Label placement in forms

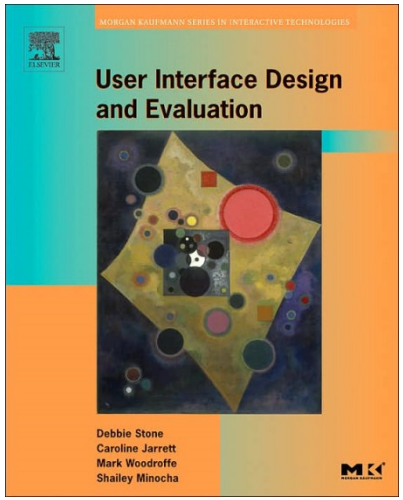
and other time-consuming forms controversies

Caroline Jarrett

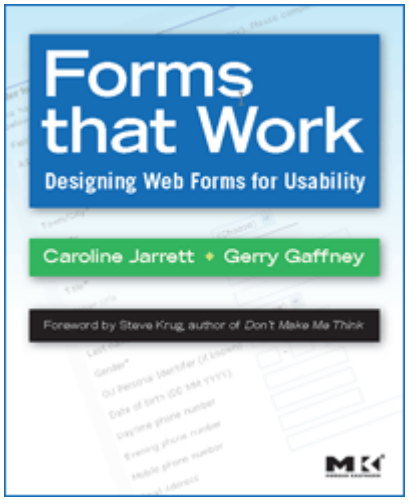
User Experience Lisbon 2010

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

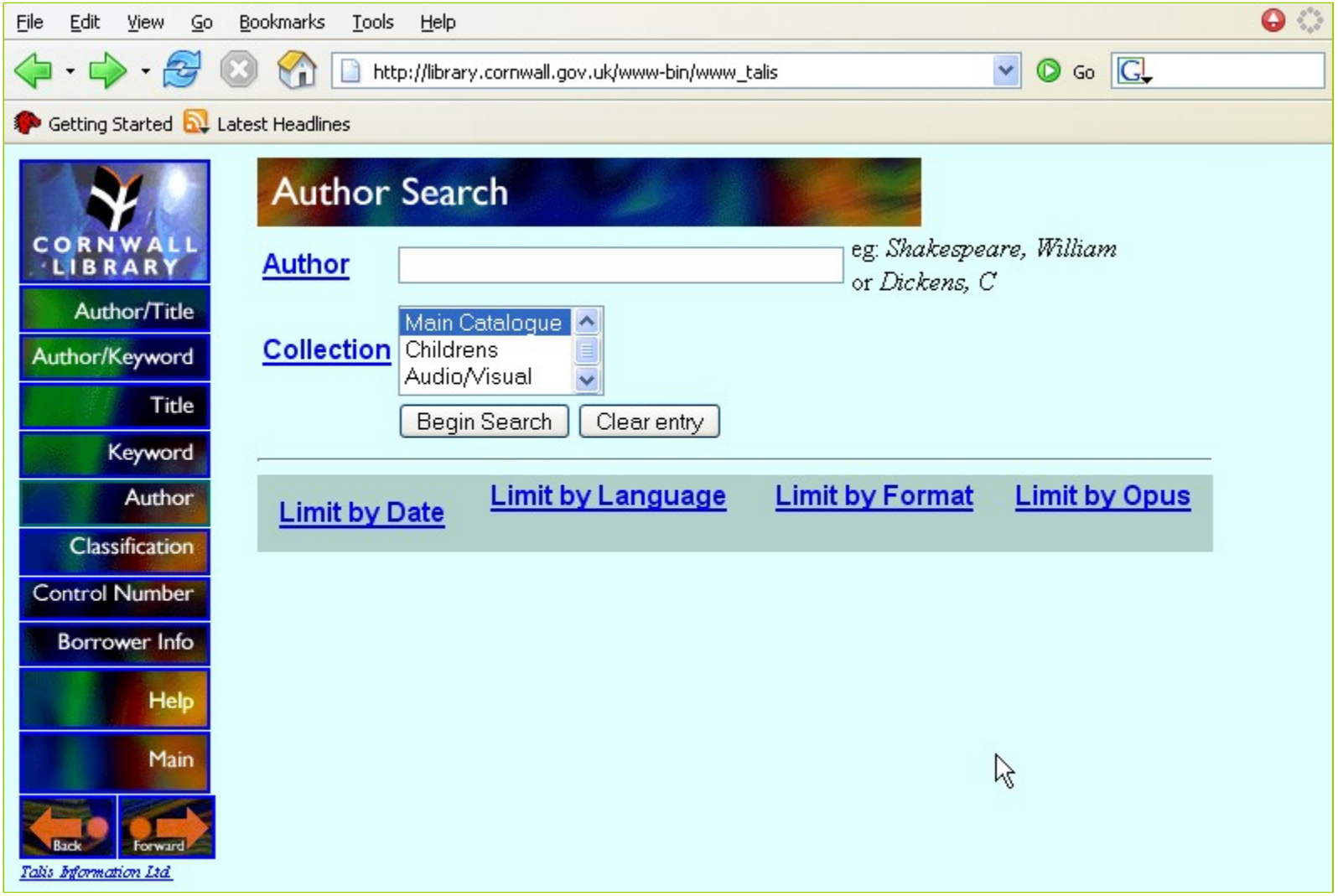
Let’s stress about unimportant details

Three details that do affect users

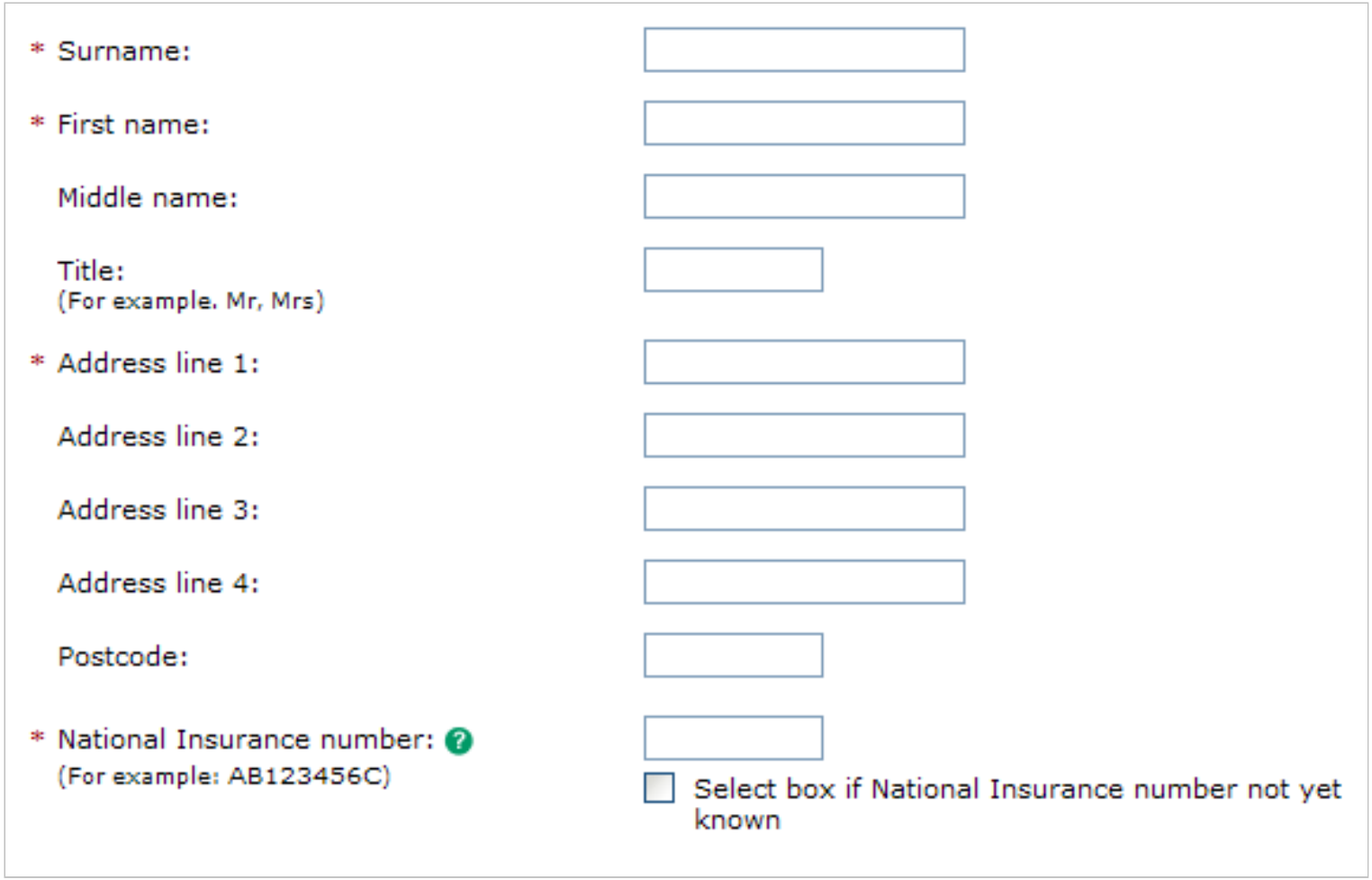
If it looks good, it’s easy to use

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

Reading forms is different from using them



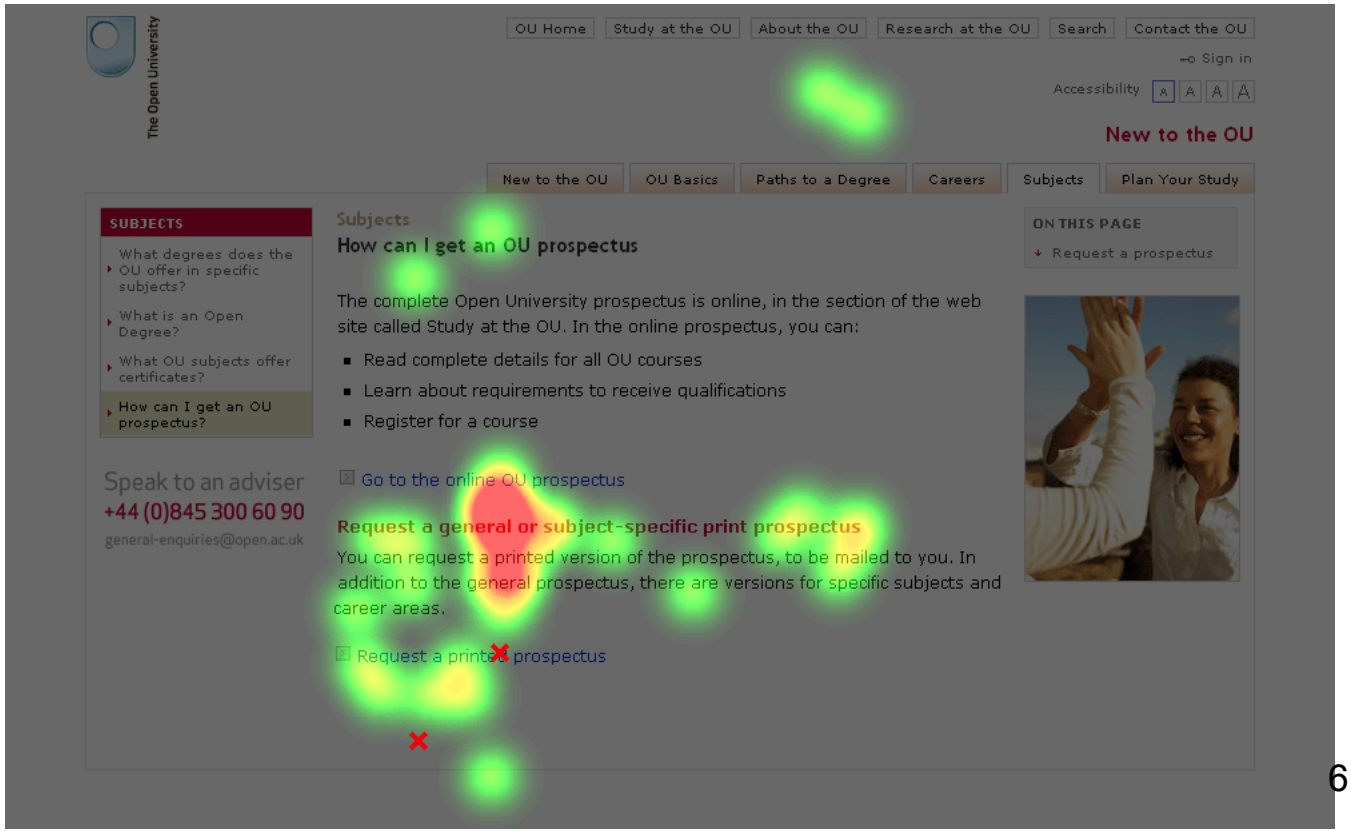
Reading forms is different from using them



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

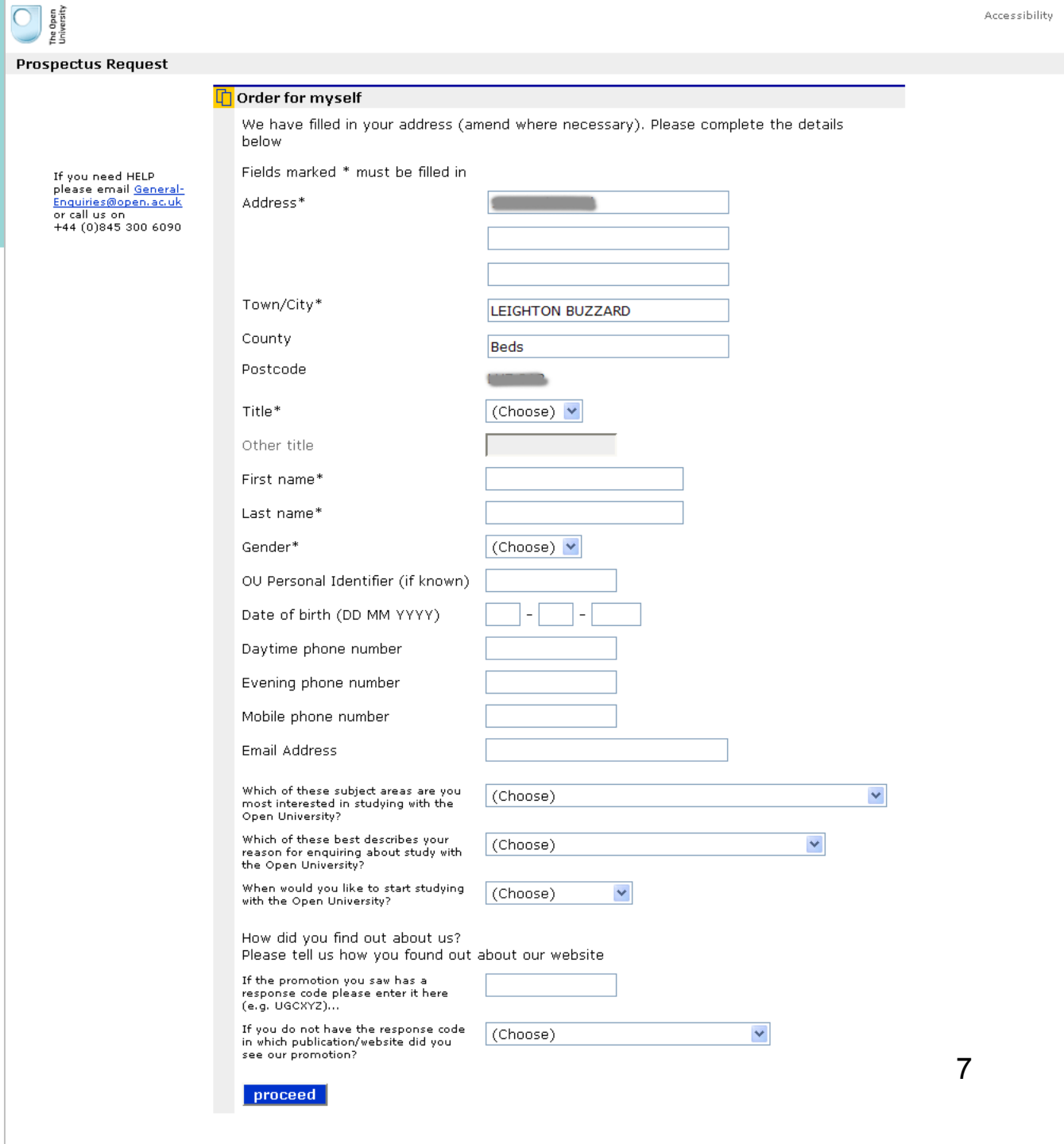
Examples thanks to permission from

Ian Roddis, Head of Online Services, The Open University



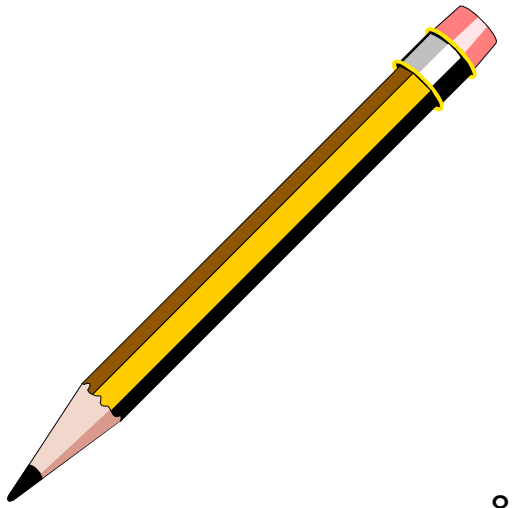
Ordering a prospectus

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



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

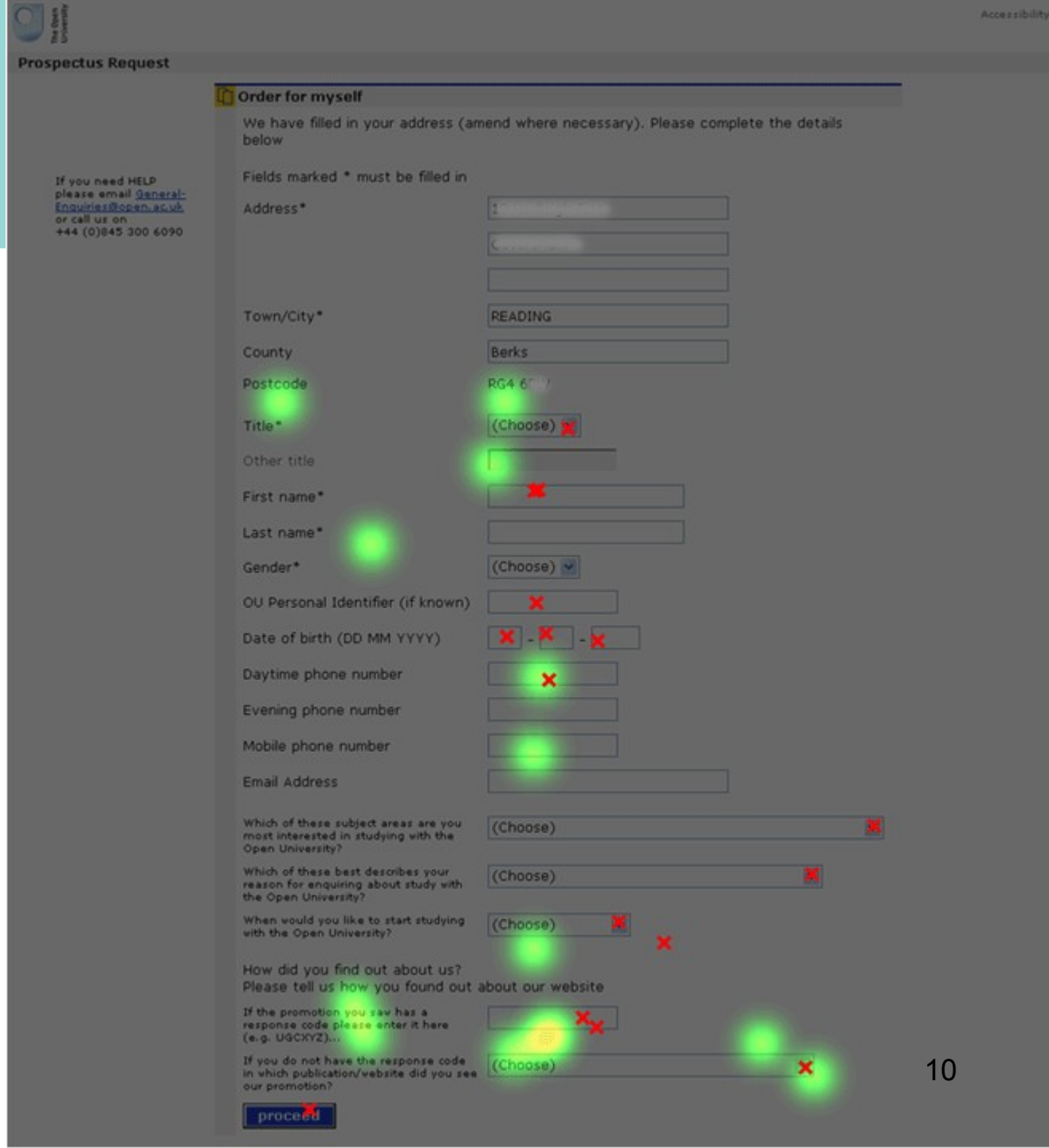
We have filled in your address (amend where necessary). Please complete the details below

Fields marked * must be filled in

Address*	[redacted]
Town/City*	LEIGHTON BUZZARD
County	Beds
Postcode	[redacted]
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	(Choose)

One person's heat map

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



An aggregate

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

The ‘narrow focus’ means big jumps for the users’ eyes.

