Design tips for complex forms

UXPA 2013

Caroline Jarrett

@cjforms

'Complex' and 'simple' in forms

Agenda

Users and usage of complex forms

Conversation and flow in complex forms

Appearance of complex forms

Let's start with a few forms

- Three forms coming up....
- Is the form simple or complex?
- Why?





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Passports

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Passport Announcements

- Puerto Rico Birth Certificate Law
- Information on Compromised Identities
- CDC Contact Information on US Passport Books

Apply for a U.S. Passport



- ► First Time Adult Applicant (Age 16 and Older)
- Minor Applicant (Under Age 16)
- Where to Apply in the U.S.

Renew By Mail



- ► Renew a Passport Have a Passport Book?
- Apply for a Passport Card by Mail

Lost or Stolen U.S. Passport





Correct or Change U.S. **Passport Information**



- ► Change Your Name
- Report and/or Replace a Passport

Information & **Assistance**

National Passport Information Center

1-877-487-2778

1-888-874-7793 (TDD/TTV)

Send an E-Mail

Travel Warnings

Israel, The West Bank And

Honduras 08/17/2013

Niger 08/14/2013

More >

Other Government Websites

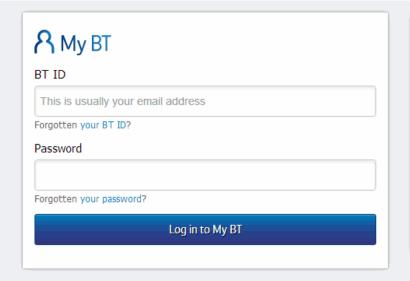
USA Gov Service Locator Department Of Homeland Security

The White House

More >







Not signed up yet?

Here's what you can do in My BT:

- · See all your bills online
- · Check your usage between bills
- · Set up and access your BT Extras

All you need is:

- · Your contact email address
- · Your BT account number

What is a BT ID and why has the My BT log in page changed?

BT.com Contact BT Sitemap About BT Privacy policy Code of practice Find a number







✓ ✓ 🗚 🕏 Change cookie settings



What makes a form complex?

- Here are some ideas I had. Do we agree, disagree, add?
- A form is complex if:
 - It looks complicated (many fields, multiple pages)
 - It uses complex terminology or concepts
 - The answers require thought, research, or someone else
 - The task is challenging:
 - Important consequences
 - · Required rather than optional
 - Infrequent rather than familiar



Most of all: if users expect it to be complex, it is.

This form is complex.
 Even though we haven't seen it yet.

Apply for a U.S. Passport



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We know that we need to observe people as they use the forms



How to catch them at it?

- Let's share ideas about how to solve the problem of investigating and observing forms in use when:
 - They are completed very infrequently or
 - The task is split (across people, technology or time)
 - The design cycle is offset from the completion cycle.





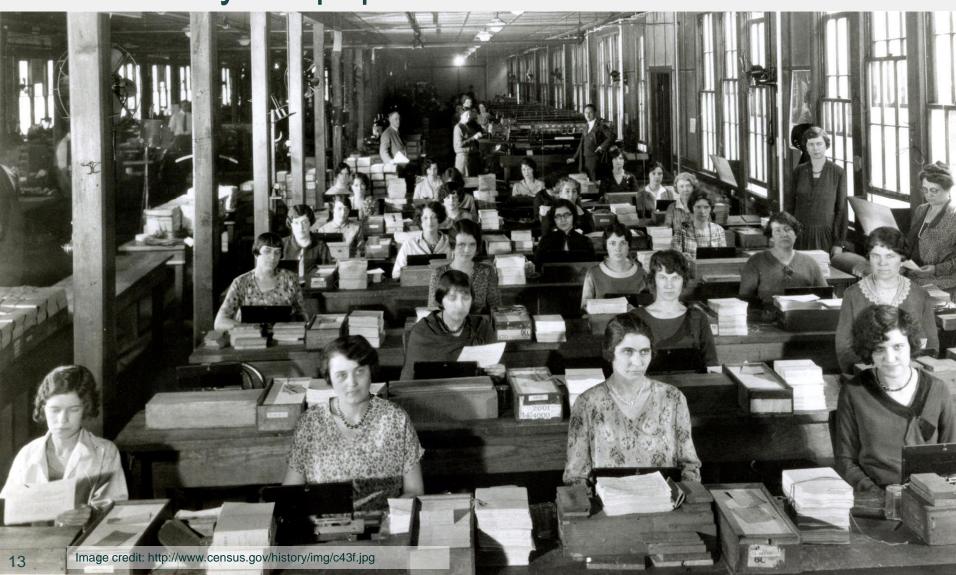
Try a 'replay study'

Users have another go at a complex form:

- In their own environment
- With their real data
- While you watch and take notes.



Observing internal users was easier in the days of paper





Track a sample of forms through your process

Look for: minimum time, maximum time, mode, errors, loops, customer contacts, staff involvement.

But most of all: for errors.

