' dropdown menu with 'United Kingdom' selected. Below the inputs, the 'Submit' and 'Cancel' buttons are positioned side-by-side on the left side of a horizontal bar.

E



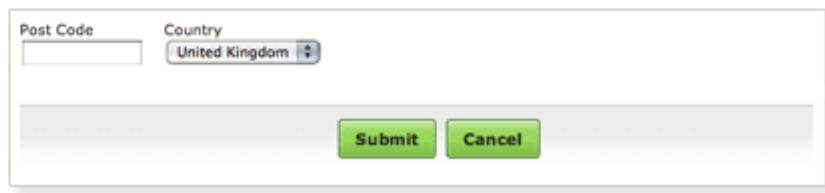
Form E shows a 'Post Code' text input and a 'Country' dropdown menu with 'United Kingdom' selected. Below the inputs, the 'Cancel' and 'Submit' buttons are positioned side-by-side on the right side of a horizontal bar.

C



Form C shows a 'Post Code' text input and a 'Country' dropdown menu with 'United Kingdom' selected. Below the inputs, the 'Submit' and 'Cancel' buttons are positioned side-by-side on the left side of a horizontal bar.

F



Form F shows a 'Post Code' text input and a 'Country' dropdown menu with 'United Kingdom' selected. Below the inputs, the 'Submit' and 'Cancel' buttons are positioned side-by-side on the right side of a horizontal bar.

“Only Option E performed poorly during our testing”

A new selection of options: get rid of E, add another one?

A

Post Code Country

| [Cancel](#)

D

Post Code Country

B

Post Code Country

F

Post Code Country

C

Post Code Country

G

Post Code Country

[Throw away my work](#)

Method 2 (easier, and guaranteed success): Choose anything sensible then test and test

- Any arrangement of buttons that puts the SUBMIT (action) button where users expect to find it will probably be OK
- Make sure that the SUBMIT button cannot be confused with destructive buttons
- 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

Three details that do affect users

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

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

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

Property State

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.

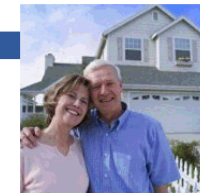
Submit Your Personalized Rate Quote Request

Start Over

A/B testing

Varied:

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



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

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

Property State

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.

Submit Information To Lenders

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

55

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

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

Sign up

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

Create your administrator account

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

First name

Last name

Email

Username

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

Password

Password again

Confirm your password by entering it again.

Company/Group

Examples: Apple, UCLA, Red Cross

Time zone

Which web browsers work with Basecamp?

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

Can I upgrade, downgrade, or cancel later?

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

Which forms of payment do you accept?

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



66 words

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

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

1 Create your Basecamp account

First name

Last name

Email

Company

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

Time zone 

Now choose a username & password

Username

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

Password

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

Enter your password again for verification

2 Create your Basecamp site address

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

http:// .basecamphq.com

Thanks
for choosing
Basecamp!



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

Over 3,000,000 users

Thousands sign up every week

Secure and reliable

Your data is backed up daily

Great customer service

Fast, accurate, and friendly help

28 words


Jason Fried talks about the new signup form.

- *“The previous form ... was dated and too long... we wanted the redesigned form to be markedly shorter than the one it was replacing”.*
- *“We spent a lot of time on the language, graphical elements in the sidebar, and overall information flow throughout the process”.*

Three details that do affect users

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

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

 HM Revenue & Customs

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

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

Tax Year 2006/2007

Employee Details

[home](#)

- > Employee List
- > Works Number Update

Employer Annual Returns

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

Settings

- > Employer Details
- > Change Tax Year

- > Feedback

You must complete any fields marked *

Next ➔

* Why is this employee being added? ?

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

* Surname:

* First name:

Middle name:

Title:
(For example. Mr, Mrs)


* Address line 1:

Address line 2:

Address line 3:

Address line 4:

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

 HM Revenue & Customs

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

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

P46 - Tax Code Calculation Tax Year 2005/2006

[home](#)

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

[Back](#)

Susan Roberts
AB631452C

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

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

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

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

[Back](#)

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

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

Agenda

Where people look on forms

What that implies for placing labels

Let's stress about unimportant details

Three details that do affect users


If it looks good, it's easy to use

Final reminder: it's what you ask and why that really matters

If it looks
good,
it's easy to
use

Keep the logo in proportion
Calm your creative impulses
Design to a grid

Some branding reinforces
your form's credibility.



