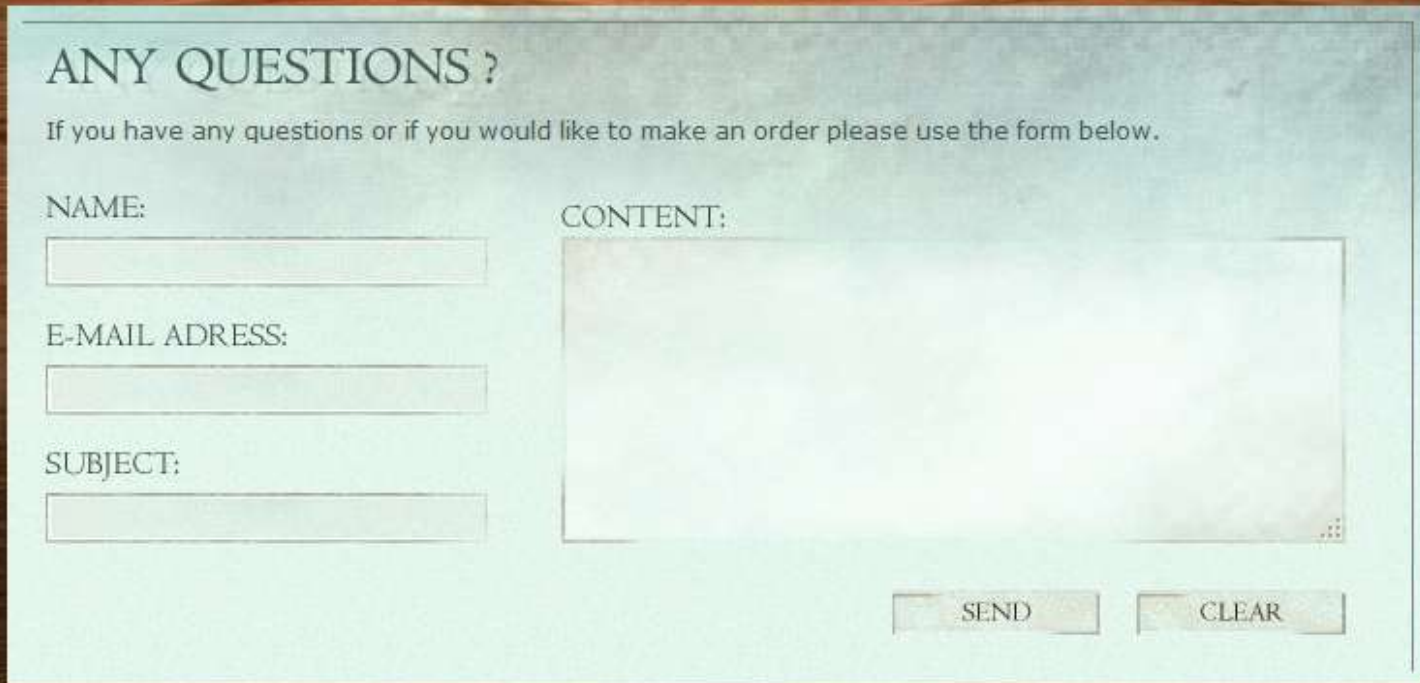


Design tips for complex forms Malta 2012

Caroline Jarrett

This form looks appealing,
the questions are simple,
the task is easy



ANY QUESTIONS ?

If you have any questions or if you would like to make an order please use the form below.

NAME:

E-MAIL ADDRESS:

SUBJECT:

CONTENT:



standards
XHTML 1.0 ✓
CSS 2.1 ✓

copyrights
www.swiths.com ✓
all rights reserved ✓

designed by / coded by
DMoch Marcin Dmoch
Piwarowski Marcin Piwarski

But what happens if we have to work with complex forms like this?



Apply to be authorised as a financial adviser



Google Custom Search

Search

Cymraeg

About us ▾ Doing business with us ▾ FSA Library ▾ FSA Handbook The FSA Register Consumer information ▾

In this section:

Doing business with us

How do I get authorised

Retail intermediaries

Retail intermediaries application

If you are applying for authorisation, then you must:

- prepare and collect the supporting documents;
- build your application pack;
- fill in the forms in the application pack;
- sign the forms and return them to us by post with your cheque and the required supporting documents.



