

Design of survey forms

Workshop at the General Online Research Conference
Cologne, German, March 2014

#GOR14, Cologne

Caroline Jarrett @cjforms

Agenda

Introductions

The three layers of the form

Relationship

Conversation

Appearance




At a glance, which ones are forms?

[illegible]

Apply online for student finance

Full-time and part-time students can apply online to Student Finance England for help with finance, including Tuition Fee Loans, Maintenance Loans and Maintenance Grants. You'll be asked to set up an online account if you're applying for the first time.

Start now 

on the Student Finance England website

[Before you start](#) [Other ways to apply](#)

When to apply

Academic year	Student type	Applications open?
---------------	--------------	--------------------

Sign Up

First name

Email

Username

Password

Confirm Password

[Sign Up](#)

Already have an account? [Sign in instead](#)

[Contact Us](#) [Privacy Policy](#) [Terms of Service](#) [Help](#)

Atlassian



National Rail Enquiries

FORSEE

Customer Satisfaction Survey

Thanks for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

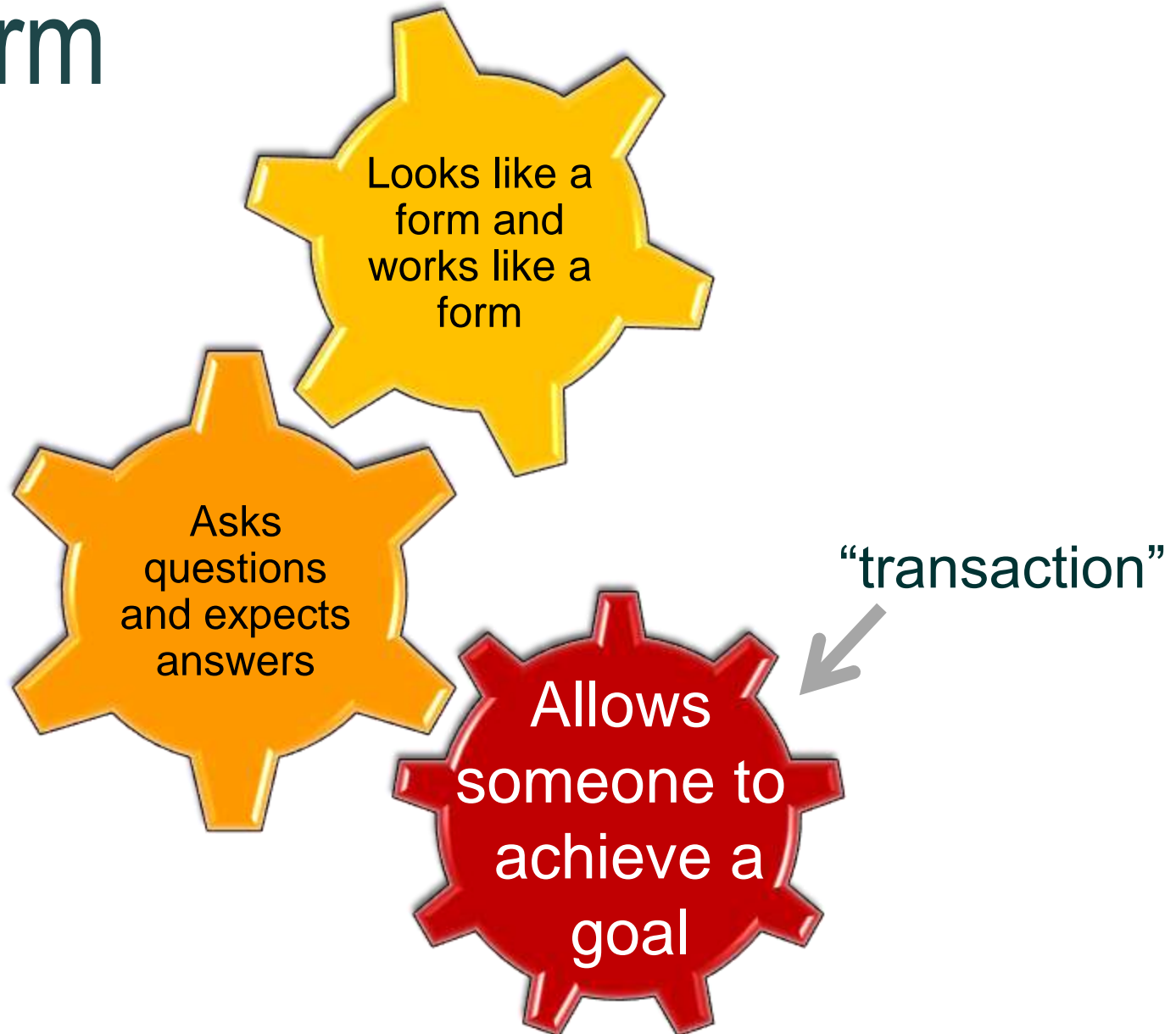
*Required questions are denoted by an **