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 months of opening and guest feedback rates overall satisfaction at

[enjoyEngland.com](#)

Is this enough?



VisitCornwall Website Questionnaire

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

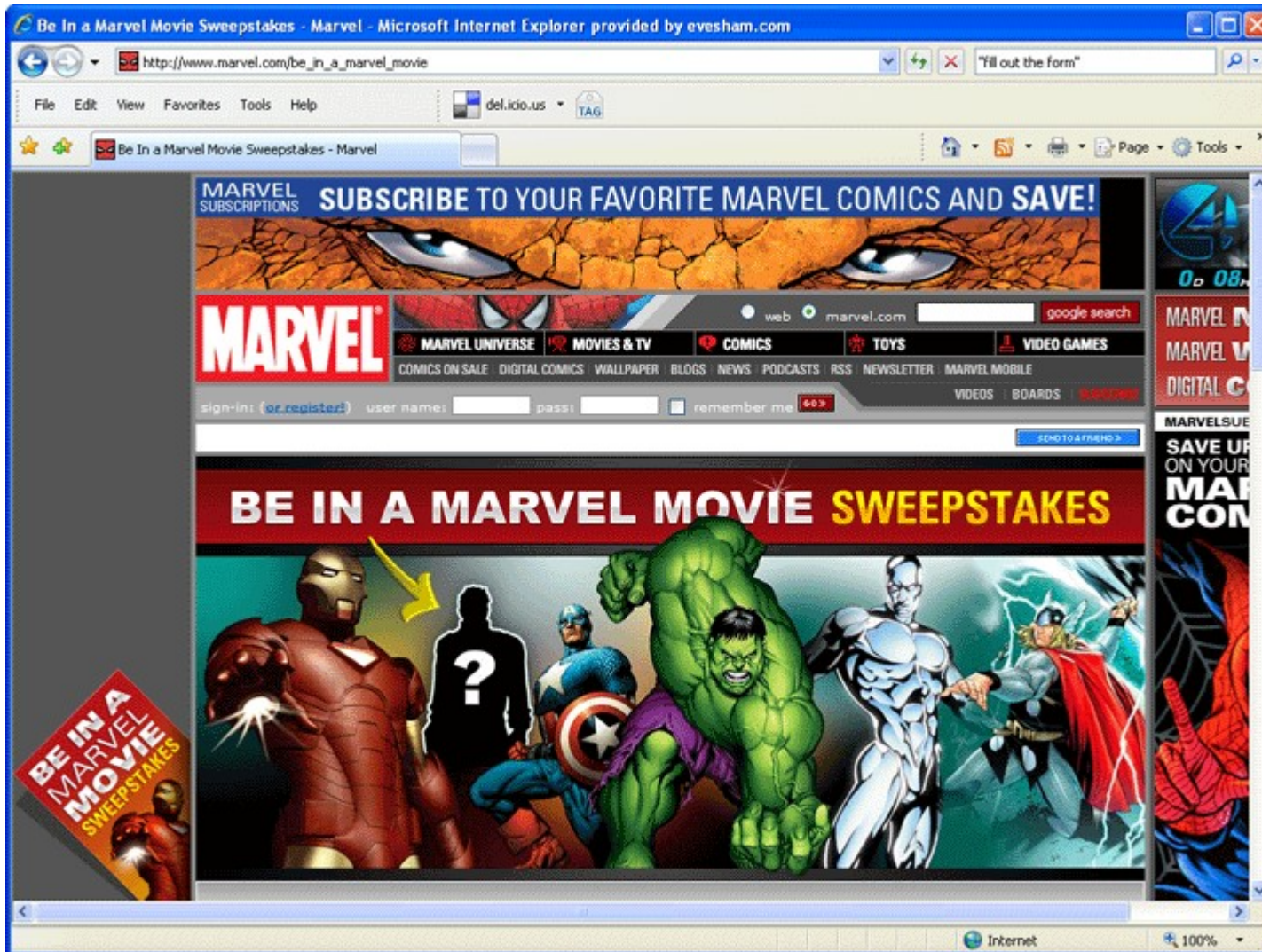
1. How did you learn about this site?