The supporting documents you must have

Click on the links for further information about each document:

- [staff organisational chart](#);
- [business plan information](#); (not applicable to Connected Travel Insurance firms)
- [compliance procedures](#);
- [details of your professional advisers](#);
- [an opening balance sheet](#);
- [a forecast closing balance sheet](#) after 12 months trading or first years trading;
- [a monthly profit and loss account](#) for the first years of trading;
- [a monthly cashflow forecast](#);
- [a copy of the latest annual accounts](#) (if previously traded); and
- [a Professional Indemnity Insurance quotation](#).

Contact

If you have any problems, please contact the Firm Contact Centre

Email:

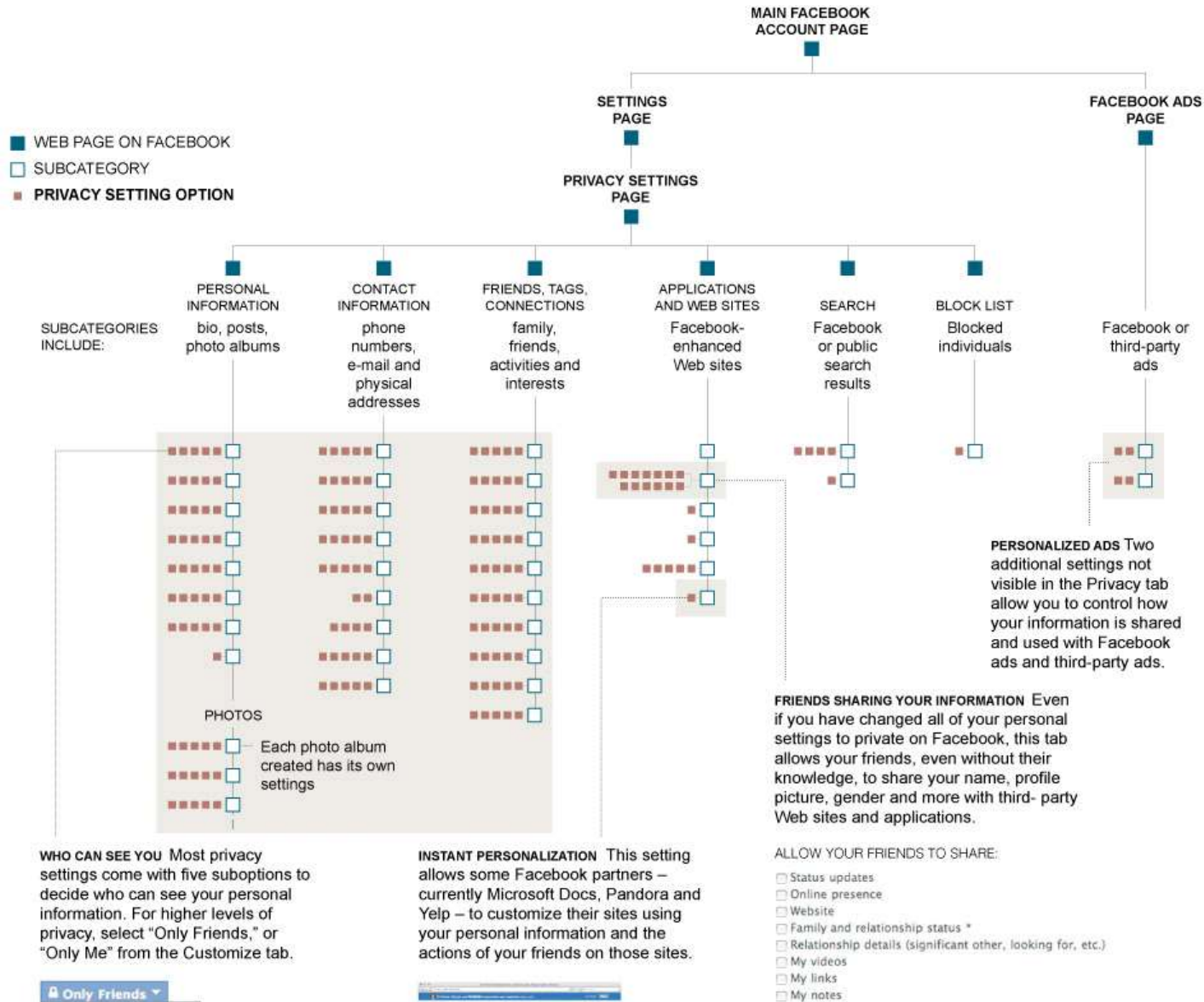
[Firm Contact Centre](#)

Telephone:

0845 606 9966

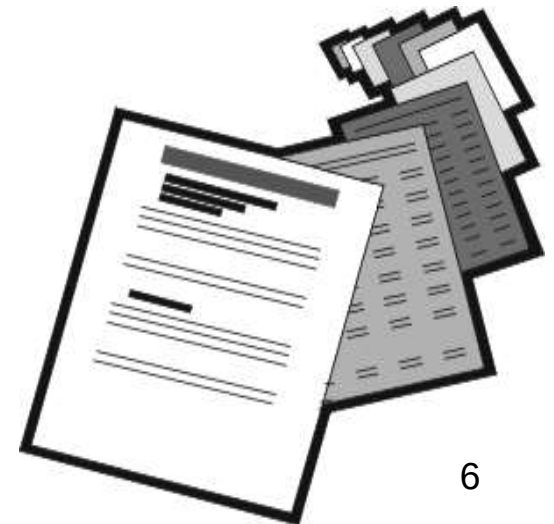
(call rates may vary)

Privacy on Facebook



A form is complex if ...

- It has more than one page
- Answers come from elsewhere:
 - Form
 - Document
 - Page
 - Person
- The consequences are important:
 - Money
 - Stress
 - Prison?



Three women do their tax



Anna



Maria



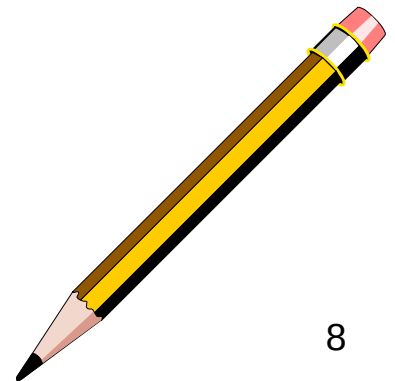
Lisa

Which of these statements is most important for Maria?



That form was easy because...

1. I liked the way it looked and it was easy to read
2. I understood the questions and could answer them
3. I knew exactly what I had to do and I got my tax done on time



Users experience a form in three layers

Appearance

Can't
read it

Conversation

Can't answer
it

Relationship

Can't achieve
my goal

A good form works well across all three layers

Appearance

Lovely and
legible

Conversation

Easy questions,
obvious answers

Relationship

Goals achieved
(mine and yours)



GOVERNMENT OF MALTA

SEARCH ON WWW.GOV.MT



Advanced Search

3rd February, 2012

Welcome to the Government of Malta official electronic Portal.

MALTI

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mygov.mt



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Resources



Travelling & Tourism



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site

GOV.UK

Settings

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Feedback

Take the tour

Beta
site

Welcome to GOV.UK, the best way
to get to government services
and information

Search

Try bank holidays, clock change, student finance, car tax

BROWSE

POPULAR

Task: find the right form



GOVERNMENT OF MALTA

SEARCH ON WWW.GOV.MT

[Advanced Search](#)

Welcome to the Government of Malta official electronic Portal.

3rd February, 2012

MALTI HOME MALTESE LANGUAGE SOFTWARE FAQs HELP FEEDBACK

Prime Minister's Biography

Prime Minister's Speeches

Treaty Of Accession



 **government**
have your say!

 Public Consultations

 A-Z

 Contacts Database

 How Can We Help?

Links to Public Services and Information

Citizens  Businesses

 **mygov.mt**

Login to your e-Government

IMPORTANT LINKS

- The President
- Office of the Prime Minister
- The Parliament
- Local Councils
- A-Z Directory
- List of Ministries and Departments
- List of Embassies
- Government Gazette Online

 Environment & Resources

 Law & Enforcement

 Social Benefits & Grants

 Motoring & Transport

 Health & Well Being

 Employment & Business

 Travelling & Tourism

 Art, Culture & History

 Civil Status & Rights

 Education & Learning

 Taxes & Customs

 Home & the Community

PROFILES

- Children
- Senior Citizens (or Elderly)
- Businesses

Choose from:

[Profiles List](#)

ALL ABOUT

- Employment
- Retirement
- Education & Learning

More...

[Full List of Life Events](#)

Let's see what's visible on a typical laptop



GOVERNMENT OF MALTA

SEARCH ON WWW.GOV.MT

[Advanced Search](#)

Welcome to the Government of Malta official electronic Portal.

3rd February, 2012

MALTI HOME MALTESE LANGUAGE SOFTWARE FAQs HELP FEEDBACK



mygov.mt

Login to your e-Government

RESOURCES

- Ministry of Finance, the Economy and Investment
- VAT Department
- Inland Revenue Department
- Malta Customs Website

Taxes and Customs

- E-Services
- Value Added Tax
- Taxes
- Customs

E-Services

- VAT Payments and Due Dates
- Personal Tax Return
- Corporate e-Tax Services
- e-Customs

TOP

Value Added Tax

- Department of Value Added Tax
- Value Added Tax Act
- Tax Practitioners

TOP

Next click?



