

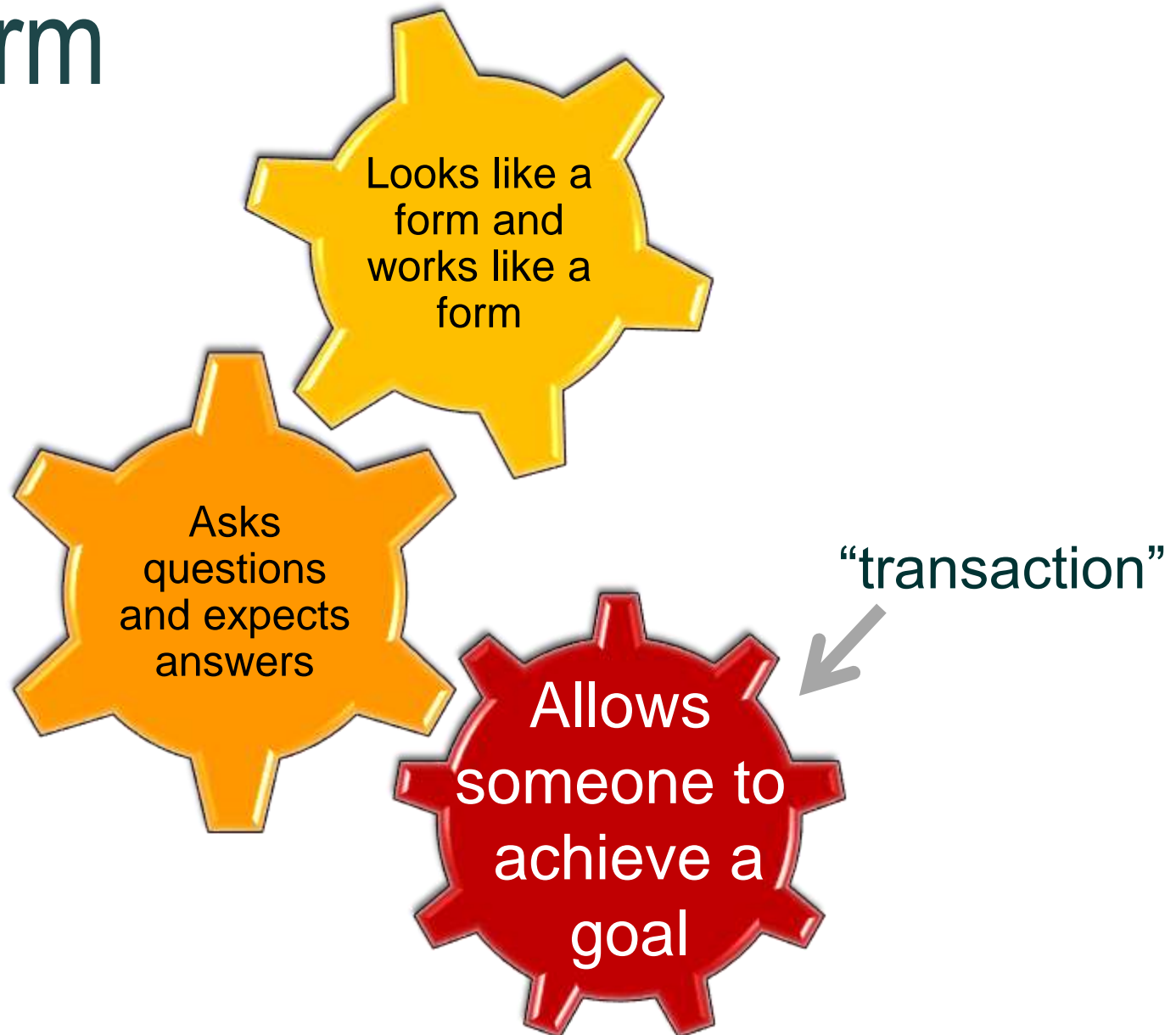
Let's have
a lovely chat
about forms

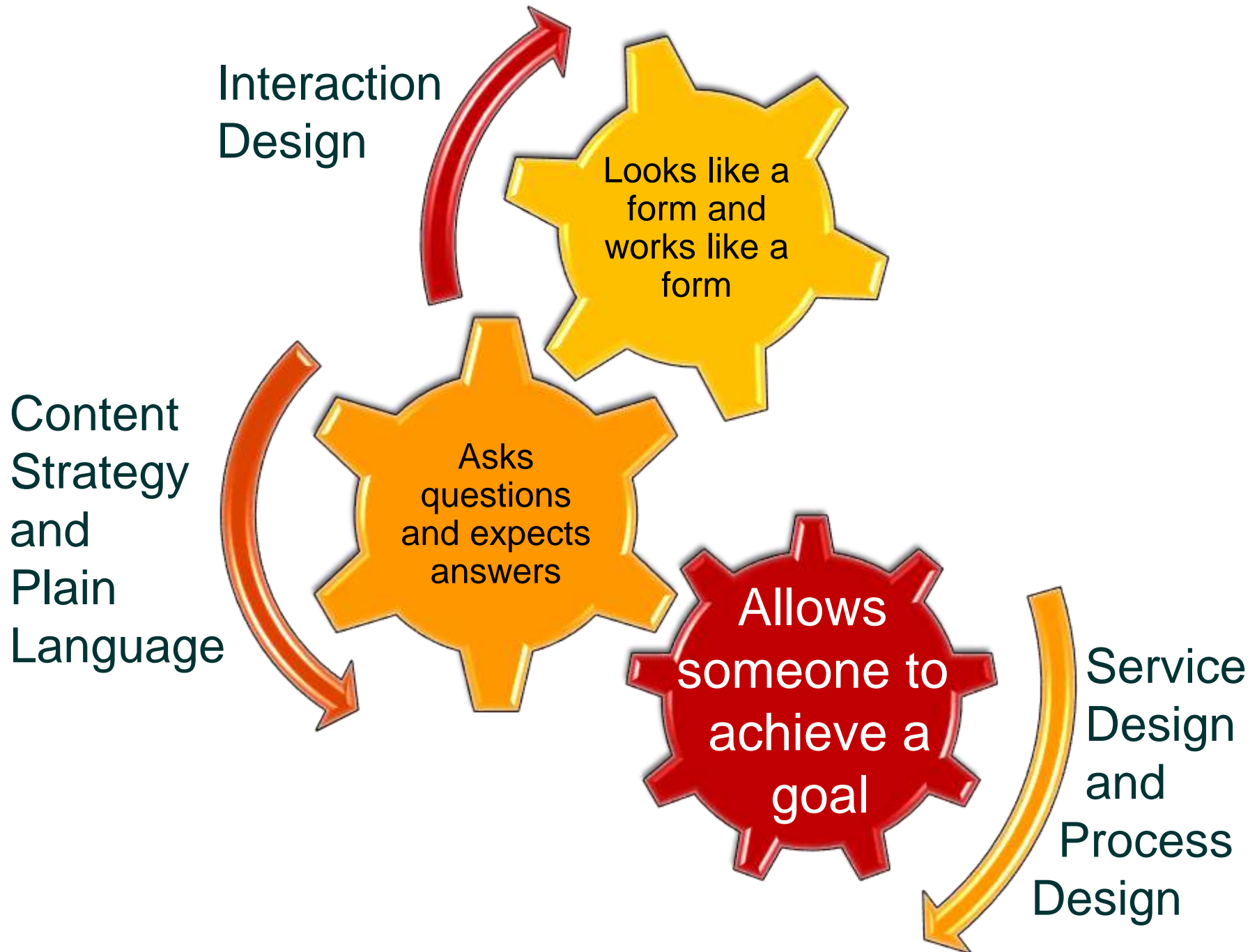
In honour of Ada Lovelace day: Four people with inspiring ideas about forms





It's a form if it ...