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

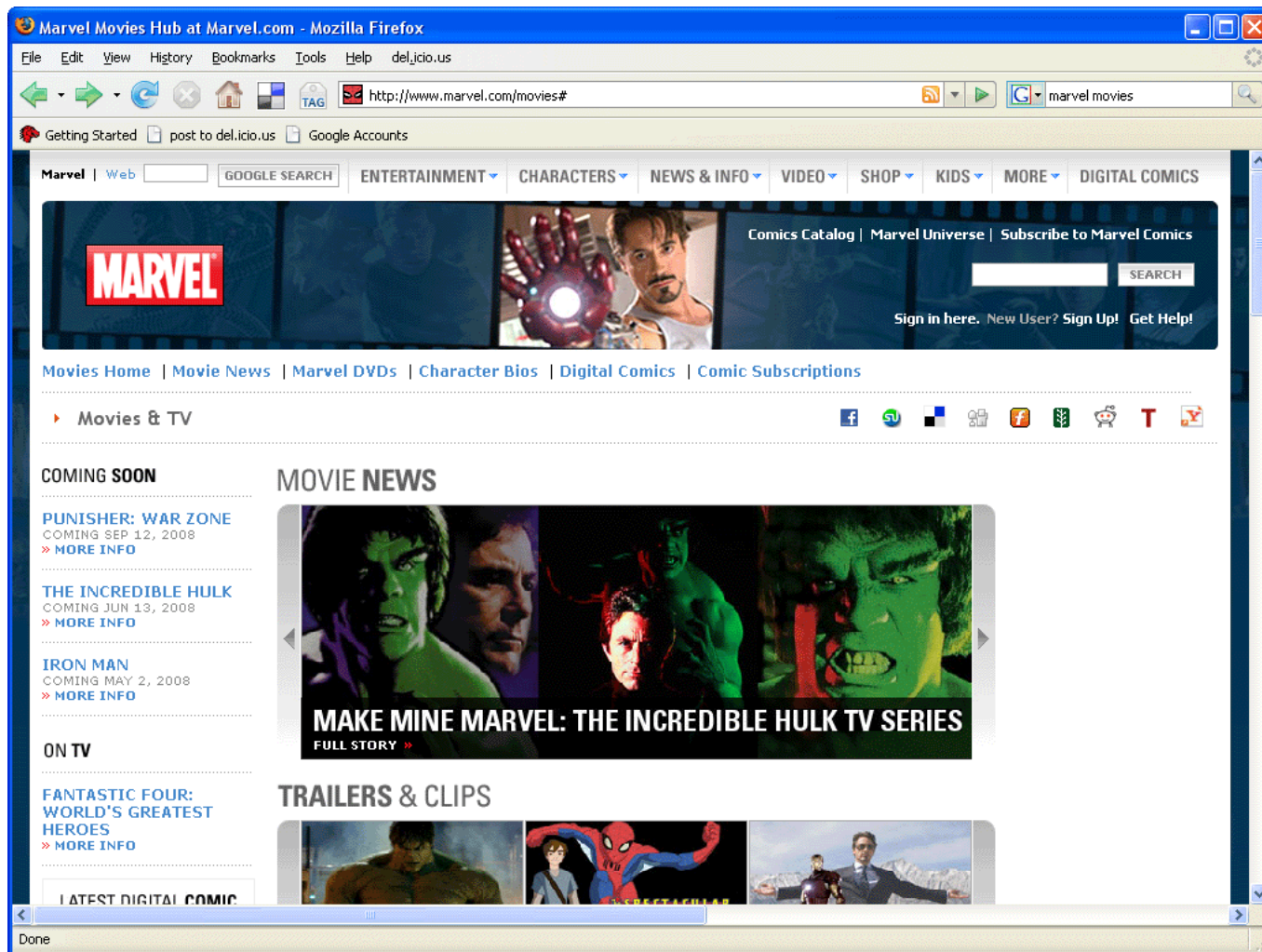
A screenshot of the questionnaire form, showing various input fields, checkboxes, and a table with columns for 'Age', 'Gender', 'Occupation', and 'Income'. The form is titled 'VisitCornwall Website Questionnaire' and includes a header with the VisitCornwall logo.