GOVERNMENT OF MALTA

HOME PRINT PAGE REMOVE HEADER HELP BACK



Inland Revenue

on-line

"faster, better, simpler"

☎ 2296 2296 ✉ taxpayerservice.ird@gov.mt

Home

FSS

Downloads

Welcome

Final Settlement System

Tax Rates

SSC Rates

Downloads

IR Services on-line

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International Tax

High Net Worth Individuals

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Duty on Documents & Transfers

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News

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Contact Us

Opening Hours

Links



Welcome to the Inland Revenue Website. This site contains information about the Income Tax System in Malta.

The Inland Revenue is responsible to the government for the administration of the Income Tax and Capital Transfer Duty Acts and the enforcement of social security contributions under the direction of the Ministry of Finance.

LATEST New Parent Computation.



IR Services on-line

Tax Practitioners

Employers & Data Providers

Individuals

Submit:

Submit:

Submit:

Legal & Technical

Court Decisions

BSC Cases

BSC Case Index

Tax Guidelines

Documents and Guides

That 'Income Tax Return' link... isn't a link



GOVERNMENT OF MALTA

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PRINT PAGE

REMOVE HEADER

HELP

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- Final Settlement System
- Tax Rates
- SSC Rates
- Downloads
- IR Services on-line
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- Rules
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- Links
- Security
- Freedom of Information
- Taxpayers' Charter



Welcome to the Inland Revenue Website. This site contains information about the Income Tax System in Malta.

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Legal & Technical

- Court Decisions
- BSC Cases
- BSC Case Index
- Tax Guidelines
- Documents and Guides

LATEST New Parent Compu _



IR Services on-line

Tax Practitioners

Submit:

- Income Tax Return
- Financial Statements
- PT Reduction Form

View:

- Payments
- Tax Statements

Employers & Data Providers

Submit:

- FSS Files
- Data Report Files

View:

- Submission History
- Validation Errors

Individuals

Submit:

- Income Tax Return

Effect Payment for:

- Self Assessment
- Settlement Tax

Ah ha, there it is



High Net Worth Individuals

Rules

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Freedom of Information

 Taxpayers' Charter

LATEST

New Parent C



IR Services on-line

Tax Practitioners

Submit:

- Income Tax Return
- Financial Statements
- PT Reduction Form

View:

- Payments
- Tax Statements

Sign-in

Employers & Data Providers

Submit:

- FSS Files
- Data Report Files

View:

- Submission History
- Validation Errors

FSS on-line

Sign-in

Individuals

Submit:

- Income Tax Return

Effect Payment for:

- Self Assessment
- Settlement Tax
- Arrears
- Provisional Tax
- SSC Class2

Sign-in

New to IR Services on-line? Register [here](#).

A quick suggestion?



GOVERNMENT OF MALTA

HOME PRINT PAGE REMOVE HEADER HELP BACK



Inland Revenue

on-line

"faster, better, simpler"

☎ 2296 2296 ✉ taxpayerservice.ird@gov.mt

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LATEST New Parent Computation.



IR Services on-line

Tax Practitioners

Employers & Data Providers

Individuals

Submit:

Submit:

Submit:

Legal & Technical

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Documents and Guides

A quick suggestion?



Inland
Revenue

on-line

"faster, better, simpler"



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Welcome to the Inland Revenue Website. This site contains information about the Income Tax System in Malta.

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LATEST

New Parent Compu_



IR Services on-line

Tax Practitioners

Submit:

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Sign-in

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FSS on-line

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Form tip 1 (about relationship)

Focus on what your
users need to do



Let's keep clicking



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Sign-in

Employers & Data Providers

Submit:

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- Data Report Files

View:

- Submission History
- Validation Errors

FSS on-line

Sign-in

Individuals

Submit:

- Income Tax Return

Effect Payment for:

- Self Assessment
- Settlement Tax
- Arrears
- Provisional Tax
- SSC Class2

Sign-in

New to IR Services on-line? Register [here](#).



Welcome to IR Services on-Line

The Inland Revenue is providing individual taxpayers with the facility to submit their Income Tax Return over the Internet. Taxpayers can apply for their e-ID and submit their Income Tax Return for the current year of assessment. Taxpayers may also view their Tax Statements, Income Tax Return Status and Income Tax Payments from this website.

This is the logon interface to the Inland Revenue On-Line services for individual taxpayers. The services included will allow you to access your own personal information relating to tax matters on a year-by-year basis.