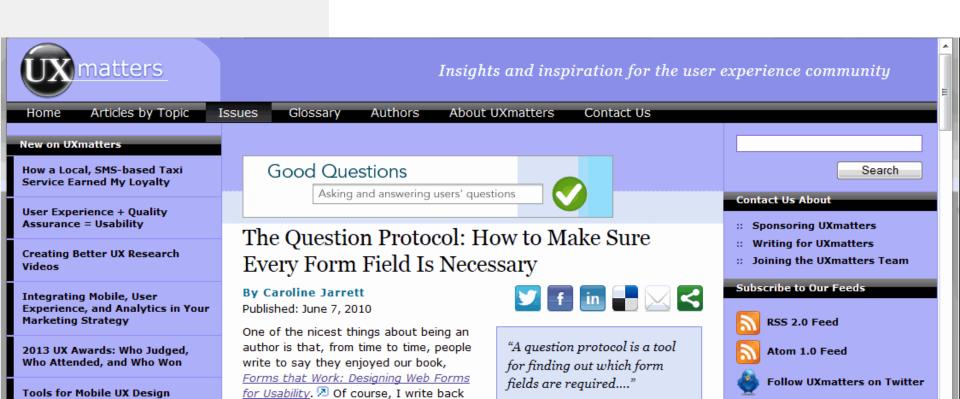




Use a question protocol to establish who uses the data

http://www.uxmatters.com/mt/archives/2010/06/ the-question-protocol-how-to-make-sure-every-form-field-is-necessary.php

http://bit.ly/94T9N6



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To get good answers, ask good questions



Meet Maria.

 In Malta, we thought about Maria doing her taxes.

Design tips for complex forms Malta 2012

Caroline Jarrett





Now, she's a new mother.

- Maria's baby Josef was born in May.
- She's Maltese-American and wants to take him to meet his Maltese grandparents.
- She needs a passport for him.

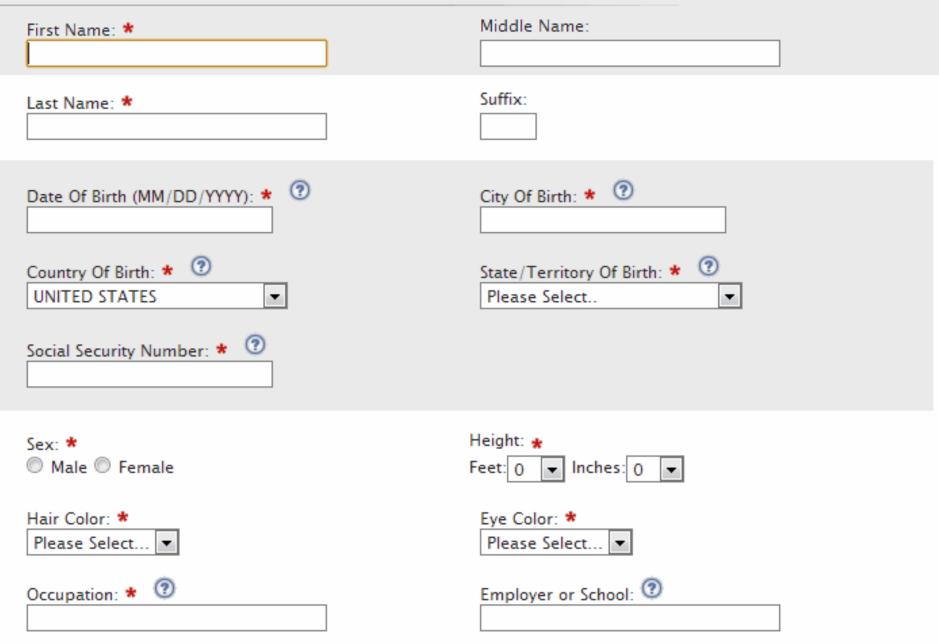


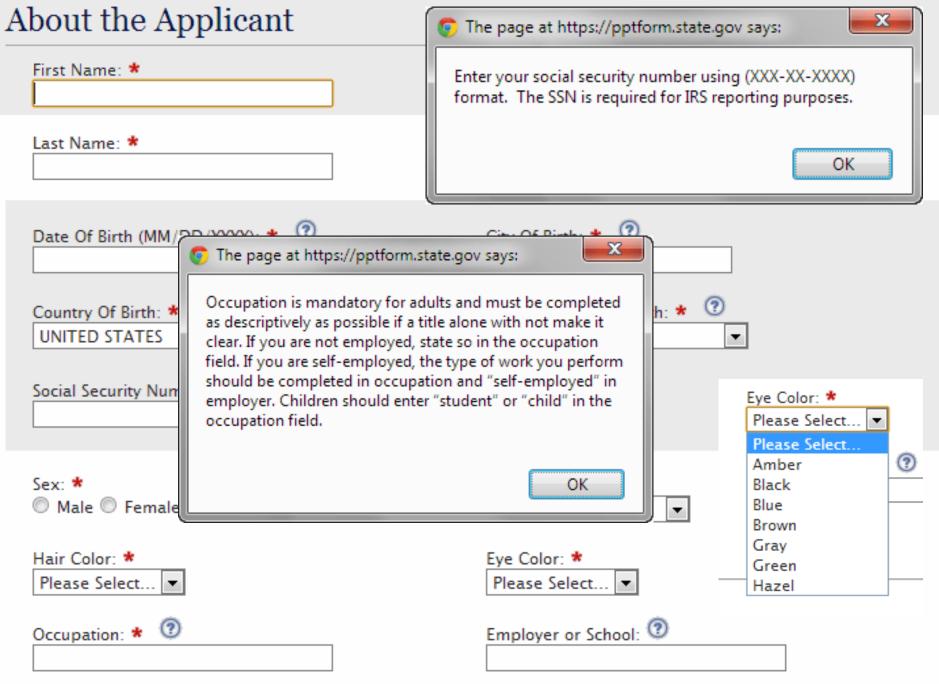
Where does the answer come from?

- I'm going to show you some of the questions she has to answer.
- Where does Maria get the answer?