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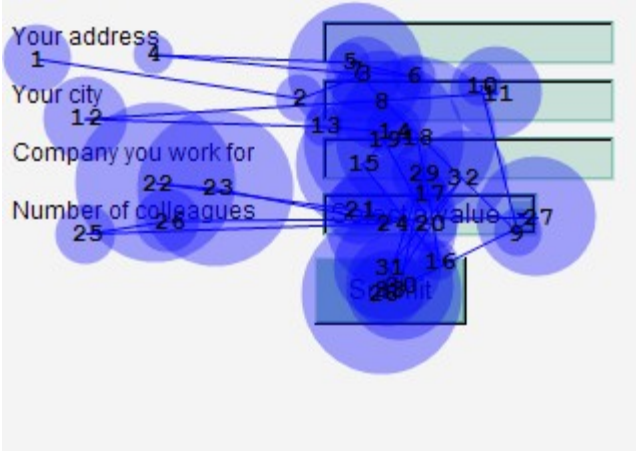
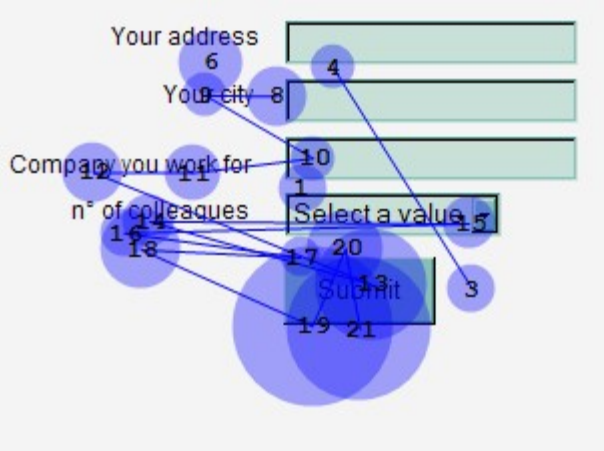
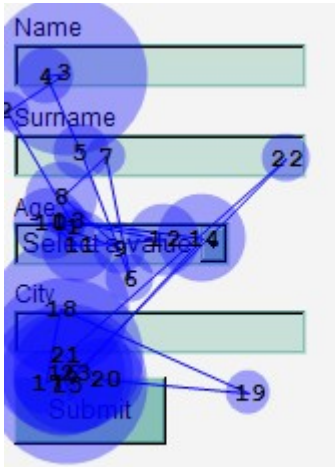
2. Hints inside boxes
3. Labels inside boxes

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







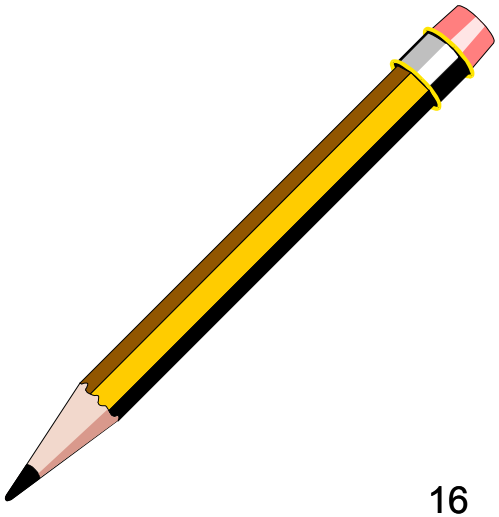
Penzo, M (2006) Label Placement in Forms
http://www.uxmatters.com/MT/archives/000107.php

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^0 of colleagues

- Name
- Surname
- Age
- City



Easy questions and hard questions prompt different patterns of reading

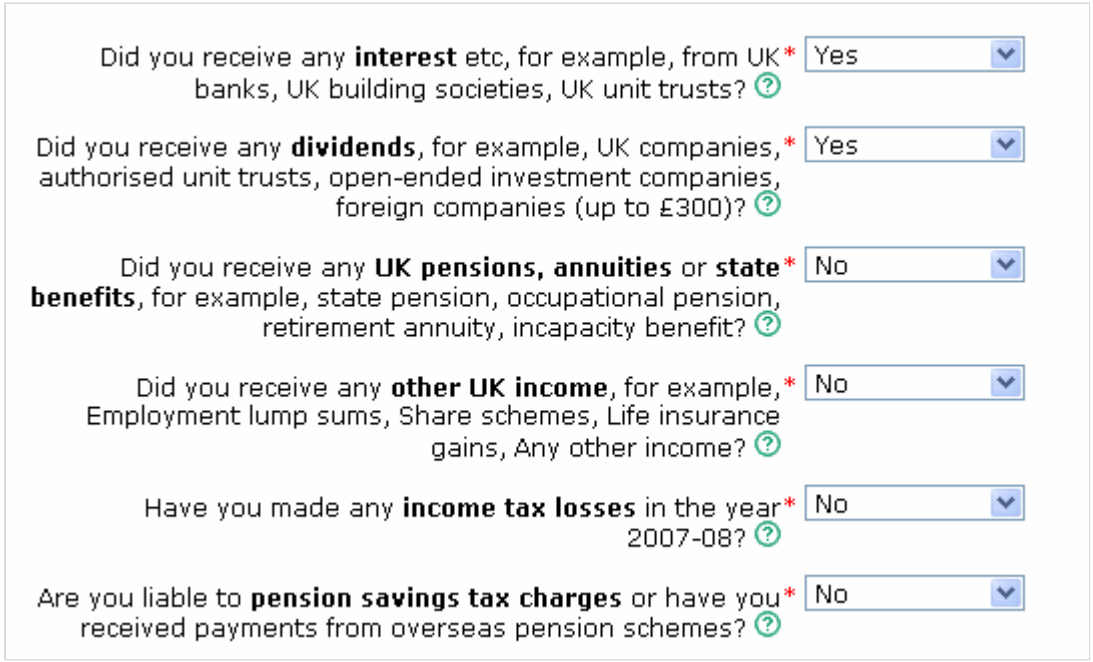
- Users glance at populated answers
- Users look mostly at the left end of the answer space for easy questions
- Users read complex instructions quite carefully...
- ... provided they are on the way to their goal

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

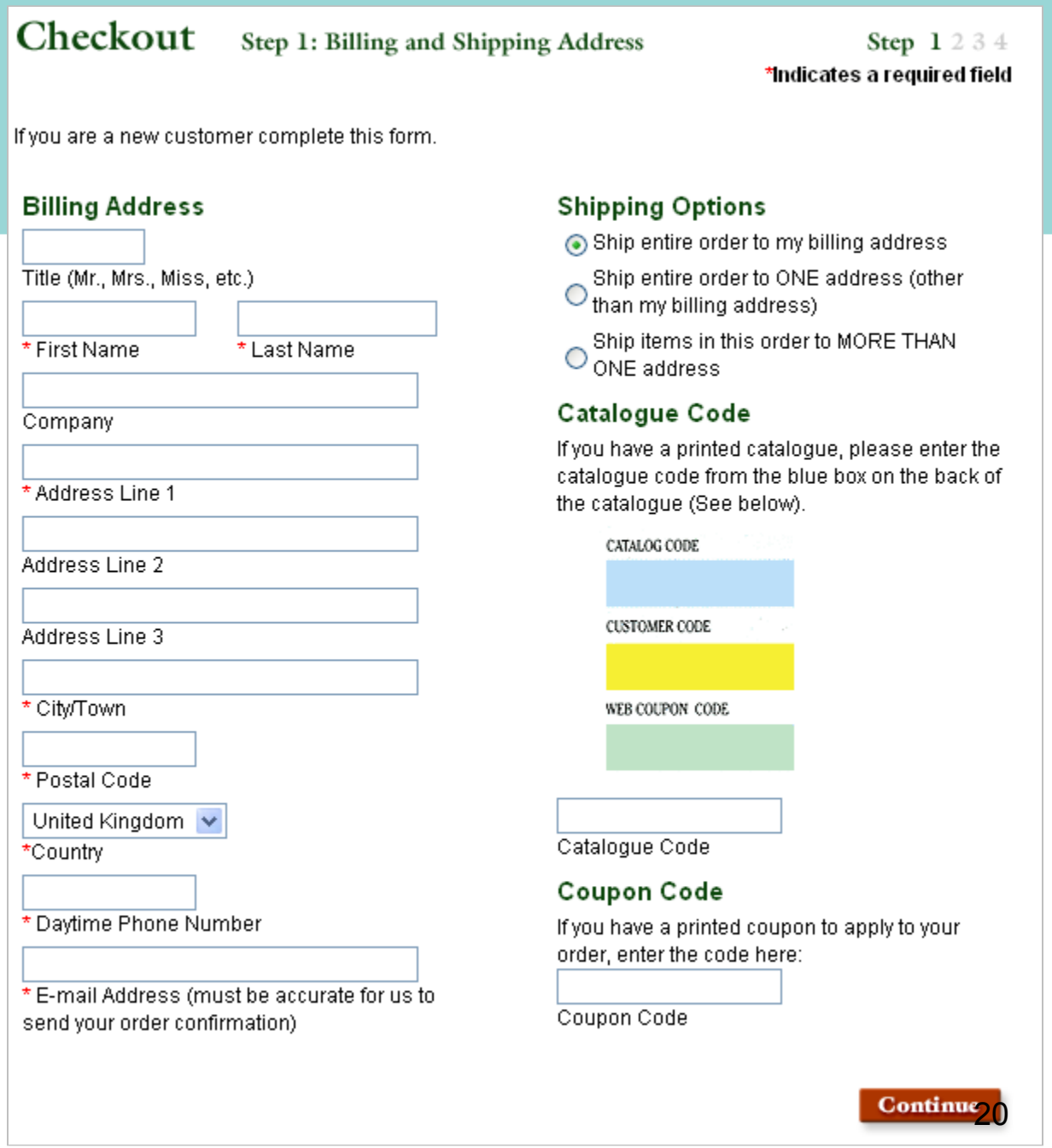
- Das, McEwan and Douglas investigated label placement
- Chose a simple form with simple questions
- Found no difference between labels above the fields and right-aligned labels

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



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

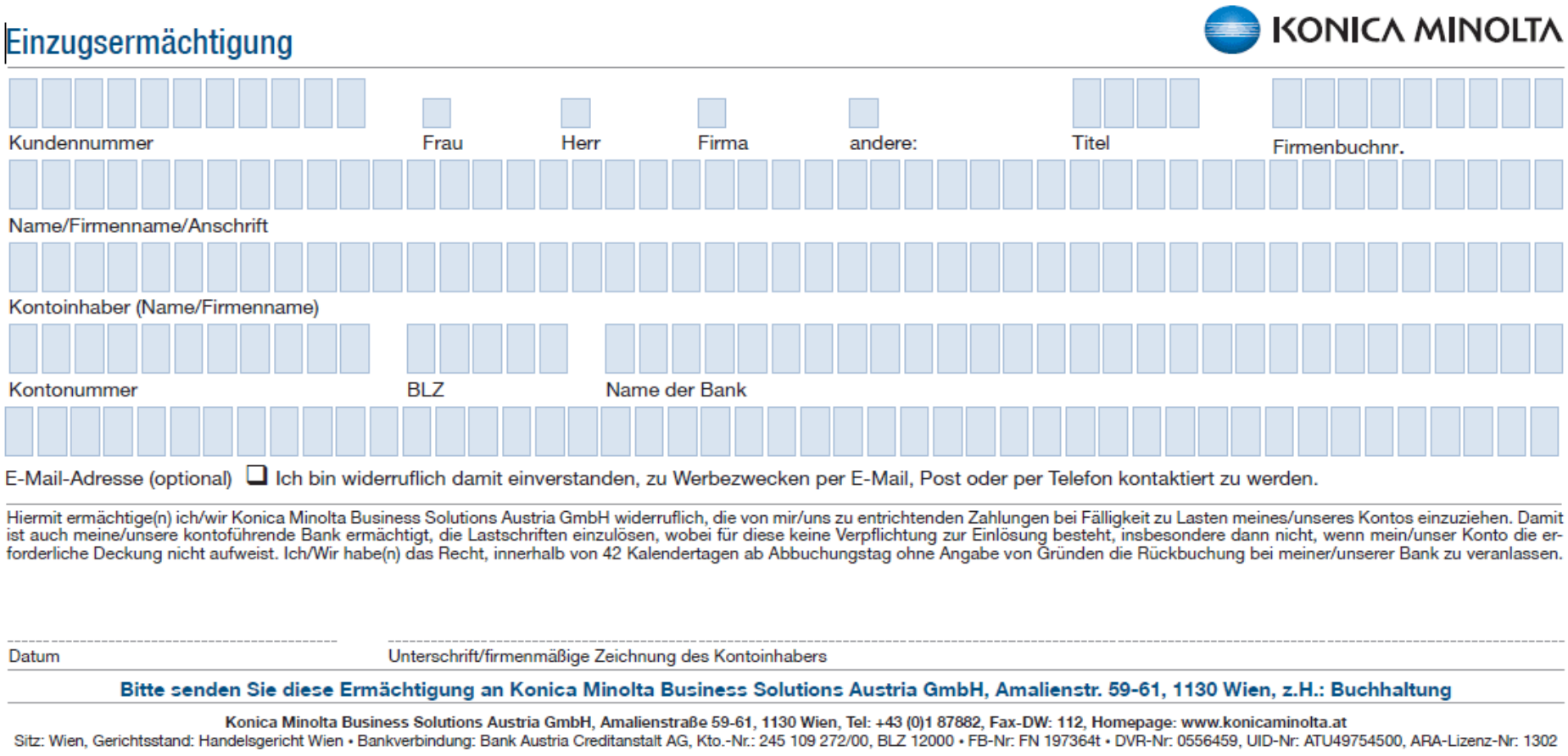
Coupon Code

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

Coupon Code

Continue

Update: Roland Feichtinger finds that labels below the boxes may work better in Austria



Einzugsermächtigung

KONICA MINOLTA

Kundennummer

Frau

Herr

Firma

andere:

Titel

Firmenbuchnr.

Name/Firmenname/Anschrift

Kontoinhaber (Name/Firmenname)

Kontonummer

BLZ

Name der Bank

E-Mail-Adresse (optional) ❑ Ich bin widerruflich damit einverstanden, zu Werbezwecken per E-Mail, Post oder per Telefon kontaktiert zu werden.

Hiermit ermächtige(n) ich/wir Konica Minolta Business Solutions Austria GmbH widerruflich, die von mir/uns zu entrichtenden Zahlungen bei Fälligkeit zu Lasten meines/unseres Kontos einzuziehen. Damit ist auch meine/unsere kontoführende Bank ermächtigt, die Lastschriften einzulösen, wobei für diese keine Verpflichtung zur Einlösung besteht, insbesondere dann nicht, wenn mein/unser Konto die erforderliche Deckung nicht aufweist. Ich/Wir habe(n) das Recht, innerhalb von 42 Kalendertagen ab Abbuchungstag ohne Angabe von Gründen die Rückbuchung bei meiner/unserer Bank zu veranlassen.

Datum

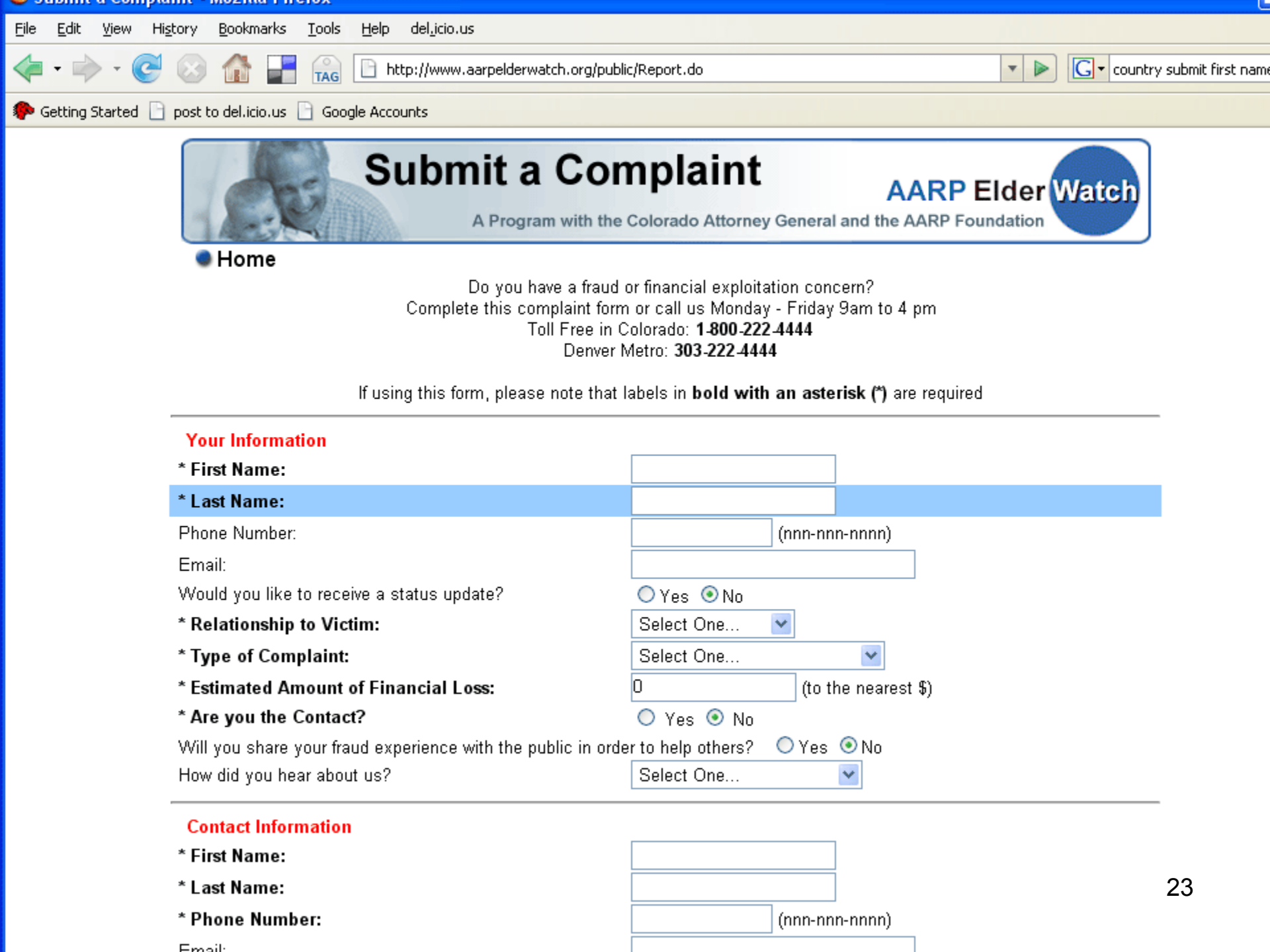
Unterschrift/firmenmäßige Zeichnung des Kontoinhabers

Bitte senden Sie diese Ermächtigung an Konica Minolta Business Solutions Austria GmbH, Amalienstr. 59-61, 1130 Wien, z.H.: Buchhaltung