This system is for the sole use of authorised individuals holding a valid e-ID issued by the Maltese Government. All activities are monitored and recorded.

To log in, please enter your e-ID login and password. If you require assistance in logging kindly use the links provided on the right.

A step-by-step user guide is available for download from [here](#) (Powerpoint slide-show*, 5Mb)

* Requires [Powerpoint Viewer 2003](#).



e-id Authentication

Username

Password

[Choose Digital Certificate](#)

Assistance

- [Register for an e-ID](#)
- [Forgot your password?](#)

Further Information

- [Website Interactivity](#)



What do you need to do first?



Accessing and Using mygov.mt

Friday, February 3, 2012 | Malti

Home | FAQs | Ask a Question

 Sign In with your e-ID

e-ID Number

Password

Sign In

Cancel

Select Digital Certificate

Forgot Your Password?

Register for an e-ID

Using Windows Vista?

Click here before Proceeding

e-GOVERNMENT

SERVICES DIRECTORY

e government

have your say!



Accessing and Using mygov.mt

- Step 1 Registering and Using your e-ID
- Step 2 Receiving your e-ID Details
- Step 3 Activating your e-ID
- Step 4 Registering for a Digital Certificate (Optional)
- Step 5 Installing your Digital Certificate (Only once you complete Step 5)

Registering and Using your e-ID

You must have an e-ID to use e-Government Services. The e-ID, or electronic identity, is a trusted authentication mechanism for citizens and businesses to identify themselves to electronically access services from across government.

To register for your e-ID, follow the guidelines below:

STEP 1 - Visit one of the e-ID Registration Offices in Valletta or in Rabat (Gozo)

VALLETTA (Evans Building, Merchants Street, Valletta Malta – same location as Passport Office)

Monday to Friday : 8 a.m. to 2 p.m.
Wednesday : 8 a.m. to 2 p.m. and 3 p.m. to 6 p.m.
Saturday : 8 a.m. to 11 a.m.

RABAT, GOZO (St. Francis Square, Rabat, Gozo – same location as Passport Office)

Monday to Friday : 7.45 a.m. to 11.30 a.m. and 1.30 p.m. to 4.00 p.m.
(the office is only open in afternoons between 1st September and 15th June)
Saturday : 7.30 a.m. to 11 a.m.

You must present your ID Card and give your email address to the Registration Officer. If you don't have an email account, the Registration Officer will advise you how to get an email account for free.

STEP 2 – Receiving your e-ID Details

After corroborating your identity, the Registration Authority will send you a username, password, and a secure PIN activation code that are unique

Form tip 2

(about
relationship)

Put the first thing first



Let's try that in the UK: 'beta' version of gov.uk

Welcome to GOV.UK, the best way
to get to government services
and information

Try bank holidays, clock change, student finance, car tax

BROWSE

[Crime and justice](#) [Driving](#)
[Education](#) [Family](#) [Housing](#)
[Life in the UK](#) [Money and tax](#)
[Neighbourhoods](#) [Travel](#) [Work](#)

POPULAR

 [Get a tax disc](#)
 [UK bank holidays](#)
 [Student finance calculator](#)
 [Housing Benefit](#)
 [Maternity pay entitlement](#)
 [What to do after someone dies](#)



Search results for *tax return*

47 results found



[File your Self Assessment tax return](#)

You can file your Self Assessment **tax return** online by registering for HM Revenue & Customs online ...



[Get your tax right if you retire abroad or return to the UK](#)

How to make sure you pay the right **tax** if you retire abroad or **return** to the UK after living abroad ...



[50-plus element of Working Tax Credit](#)

If you are 50 or over and **returning** to work after being on certain benefits, you could be eligible

Click or scroll?



GOV.UK

Settings

Help

Feedback

Search

[Home](#) > [Money and tax](#)

BETA



SERVICE

File your Self Assessment tax return

This service requires a [Government Gateway](#) account.

Log in to HM Revenue & Customs online services or register as a new user. You can file your tax return and manage your account online.

GET STARTED



on the HM Revenue & Customs
website

RELATED TOPICS



[Capital Gains Tax](#)



[Income Tax](#)

[More from the **Money and tax** section](#)

I'm a new user

Welcome to HMRC Online services

Existing users

Please enter your User ID and password, then click the 'Login' button below.

Please note: Fields are not case sensitive.

User ID: ?

Password: ?

Login

▶ [Digital Certificate user](#)

▶ [Lost User ID?](#)

▶ [Lost password?](#)

▶ [Lost or expired Activation PIN?](#)

▶ If you have lost both your User ID and password please contact the HM Revenue & Customs (HMRC) [Online Services Helpdesk](#).