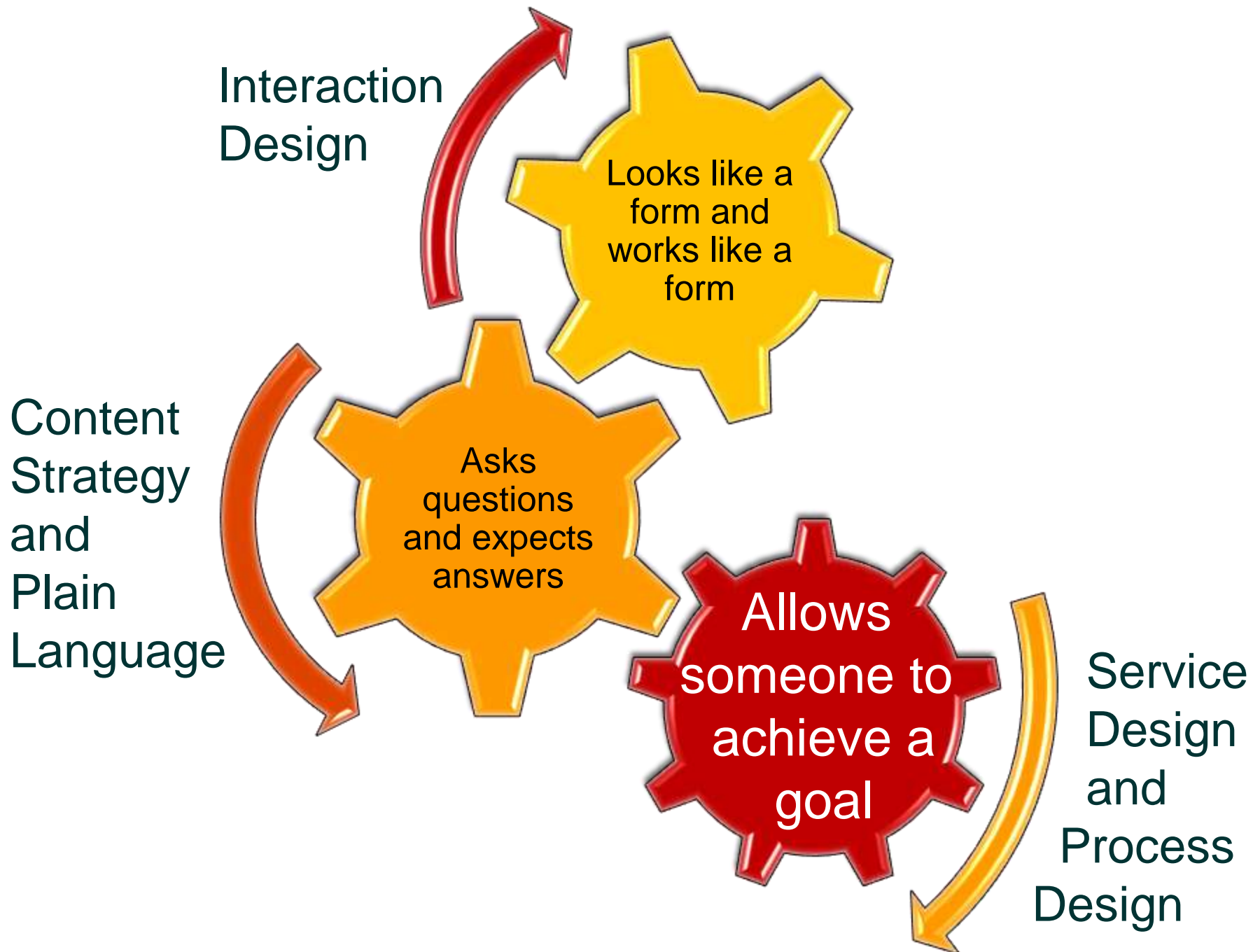


1) *Please rate the balance of graphics and text on this site.									
Excellent=10									
1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
									Don't Know <input type="radio"/>
2) *Please rate the readability of the pages on this site.									
Excellent=10									
1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
									Don't Know <input type="radio"/>
3) *Please rate the options available for navigating this site.									
Excellent=10									
1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
									Don't Know <input type="radio"/>



It's a form if it ...