Konica Minolta Business Solutions Austria GmbH, Amalienstraße 59-61, 1130 Wien, Tel: +43 (0)1 87882, Fax-DW: 112, Homepage: www.konicaminolta.at
Sitz: Wien, Gerichtsstand: Handelsgericht Wien • Bankverbindung: Bank Austria Creditanstalt AG, Kto.-Nr.: 245 109 272/00, BLZ 12000 • FB-Nr: FN 197364t • DVR-Nr: 0556459, UID-Nr: ATU49754500, ARA-Lizenz-Nr: 1302

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)


File Edit View History Bookmarks Tools Help del.icio.us
http://www.aarpelderwatch.org/public/Report.do
country submit first name
Getting Started
post to del.icio.us
Google Accounts
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)

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

Basecamp™ 37signals

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)

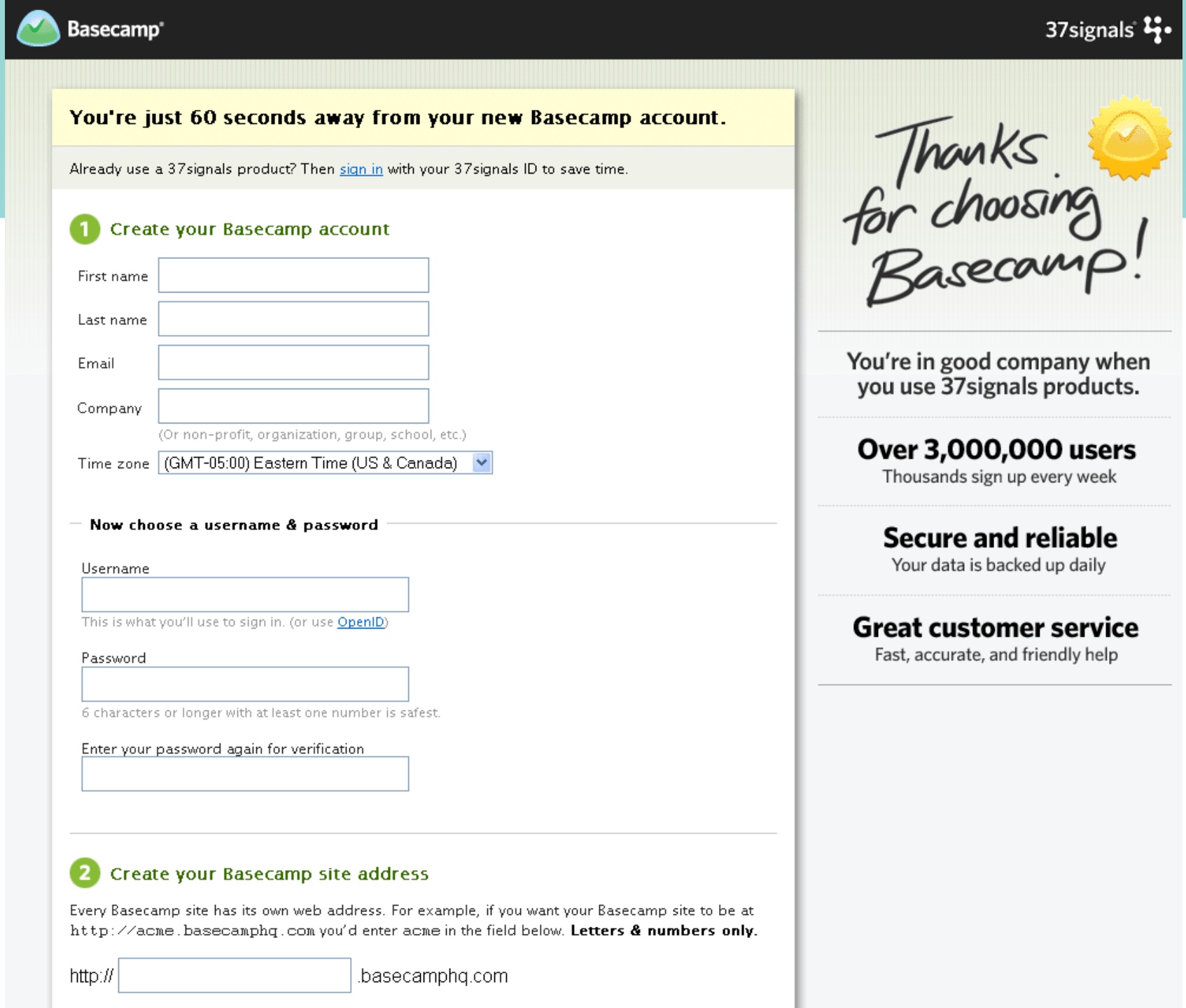
Which web browsers work with Basecamp?
Any of the following web browsers work with Basecamp: **IE 7** (PC), **Firefox 2 or later** (Mac, PC, or Linux), **Safari 2 or later** (Mac).

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

http://37signals.com/svn/posts/1867-design-decisions-new-signup-form


Basecamp
37signals
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
(GMT-05:00) Eastern Time (US & Canada)
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

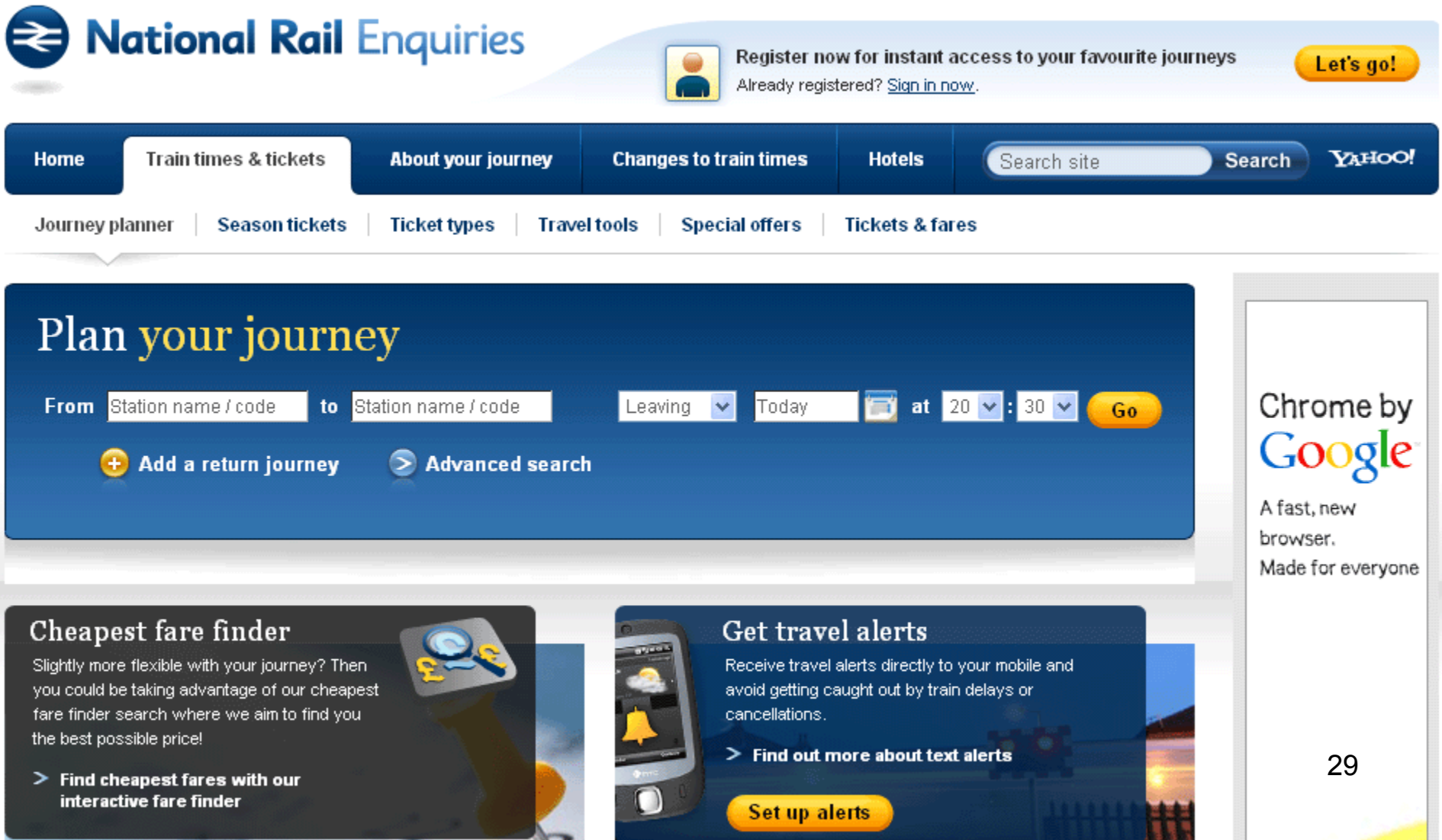
Where to put labels

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

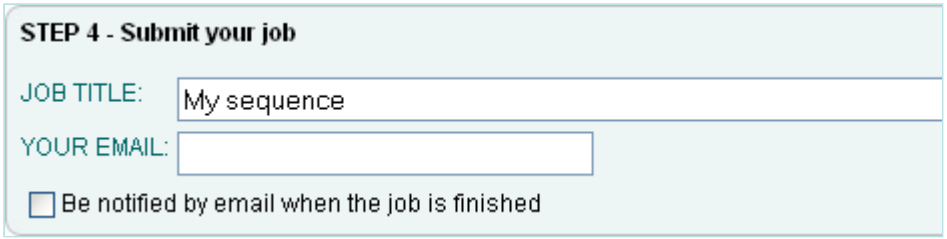
Some terminology: my definitions of label, hint, and default

- 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?



Users often interpret hints as defaults



- 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

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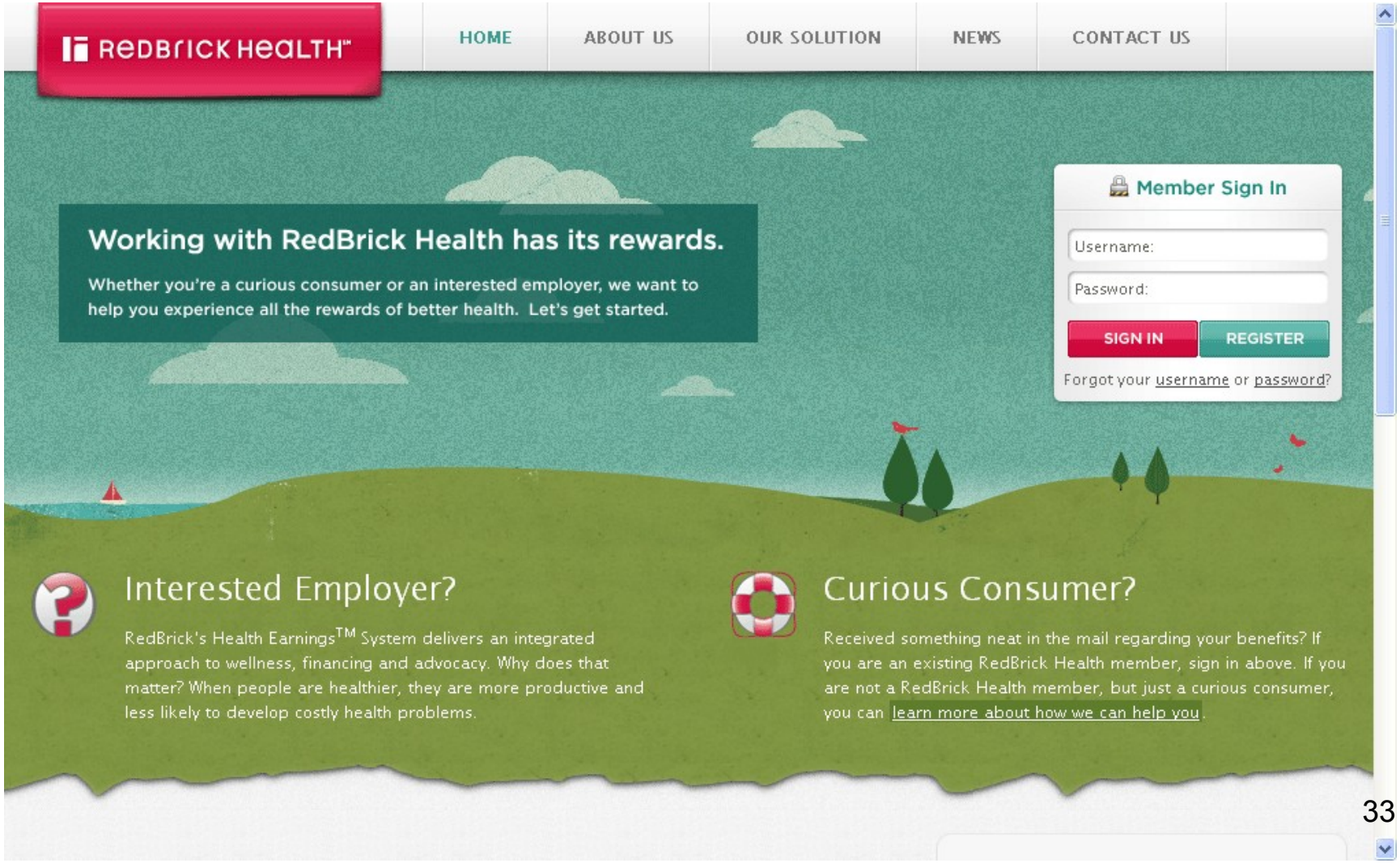
I’m seeing some labels inside the boxes



Which test won – A or B?

A

B

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?

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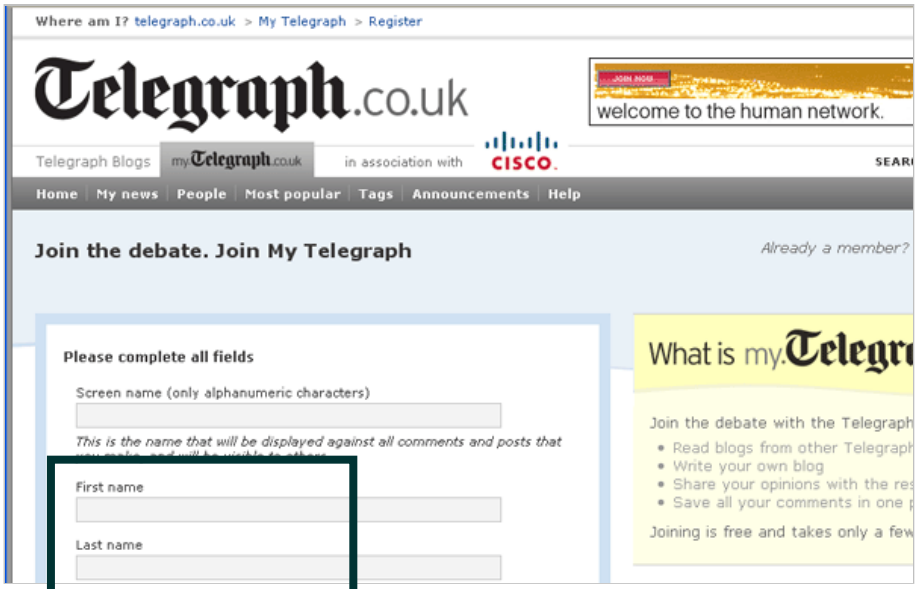
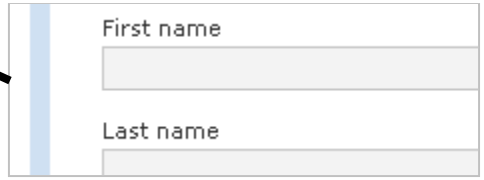
Colons at the end of labels?

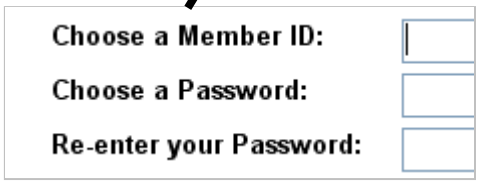
Sentence or title case?

Required field indicator?

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







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

http://www.usabilitynews.com/news/article3200.asp and
http://www.usabilitynews.com/news/article3112.asp

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

http://www.usabilitynews.com/news/article2594.asp

Required field indicator?

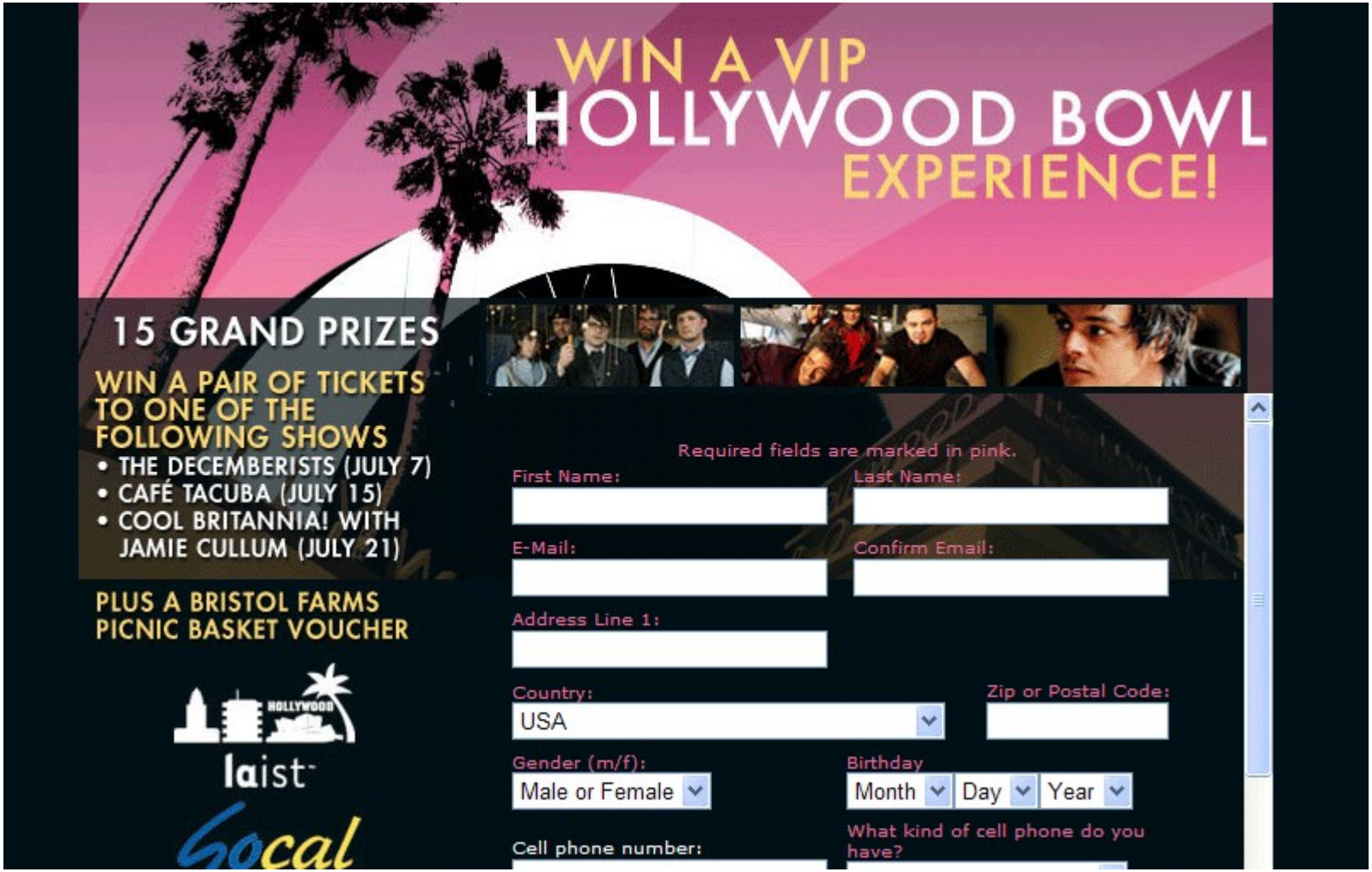
There's a theme developing here ....

- Miriam Frost Jungwirth:
  - "I was once charged with testing that.
    Seriously. $10,000 of manhours testing asterisk placement.