Where is the form?

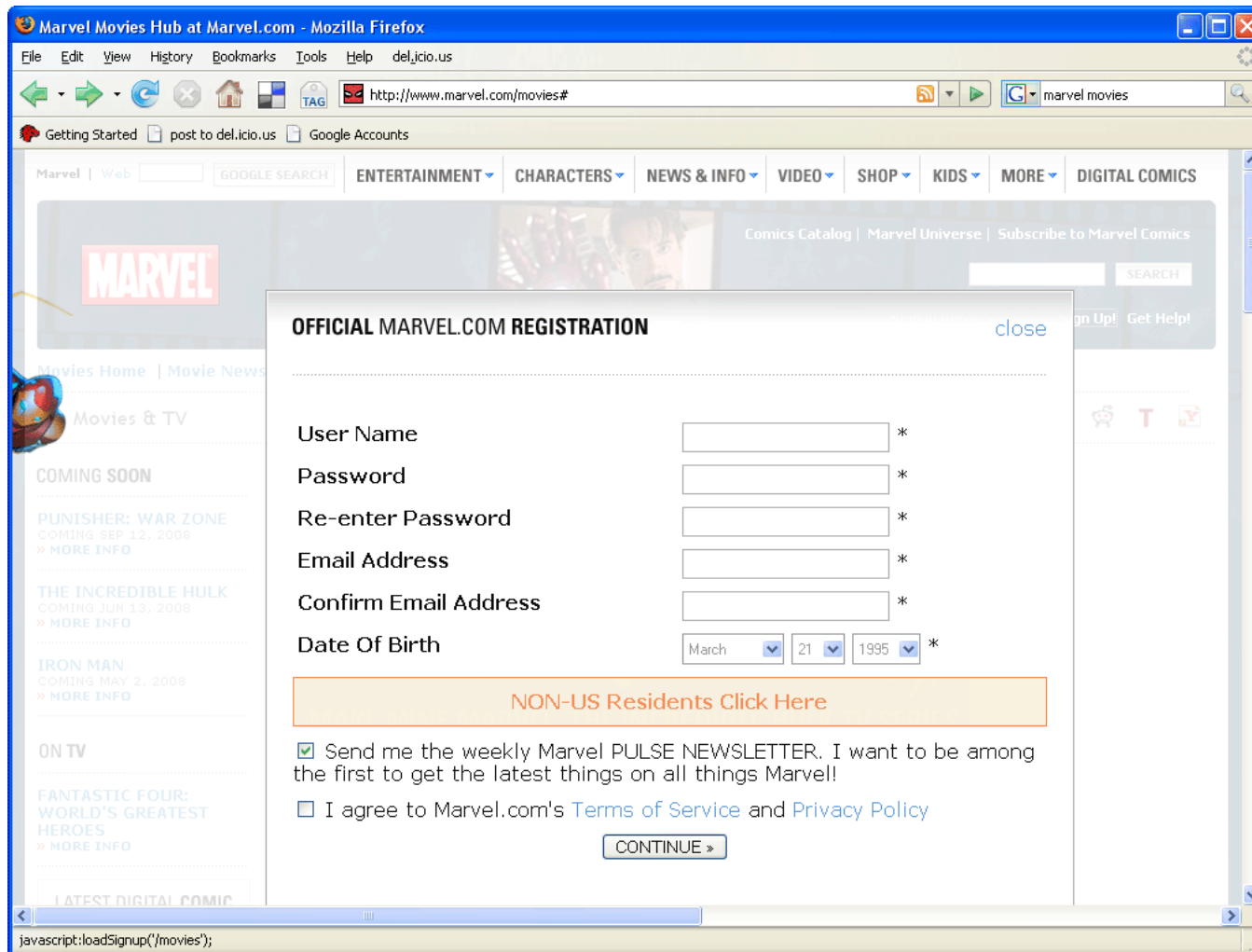
Too much branding



Another, more recent, look at the Marvel site



Another, more recent, look at the Marvel site



Is this just right?
Or too much?