Where you put
the parts on
the page

Looks like a
form and
works like a
form

The questions
you ask

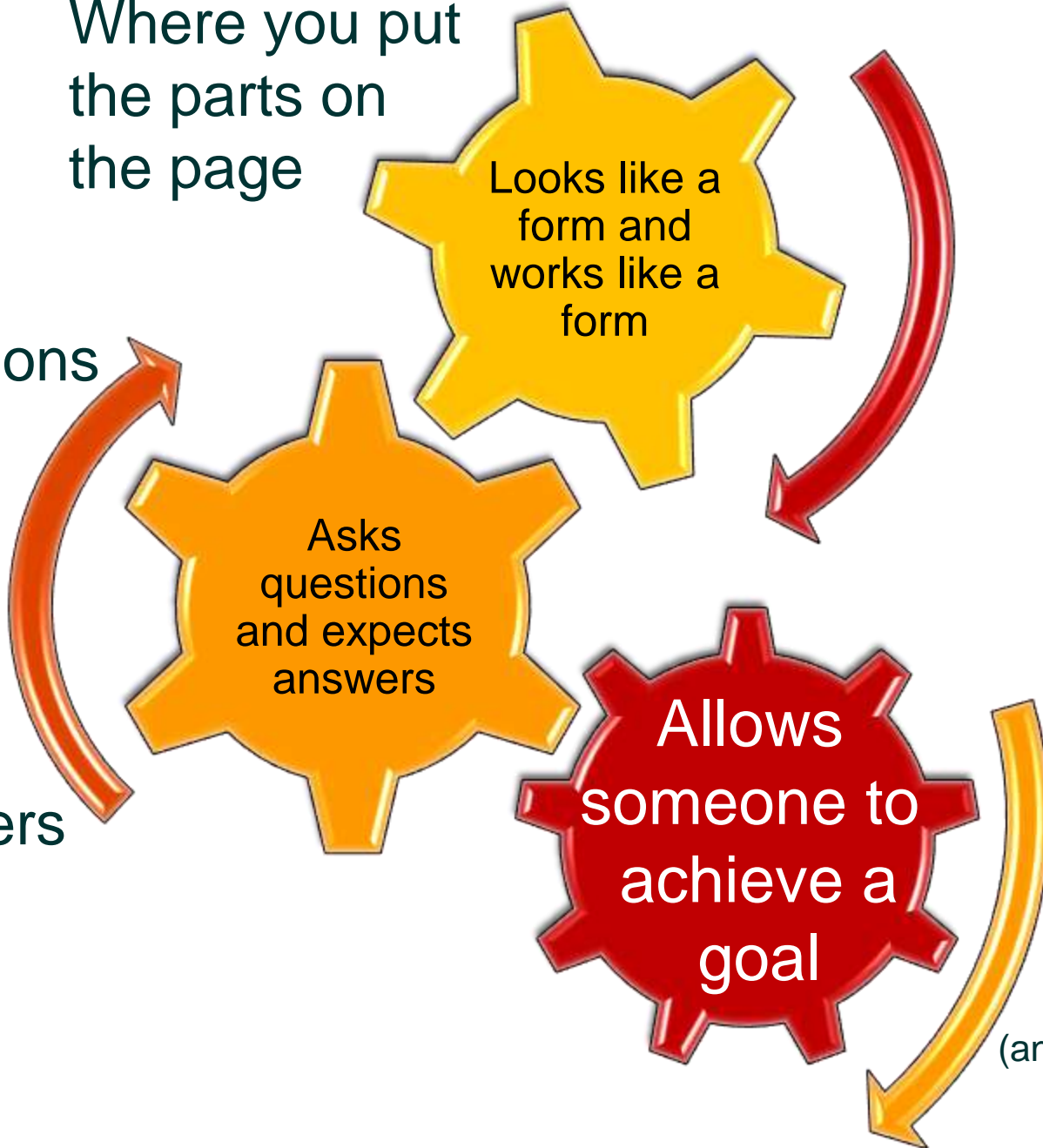
Asks
questions
and expects
answers

The answers
you need

Allows
someone to
achieve a
goal

Users'
goals

(and business ones)



A great form works well across all three layers

Appearance

Lovely and legible.
Simple interaction

Conversation

Easy to understand
and to answer

Relationship

Goals achieved



Which ones are surveys?



National Science Foundation
MAKING DISCOVERIES EASIER

NATIONAL SURVEY OF COLLEGE GRADUATES

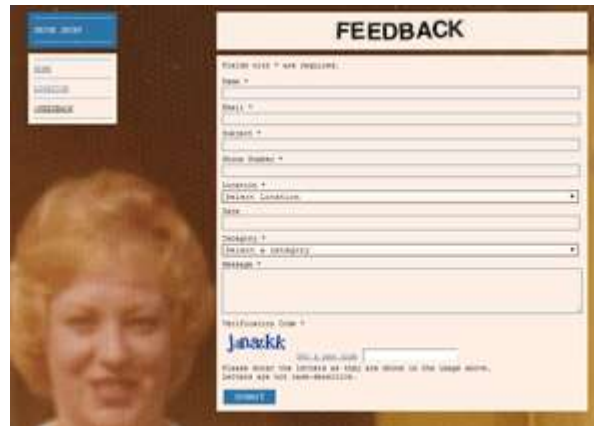
Please enter your username and password:

Username:
Password:

For questions regarding this survey, contact
nsf@nsf.gov
Phone: 1-800-260-0005

The National Survey of College Graduates (NSCG) is a longitudinal survey, designed to provide data on the number and characteristics of experienced individuals with education and/or employment in science and engineering (S&E), or S&E-related fields in the United States. The NSCG provides the opportunity to study the education and career paths of the nation's college-educated individuals in the workforce such as salaries, whether the college-educated population was working in their highest degree field of study, specific occupations, and a gender breakdown of the workforce.

You are viewing a (XEROX CLARIS) 500MHz/400MHz computer. One of the computer without authorization or for purposes for which authorization has not been extended is a violation of Federal law and can be subject to civil or criminal penalties (18 U.S.C. 1030). System usage may be monitored, recorded, and subject to audit. Use of this system indicates consent to monitoring and recording.



FEEDBACK

YOUR VIEW IS VERY IMPORTANT:

Name:
Email:
Subject:
Phone Number:
Company:
Country:
City:
Zip:
Phone:
Fax:
Website:
Comments:

Testimonials: See it

Janack
1000 N. 10th Street
PO Box 1000
Tucson, AZ 85701
Phone: 520-622-1111
Fax: 520-622-1112

Use the [GOV.UK form](#) to send your questions or comments about the website.

Check the [GOV.UK help pages](#) to find out about the use of cookies, accessibility of the site, the privacy policy and terms and conditions of use.

Is there anything wrong with this page?

Is there anything wrong with this page?



Home Office

Police Workforce, England and Wales, 30 September 2013

The Home Office is seeking feedback on the Police Workforce, England and Wales, 30 September 2013 publication so we can assess how well it meets our users' needs and make improvements where possible.

Please could you complete the following short survey, which should take no longer than five minutes. Please base your responses on the bi-annual 30 September 2013 publication (released Jan 2014) and not on previous publications.

All information provided will be treated in confidence and not shared with anyone outside Government. Some summarised results may be published in an anonymised format, where it will not be possible to identify individuals or organisations, on the [www.gov.uk](#) website.