About the Applicant





Some of the help is really helpful

Taking photos of your baby or toddler

When taking a photo of your baby or toddler, no other person should be in the photo, and your child should be looking at the camera with his or her eyes open.

- Tip 1: Lay your baby on his or her back on a plain white or off-white sheet. This will ensure your baby's head is supported and provide a plain background for the photo. Make certain there are no shadows on your baby's face, especially if you take a picture from above with the baby lying down.
- Tip 2: Cover a car seat with a plain white or off-white sheet and take a picture of your child in the car seat. This will also ensure your baby's head is supported.

Some of the help is really helpful

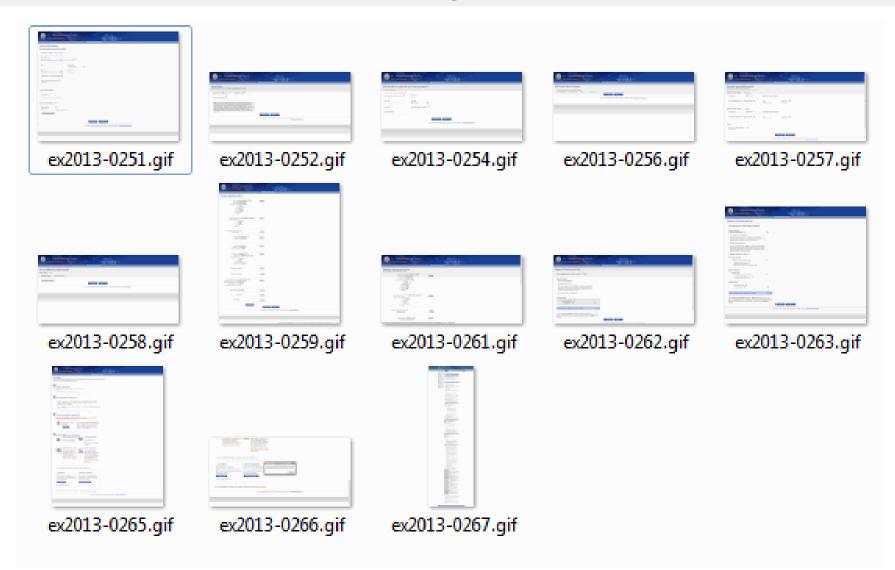
Travel Plans Please complete this section with known or anticipated travel plans.	
Date Of Your Trip (MM/DD/YYYY)? ② Duration Of Trip?	3
Countries To Be Visited? ②	
Note: If you are traveling within two weeks, do not mail in your passport application. If you do, your application may not be completed before your travel date. Please call the National Passport Information Center at 1-877-487-2778 (TDD: 1-888-874-7793) to make an appointment to appear in person at a Passport Agency and receive expedited processing. The automated appointment system is available twenty-four hours a day, seven days a week	

Tip

Put just enough help where the user needs it



Maria has more challenges ahead...





Provide a list of stuff to assemble and deal with

SUBMIT A PASSPORT APPLICATION FOR A MINOR UNDER AGE 16:

Read and understand Steps 1 - 9 before leaving this page.

- 1. Complete Form DS-11: Application For A U.S. Passport
- 2. Submit Form DS-11: Application For A U.S. Passport In Person
- 3. Submit Child's Evidence of U.S. Citizenship
- 4. Submit Evidence of Relationship Between Child and Parent(s)/Guardian(s)
- 5. Present Identification of Parent(s)/Guardian(s)
- Submit a Photocopy of Each Parent/Guardian ID Document To Be Presented (Step 5)
- 7. Provide Parental Consent
- 8. Pay the Applicable Fee
- 9. Submit One Passport Photo

STEP 1: Complete Form DS-11: Application For A U.S. Passport

Complete Form DS-11: Application for a U.S. Passport . Please note, you:

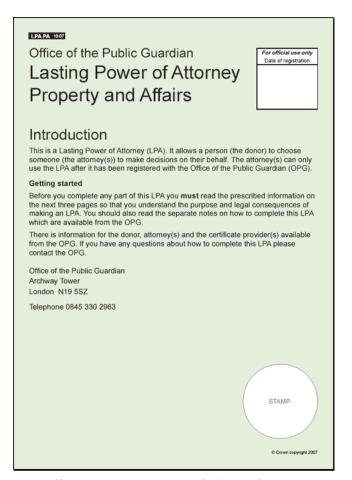
Must not sign the application until instructed to do so by the

Sometimes more than one person has to fill in the form.

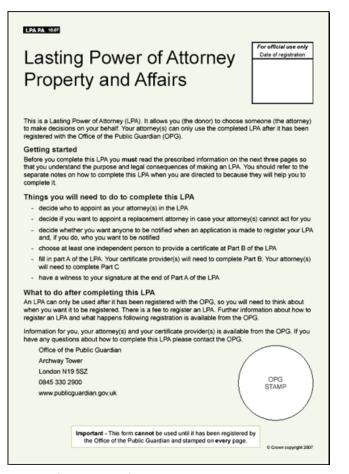


An example: UK 'living will'

Before review



After review



Office of the Public Guardian

Lasting Power of Atto Property and Affairs

Before: Introduction mentions 2+ other people al use only stration

Introduction

This is a Lasting Power of Attorney (LPA). It allows a person (the donor) to choose someone (the attorney(s)) to make decisions on their behalf. The attorney(s) can only use the LPA after it has been registered with the Office of the Public Guardian (OPG).

Getting started

Before you complete any part of this LPA you **must** read the prescribed information on the next three pages so that you understand the purpose and legal consequences of making an LPA. You should also read the separate notes on how to complete this LPA which are available from the OPG.