The image is a screenshot of a web browser displaying a contest entry form. The background of the page features a pink and white graphic with palm trees and the Hollywood Bowl. The main heading is 'WIN A VIP HOLLYWOOD BOWL EXPERIENCE!' in large, bold, yellow and white letters. Below this, on the left, it says '15 GRAND PRIZES' and 'WIN A PAIR OF TICKETS TO ONE OF THE FOLLOWING SHOWS'. A list of three shows is provided: 'THE DECEMBERISTS (JULY 7)', 'CAFÉ TACUBA (JULY 15)', and 'COOL BRITANNIA! WITH JAMIE CULLUM (JULY 21)'. Below the list, it says 'PLUS A BRISTOL FARMS PICNIC BASKET VOUCHER'. At the bottom left is the 'laist local' logo. On the right side, there is a registration form with various fields. A note at the top of the form states 'Required fields are marked in pink.' The form includes fields for 'First Name:', 'Last Name:', 'E-Mail:', 'Confirm Email:', 'Address Line 1:', 'Country:' (with a dropdown menu showing 'USA'), 'Zip or Postal Code:', 'Gender (m/f):' (with a dropdown menu showing 'Male or Female'), 'Birthday' (with dropdown menus for 'Month', 'Day', and 'Year'), and 'Cell phone number:'. There is also a question 'What kind of cell phone do you have?' with a dropdown menu. A vertical scrollbar is visible on the right side of the browser window.

WIN A VIP HOLLYWOOD BOWL EXPERIENCE!

15 GRAND PRIZES

WIN A PAIR OF TICKETS TO ONE OF THE FOLLOWING SHOWS

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

PLUS A BRISTOL FARMS PICNIC BASKET VOUCHER

laist local

Required fields are marked in pink.

First Name:

Last Name:

E-Mail:

Confirm Email:

Address Line 1:

Country:

Zip or Postal Code:

Gender (m/f):

Birthday:

Cell phone number:

What kind of cell phone do you have?

If it looks
good,
it's easy to
use

Keep the logo in proportion

Calm your creative impulses

Design to a grid

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.



72

More conventional: still offers opportunities for improvement

WRITING INSTRUMENTS

WATCHES


LEATHER

JEWELLERY

EYEWEAR

FRAGRANCE

LIMITED EDITIONS



CRAFTSMANSHIP

CORPORATE

ART & CULTURE

CORPORATE GIFT

CONTACT FORM

Topic

Comments & Feedback

* Required fields

Title ☒ Mrs. ☐ Ms. ☐ Mr.

Name *

Last name *

Region *

Please choose a region

Country *

Please choose a country

Phone

E-mail *

► CONTACT

► COMMENTS & FEEDBACK

Your message:
Place your text here:

☒ Please send me a copy of this E-Mail

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

◀ Reset

Send ▶

BOUTIQUE LOCATOR

CUSTOMER SERVICE

CONTACT

NEWSLETTER

SEARCH »