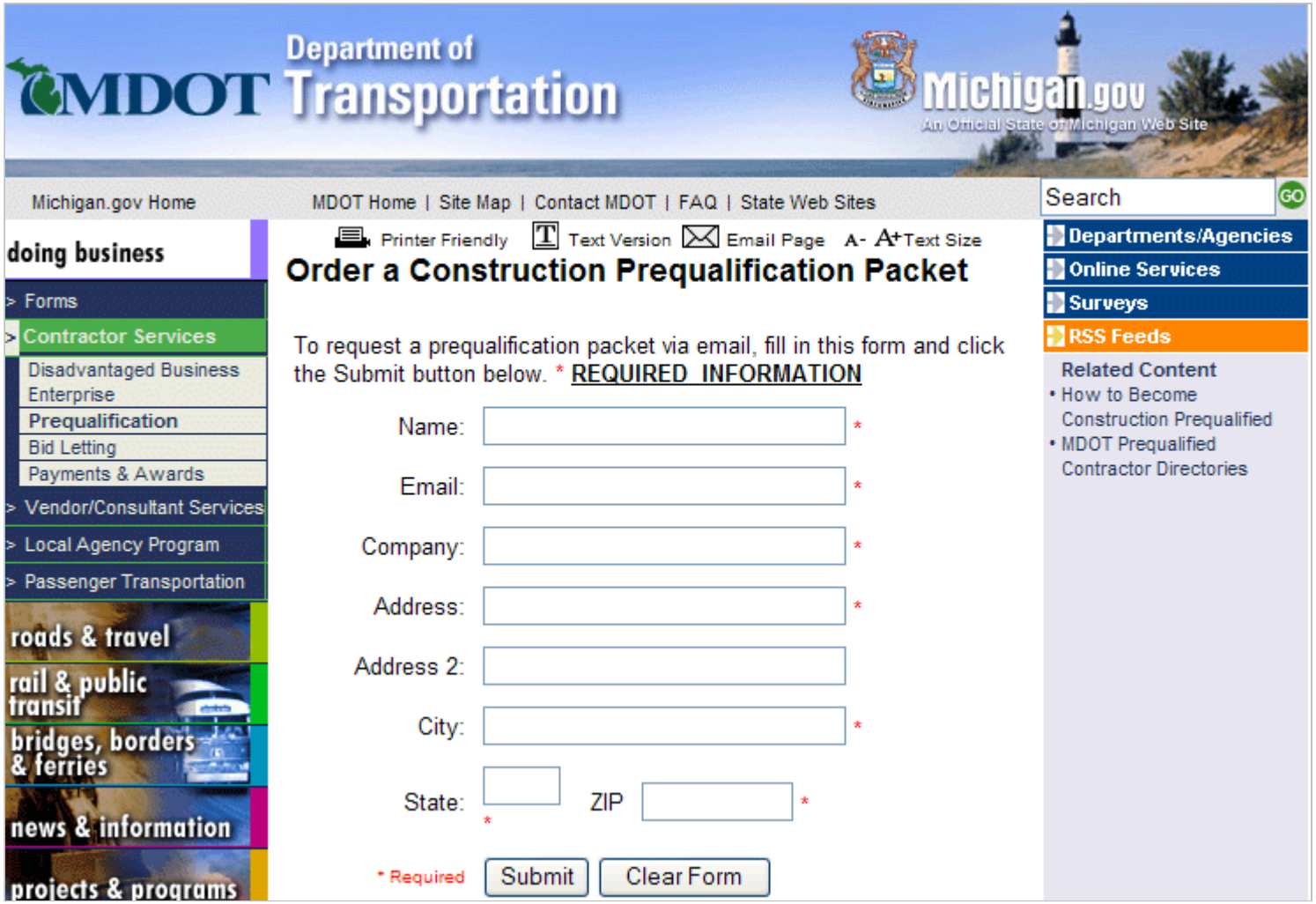
    There was no difference in user performance. At all."
- I'm a little more interested in this discussion:
  - Indicators placed to the right of the field are likely to be invisible
  - Put the text describing the indicator at the **top** of the **fields** (that is, not at the end of the form and not in 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

Miriam Frost Jungwirth, posting on CHI-WEB, 19 April 2007

An example of required field indicators using colour alone

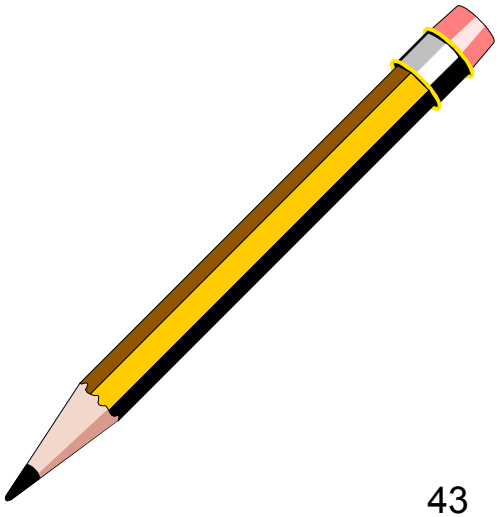


An example of required field indicators at the wrong end of the field



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



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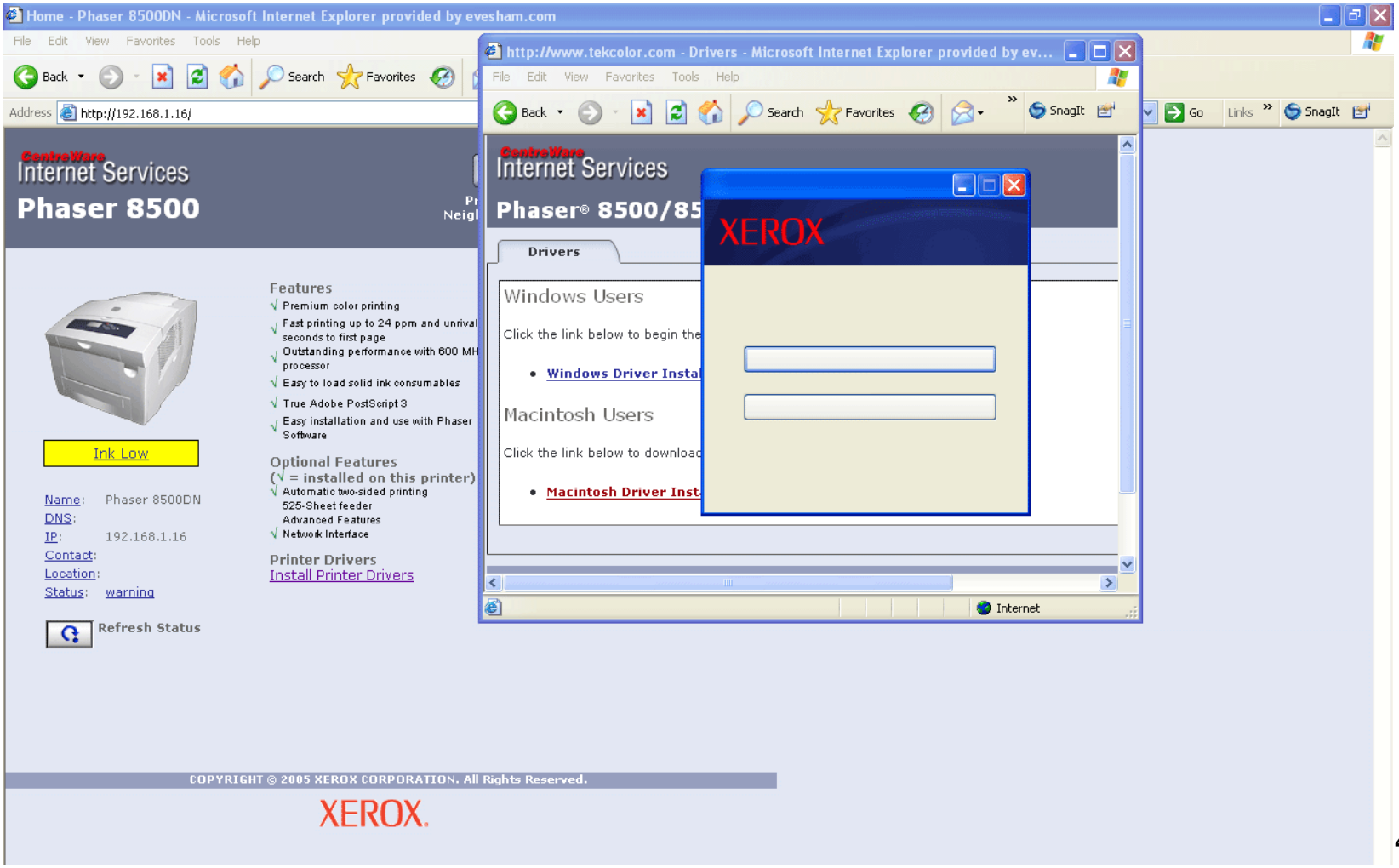
1. It’s not OK and I don’t want to Cancel
2. Shorter preambles
3. ‘False ends’

Buttons really do matter to users.



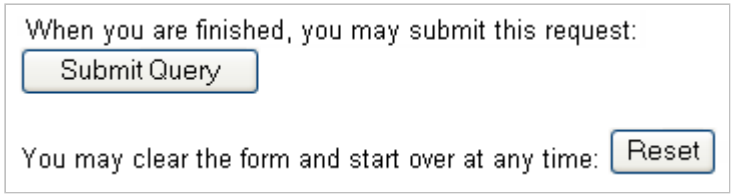
1. Label the button with what it does.
2. If the user doesn't want to do it, don't have a button for it.

- “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).

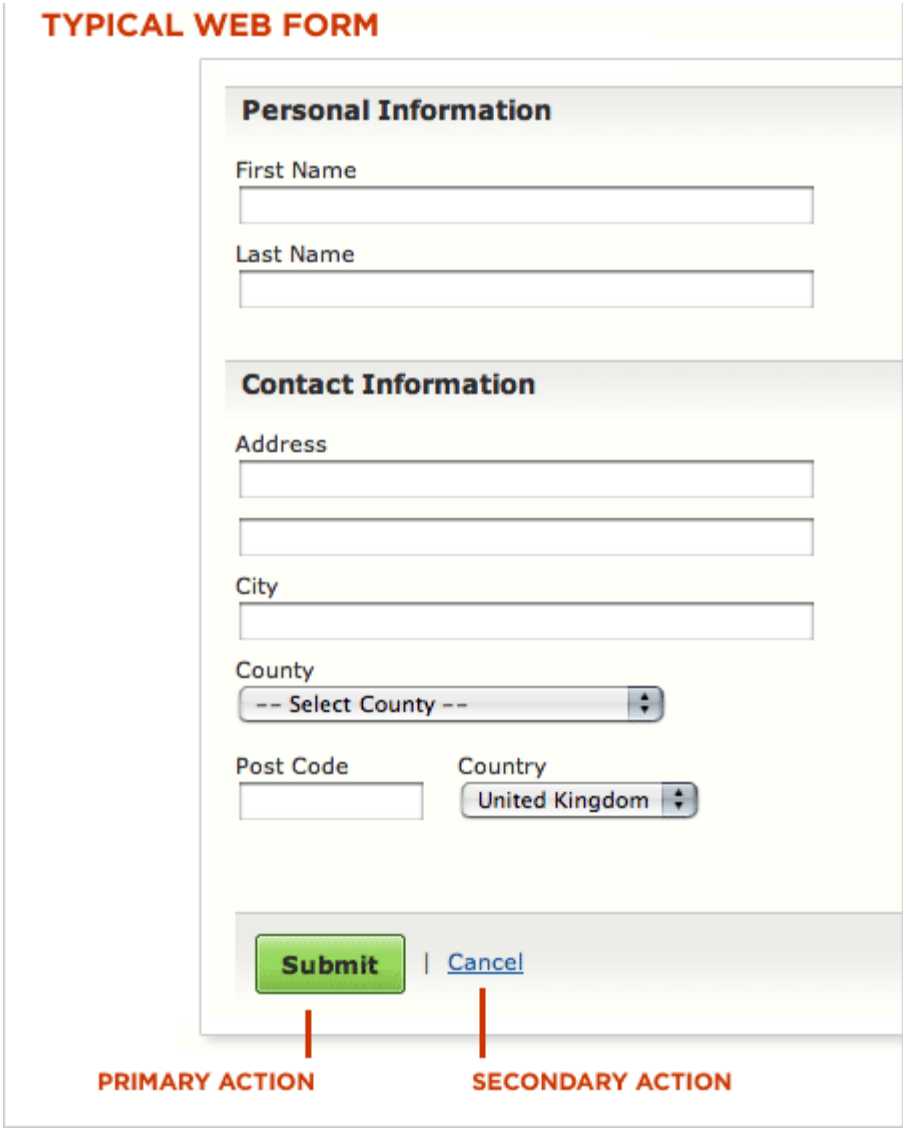
    When you are finished, you may submit this request: <input type=submit>

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



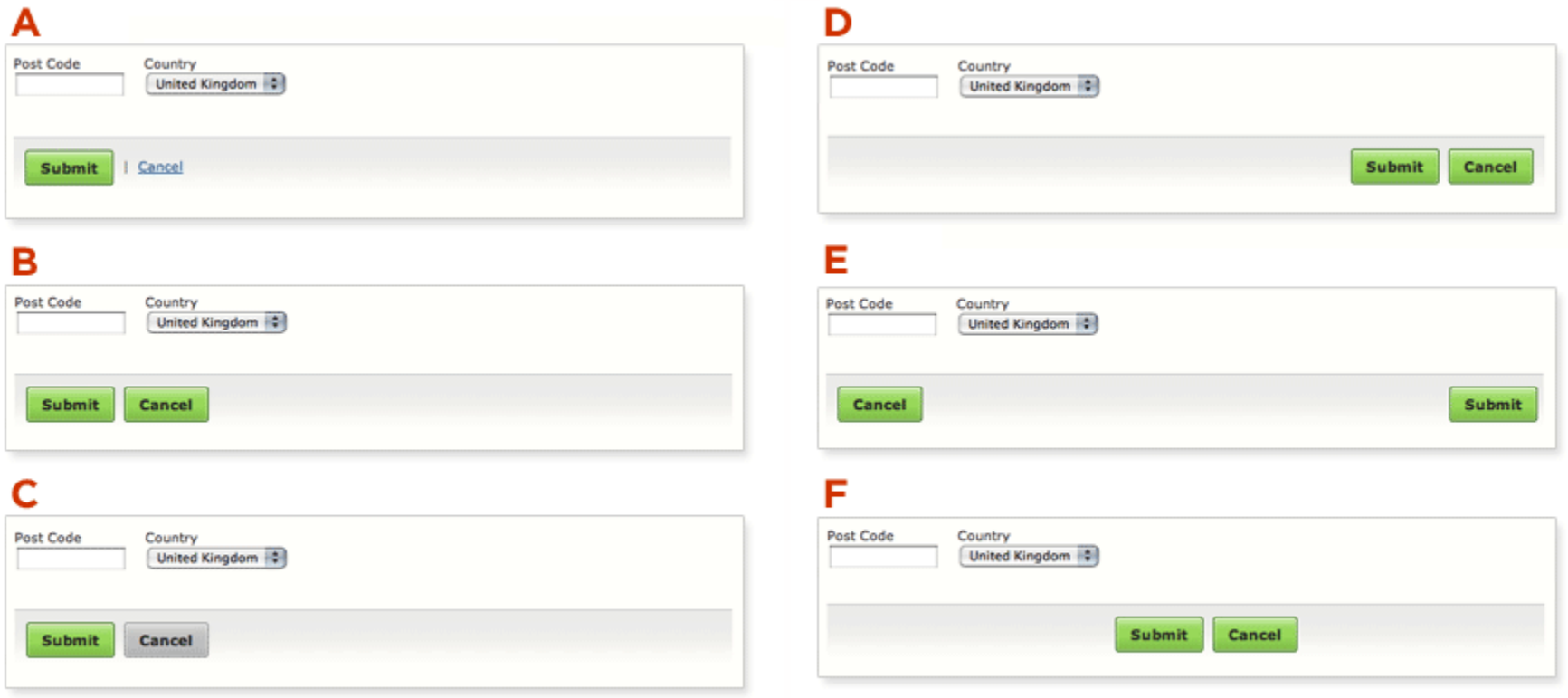
http://www.w3.org/MarkUp/html-spec/html-spec_8.html#SEC8.1.2.8

LukeW writes about buttons



http://www.lukew.com/resources/articles/PSactions.asp

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



Which one do you prefer? Why? Is there a better option?

A

Post Code | Country: United Kingdom

Submit | Cancel

B

Post Code | Country: United Kingdom

Submit Cancel

C

Post Code | Country: United Kingdom

Submit Cancel

D

Post Code | Country: United Kingdom

Submit Cancel

E

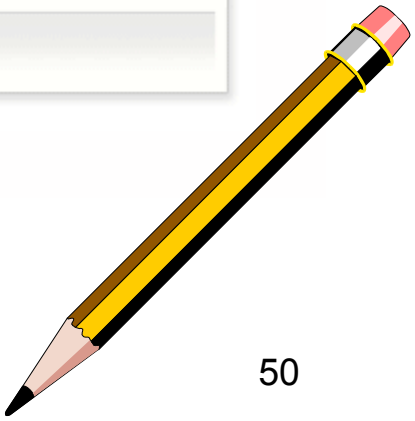
Post Code | Country: United Kingdom

Cancel Submit

F

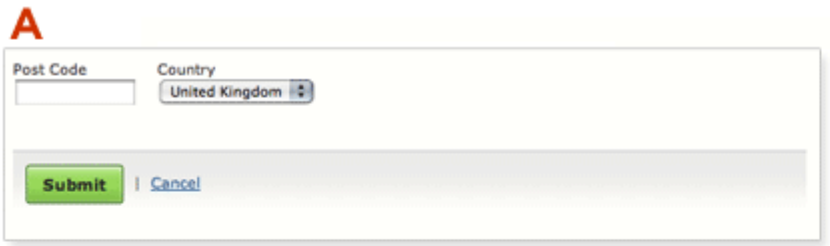
Post Code | Country: United Kingdom

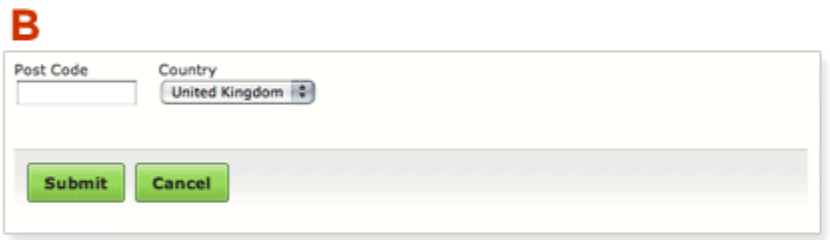
Submit Cancel

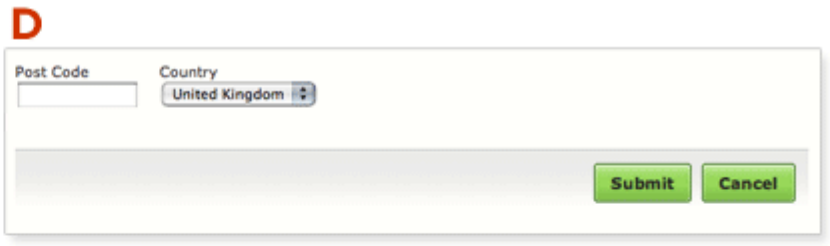


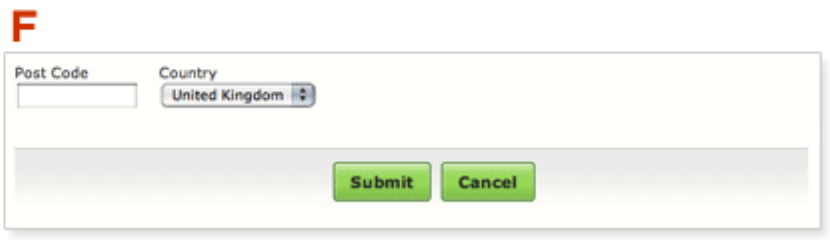
Only Option E performed poorly during our testing

Which one do you prefer? Why? Is there a better option?





