Forms studio

UX Bristol, 17 July 2015

Caroline Jarrett @cjforms
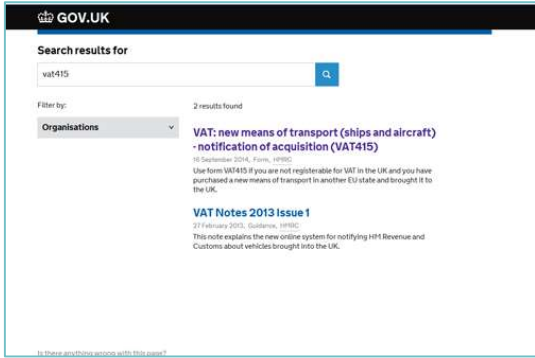
It's easy to say
which page is the form

It's a form if it …

Looks like a form and works like a form

Asks questions and expects answers

Allows someone to achieve a goal

"transaction"
"service"
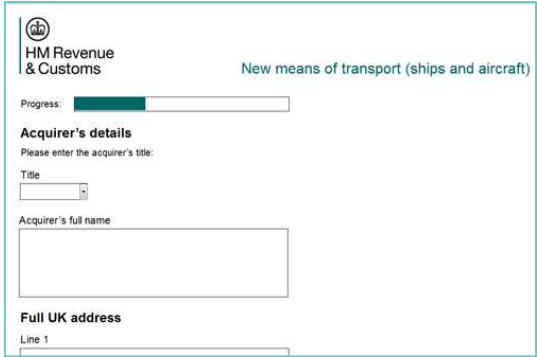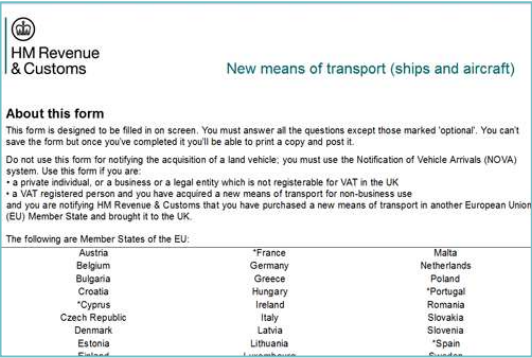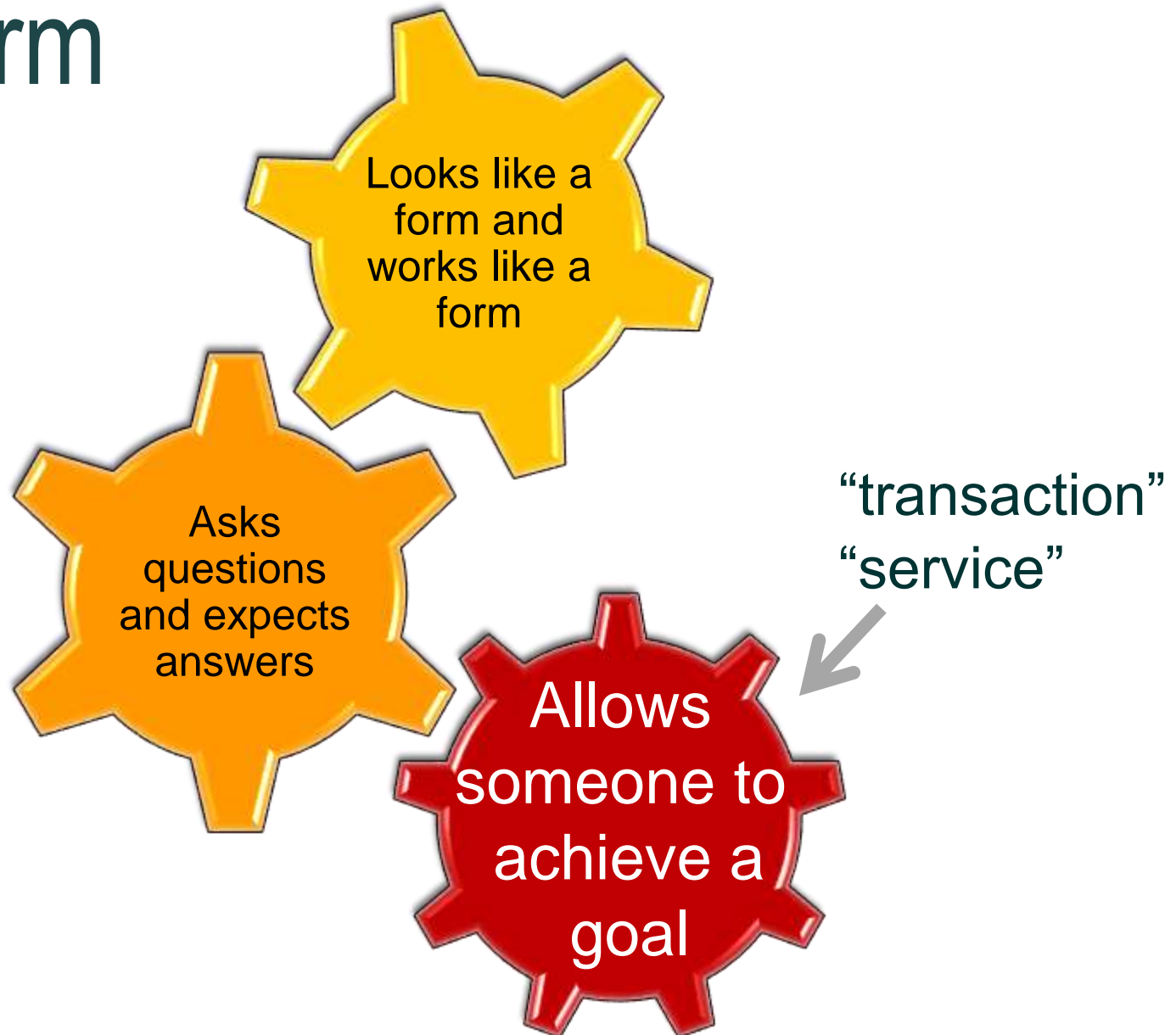
Interaction Design