Terms of Use

Sitemap

Change language

74

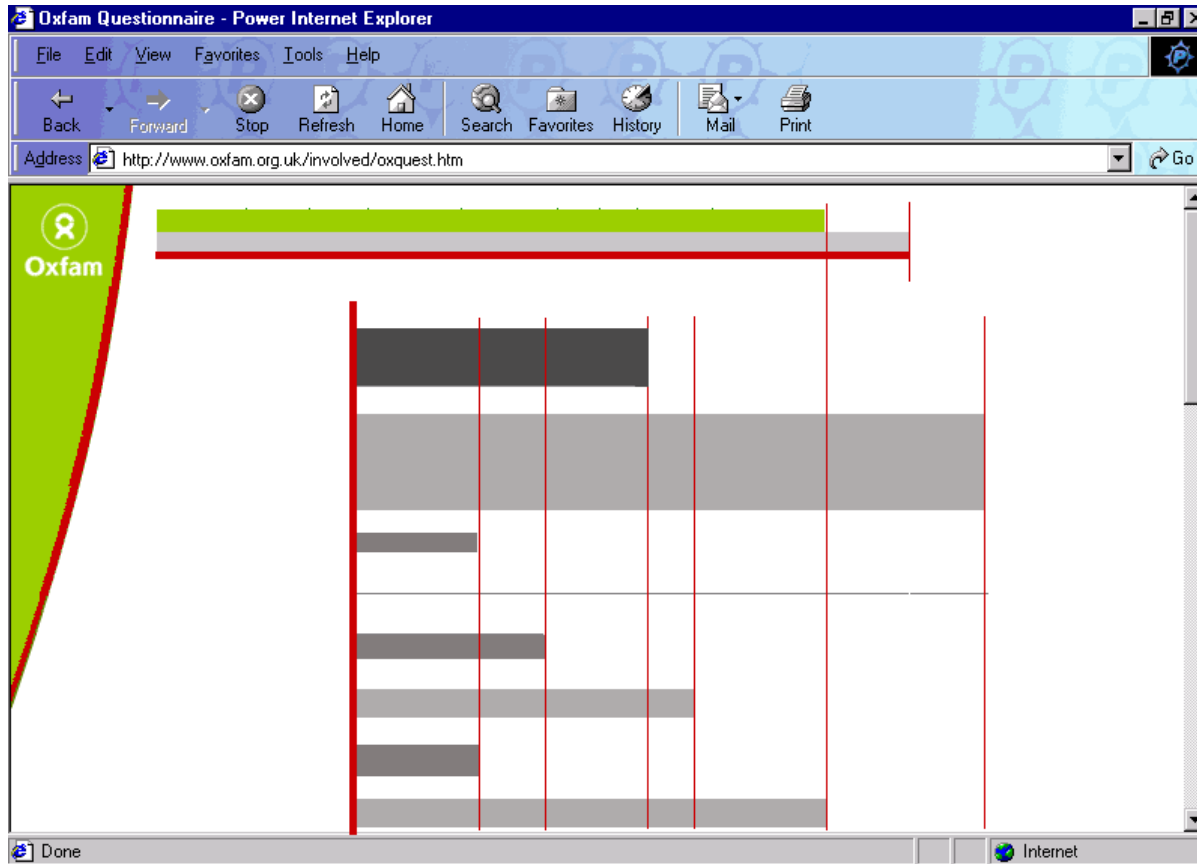
If it looks
good,
it's easy to
use

Keep the logo in proportion

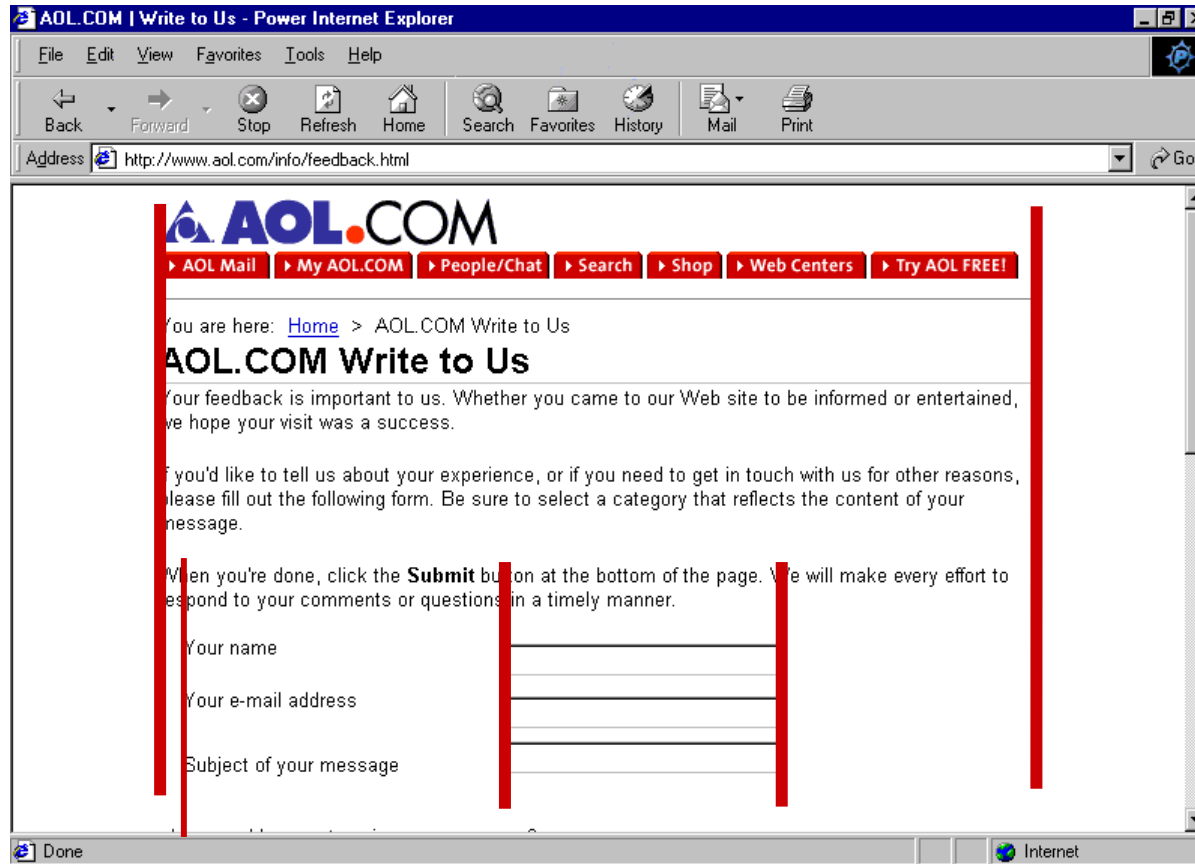
Calm your creative impulses

Design to a grid

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



Keeping to a grid: starts well



Example: chipping at the grid

AOL.COM | Write to Us - Power Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

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

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

Your name

Your e-mail address

Subject of your message

How would you categorize your message?


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

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

Done Internet

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

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



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

Ms First Name: Last Name:

Address: City:

State: Zip Code:

Phone Number: () - Email Address:

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

Done

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



Registration Form

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

Name:

Address:

City: State/Province:

Zip Code:

Country:


Phone: (H) Fax:

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

Email:

A before- and after- example.

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

The Open University

AUTHENTICATIONhelp

Open University Authentication

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

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


OU Computer Username :	<input type="text"/>	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.
OU System Password (case sensitive):	<input type="password"/>	

Note: If you have forgotten your OU System Password please leave this field empty.

If you are having problems with your Username and Password information, please click [here](#).

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 Open University

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

[Sign in](#)

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

Sign in to the OU website

username

password

StudentHome

[Sign in](#)

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

Forgotten your password?