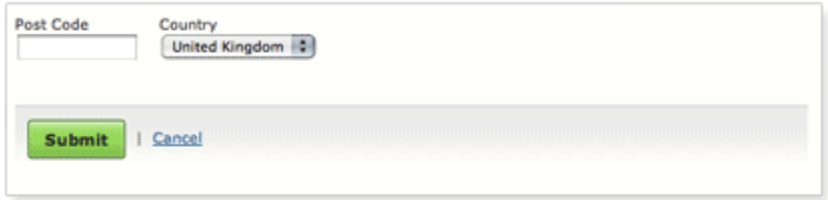




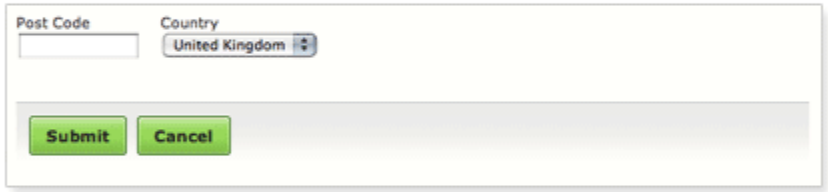
"Only Option E performed poorly during our testing"

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

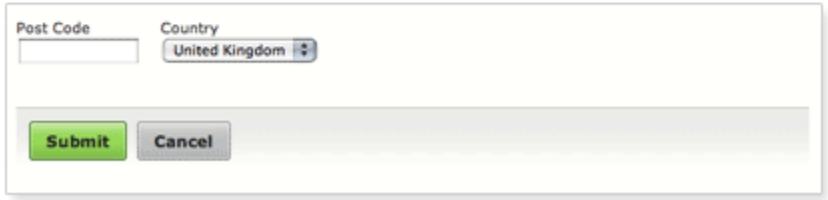
A



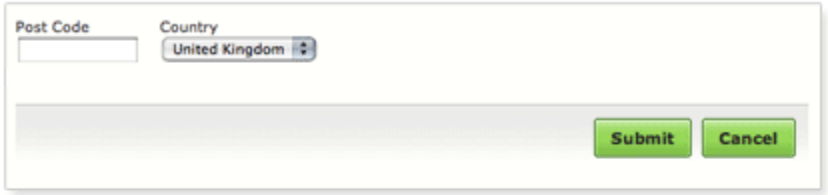
B



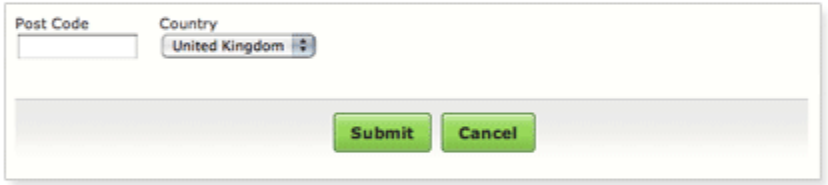
C



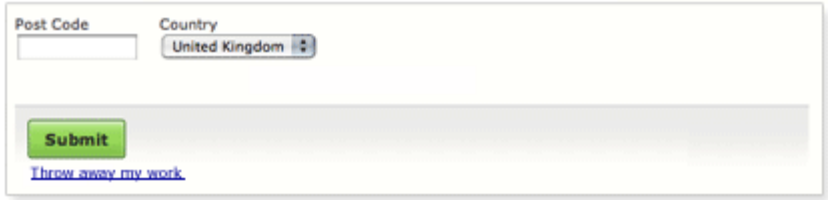
D



F



G



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’

COMPARE interest rates.com

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 Please Choose One

Purpose of loan Please Choose One

Preferred mortgage product Please Choose One
(if you want quotes on multiple products please indicate additional products in the comment field below)

Approximate loan amount you wish to borrow $
(please use whole numbers without any commas, decimals or dollar signs)

Purchase price of home or approximate value for a refinance $
(please use whole numbers without any commas, decimals or dollar signs)

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

Contact Information:

First Name

Last Name

Home Phone # ( ) -

Business Phone # ( ) -

Email Address

Please rate your credit
Please Choose One

Are you willing to document your income throughout the loan process?
Yes I will document my income for the lender

Have you ever had a bankruptcy?
Never have had a bankruptcy or over 10 years since BK discharge

Additional information, comments, and questions.

Do you wish to also receive quotes on home owner's insurance? No

Do you wish to subscribe to our Daily Mortgage Rate Update email? No

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

Submit Your Personalized Rate Quote

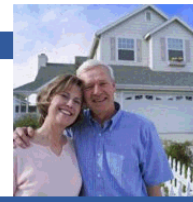
Start Over

A/B testing

Varied:

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

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 Please Choose One

Purpose of loan Please Choose One

Preferred mortgage product Please Choose One
(if you want quotes on multiple products please indicate additional products in the comment field below)

Approximate loan amount you wish to borrow $
(please use whole numbers without any commas, decimals or dollar signs)

Purchase price of home or approximate value for a refinance $
(please use whole numbers without any commas, decimals or dollar signs)

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

Contact Information:

First Name

Last Name

Home Phone # ( ) -

Business Phone # ( ) -

Email Address

Please rate your credit Please Choose One

Will you document your income? Yes ◉ No ○

Have you ever had a bankruptcy? Never

Additional information, comments, and questions.

Submit Information To Lenders

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

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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

Jarrett, C. and Minott, C. (2004) *Making a better web form* Proceedings of the Usability Professionals' Association Conference, Minneapolis, Minnesota, USA. http://www.formsthatwork.com/files/Articles/BetterForm.pdf

Basecamp™ 37signals

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

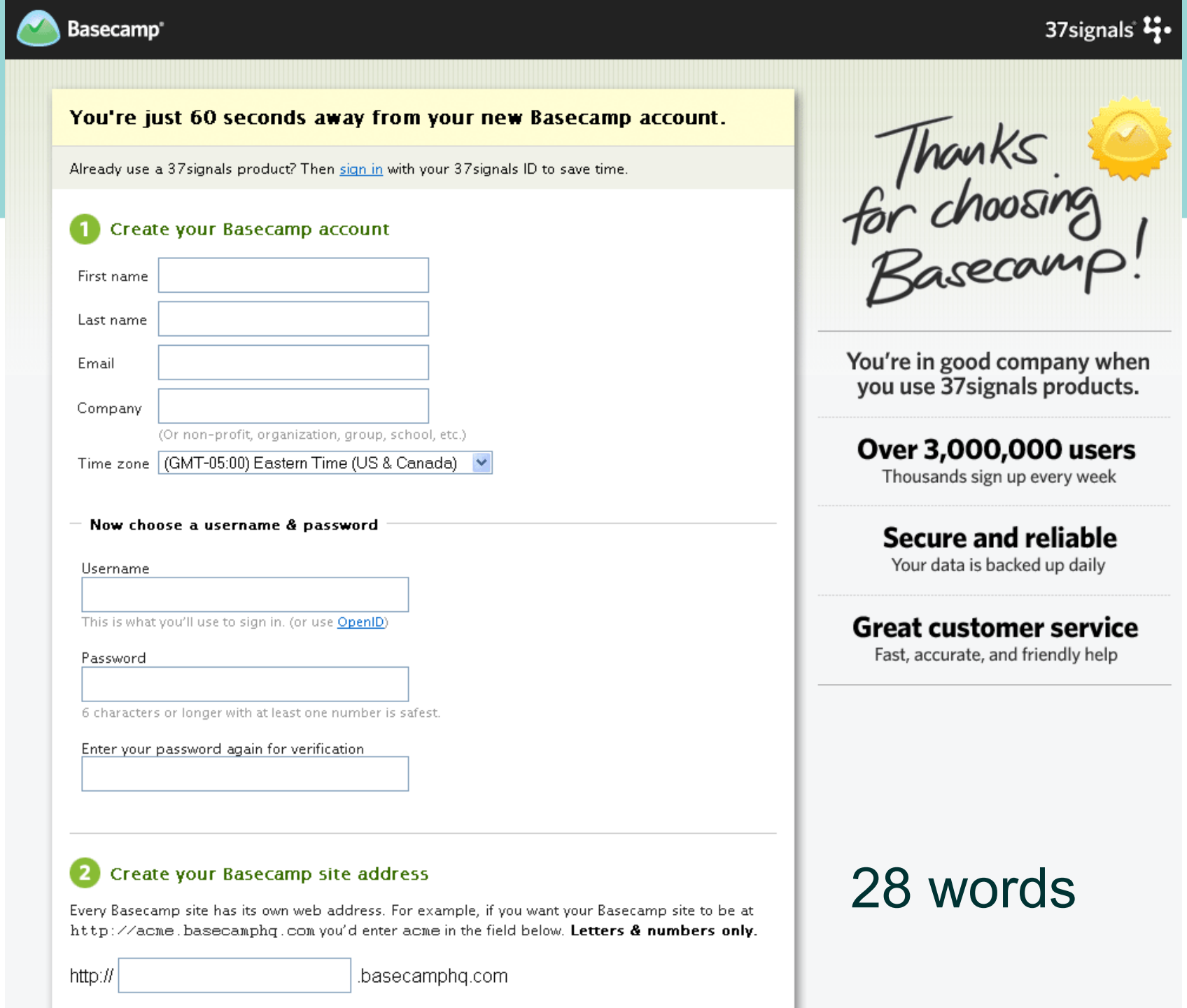
Time zone (GMT-05:00) Eastern Time (US & Canada)

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


Basecamp
37signals
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
(GMT-05:00) Eastern Time (US & Canada)
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.

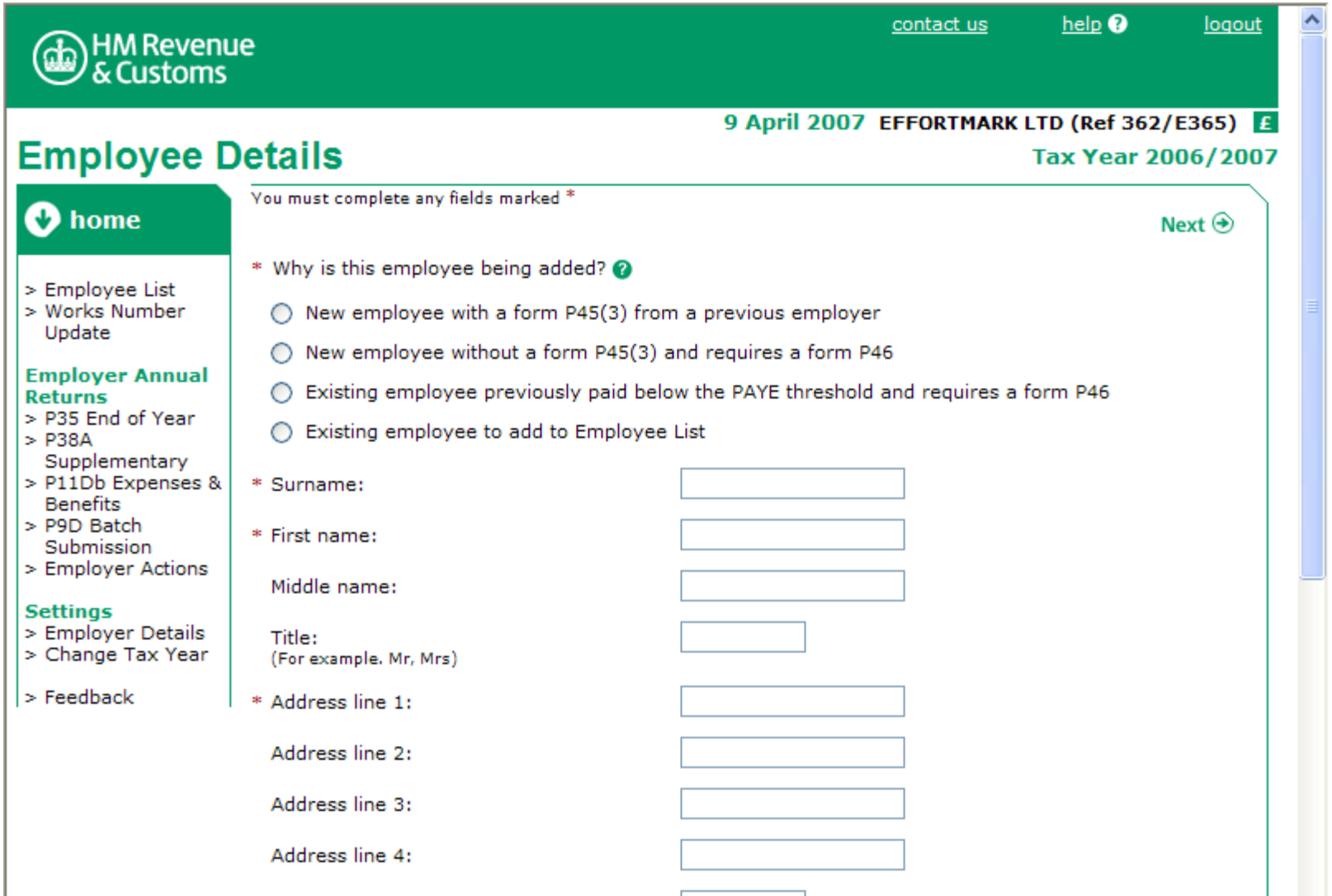
- *“The previous form … was dated and too long… we wanted the redesigned form to be markedly shorter than the one it was replacing”.*
- *“We spent a lot of time on the language, graphical elements in the sidebar, and overall information flow throughout the process”.*

http://37signals.com/svn/posts/1867-design-decisions-new-signup-form

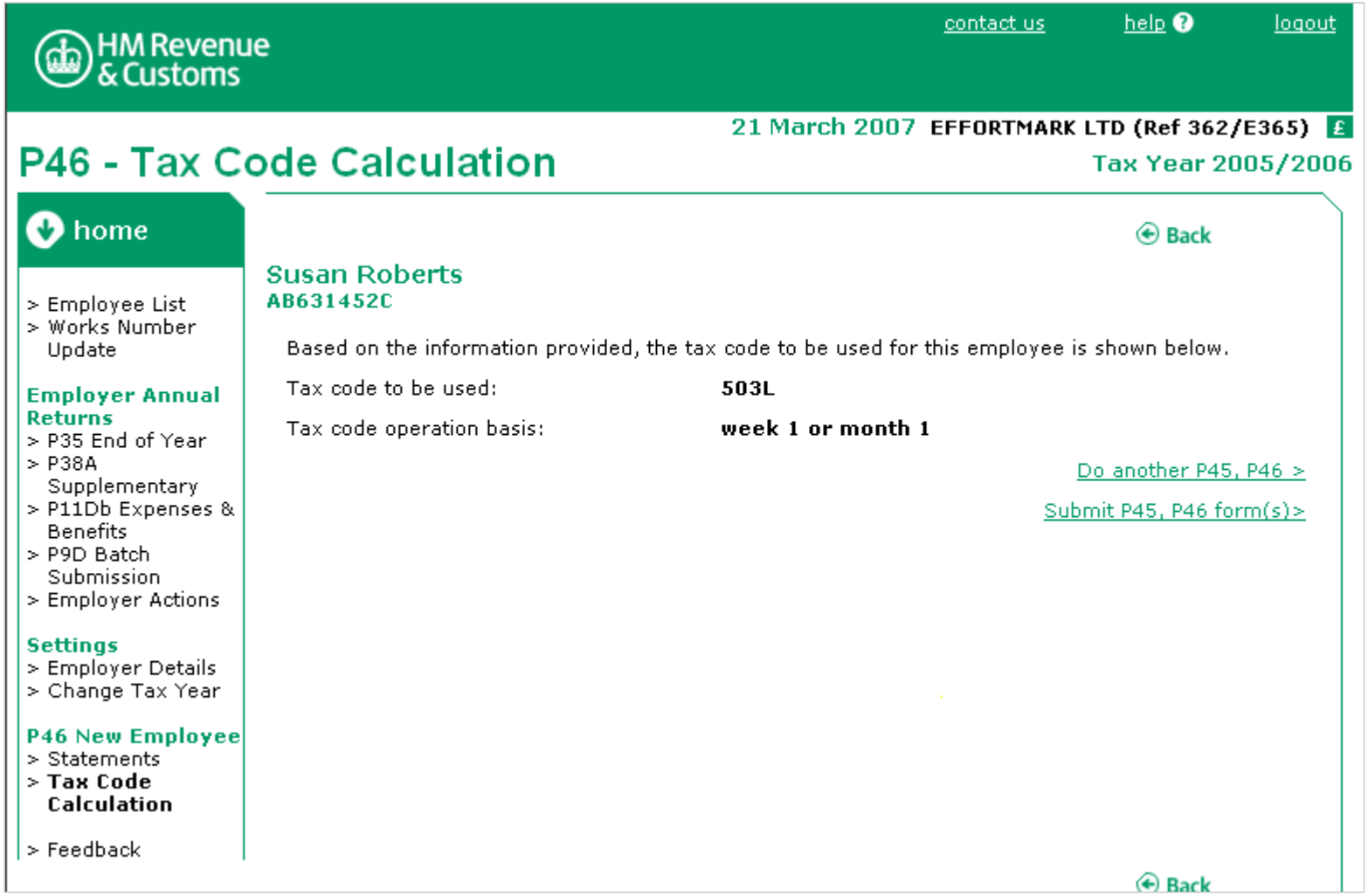
Three details that do affect users

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



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



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

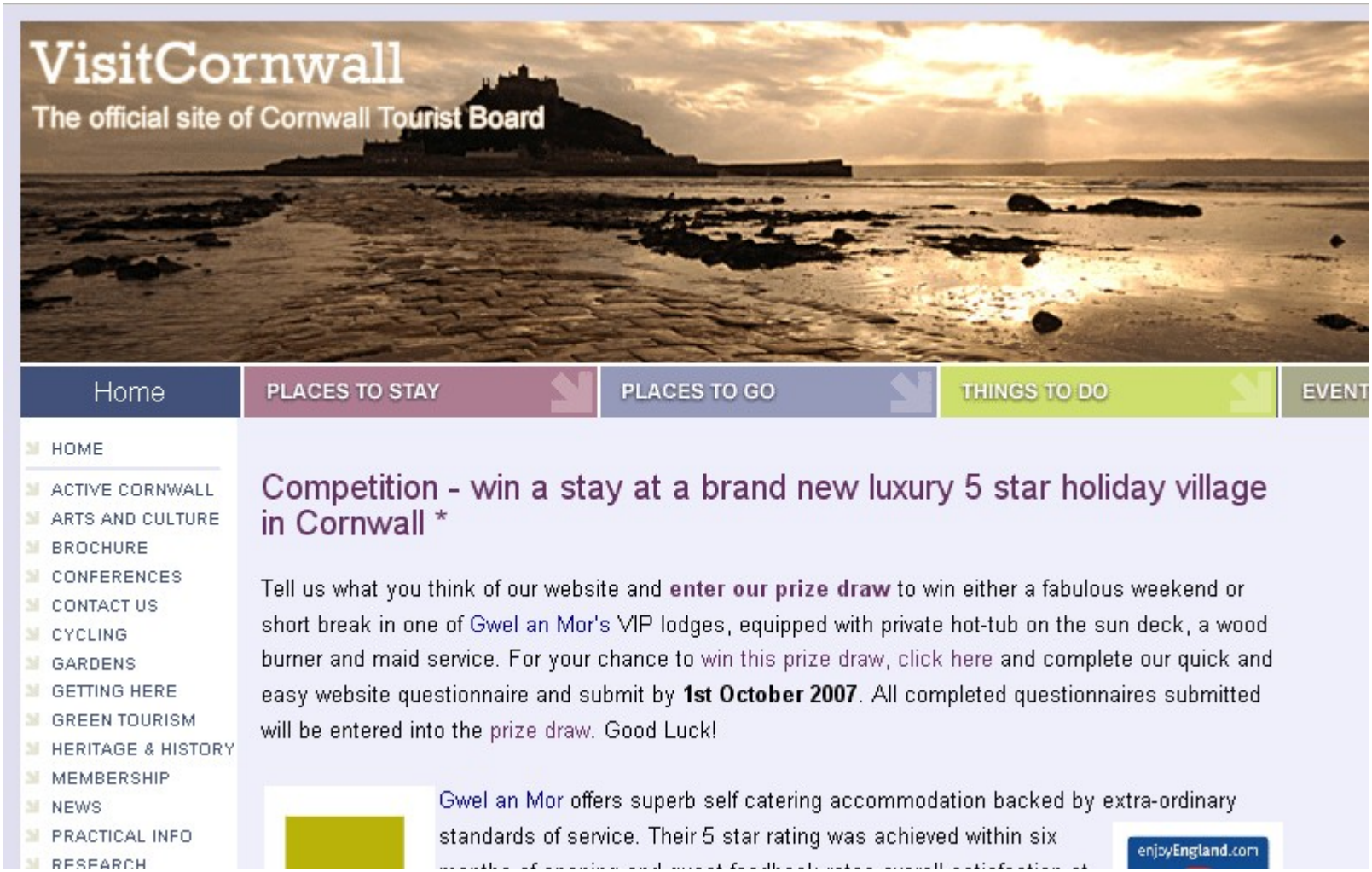
If it looks good, it’s easy to use

Keep the logo in proportion

Calm your creative impulses

Design to a grid

Some branding reinforces your form's credibility.