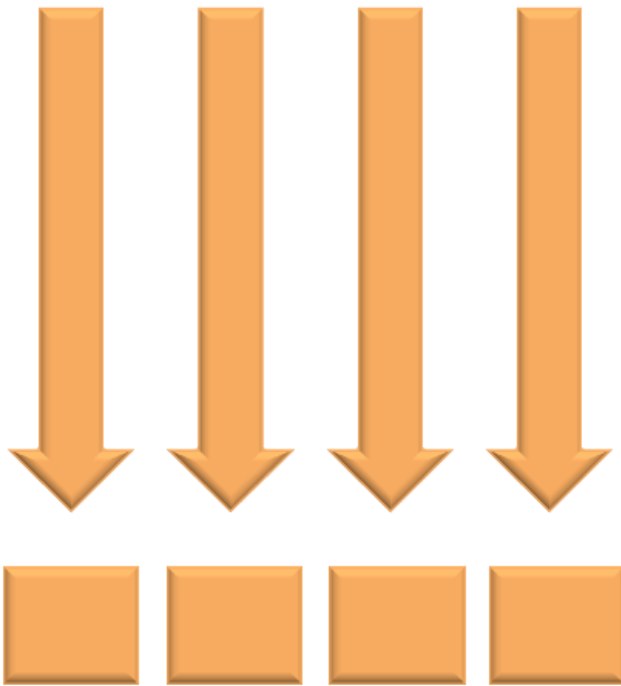
If you have any questions in relation to this survey or require assistance, please contact us at policestats@homeoffice.gov.uk.

0%

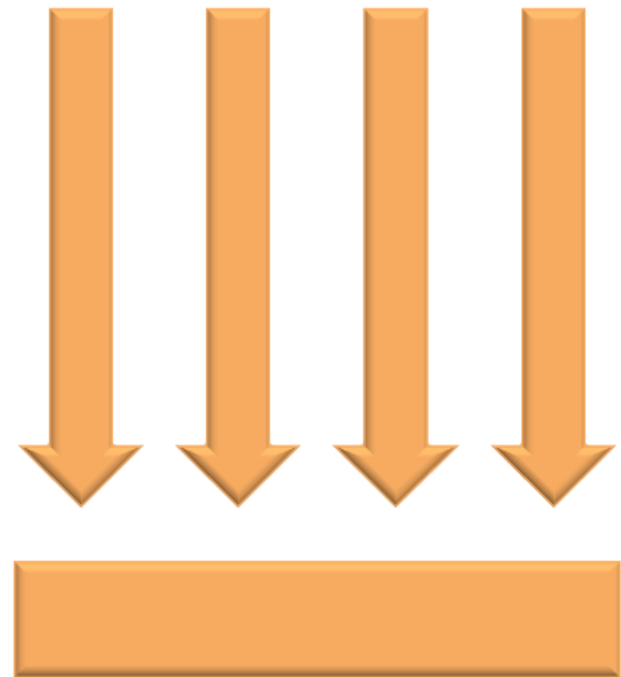


Forms and questionnaires differ in how the answers are used

Form:
answers used individually



Questionnaire:
answers aggregated



Agenda

Introductions

The three layers of the form

Relationship

Conversation

Appearance

Understand the relationship

- Who will use this form?
- Why will they use it?
- When and where?
- How will they use it?
- What will they achieve by using it?



Picture credits: Flickr @chelmsfordpubliclibrary

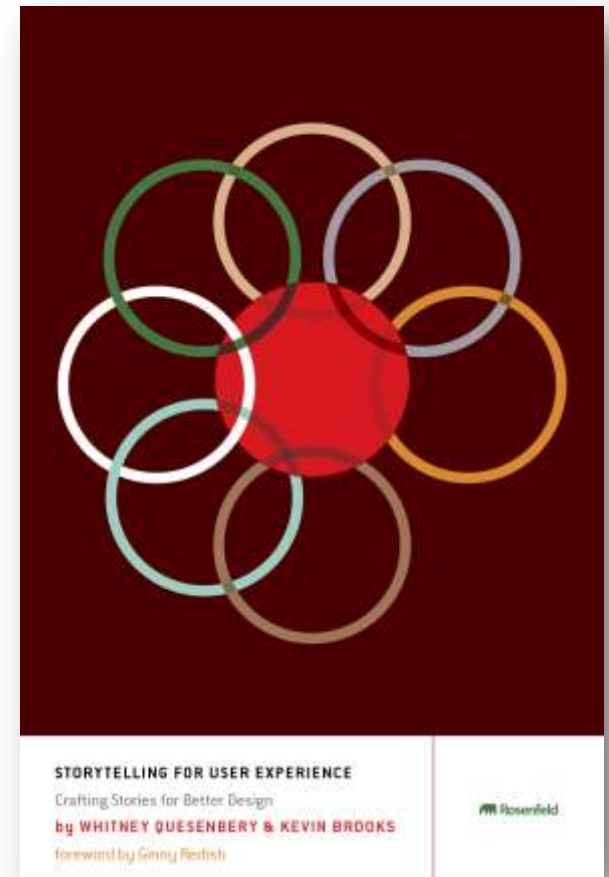
Write a story

- Who will use this form?
 - Choose a photograph of someone who will use the form (“persona”)
 - Choose a name for the persona
 - Write three sentences about who the persona is
- Write the story your persona and the form:
 - Why the persona is using the form
 - When and where the persona will use the form
 - How the persona will use the form
 - What the persona will achieve by using the form



Tip

Create a story to help you decide what you need to find out about the people who use your form and their goals



Agenda

Introductions

The three layers of the form

Relationship

Conversation

Appearance



National Rail Passenger Survey Spring 2014

How satisfied are you?