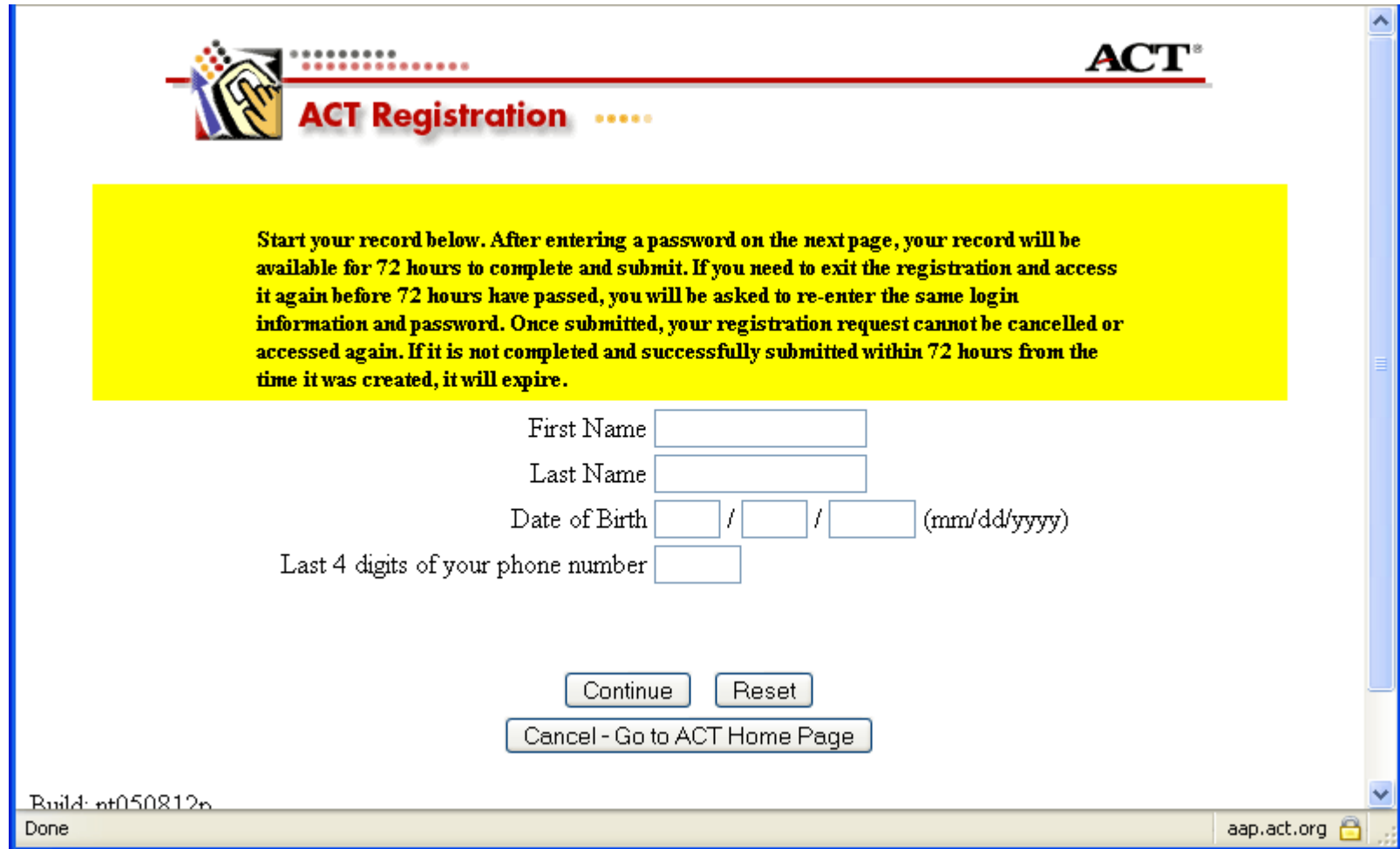
If you can't remember your password, you can [reset it here](#).

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

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

Design to a grid:

think about the whole page as well as the fields



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

ACT Registration

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

First Name


Last Name


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

Last 4 digits of your phone number


Build: nt050812n
Done
aap.act.org

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





ONLINE REGISTRATION

**Directions**

Start your record here.

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

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

First Name

Last Name

Date of Birth

/ /

(mm/dd/yyyy)

Last 4 digits of your phone number

Continue

Reset

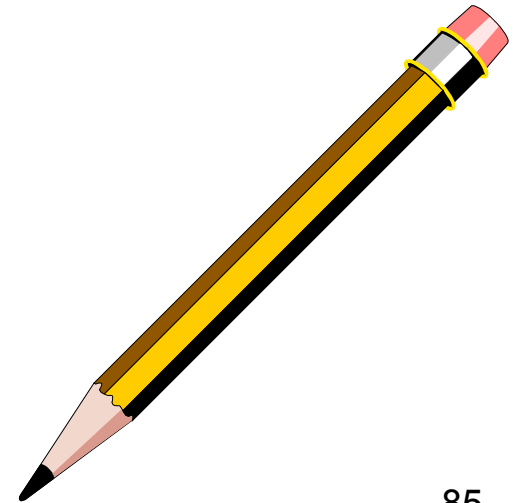
Cancel - Go to ACT Home Page

Build: 1.0.1

© 2006 by ACT, Inc. All rights reserved

Now try it for yourself

- Design a solution for ‘invisible instructions’ on the ACT form



Equivalent page May 2010



Create a New Account

Create Your Web Account

Fields marked with an asterisk * are required.

[Information for Parents](#)

Please use the name you would like to have appear on your score reports to colleges.

* Student's First Name Middle Initial

* Last Name

* Date of Birth Month / Day /

Social Security No. [How is this number used?](#)

* Email Address

* Confirm Email Address

[How will your email be used?](#)

Continue

Agenda

Where people look on forms

What that implies for placing labels

Let's stress about unimportant details

Three details that do affect users

If it looks good, it's easy to use

Final reminder: it's what you ask and why that really matters

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

Caroline Jarrett

carolinej@effortmark.co.uk

+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”