Is this enough?

VisitCornwall

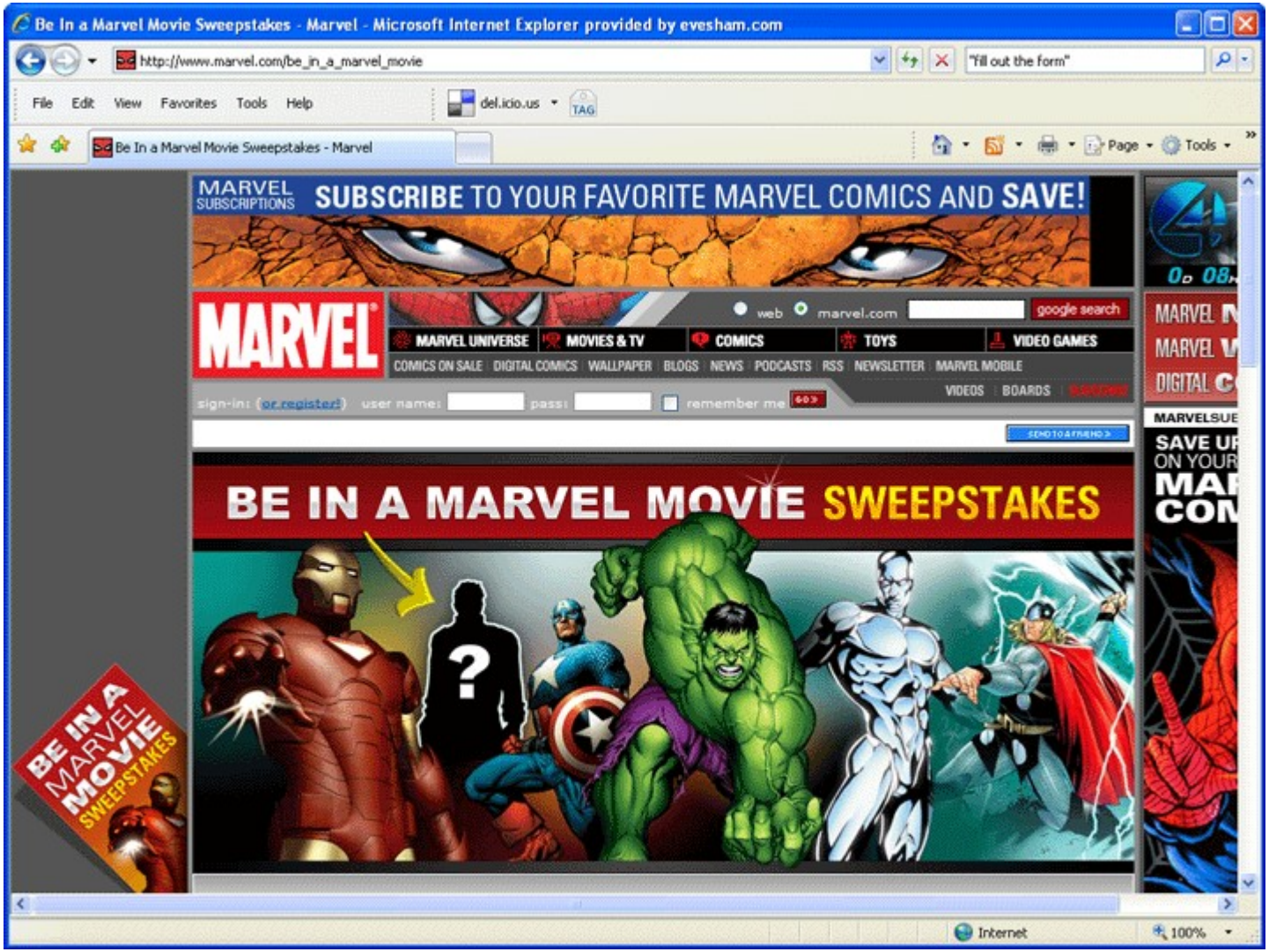
VisitCornwall Website Questionnaire

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.

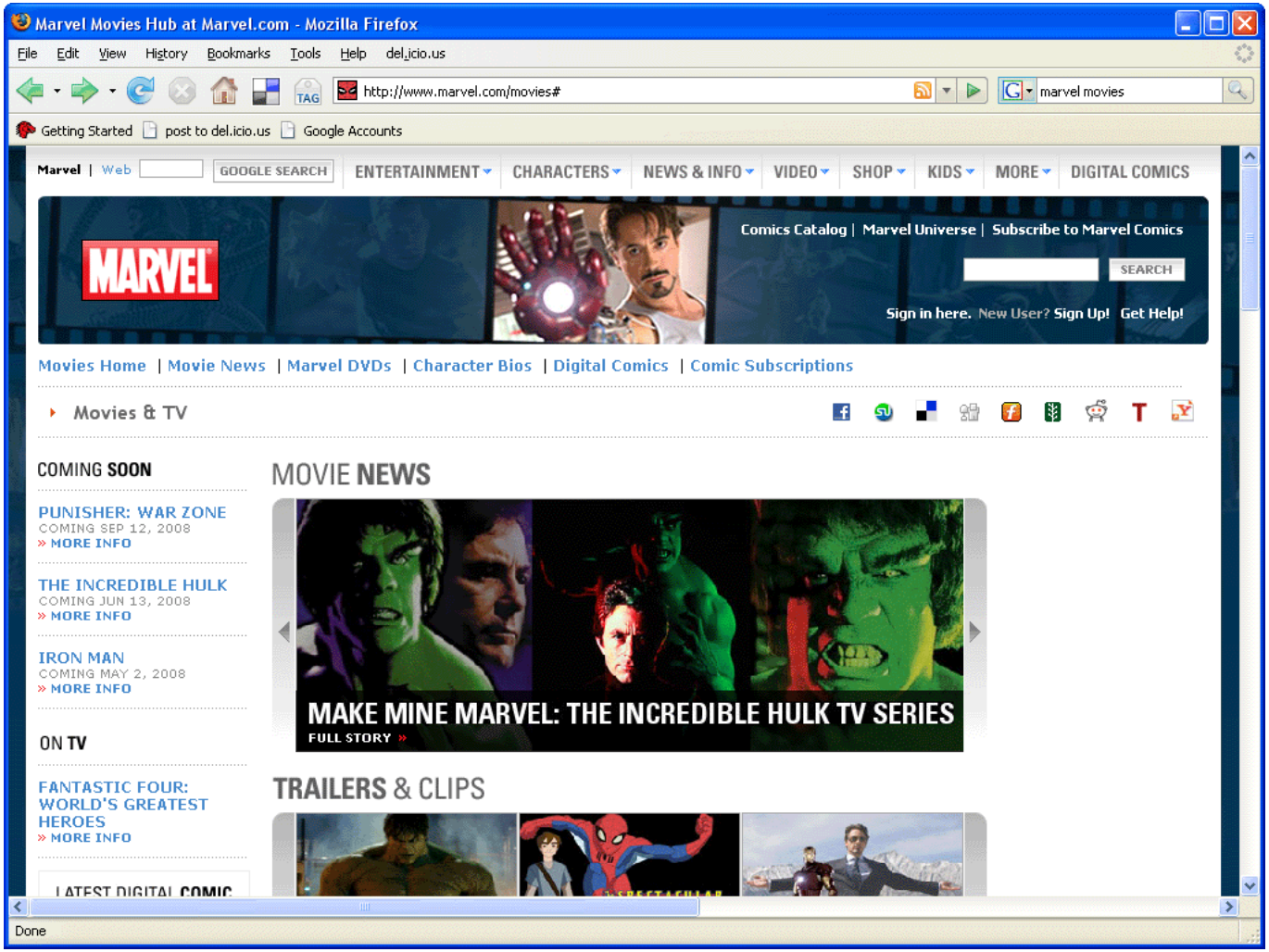
1. How did you learn about this site?

- ◯ 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)

Where is the form?
Too much branding



Another, more recent, look at the Marvel site



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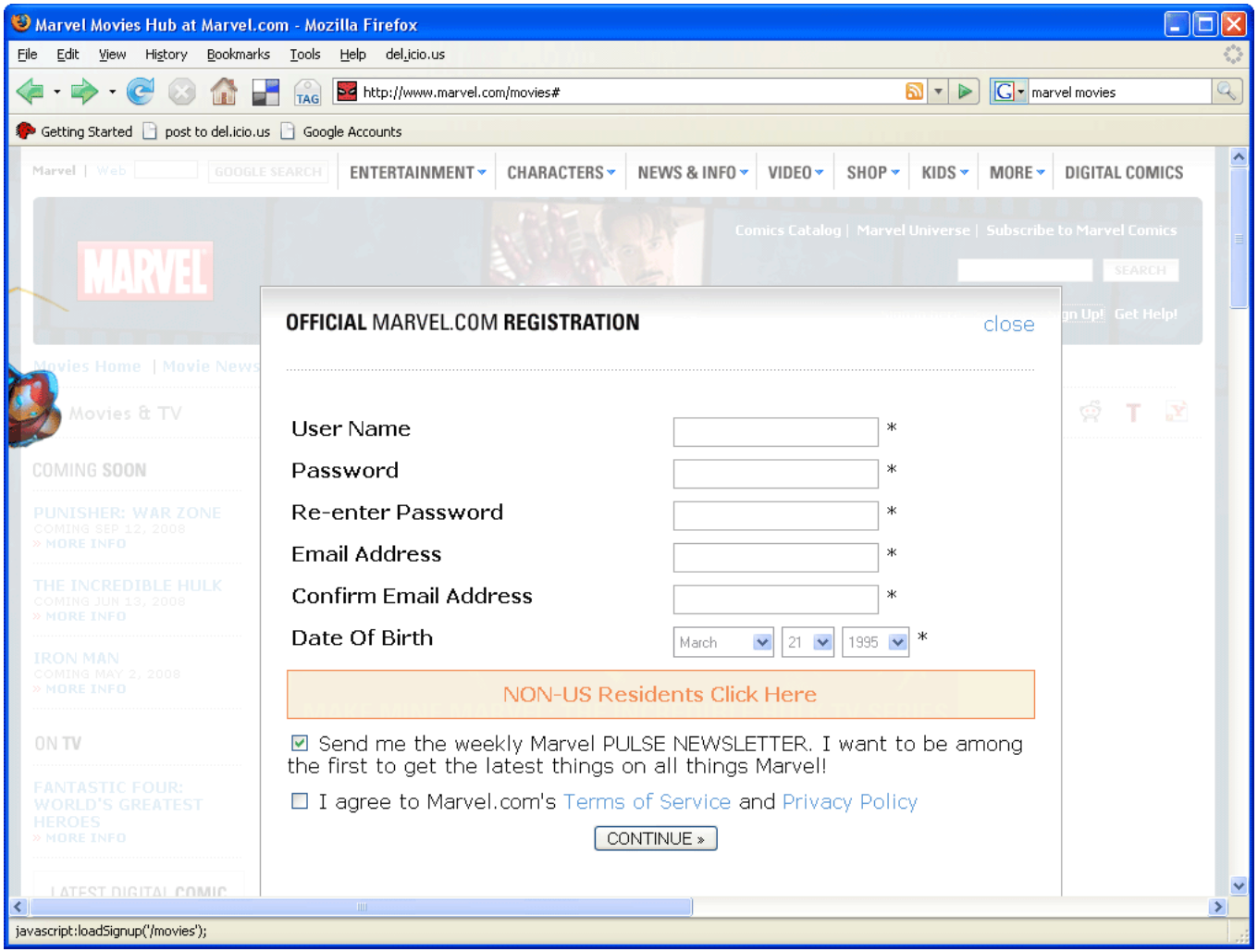
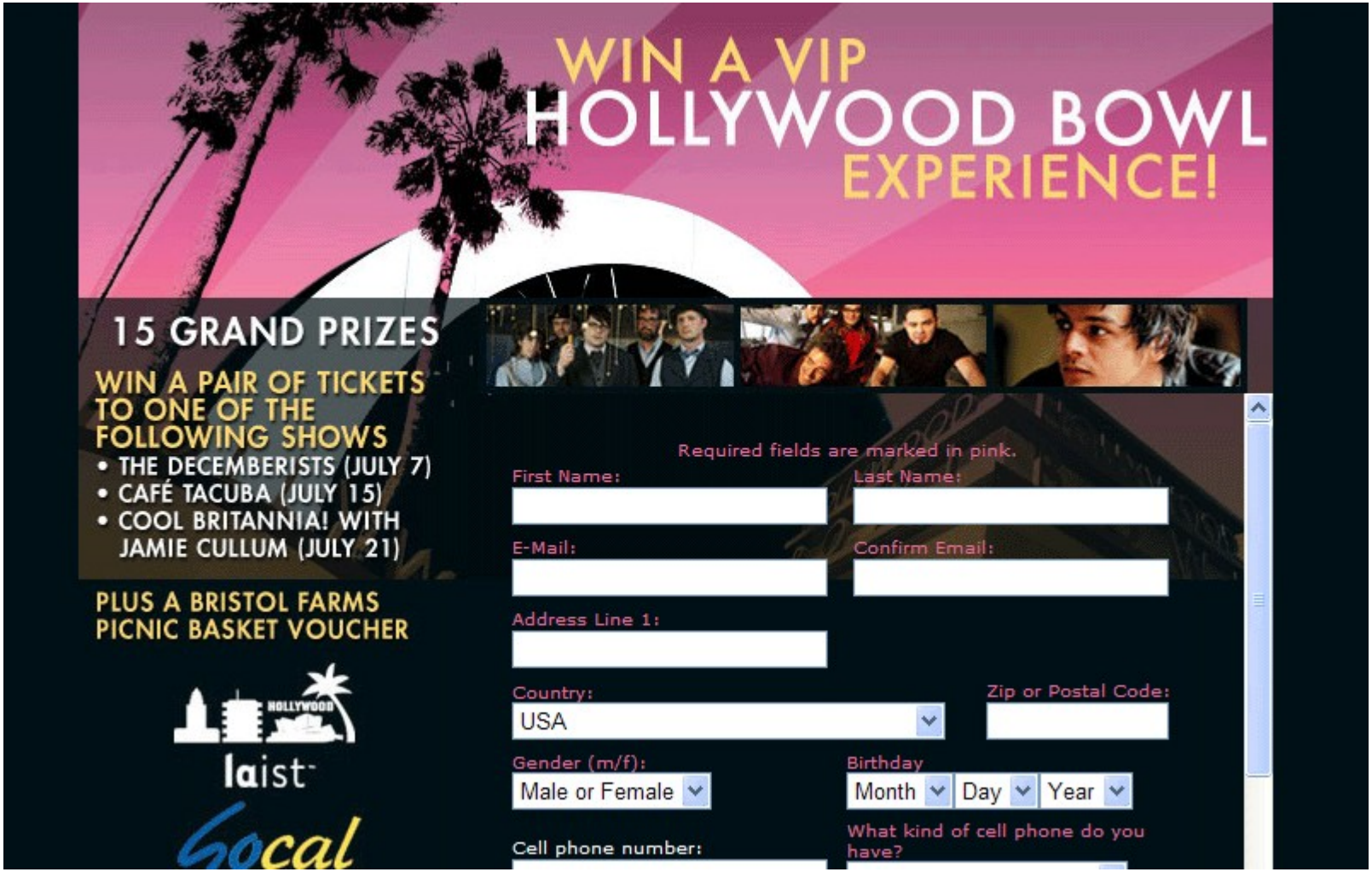


Is this just right?
Or too much?