Please use the links below to enter the latest wave of the survey.

You will need to enter the 11 digit code that appears on the top left of the questionnaire handed to you at the station to access the survey.

- [ENTER SURVEY HERE](#)
- [ENTER LARGE PRINT VERSION HERE](#)

Any Questions?

If you have any questions regarding the National Passenger Survey please contact Rebecca Joyner on **020 7490 9148**.

Who are
you?

Passenger Focus carries out regular large scale surveys of rail passengers' journeys. Passenger Focus is the official, independent rail consumer watchdog. The rail industry and government pay close attention to the survey results and use them to prioritise improvements. The Department for Transport and Office of Rail Regulation, among others, use the results to assess the performance of the rail industry. To find out more or see how previous surveys led to change see <http://www.passengerfocus.org.uk>.

To start please enter the 11 digit serial number which appears on the top left hand corner of the paper questionnaire you were given at the station.



The screenshot shows the top of a questionnaire. In the top left, a red oval highlights a 11-digit serial number: 0242 0047 001. To the right is the Passengerfocus logo with the tagline 'putting passengers first'. Further right is a date field with boxes for DDMMYY, showing 14. Below this is the title 'National Rail Passenger Survey Spring 2014'. A text box contains the same paragraph as the one above. At the bottom left, the text 'Serial number :' is followed by an empty input box. At the bottom center is a 'Next' button.

0242 0047 001

Passengerfocus
putting passengers first

DDMMYY 14

National Rail Passenger Survey Spring 2014

Passenger Focus carries out regular large scale surveys of rail passengers' journeys. Passenger Focus is the official, independent rail consumer watchdog. The rail industry and government pay close attention to the survey results and use them to prioritise improvements. The Department for Transport and Office of Rail Regulation, among others, use the results to assess the performance of the rail industry. To find out more or see how previous surveys led to change see <http://www.passengerfocus.org.uk>

Serial number :

Next

Too late!



National Rail Passenger Survey Spring 2014

How satisfied are you?

Please use the links below to enter the latest wave of the survey.

You will need to enter the 11 digit code that appears on the top left of the questionnaire handed to you at the station to access the survey.

- [ENTER SURVEY HERE](#)
- [ENTER LARGE PRINT VERSION HERE](#)

Any Questions?

If you have any questions regarding the National Passenger Survey, please contact us on 0148.

Where's the
box for me to
type into?

Passenger Focus carries out regular large scale surveys of rail passengers' journeys. Passenger Focus is the official, independent rail consumer watchdog. The rail industry and government pay close attention to the survey results and use them to prioritise improvements. The Department for Transport and Office of Rail Regulation, among others, use the results to assess the performance of the rail industry. To find out more or see how previous surveys led to change see <http://www.passengerfocus.org.uk>.

To start please enter the 11 digit serial number which appears on the top left hand corner of the paper questionnaire you were given at the station.



The screenshot shows the top section of a questionnaire. At the top left, a red oval highlights a 11-digit serial number box containing '0242 0047 001'. To its right is the Passenger Focus logo and a date box with '14' in the last two positions and 'D D M M Y Y' below. The title 'National Rail Passenger Survey Spring 2014' is centered. Below it is a text box containing the same paragraph as in the first block. At the bottom left, the text 'Serial number :' is followed by an empty input box. At the bottom center is a 'Next' button.

0242 0047 001

Passengerfocus  getting passengers first

14
D D M M Y Y

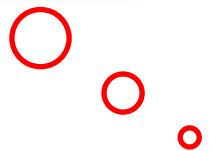
National Rail Passenger Survey Spring 2014

Passenger Focus carries out regular large scale surveys of rail passengers' journeys. Passenger Focus is the official, independent rail consumer watchdog. The rail industry and government pay close attention to the survey results and use them to prioritise improvements. The Department for Transport and Office of Rail Regulation, among others, use the results to assess the performance of the rail industry. To find out more or see how previous surveys led to change see <http://www.passengerfocus.org.uk>

Serial number :

Next

OK, there
it is



Think about where we are in the conversation (suggested version, page 1)



National Rail Passenger Survey Spring 2014



How satisfied are you with your recent rail journey?

To do this survey, you'll need the paper questionnaire we handed to you at a railway station.

- [ENTER SURVEY HERE](#)
- [ENTER LARGE PRINT VERSION HERE](#)

Any Questions?

If you have any questions regarding the National Passenger Survey please contact Rebecca Joyner on **020 7490 9148**.

Passenger Focus is the official, independent rail consumer watchdog.

We do regular large scale surveys of rail passengers' journeys.

The rail industry and government pay close attention to our survey results and use them to prioritise improvements.

Find out how [previous surveys led to change](#).

Think about where we are in the conversation (suggested version, page 2)

A screenshot of the top section of a survey form. It includes a red oval around a serial number box containing "0242 0047 001". To the right is the Passengerfocus logo and a date box with "14" in the last cell, labeled "D D M M Y Y". Below this is the title "National Rail Passenger Survey Spring 2014" and a text box with information about the survey.