There is information for the donor, attorney(s) and the certificate provider(s) available from the OPG. If you have any questions about how to complete this LPA please contact the OPG.

Office of the Public Guardian

This is a Lasting Power of Attorney (LPA). It allows you (the donor) to choose (the attorney) to make decisions on your behalf where you lack capacity to make for the Your attorney(s) can only use the completed LPA after it has been public Guardian (OPG).

After:

Introduction

mentions 5+

other people

SO

the

u to

Getting started

Before you complete this LPA you **must** read the prescribed that you understand the purpose and legal consequences of separate notes on how to complete this LPA when you are discomplete it.

Things you will need to do to complete this LPA

- decide who to appoint as your attorney(s) in the LPA
- decide if you want to appoint a replacement attorney in case your attorney(s) cannot act for you
- decide whether you want anyone to be notified when an application is made to register your LPA and, if you do, who you want to be notified
- choose at least one independent person to provide a certificate at Part B of the LPA
- fill in part A of the LPA. Your certificate provider(s) will need to complete Part B. Your attorney(s)
 will need to complete Part C
- have a witness to your signature at the end of Part A of the LPA

What to do after completing this LPA

An LPA can only be used after it has been registered with the OPG, so you will need to think about when you want it to be registered. There is a fee to register an LPA. Further information about how to register an LPA and what happens following registration is available from the OPG.

Information for you, your attorney(s) and your certificate provider(s) is available from the OPG. If you have any questions about how to complete this LPA please contact the OPG.

How many people for Maria's form?

- Hazard a guess: who is involved?
- What if Maria is a single mother?





Provide a list of actors and their roles

The Persons.

Mr. Harcourt, Mr. Kenaston.

Mr. Dorilant, Mr. Lydal.

Mr. Pinchwise, Mr. Mohun.

Mr. Sparkish, Mr. Haynes.

Sir Jaspar Fidget, Mr. Cartwright.

Mrs. Margery Pinchwise, Mrs. Bowtel.

Mrs. Alithea, Mrs. James.

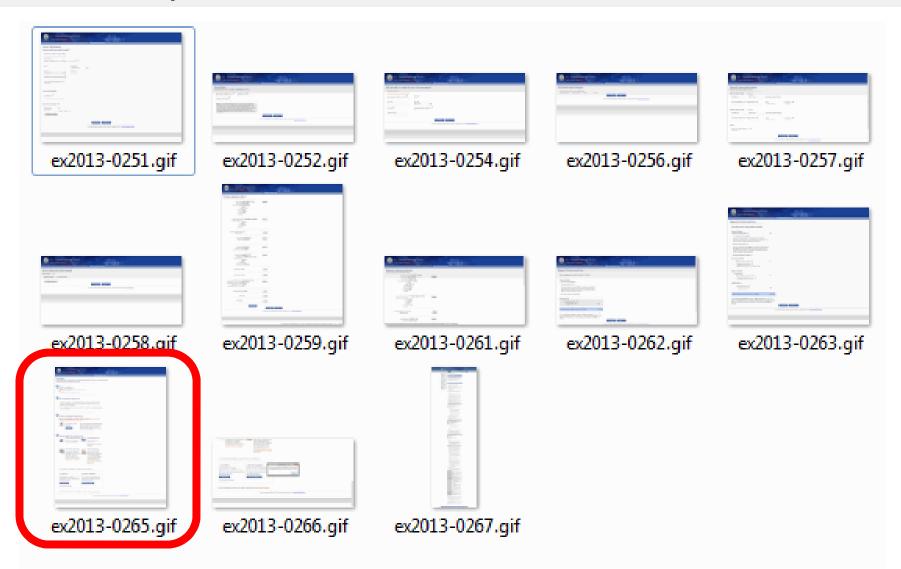
My Lady Fidget, Mrs. Knep.

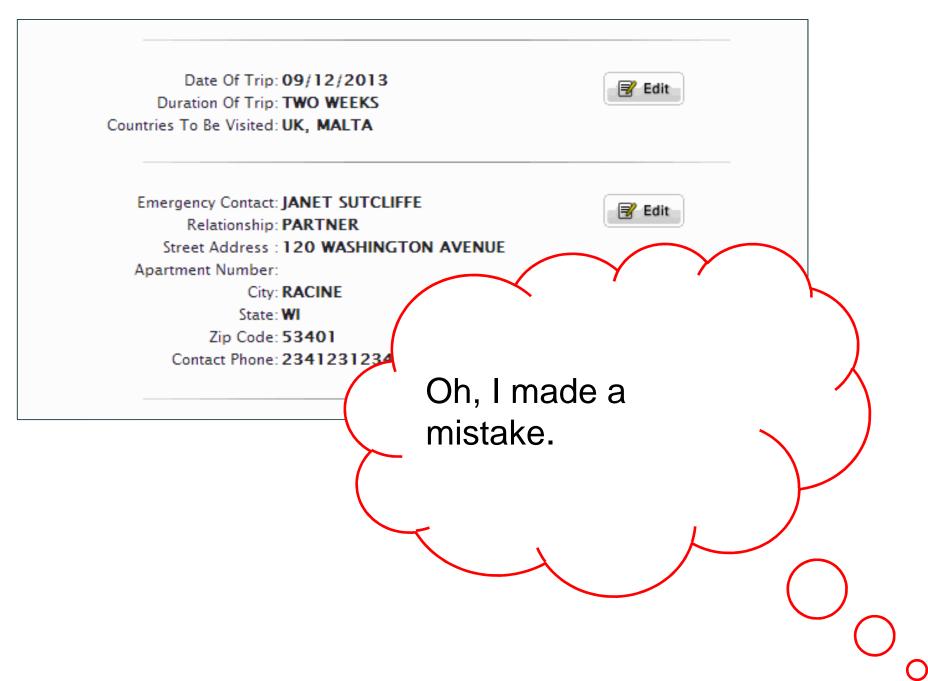
Mrs. Dainty Fidget, Mrs. Corbet.