New user

To register for online services please click the Register button below.

Register

▶ [Digital Certificate user](#)

▶ [Frequently Asked Questions \(FAQs\)](#)

▶ [Computer requirements](#)

▶ [View a demo of HMRC's services](#)

▶ [Registration and Enrolment process](#)

News

[Are your contact details up to date?](#)

It's really important that your contact details are kept up to date so that HMRC can confirm your submission receipt by email and you can obtain new passwords online.

[Are you having problems logging in?](#)

If you've entered the wrong User ID or password three times or more, your account will be locked and you won't be able to use HMRC Online Services for the next two hours.

Online Security

Um, um, um... not so sure here

New user

Please select the type of account you want to create, Individual, Organisation, Pensions or Agent.

▶ [Individual](#)

Please register as an 'Individual' if you are using HM Revenue & Customs Online Services for **personal transactions** or if you are self-employed.

▶ [Organisation](#)

Please register as an 'Organisation' if you are using HMRC's Online Services as an employer, a contractor, a Partnership, a Limited Company or Trust.

▶ [Agent](#)

Please register as an 'Agent' if you are using HMRC's Online Services on behalf of your client(s), whether paid or acting in a voluntary capacity.

▶ [Pensions](#)

Please register for 'Pensions' if you are using HMRC's Online Services as a Pension Scheme Administrator or a Pension Scheme Practitioner.

[Back](#)

Um, um, um... where is 'tax return'?

New user

Please **select the services** you wish to use.

Individual

- ☐ Self Assessment (SA)
- ☐ Site content tools
- ☐ VAT (submit return or change details)
- ☒ VAT EC Sales List (ECSL)
- ☐ VAT EU Refunds
- ☐ VAT Registration
- ☐ VAT Reverse Charge Sales List (RCSL)

Other services

If you are not an Individual wishing to register, please choose one of the options below.

- ▶ [Organisation](#)
- ▶ [Pensions](#)
- ▶ [Agent](#)

Back

Next

Form tip 3

(about
conversation)

Use the same words
all the way through



What you will need to enrol

You have chosen to enrol for the service(s) shown below. Please ensure you have the required information shown below to continue.

Individual

Self Assessment (SA)

You will need your:

- **Unique Taxpayer Reference**
- plus either your
- **National Insurance Number**
- or
- **Postcode**

If you have entered the details correctly, you will be taken to the HM Revenue & Customs [Online Services](#)


**HM Revenue
& Customs**

Online Services
Cymraeg | Print | Close

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Unique Taxpayer Reference (UTR)

The Unique Taxpayer Reference (UTR) will have been issued by HM Revenue & Customs when you or your client registered for Self Assessment. It is made up of ten numbers, for example 1234567890, and can be found on the Tax Return (SA100), a 'Notice to complete a Tax Return' (SA316) or a Statement of Account. It may also be found on other documents we have issued.

Depending on the type of document issued the reference may be printed next to the headings 'Tax Reference', 'UTR' or 'Official Use'.

Where to find this


HM Revenue & Customs

Tax Return

for the year ended 5 April **2004**

UTR 12345 67890 ✓

Suggestion: put the help on the same page

 HM Revenue & Customs

Online Services

HMRC home | Cymraeg | Contact us | Help

What you will need to enrol

You have chosen to enrol for the service(s) shown below. To add or delete services, please click the 'Back' button. Please ensure you have the required information shown below to complete your enrolment and then click 'Next' to continue.

Individual

Self Assessment (SA)

You will need your:

- **Unique Taxpayer Reference (UTR)** ⓘ You'll find them on your paper tax return, Notice to file a return, or other documents we send you
- **National Insurance Number** ⓘ

or

- **Postcode**

If you have entered the details and are experiencing difficulties, please contact the HM Revenue & Customs [Online Services Helpdesk](#).

BackNext

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Form tip 4 (about conversation)

Put just enough help
where the user needs it



A quick look at buttons.

What you will need to enrol

You have chosen to enrol for the service(s) shown below. To add or delete services, please click the 'Back' button. Please ensure you have the required information shown below to complete your enrolment and then click 'Next' to continue.

Individual

Self Assessment (SA)

You will need your:

- **Unique Taxpayer Reference (UTR)** 

plus either your

- **National Insurance Number** 

or

- **Postcode**

If you have entered the details and are experiencing difficulties, please contact the HM Revenue & Customs [Online Services Helpdesk](#).