0242 0047 001

Passengerfocus
putting passengers first

14
D D M M Y Y

National Rail Passenger Survey Spring 2014

Passenger Focus carries out regular large scale surveys of rail passengers' journeys. Passenger Focus is the official, independent rail consumer watchdog. The rail industry and government pay close attention to the survey results and use them to prioritise improvements. The Department for Transport and Office of Rail Regulation, among others, use the results to assess the performance of the rail industry. To find out more or see how previous surveys led to change see <http://www.passengerfocus.org.uk>

Please start by copying the serial number from the top left-hand corner of the paper questionnaire.

Serial number :

Next

Tip

Think about the questions that respondents have for you

Who are you?

Why do I have to do this?

Why do you need this answer?

Where can I find this answer?

Why are you asking this question?

How do I contact you?

How much more do I have to do?

Can I take a break?



Image credit: Shutterstock

Which parts of this form answer the respondent's questions?

XING EVENTS

TRY NOW

IDA

Pay for your membership

MIN

SEC

18:53

Please complete your order within the given amount of time.
After this time, your tickets are no longer reserved for you and are available for others.

1 TICKETS

2 BUYER AND TICKET DATA

3 PAYMENT DATA

4 CHECK AND ORDER

Ticket data #1 [Corporate]

* = mandatory

First name

Last name

Email

The IDA Hardship Fund

£

You can add a voluntary donation to The IDA Hardship Fund. This supports people who might otherwise be unable to attend our events.

[Back](#) [Next step »](#)

Your data is being transmitted via **SSL encryption**, stored securely on our systems and handled confidentially. [View SSL certificate](#)

POWERED BY
XING EVENTS

Event organizer: Information Design Association
Networking event - Online Event Management with the ticketing solution from XING EVENTS

Imprint
© 2013 XING EVENTS GmbH

23

Tip

You don't need a progress bar on a simple form



Discussion: navigation on complex forms

- Navigation type 1: the left-hand menu
 - Always available
 - Sometimes grows depending on your answers
- Navigation type 2: the summary page
 - A separate page which shows sections
 - May have a 'build my form' process before it starts
- Which do we prefer? Why?



“Walls of words” are challenging to read



Passenger Focus carries out regular large scale surveys of rail passengers' journeys. Passenger Focus is the official, independent rail consumer watchdog. The rail industry and government pay close attention to the survey results and use them to prioritise improvements. The Department for Transport and Office of Rail Regulation, among others, use the results to assess the performance of the rail industry. To find out more or see how previous surveys led to change see <http://www.passengerfocus.org.uk>.

My suggested version is shorter and clearer



Passenger Focus carries out regular large scale surveys of rail passengers' journeys. Passenger Focus is the official, independent rail consumer watchdog. The rail industry and government pay close attention to the survey results and use them to prioritise improvements. The Department for Transport and Office of Rail Regulation, among others, use the results to assess the performance of the rail industry. To find out more or see how previous surveys led to change see <http://www.passengerfocus.org.uk>.

Passenger Focus is the official, independent rail consumer watchdog.

We do regular large scale surveys of rail passengers' journeys.

The rail industry and government pay close attention to our survey results and use them to prioritise improvements.

Find out how [previous surveys led to change](#).

A suggestion: walls of words

- We can get 'walls of words' inside complex questions
- Review this 'before' and 'after' suggestion
- Your views?



Tip

Demolish walls of words

For ideas how to do it, try:

<http://www.editingthatworks.com/step6.htm>

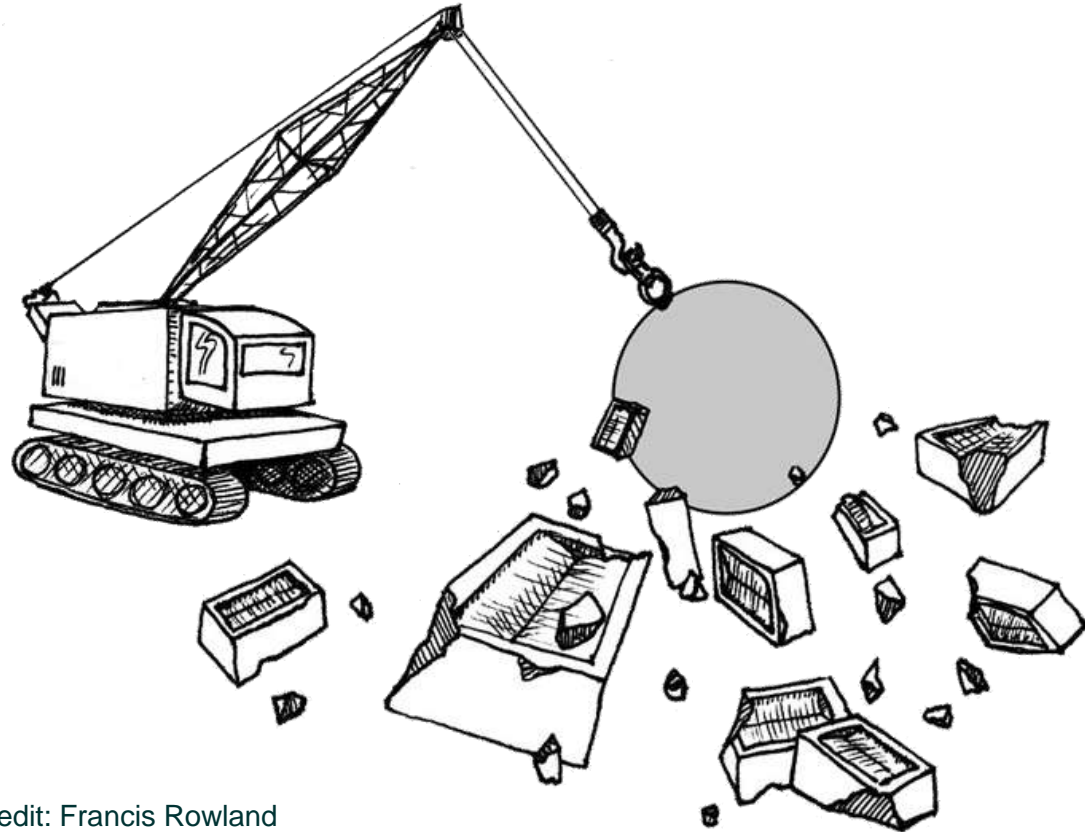


Image credit: Francis Rowland

Agenda

Introductions

The three layers of the form

Relationship

Conversation

Appearance

I reviewed some button research at IDC2012

[http://www.slideshare.net/cjforms/
buttons-on-forms-and-surveys-a-look-at-some-research-2012](http://www.slideshare.net/cjforms/buttons-on-forms-and-surveys-a-look-at-some-research-2012)

Buttons on forms and surveys a look at some research

Caroline Jarrett



The basic eye movement on forms: look for a box, turn left to read the label

The diagram illustrates a form with the following fields and labels:

- Town/City* (Input: LEIGHTON BUZZARD)
- County (Input: Beds)
- Postcode (Input: [redacted])
- Title* (Input: (Choose) [dropdown])
- Other title (Input: [redacted])
- First name (Input: [redacted])
- Last name (Input: [redacted])
- Gender* (Input: (Choose) [dropdown])
- OU Personal identifier (if known) (Input: [redacted])
- Date of birth (DD-MM-YYYY) (Input: [redacted] - [redacted] - [redacted])

Red arrows indicate the sequence of eye movements, starting from the input boxes and moving left to the corresponding labels. The path starts at the top right and moves down, then left, then down, then left, and so on, following the form's structure.

A

B

C

D

E

Where to put the button?

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

Town/City* LEIGHTON BUZZARD

County Beds

Postcode

Title* (Choose) v

Other title

First Name

Last Name

Gender* (Choose) v

OU Personal identifier (if known)

Date of birth (DD-MM-YYYY)

3 Looks here last

1
Looks here first for button

2 Then looks here

Tip

Put the buttons in the right place relative to the questions

Then work out where the buttons go compared to each other

Who in your household is responsible for paying your household's energy utility bills?

Select one.

- ☒ I am responsible for doing so
- ☐ Another member of my household is responsible for doing so
- ☐ Not applicable - someone who does not live in my household is responsible for doing so
- ☐ Not applicable - energy utility bills are included in rent or condominium fees the household pays
- ☐ Don't know

Tip

Basic best practices for buttons

1. Make buttons look like buttons.
2. Put buttons where users can find them.
3. Make the most important button look like it's the most important one.
4. Put buttons in a sensible order.
5. Label buttons with what they do.
6. If users don't want to do something, don't have a button for it.
7. Make it harder to find destructive buttons.



Which layout appeals more? A

SUBMIT A PASSPORT APPLICATION FOR A MINOR UNDER AGE 16:

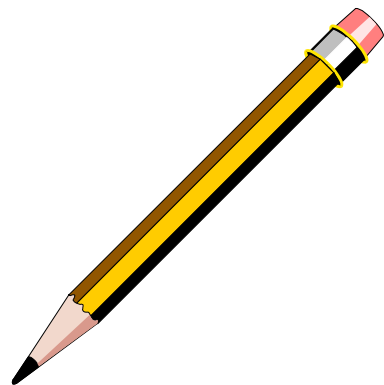
Read and understand **Steps 1 - 9 before** leaving this page.

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)
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)

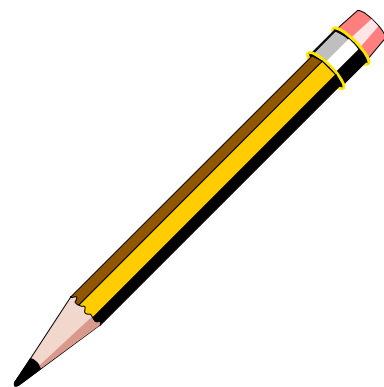
When applying for a minor under age 16, **both** parent(s)/guardian(s) must **present** acceptable identification at the time of application.

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

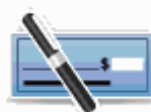
4

What to Submit With Your Application(s)



One Recent Passport Photo

[Click here](#) to view details on submitting a passport photo



Correct Passport Fees

Your total passport fees are: \$105.00

See the [Passport Fees](#) 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 [How to Apply in Person for a Passport](#).



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 layout appeals more? A

Who should we contact in case of an emergency?

First & Last Name: ?

Street Address / RFD# Or P.O. Box: ?

Apt/Suite#:

City: ?

State: ?

Zip Code: ?

Telephone Number (no dashes): ?

Relationship: ?

<< Previous

Next >>



Which layout 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.

Search By: ☒ ☐

ZIP Code: ☒ Closest facilities
☐ All facilities within miles

State:
City:

Additional Search Criteria:

☐ Handicap Access

☐ Photo On-site

☐ Photo Nearby

Search

Please note that information on this site changes weekly. If you wish to provide feedback on using this site, [click here](#).

Which layout 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 [Privacy and Computer Fraud and Abuse Acts Notices and Disclaimers](#).