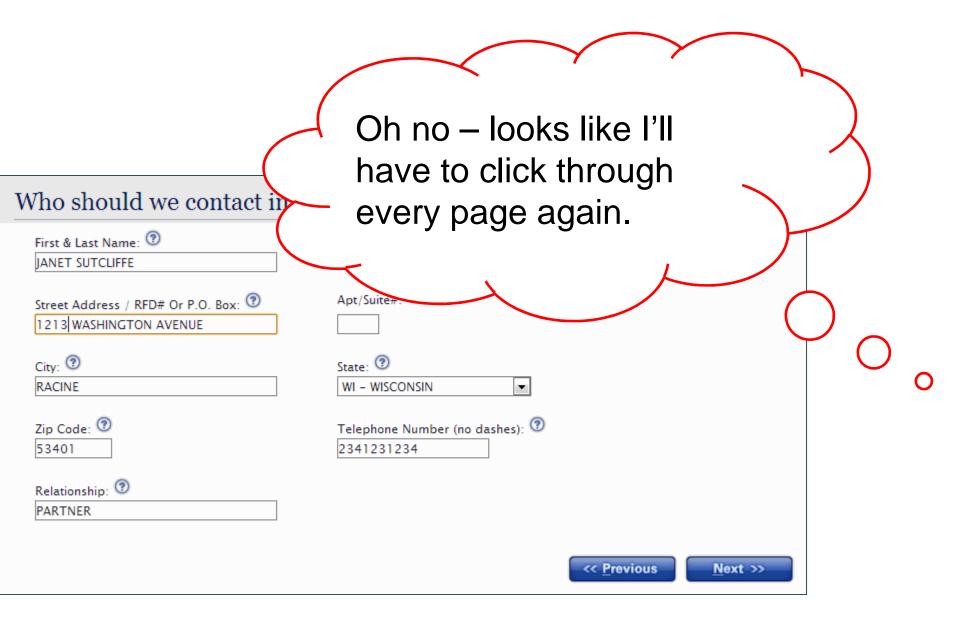
Mrs. Squeamish. Mrs. Wyatt.

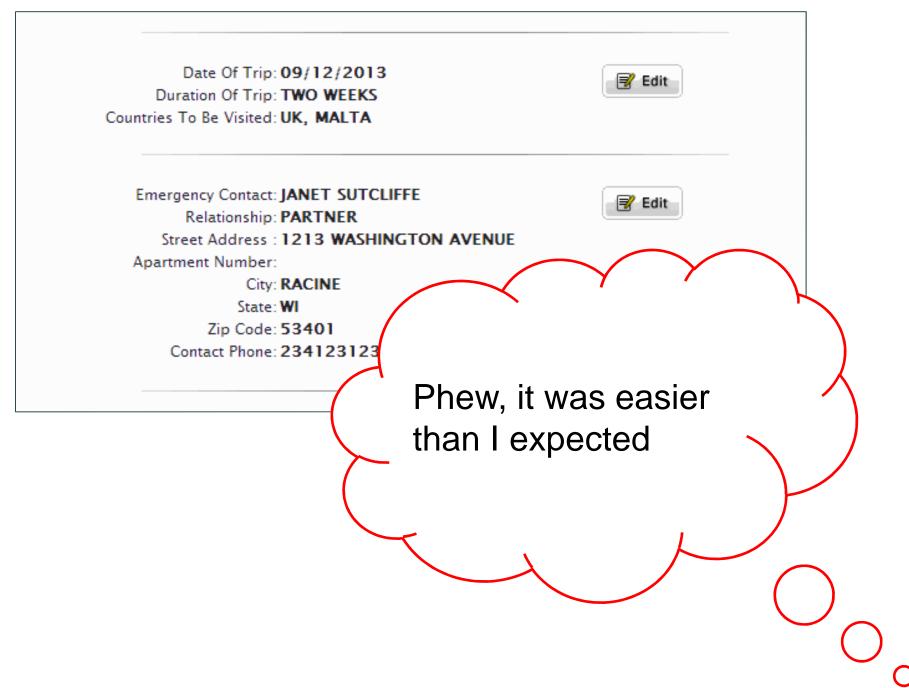
Old Lady Squeamish. Mrs. Rutter.