Back

Next

Typical eye-movement when reading a form:

Look for field, turn left for label, look for field

The diagram illustrates a typical eye-movement pattern when reading a form. Red arrows show the sequence of eye movements across a form with the following fields:

- Title* (dropdown menu with "(Choose)" selected)
- Other title (text input field)
- First name* (text input field)
- Last name* (text input field)
- Gender* (dropdown menu with "(Choose)" selected)
- OU Personal identifier (if known) (text input field)
- Date of birth (DD-MM-yyyy) (text input field with dashes)

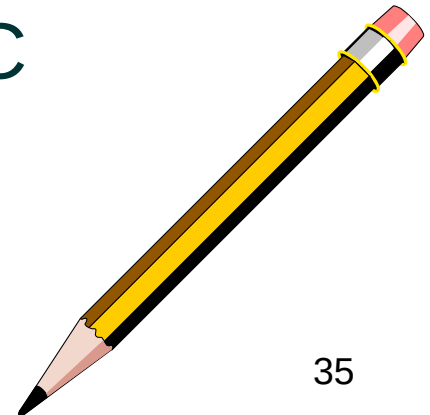
The arrows indicate a vertical path down the right side of the form, with horizontal jumps to the left to read each label. A vertical red line marks the column of input fields.

A

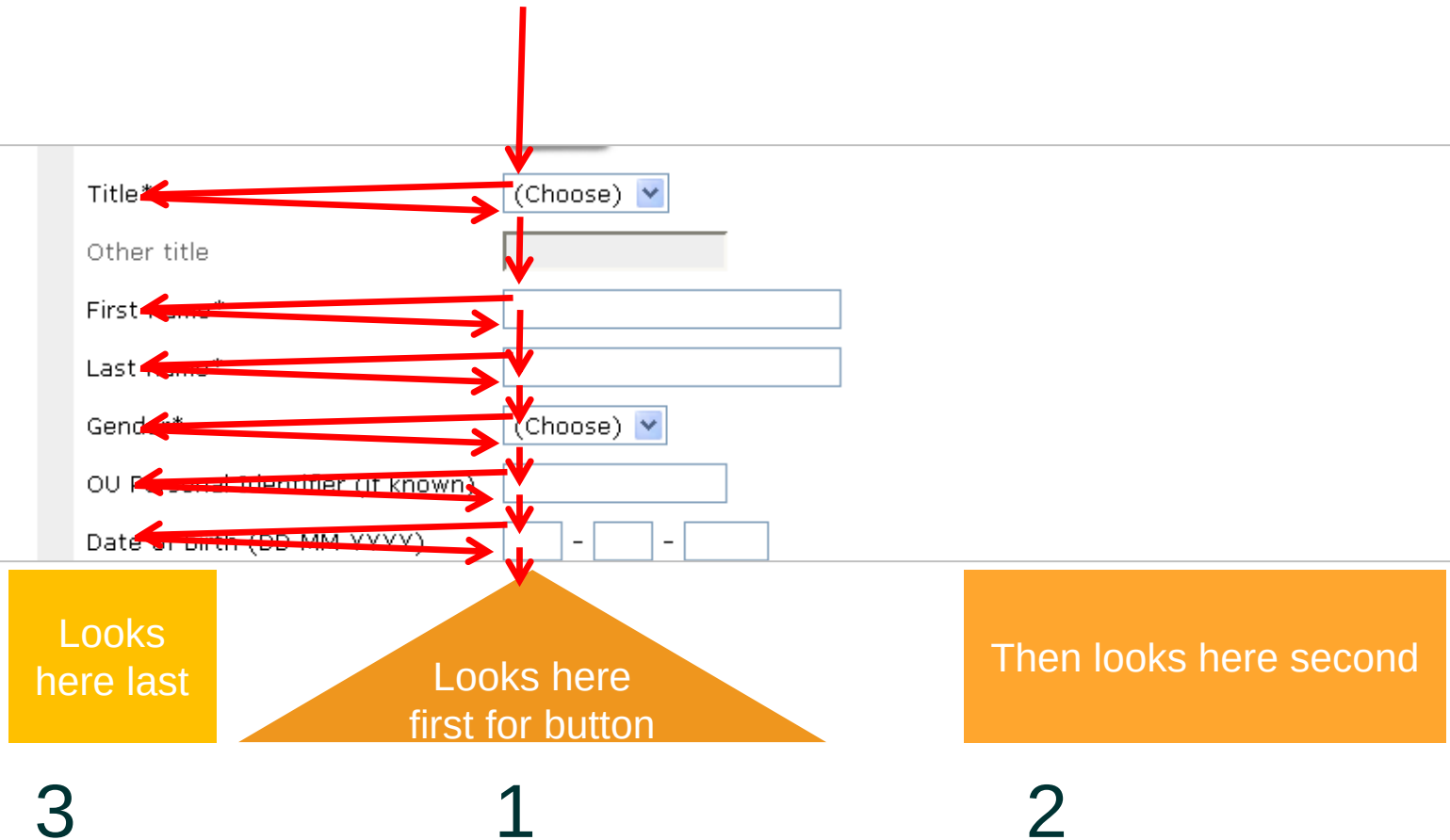
B

C

Where to put the button?