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

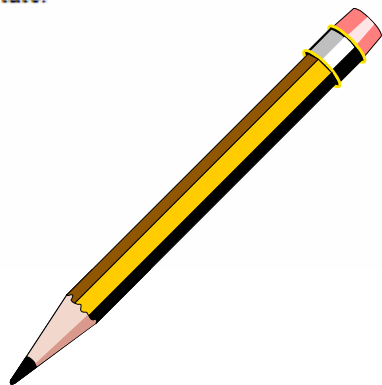
Cancel

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 US passport application

SUBMIT A PASSPORT APPLICATION FOR A MINOR UNDER 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*
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)
6. Submit a Photocopy of Each Parent/Guardian ID Document (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* you:

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

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 [Second Identification](#).
- **If you apply at an Acceptance Facility and submit only primary identification, you must present a second ID document.** 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.

4 What to Submit With Your Application(s)



One Recent Passport Photo

[Click here](#) to view details on submitting a passport photo



Correct Passport Fees

Your total passport fees are \$105.00

See the [Passport Fees](#) 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 [How to Apply in Person for a Passport](#).



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](#).

Who should we contact in case of an emergency?

First & Last Name:

Street Address / RFD# Or P.O. Box:

City:

Zip Code:

Relationship:

Apt/Suite#:

State:

Telephone Number (no dashes):

Passport Acceptance Facility Search Page

This site will allow you to find the nearest location to apply for a passport. The Department of State's Bureau of Consular Affairs, Office of Passport Services, which designates many post offices, clerks of court, public libraries, townships, and municipal government offices to accept passport applications. This page allows you to search by one of three search scopes - Zip Code, State, or City. You enter your criteria, click on the "Search" button to view a list of passport application facilities.

Search By: *

ZIP Code:

State:

City:

Additional Search Criteria: ☐ Handicap Access ☐ Photo On-Site

Please note that information on this site changes weekly. If you are using this site, [click here](#).

Application for U.S. Passport

Before you may enter your personal information to get a passport, you must review the Department of State's [Privacy and Computer Fraud and Abuse Acts Notices and Disclaimers](#).

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.

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](#)

Norway mandates the Elmer guidelines for government forms

ELMER version 2.1 page 33

Examples

Example 1 Overview (All Areas)

Navigation Area

Click in the menu to select page

- Introduction
- Licence applicant
- Licence manager
- Establishment**
- Event

Input Area

Establishment serving alcohol

Information about the establishment

Establishment

Str. addr./ P.O.Box

Postal code /district

Telephone [no spaces]

Owner(s)

Org. no	Enterprise name	Str. addr./ P.O.Box	Postal code	Ownership [in %]
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

[New row](#)

[< Previous](#) [Next >](#)

Information Area

Please state all companies / self-employed persons owning at least 10%. Personal owners and shareholders shall be stated elsewhere in this form.

GOV.UK has a service manual



Government Service Design Manual

Digital by Default Service Standard [Start using the manual](#) [Feedback](#)

Tell us what you think

[Take the 3 minute survey.](#) This will open a short survey on another website

[Home](#) > [User centered design](#)

Forms

Markup, styles and layout for form elements

ALPHA

BETA

LIVE

<https://www.gov.uk/service-manual/user-centered-design/resources/forms.html>

Contents

[Writing the HTML for forms](#)

[User interface patterns](#)

[Aligning controls in a column](#)

[Aligning controls in a row](#)

[Pre-checked radios and checkboxes](#)

[Wrapping controls in a label tag](#)

[Label positioning](#)

[Hidden labels](#)

Writing the HTML for forms

Like other components of web pages, forms should be created following the principles of [progressive enhancement](#).

Browsers have default styling for forms. This is usually shared with the styling of the operating system user interface (UI), making it familiar to users. Ensure that any styling you add does not remove any of the native, highly accessible functionality offered by these defaults.

The [HTML5 specification](#) should be consulted for guidance on creating the HTML. This is more important than with other HTML elements as some types of user will depend on proper use of the language. For example it is important each form element has a label describing it otherwise screenreaders will not be able to identify it properly.

Tip

Create a simple set of rules and apply them everywhere



Discussion: topics for the rules

- What topics do we need to see in our set of rules?
- Do we want:
 - The same topics as in the GOV.UK page?
 - Those topics plus other pages?
 - Different topics?



Agenda

Introductions

The three layers of the form

Relationship

Conversation

Appearance

Summary

A great form works well across all three layers

Appearance

Lovely and legible.
Simple interaction

Conversation

Easy to understand
and to answer

Relationship

Goals achieved



Some resources for forms design

- “Forms that work”: <http://www.formsthatwork.com>
- Columns on Uxmatters.com:
 - Don’t Put Hints Inside Text Boxes in Web Forms
<http://www.uxmatters.com/mt/archives/2010/03/dont-put-hints-inside-text-boxes-in-web-forms.php>
 - Don’t Put Labels Inside Text Boxes (Unless You’re Luke W)
<http://www.uxmatters.com/mt/archives/2013/02/dont-put-labels-inside-text-boxes-unless-youre-luke-w.php>
 - The Question Protocol: How to Make Sure Every Form Field Is Necessary
<http://www.uxmatters.com/mt/archives/2010/06/the-question-protocol-how-to-make-sure-every-form-field-is-necessary.php>

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

Forms that work

Understanding forms to
improve their design

Design tips for complex forms Malta 2012

Caroline Jarrett



Design tips for complex forms 2011

Caroline Jarrett

J.Boye Conference Denmark



Design tips for complex forms

Caroline Jarrett

Clarity 2010 Lisbon

Caroline Jarrett

twitter @cjforms

caroline.jarrett@effortmark.co.uk

www.formsthatwork.com