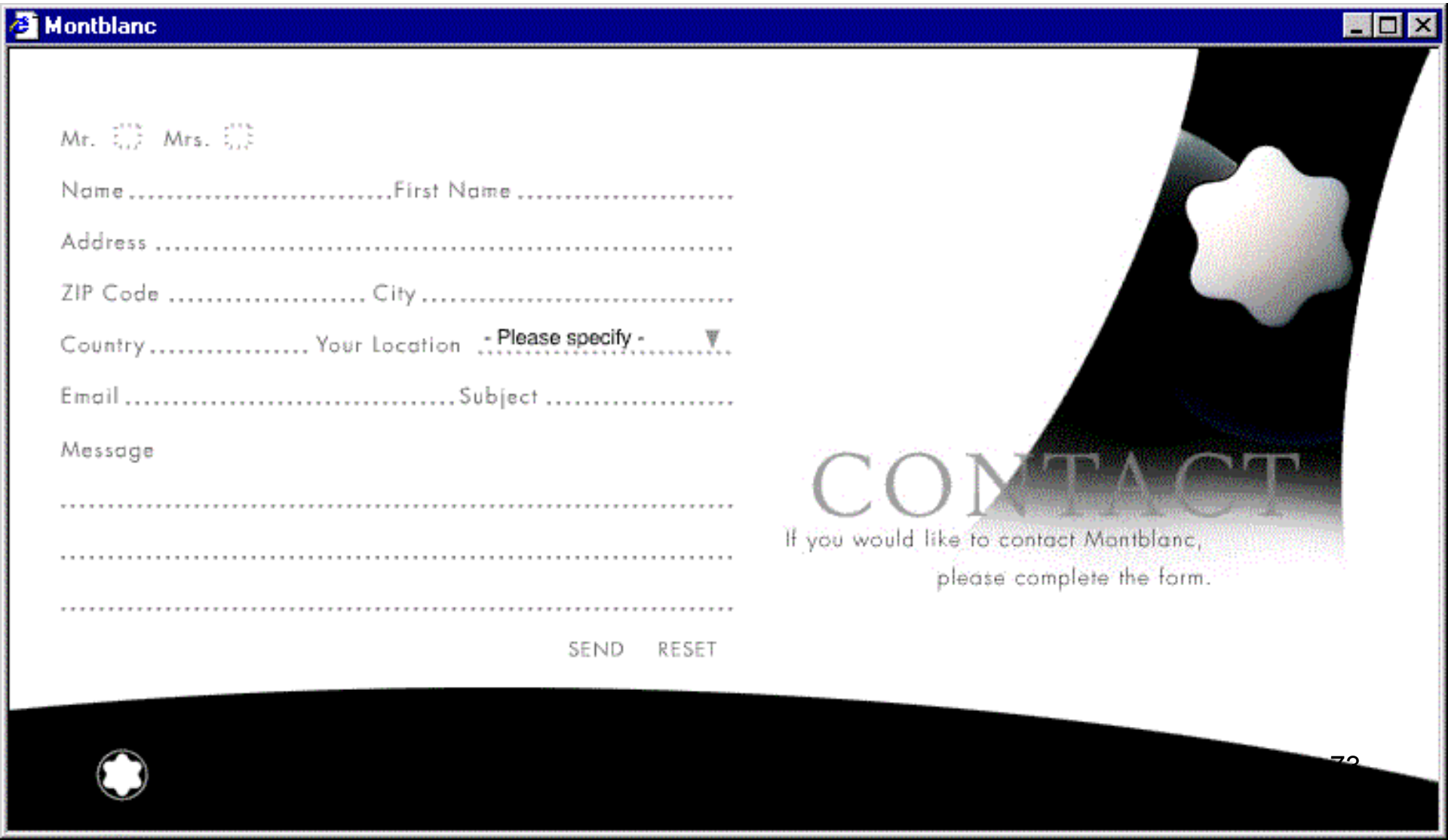
If it looks good, it’s easy to use

Keep the logo in proportion

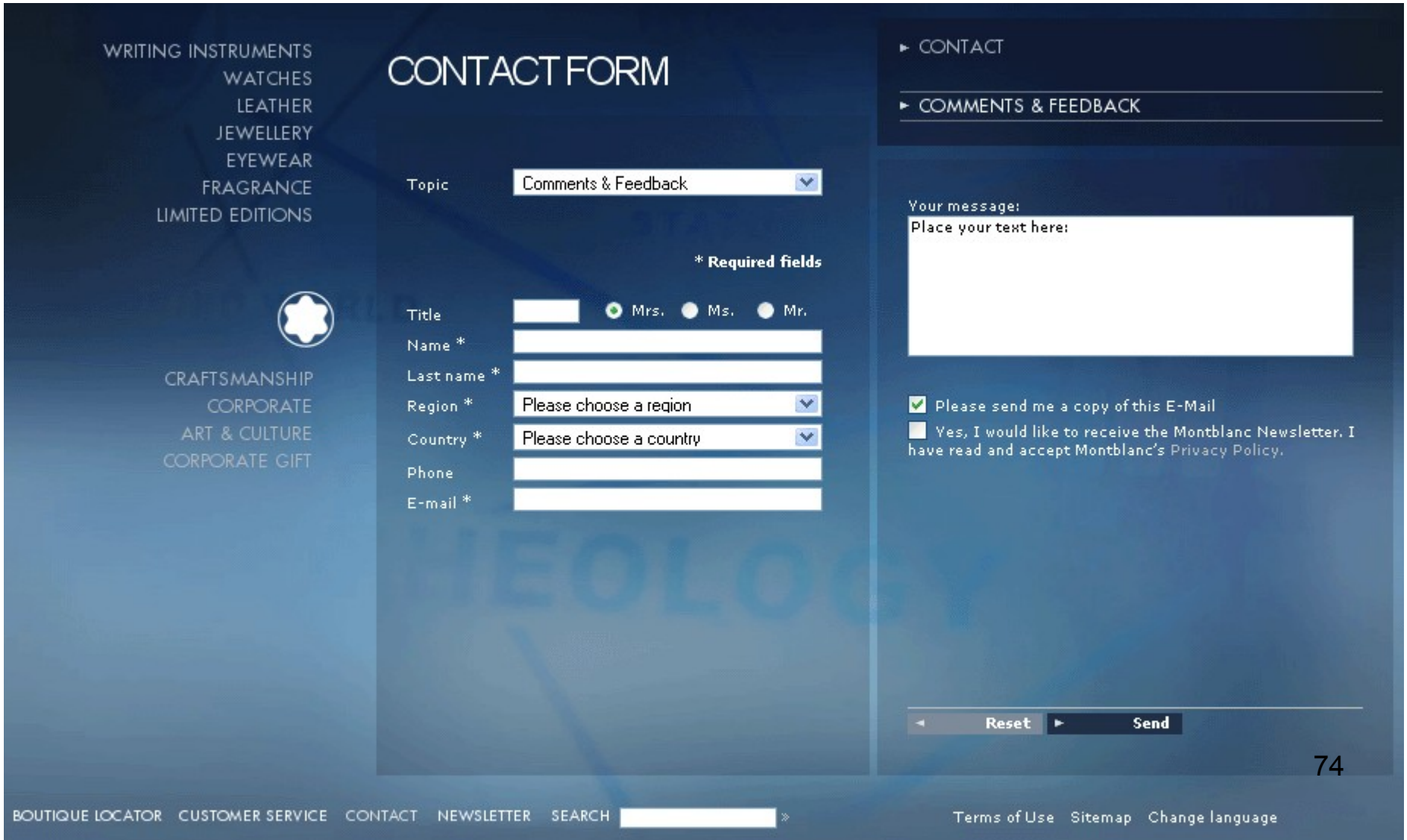
Calm your creative impulses

Design to a grid

Calm your creative impulses.



More conventional:
still offers opportunities for improvement



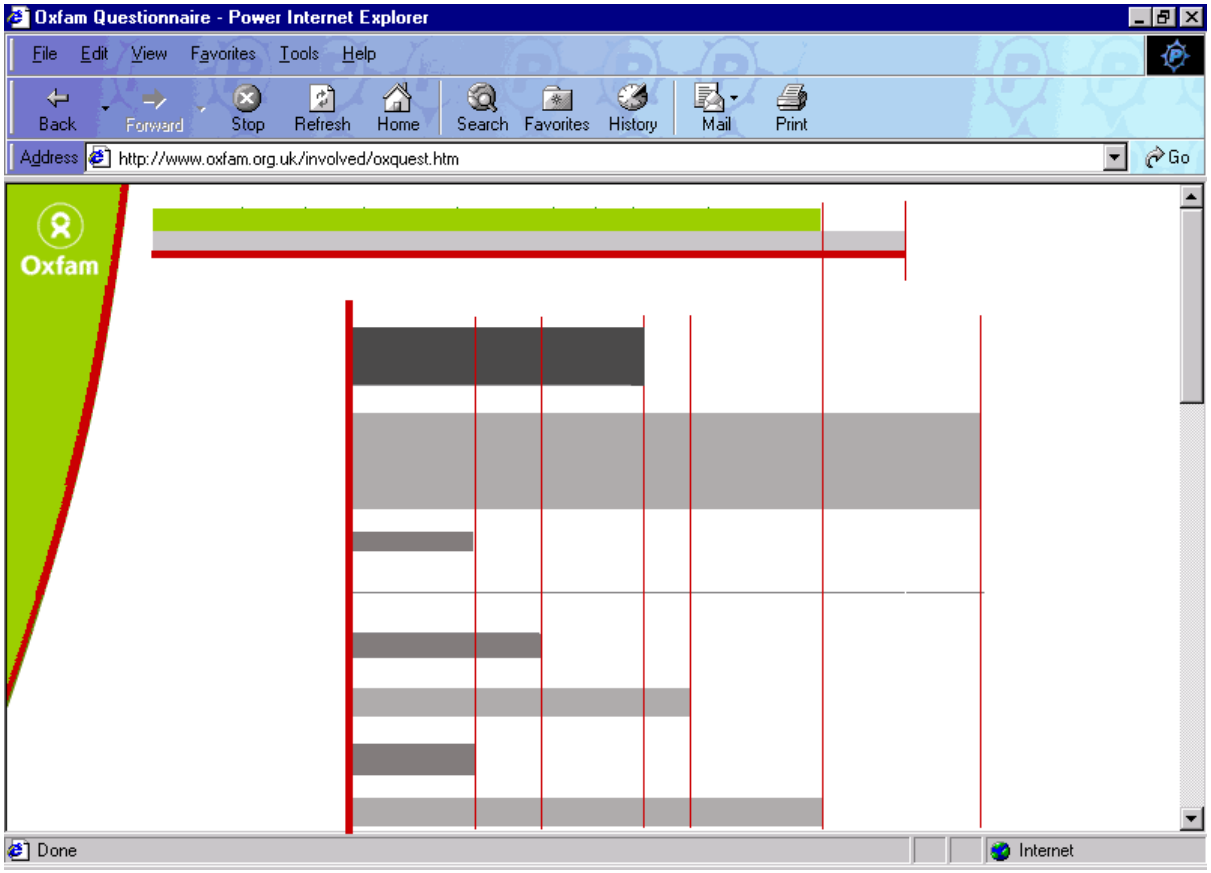
If it looks good,
it’s easy to use

Keep the logo in proportion

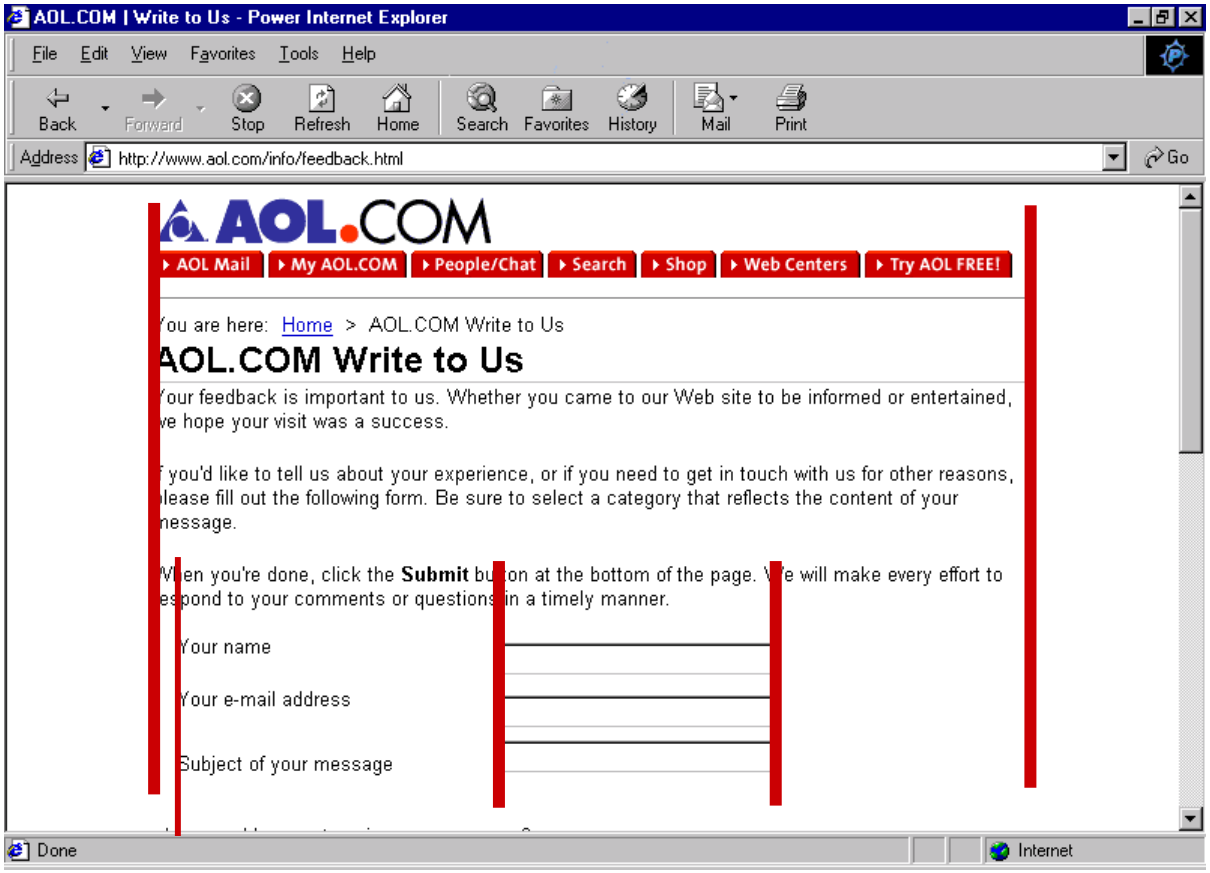
Calm your creative impulses

Design to a grid

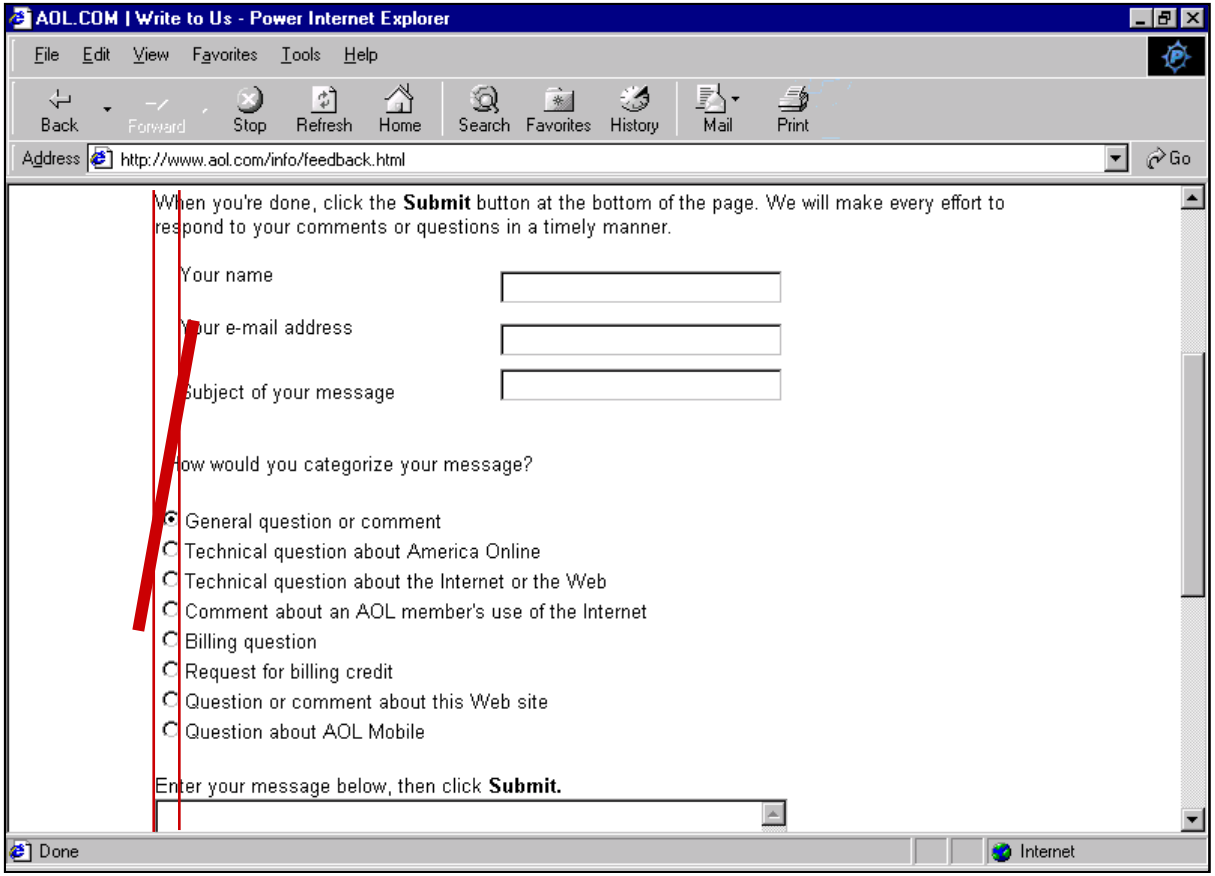
Design to a grid: work with the graphics in the shape of the page