This step is a review

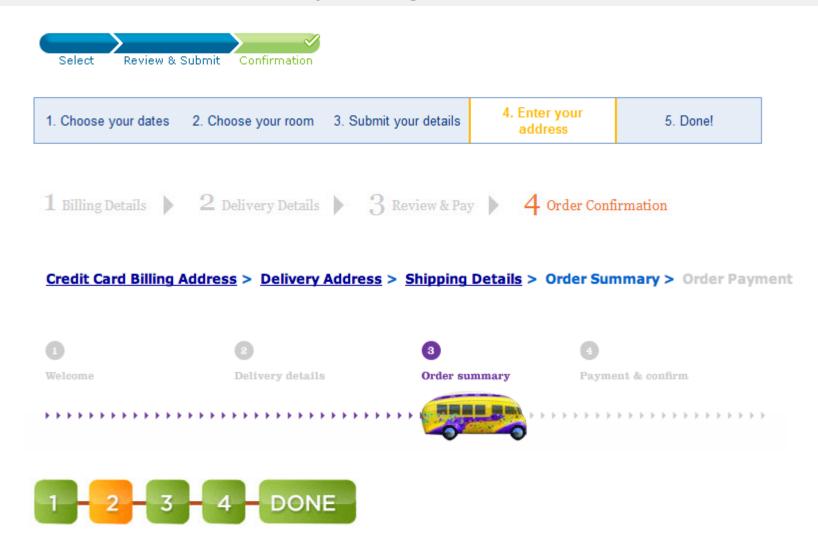




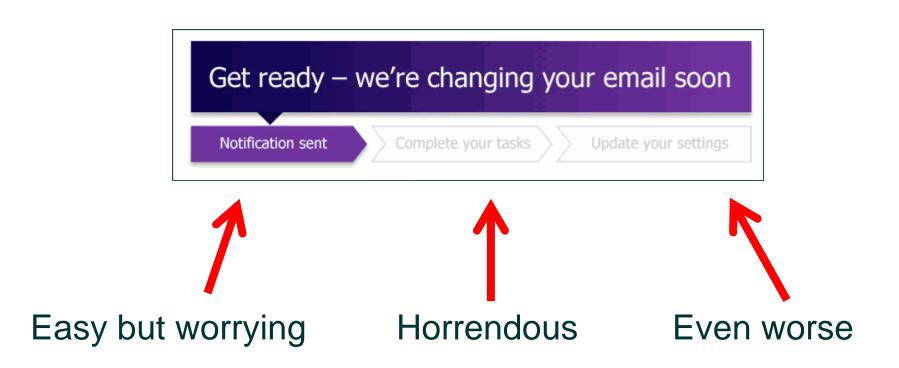




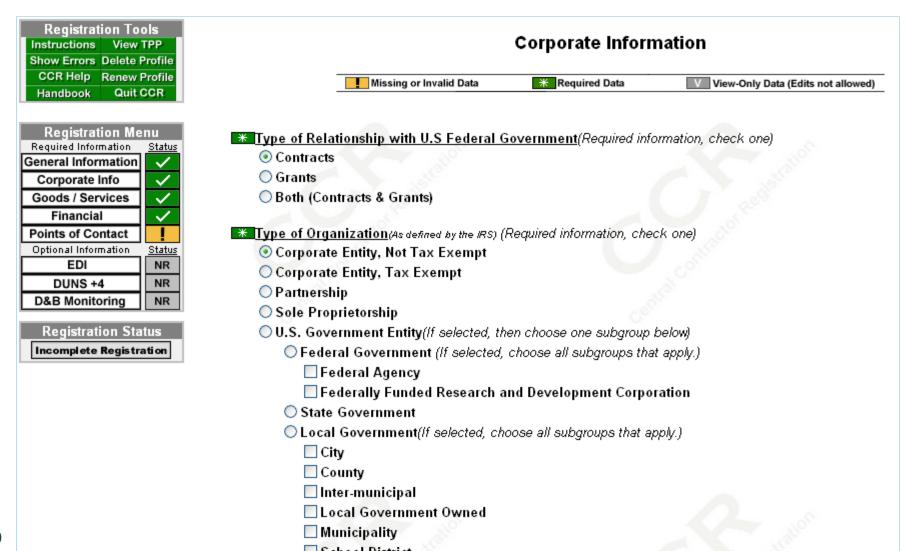
Simple forms may progress



Complex forms often don't.



A summary menu updates as you finish the chunks of the form in any order



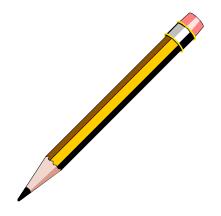
Tip

Use summary menus rather than progress indicators



What about save—and—resume?

- If people need to set aside their form and come back to it, how do you handle that now?
- Can they resume on a different device?
- How do you identify them?
- How long do you keep partial attempts?



Tip

Work hard to ensure great saveand-resume



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Two column form. What is the reading order?

New customer Checkout							
Register/Login — Address — Shipping — Summary — Payment/Place Order — Confirmation							
Customer information			Billing address				
First Name:		*	Address:			*	
Last Name:		*					
Company:			City:			*	
Phone:		*	County:				
E-mail:		*	Postcode:		*		
Password:		*	Country:	United Kingdom 💌 🛪			
Password Confirm:		*					

Two column form. What is the reading order?

enter billing information						
(as it appears on your credit card or billing statement)						
Billing First name	Billing Last name					
Email	Confirm email					
	why we ask?					
Billing Address						
Billing Address 2 (optional)						
City (or APO / FPO)	Country					
	UNITED STATES OF AMERICA 🔽					
State / Province	Zip / Postal Code					



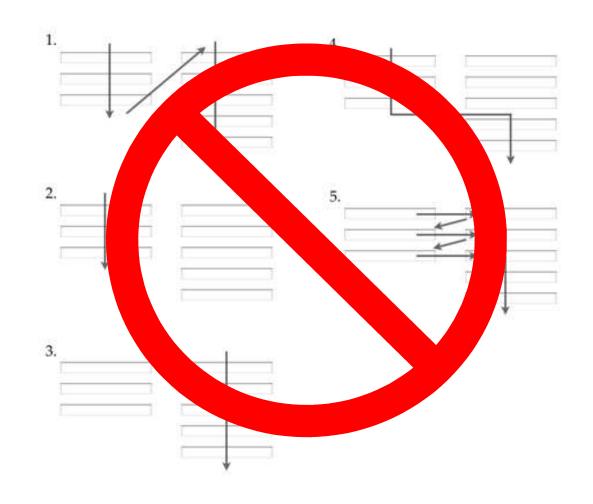
Two column form. What is the reading order?