In eye-tracking studies, I observed this



A quick look at buttons.

What you will need to enrol

You have chosen to enrol for the service(s) shown below. To add or delete services, please click the 'Back' button. Please ensure you have the required information shown below to complete your enrolment and then click 'Next' to continue.

Individual

Self Assessment (SA)

You will need your:

- **Unique Taxpayer Reference (UTR)** 

plus either your

- **National Insurance Number** 

or

- **Postcode**

If you have entered the details and are experiencing difficulties, please contact the HM Revenue & Customs [Online Services Helpdesk](#).

[Back](#)[Next](#)

A second suggstion

 HM Revenue & Customs

Online Services

HMRC home | Cymraeg | Contact us | Help

What you will need to enrol

You have chosen to enrol for the service(s) shown below. To add or delete services, please click the 'Back' button. Please ensure you have the required information shown below to complete your enrolment and then click 'Next' to continue.

Individual

Self Assessment (SA)

You will need your:

- **Unique Taxpayer Reference (UTR)** ⓘ You'll find them on your paper tax return, Notice to file a return, or other documents we send you
- **National Insurance Number** ⓘ

or

- **Postcode**

If you have entered the details and are experiencing difficulties, please contact the HM Revenue & Customs [Online Services Helpdesk](#).

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Appearance Tip

Best place for a button:
aligned with left-hand end
of text entry boxes



Complexity affects all three layers of the form

- Relationship
 - Focus on what your users need to do
 - Put the first thing first
- Conversation
 - Use the same words all the way through
 - Put just enough help where the user needs it
- Appearance
 - Put clearly labelled buttons in the right place



Recently I had to fill in this form

Register

If you would like to register, simply fill out the following boxes, and click the button below to get started!

United Kingdom ▼

Continue

And I succeeded, because
the task was important

More resources on <http://www.slideshare.net/cjforms>

Design tips for complex forms 2011

Caroline Jarrett
J.Boye Conference Denmark



Labels and buttons on forms and other time-consuming forms controversies

Caroline Jarrett

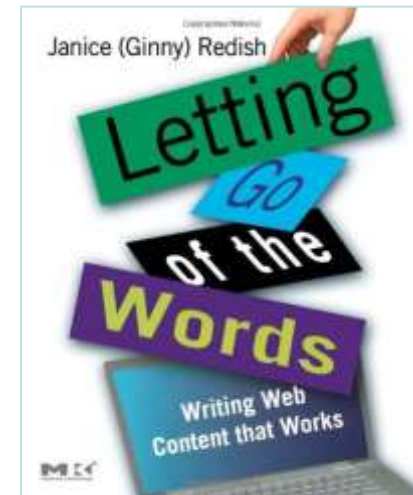
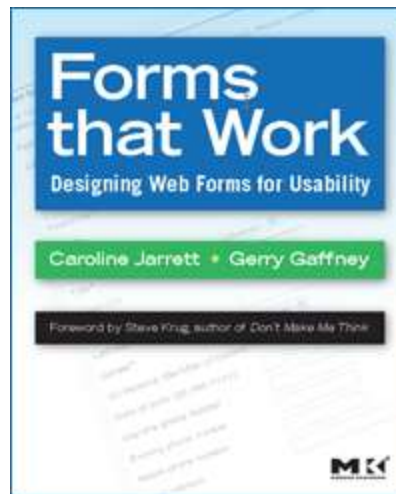
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CJD 2012 May 7-11 2011, Vancouver, BC, Canada
ACM 91.02



Design tips for complex forms

Caroline Jarrett
Clarity 2010 Lisbon

Thanks to Morgan Kaufmann for these books



Virtual seminar “Design tips for surveys”

- 28th February 2012
- 1:30pm Eastern time = 7:30pm Malta time
- 2nd in ‘Next Steps’ series from
User Interface Engineering and
Rosenfeld Media

Caroline Jarrett

twitter @cjforms

caroline.jarrett@effortmark.co.uk