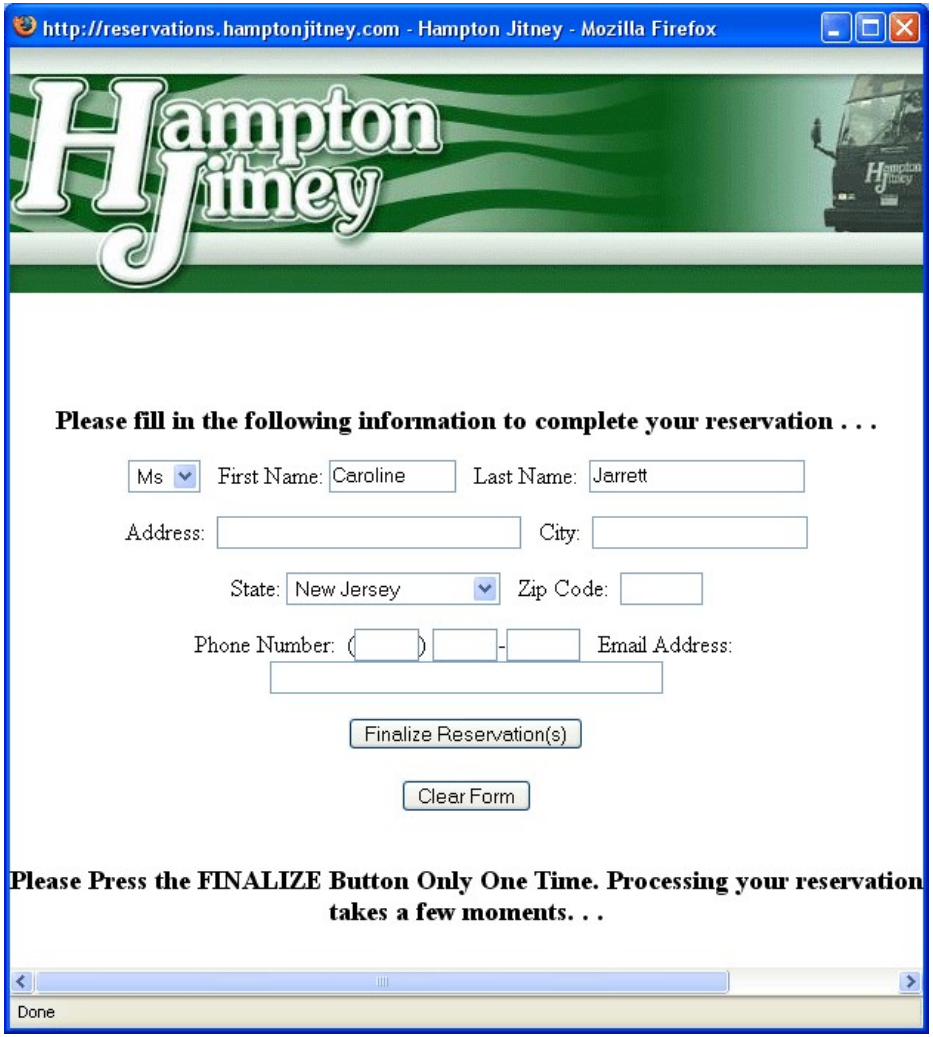
Keeping to a grid: starts well



Example: chipping at the grid



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



Design to a grid:
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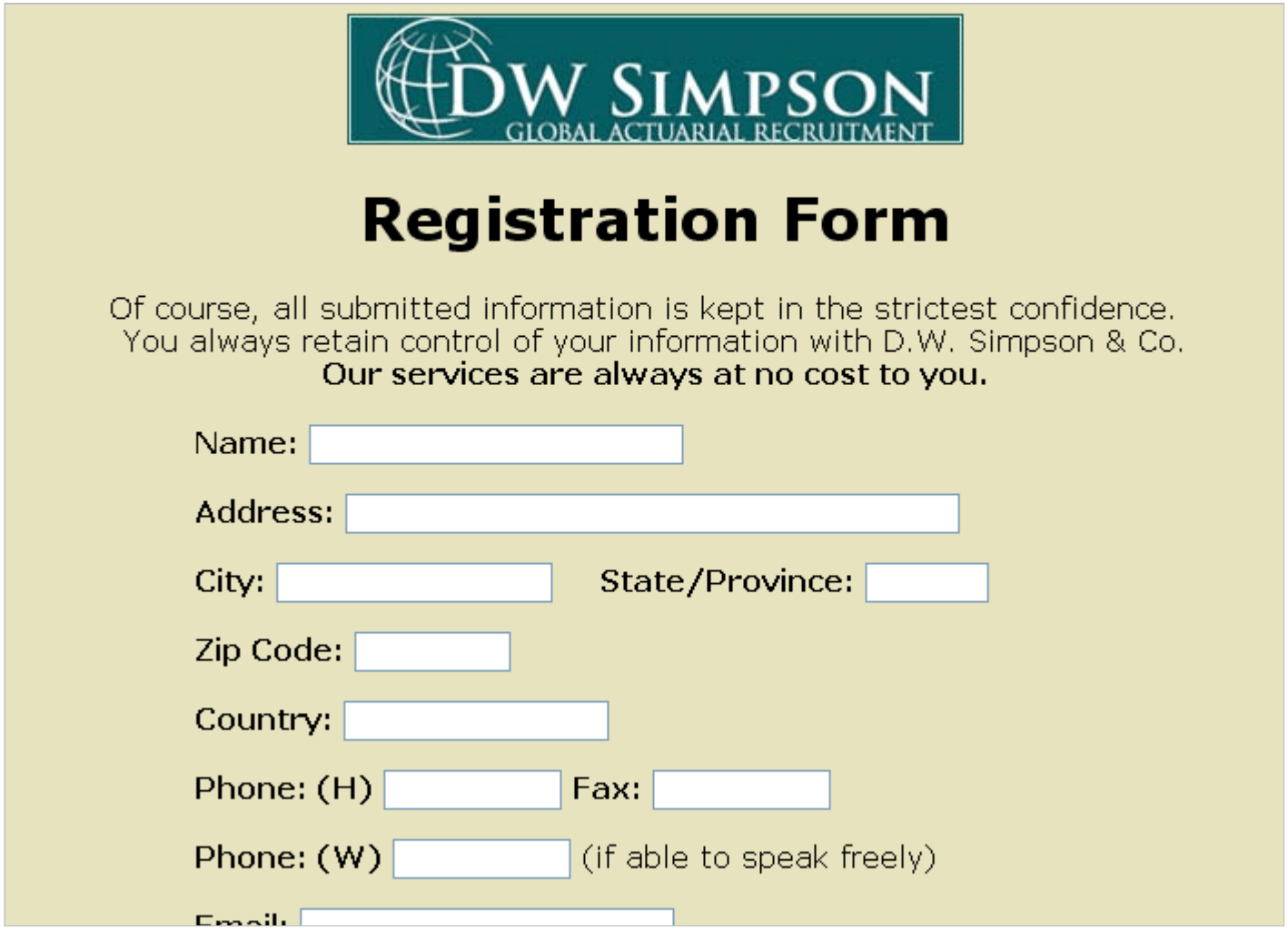
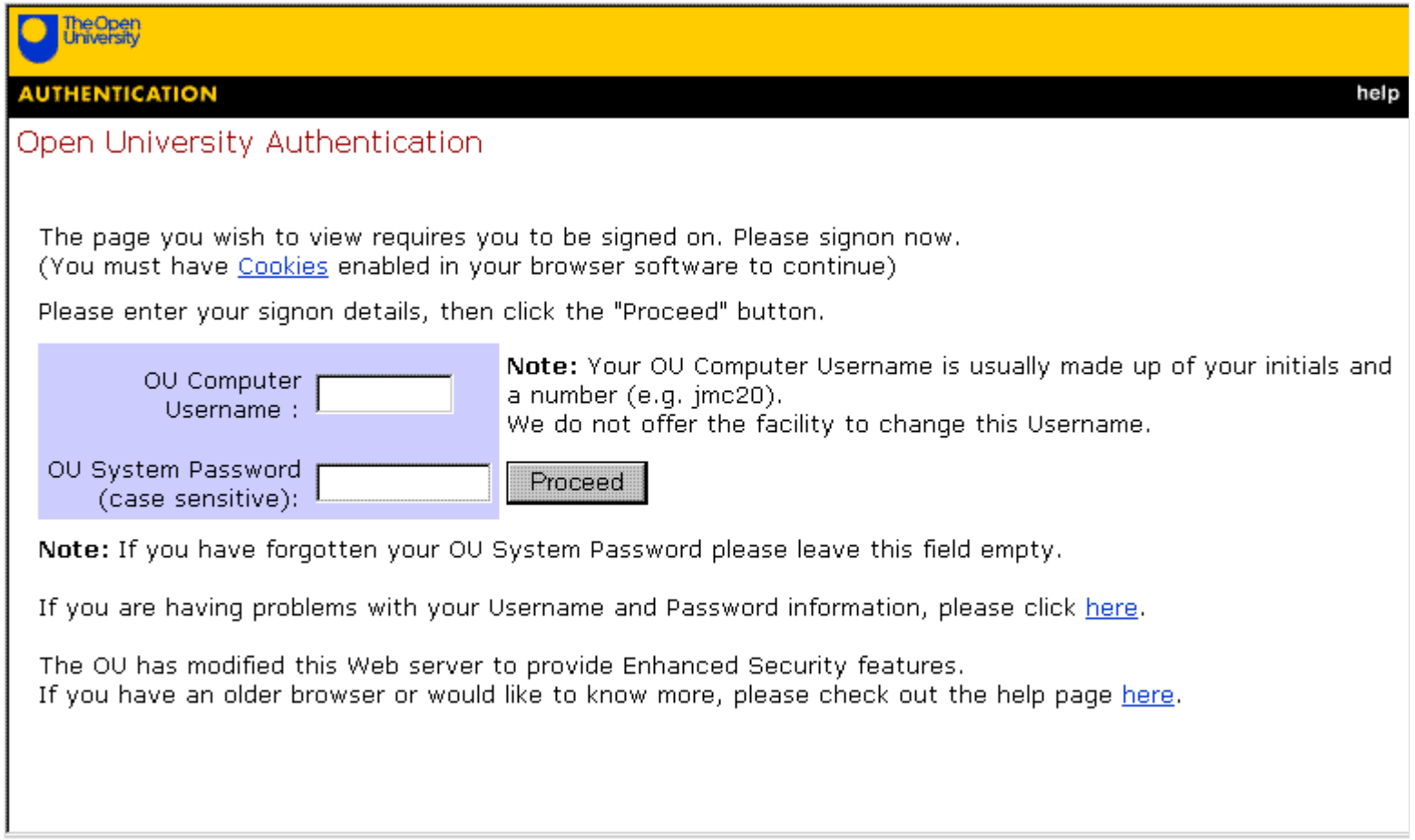
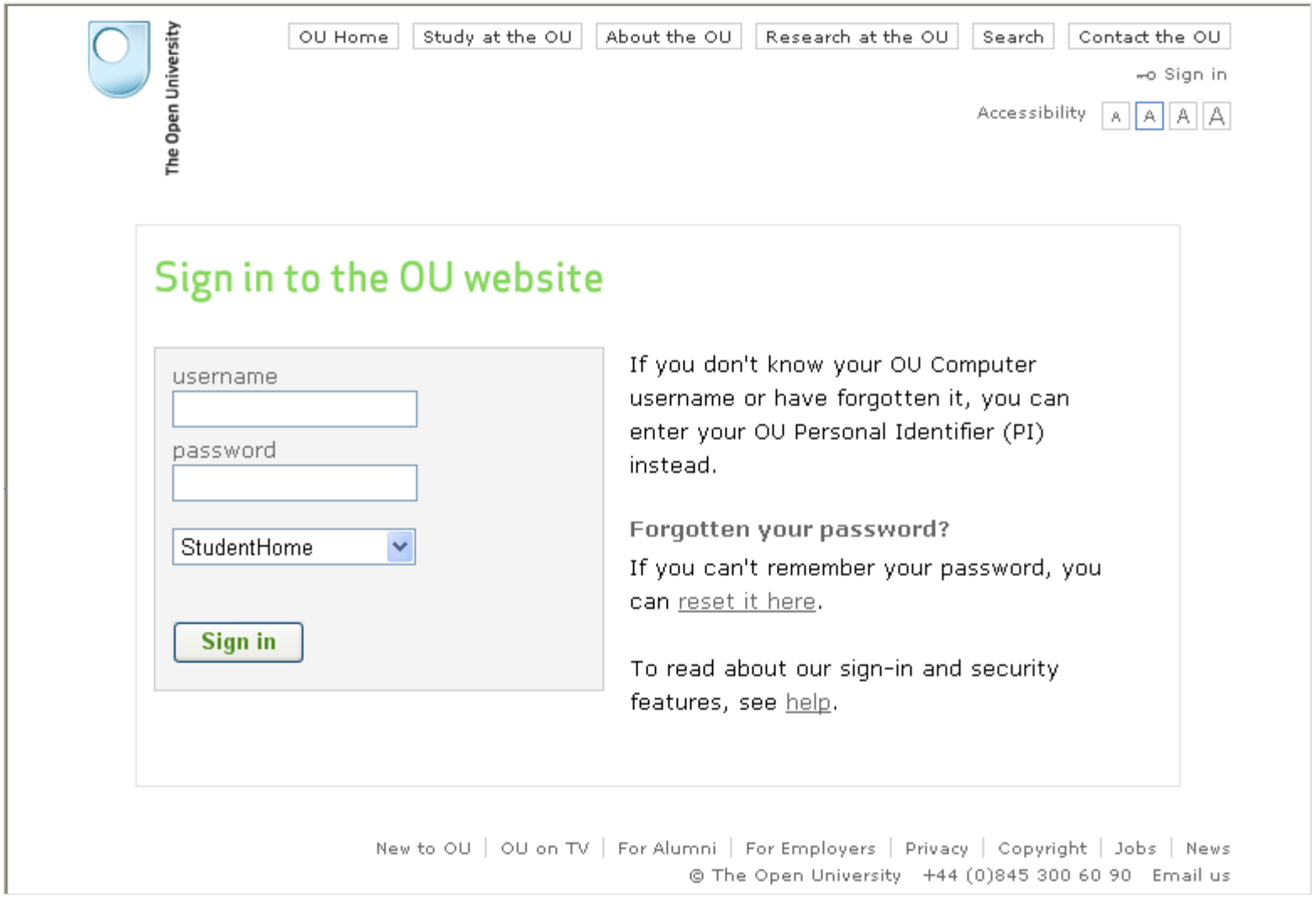


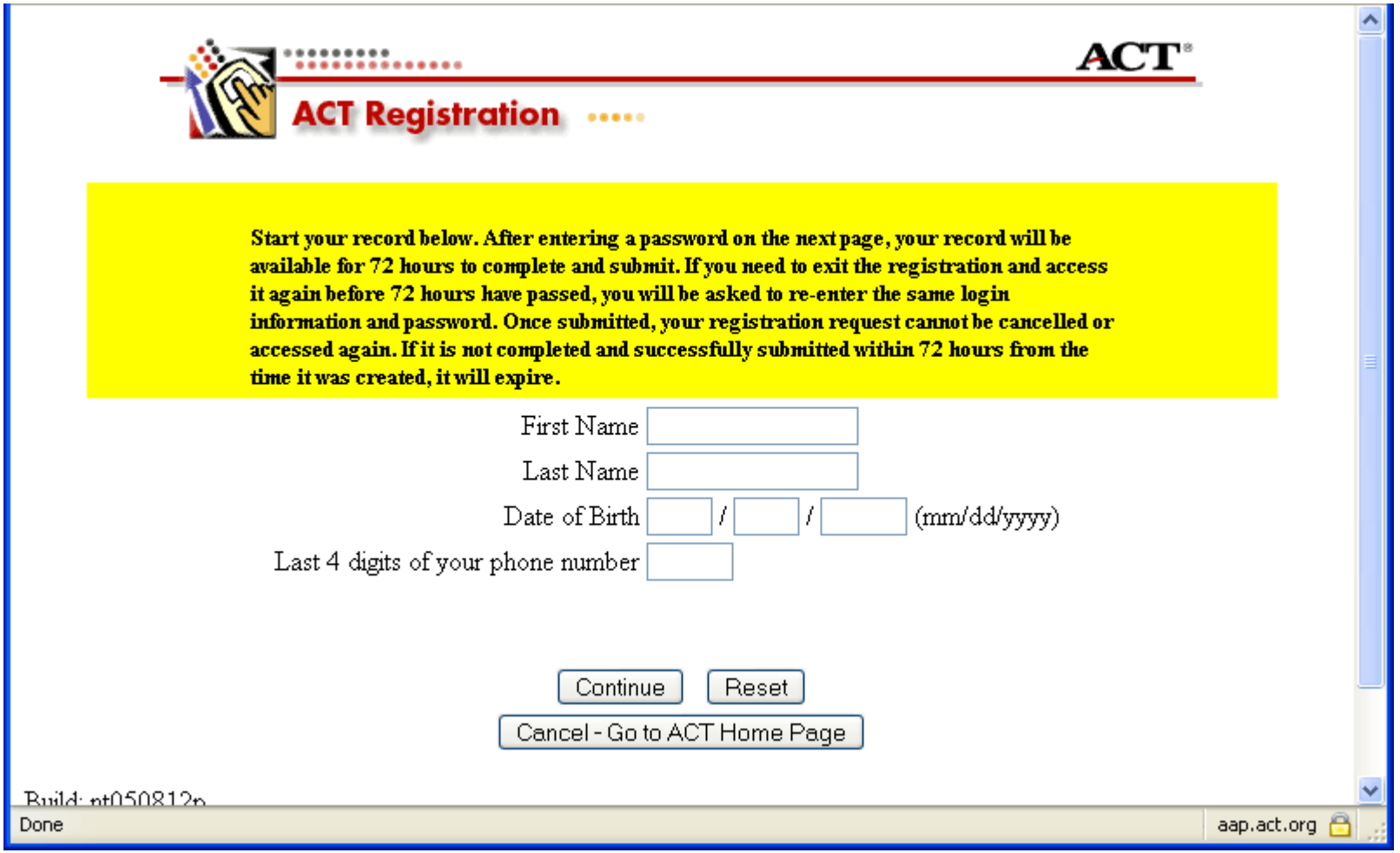
A before- and after- example.
First of all, the old one. Plenty of grid problems.



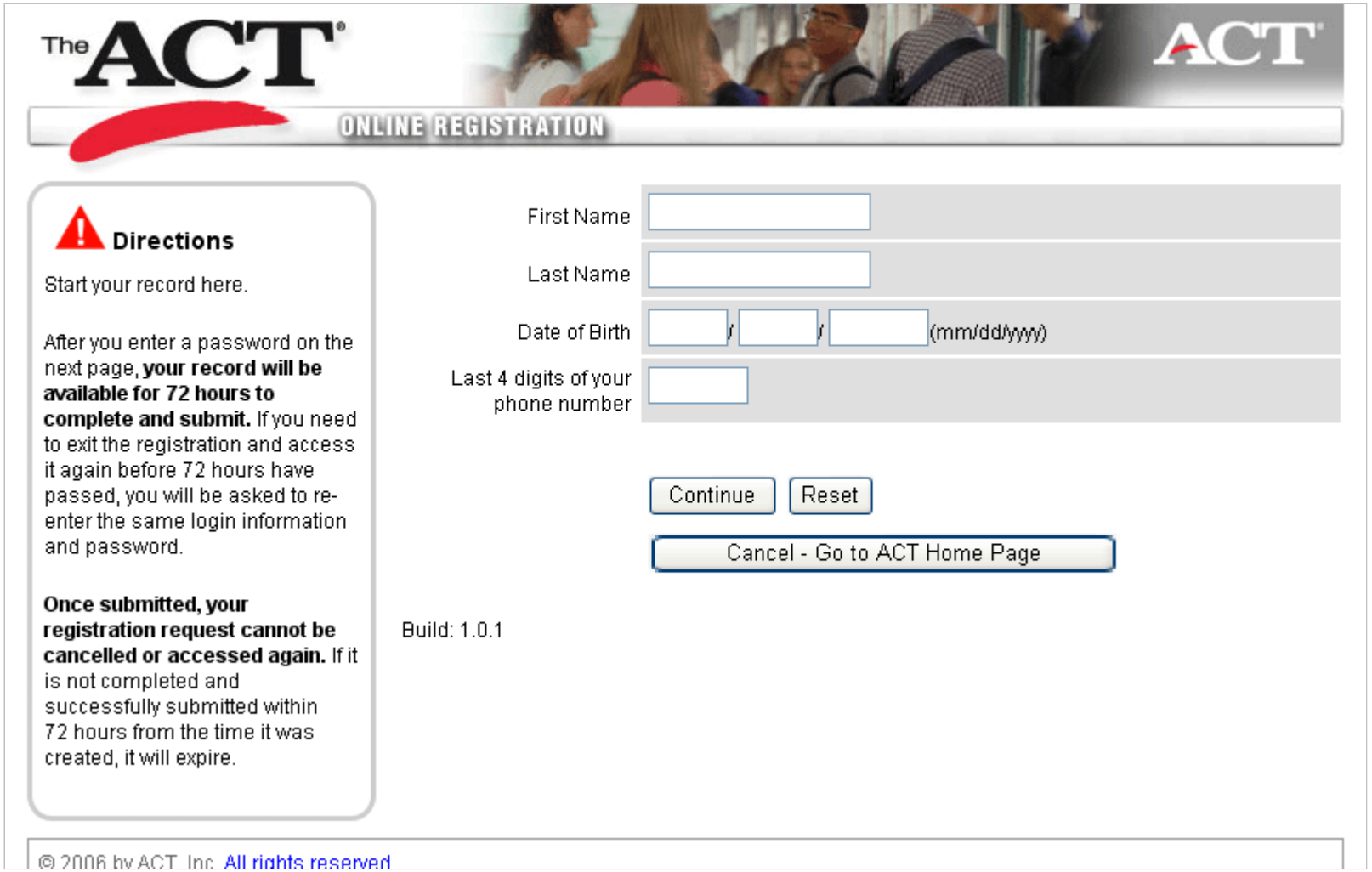
Currently:
tidied up, and with page furniture



Design to a grid:
think about the whole page as well as the fields

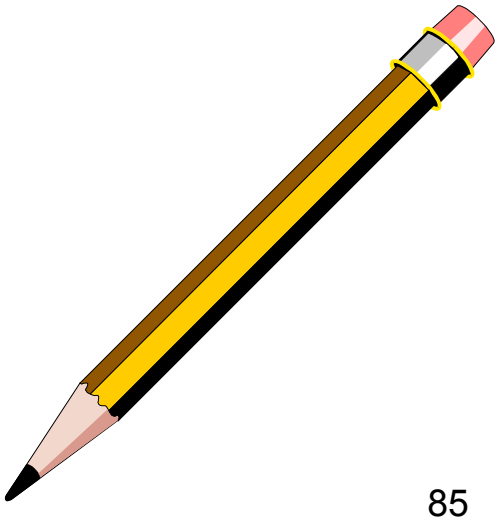


Design to a grid:
has a grid – but also invisible instructions

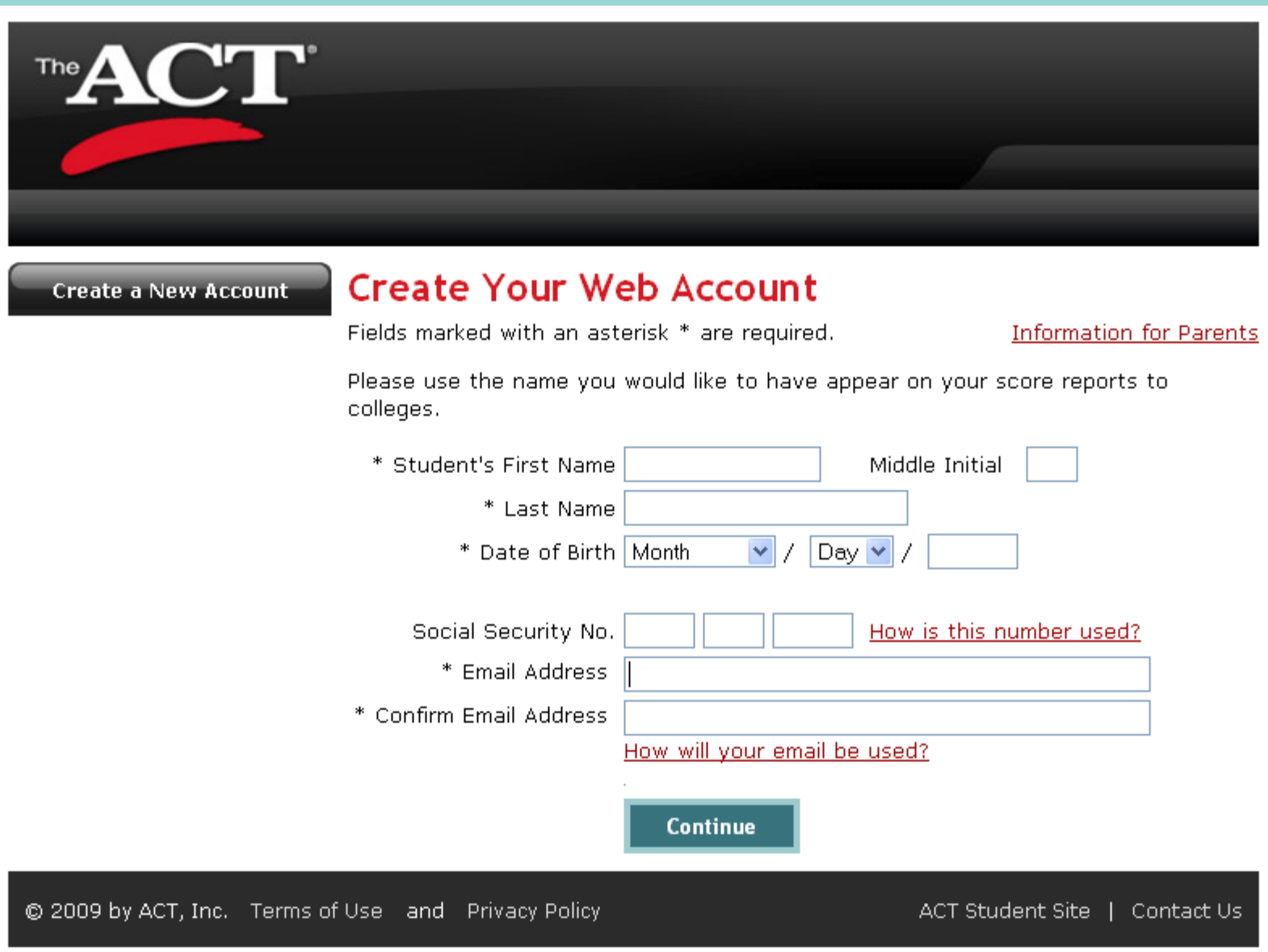


Now try it for yourself

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



Equivalent page May 2010



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

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