Register 🕝	* Required fields (Input in English)			
Preferred User ID *	Password * Re-enter Password *			
Title * Family Name *	Given Name * Passport Number			
- 💌				
Country / Territory of Residence *	Date of Birth *			
- Please Select -	DD MMM YYYY			
Email *	Contact Number * Country Area Number Business			
Frequent Flyer Programme	Frequent Flyer Number			
- Please Select -				
Meal Preference for This Flight				
Standard meal				
☑ I would like to receive (seNews and offers	with the latest news Continue			



Avoid multi-column layouts

http://baymard.com/blog/avoid-multi-column-forms



Which layout appeals more? A

SUBMIT A PASSPORT APPLICATION FOR A MINOR UNDER AGE 16:

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- Present Identification of Parent(s)/Guardian(s)
- 6. Submit a Photocopy of Each Parent/Guardian ID Document To Be Presented (Step 5)
- 7. Provide Parental Consent
- 8. Pay the Applicable Fee
- 9. Submit One Passport Photo

STEP 1: Complete Form DS-11: Application For A U.S. Passport

Complete Form DS-11: Application for a U.S. Passport . Please note, you:

. Must not sign the application until instructed to do so by the



Which layout appeals more? B

STEP 5: Present Identification of Parent(s)/Guardian(s)

When applying for a minor under age 16, **both** parent(s)/guardian(s) must **present** acceptable identification at the time of application.

Primary Identification (One of the following):

- ☑ Previously issued, undamaged U.S. passport
- Naturalization Certificate
- ▼ Valid Driver's License
- ☑ Current Government Employee ID (city, state or federal)
- ☑ Current Military ID (military and dependents)

NOTES:

- If none of these items are available, please see Secondary Identification.
- If you apply at an Acceptance Facility and submit out-of-state
 primary identification, you must present a second ID, as well.
 For example, if you apply in Maryland with a Virginia Driver's
 License, you must present a second ID containing as much of the
 following information as possible: your photo, full name, date of
 birth, and the document issuance date.



Which layout appeals more? C



What to Submit With Your Application(s)



One Recent Passport Photo

<u>Click here</u> to view details on submitting a passport photo



Correct Passport Fees

Your total passport fees are:\$105.00

See the <u>Passport Fees</u> for more information.



Proof of U.S. Citizenship

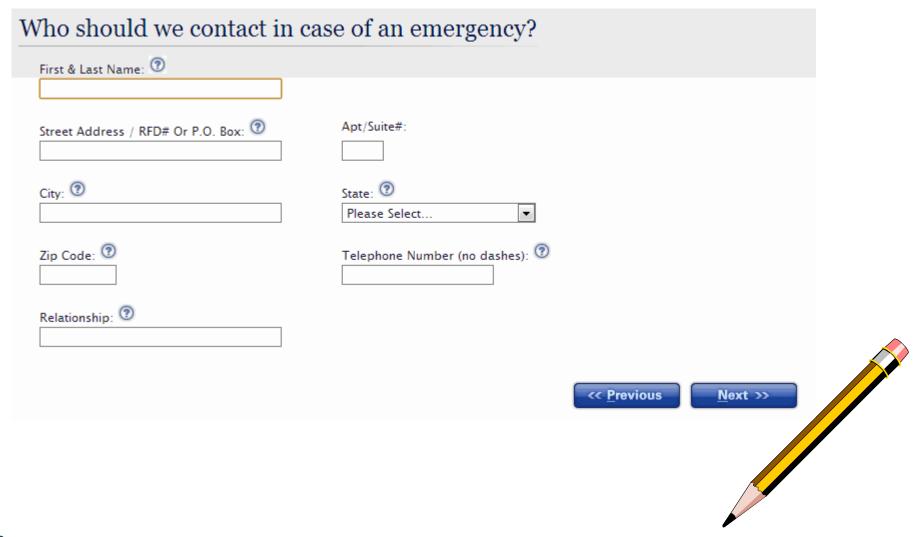
Birth Certificate, Certificate of Naturalization, Consular Report of Birth Abroad, Citizenship Certificate or a previous U.S. passport. See Section 2 of <u>How to</u> <u>Apply in Person for a Passport.</u>



Proof of Relationship

Birth Certificate with BOTH parents' names, Adoption decree with BOTH adopting parents' names, etc. Parent(s)/Guardian(s) must provide a photo ID at the time of application. For more information see Section 3 of Special Requirements for Children Under Age 16.

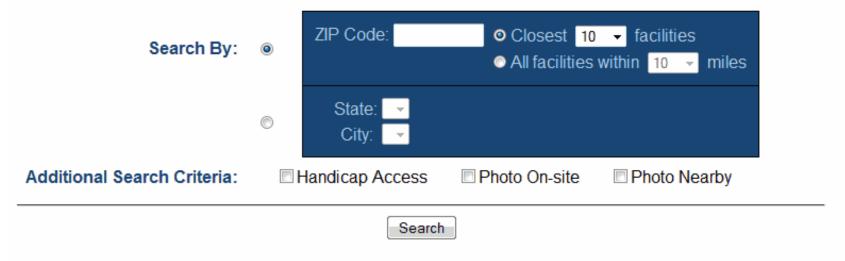
Which page appeals more? A



Which page appeals more? B

Passport Acceptance Facility Search Page

This site will allow you to find the nearest location to apply for a passport. It is provided by the Department of State's Bureau of Consular Affairs, Office of Passport Services/Customer Service, which designates many post offices, clerks of court, public libraries and other state, county, township, and municipal government offices to accept passport applications on its behalf. This page allows you to search by one of three search scopes - Zip Code, State, or State/City. Once you enter your criteria, click on the "Search" button to view a list of the nearest designated passport application facilities.