Where you
put the pixels

Looks like a
form and
works like a
form

The questions
you ask

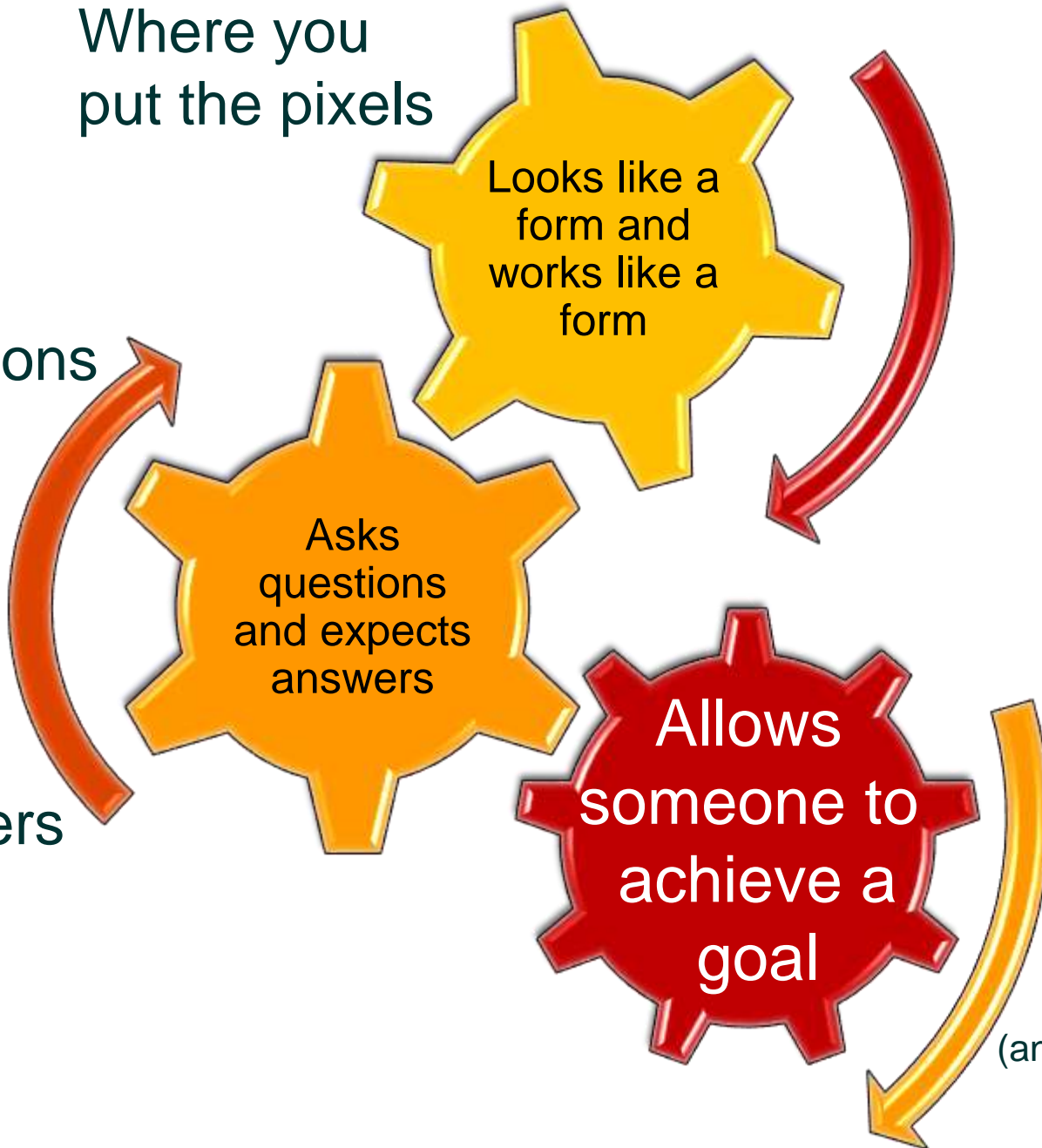
Asks
questions
and expects
answers

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 answer

Relationship

Goals achieved

Four people with inspiring ideas about forms



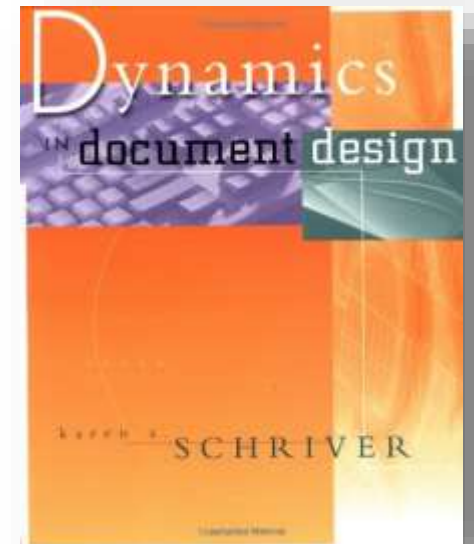
Jessica Enders, forms and survey expert

- Follow her @Formulate
- Find her articles at: <http://formulate.com.au/>



Karen Schriver, information designer

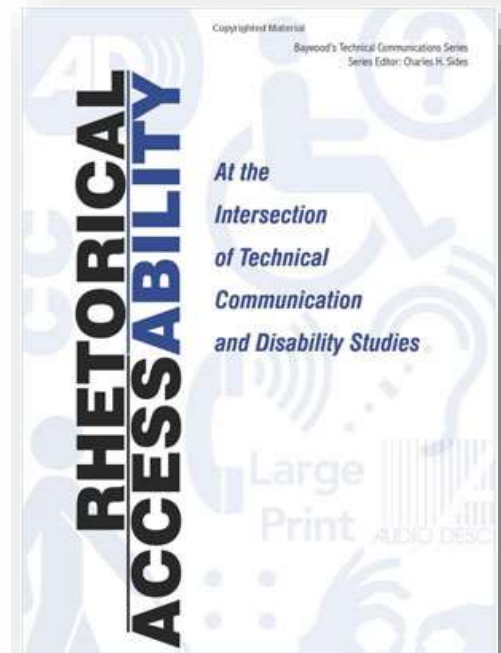
- Follow her @firstwren
- “Information design is a process of orchestrating content visually and verbally, making the structure salient to people who engage with it.”



Kathryn Summers, low literacy expert

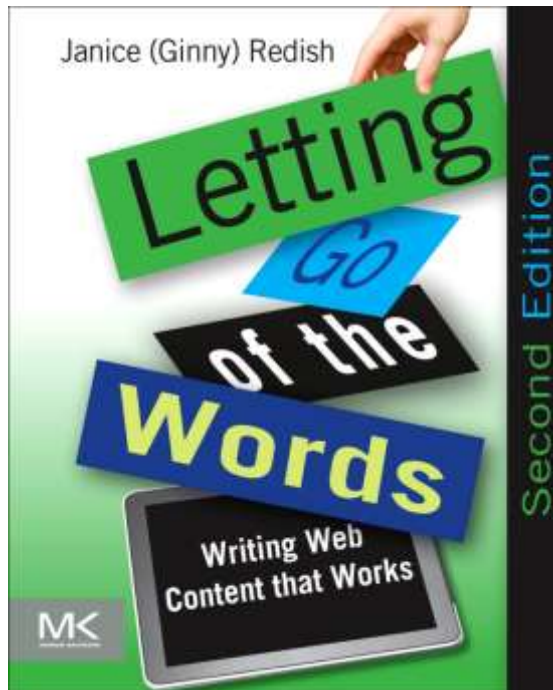


- Follow her @SummersKathryn
- Co-author, “Design to Read” in “Rhetorical AccessAbility” (2013) edited by Lisa Meloncon
- Shorter version in User Experience magazine, linked from <http://www.designtoread.com>



Ginny Redish, writing and usability expert

- Follow her @GinnyRedish
- Even if you already have the first edition of “Letting go of the words”, buy the 2nd edition



How to look at a form

1. Don't look at it.
2. Choose a persona and write the story of why that persona is filling in this form.
3. Fill in the form as that persona, as honestly as you can.
4. Now look at it.

How did it work across the three layers?

- Appearance
- Conversation
- Relationship

Now you try it:

‘Get a quote’ on <http://systango.com/>

1. Don't look at it.
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3. Fill in the form as that persona, as honestly as you can.
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How did it work across the three layers?

- Appearance
- Conversation
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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>
 - Eye Tracking of Forms and Surveys
<http://www.uxmatters.com/mt/archives/2014/09/eye-tracking-in-user-experience-design.php>

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

Forms that work

Understanding forms to
improve their design

Design tips for surveys 2012

Caroline Jarrett

User Interface Engineering / Rosenfeld Media Seminar



Design tips for complex forms Malta 2012

Caroline Jarrett



Design tips for complex forms 2011

Caroline Jarrett

J.Boye Conference Denmark



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