Content Strategy and Plain Language

Looks like a form and works like a form

Asks questions and expects answers

Allows someone to achieve a goal

Service Design and Process Design

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Where you put the pixels

Looks like a form and works like a form
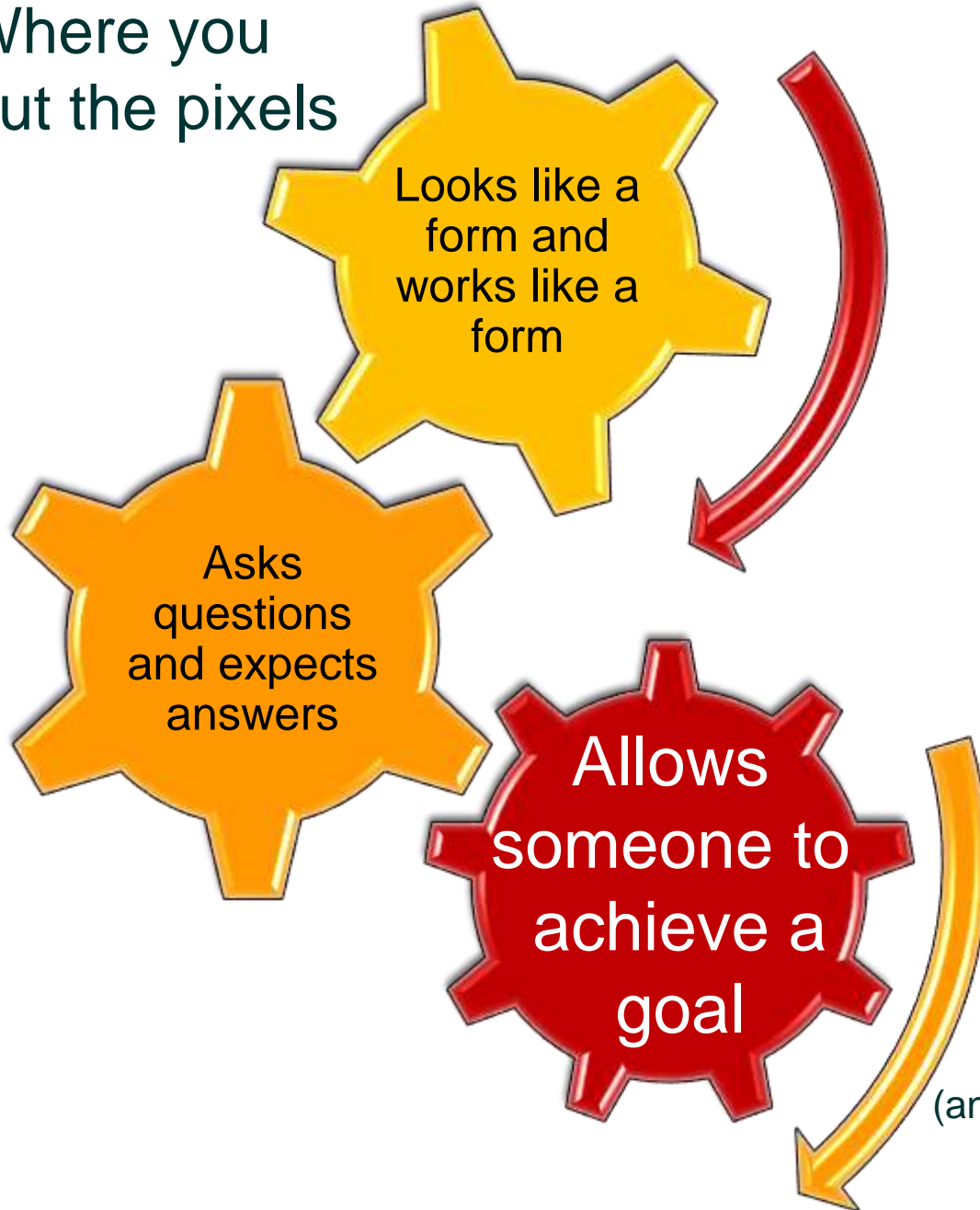
The questions you ask

Asks questions and expects answers

The answers you need

Allows someone to achieve a goal

Users' goals

(and business ones)

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A great form works well across all three layers

Appearance

Conversation

Relationship

Lovely and legible. Simple interaction

Easy to understand and answer

Goals achieved

How to look at a form

Step 1

Don't look at it

yet

Choose a persona
Write the story of why that
persona is filling in the form

Step 3

Fill in the form
as that persona,
as honestly as you can

Now look at it
How did it work across
the three layers?

Appearance
Conversation
Relationship

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

Some resources for forms design

For design patterns and GOV.UK elements, search for:

"service manual design patterns"

Or go to
https://designpatterns.hackpad.com

"Forms that work": http://www.formsthatwork.com

My blog: http://www.effortmark.co.uk/blog

More slides 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
Effortmark

Design tips for complex forms Malta 2012
Caroline Jarrett
Effortmark

Design tips for complex forms 2011
Caroline Jarrett
J.Boye Conference Denmark
Effortmark

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User Interface Design and Evaluation
Debbie Stone, Caroline Jarrett, Mark Woodroffe, Shailey Minocha

Forms that Work
Designing Web Forms for Usability
Caroline Jarrett • Gerry Gaffney
Foreword by Steve Krug, author of Don't Make Me Think

Surveys that work
(in progress)