Please note that information on this site changes weekly. If you wish to provide feedback on using this site, <u>click here.</u>

Which page appeals more? C

Application for U.S. Passport

Before you may enter your personal information to get a passport, you must review the Department of State's <u>Privacy and Computer Fraud and Abuse Acts Notices</u>
and <u>Disclaimers</u>.

This link opens a new page. Once you have read the notice and disclaimer, close that window and click on the box below to indicate you have read them.

I have read the Privacy and Computer Fraud and Abuse Acts Notices and Disclaimers.

Submit Cancel

To report technical problems with this web site, please email us at passportweb@state.gov



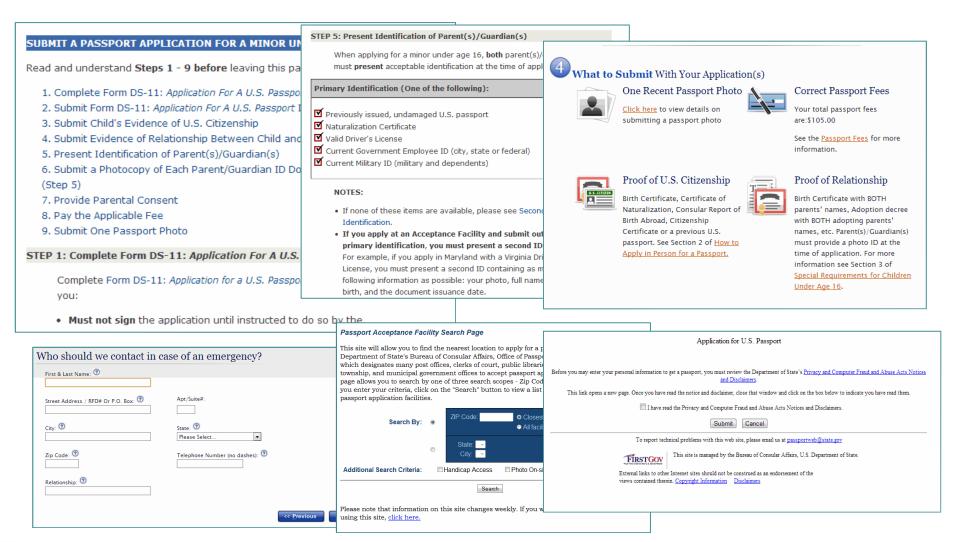
This site is managed by the Bureau of Consular Affairs, U.S. Department of State.

External links to other Internet sites should not be construed as an endorsement of the views contained therein. Copyright Information

Disclaimers



All those screenshots were from the passport application



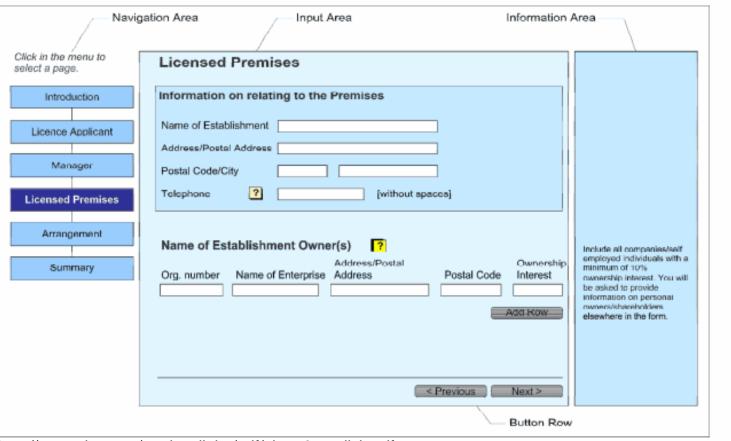
Norway mandated Elmer 2 guidelines for government forms in 2006

ELMER 2 - User Interface Guidelines for Governmental Forms on the Internet

page 29

Examples

Example 1 Overview (All Areas)



http://www.elmer.no/retningslinjer/pdf/elmer2-english.pdf

Tip

Create a simple set of rules and apply them everywhere



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Summary

We've looked at tips about relationship

- Try a 'replay study'
- Track a sample of forms through your process
- Use a question protocol to establish who uses the data

Relationship

Goals achieved

And tips about conversation

- Put just enough help where the user needs it
- Provide a list of stuff to assemble and deal with
- Provide a list of actors and their roles
- Provide summary menus rather than progress indicators
- Work had to achieve great save-and-resume

Conversation

Easy to understand and answer

And tips about appearance

- Avoid multi-column layouts
- Create a simple set of rules and apply them everywhere

Appearance

Lovely and legible

A great form works well across all three layers

Appearance

Conversation

Relationship

Lovely and legible

Easy to understand and answer

Goals achieved

More tips http://www.slideshare.net/cjforms

Design tips for surveys 2012

Caroline Jarrett

User Interface Engineering / Rosenfeld Media Seminar



Design tips for complex forms 2011

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J.Boye Conference Denmark



Design tips for complex forms Malta 2012

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