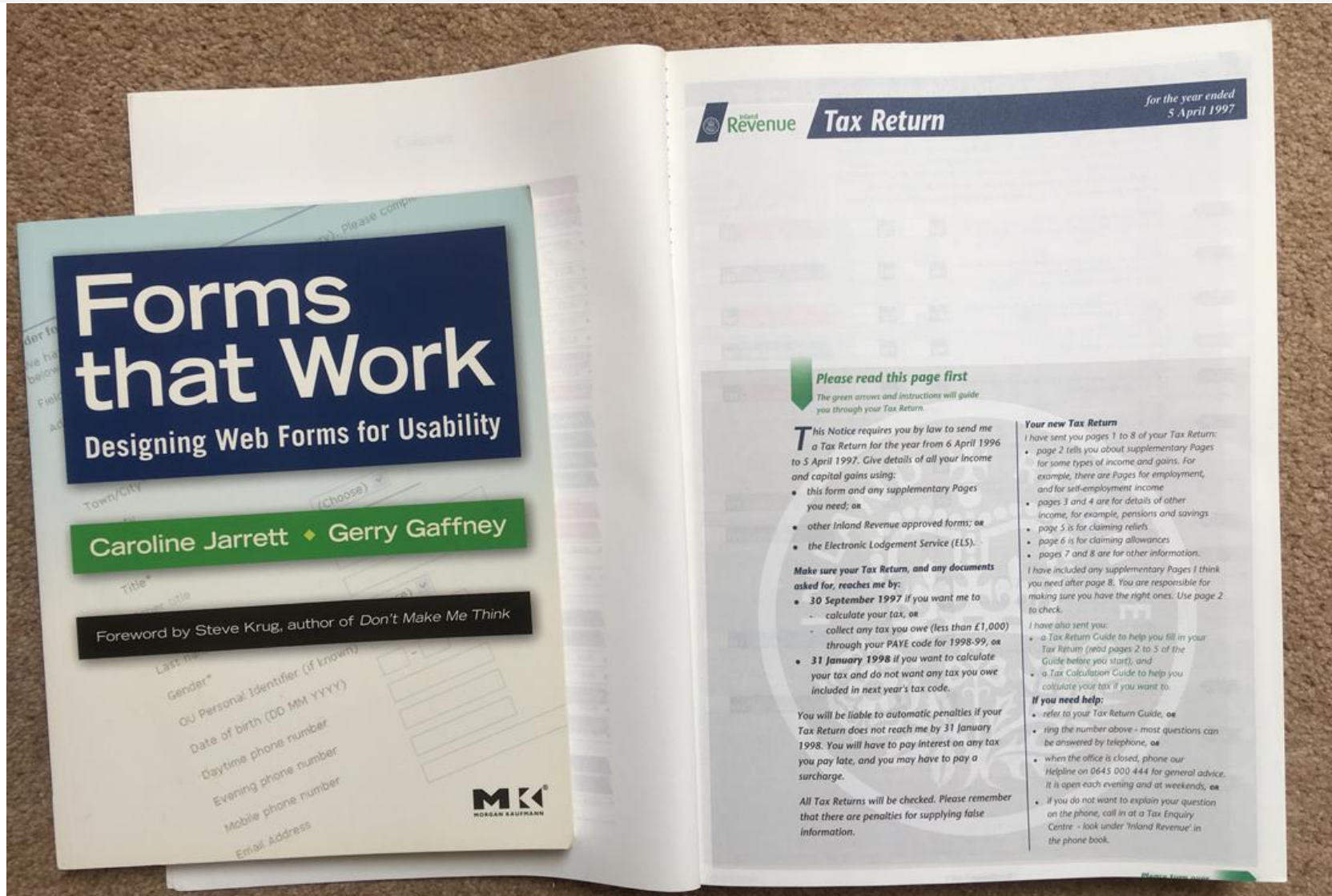


Let's have a lovely chat  
about forms

Caroline Jarrett @cjforms  
xgov forms meeting October 2020

# I've worked on forms forever\*

\*28 years



What is a form?

# Is this page a form?



[Home](#) > [Organisations](#) > [Department for Environment, Food & Rural Affairs](#)



Department  
for Environment  
& Rural Affairs

[Pet travel: entering/returning to the UK](#)

[Get your dog microchipped](#)

[Rural grants and payments](#)

[Bringing food, animals, plants into UK](#)

[Flooding: check warnings and river levels](#)

[Avian influenza \(bird flu\)](#)

[Prepare for EU Exit](#)

[All Defra services and information](#)

## Featured



# Is this page a form?

FORM 44

**Commons Act 2006: Section 15**  
**Application for the registration of land as a Town or Village Green**

---

Official stamp of registration authority indicating valid date of receipt:

Application number:

Register unit No(s):

VG number allocated at registration:

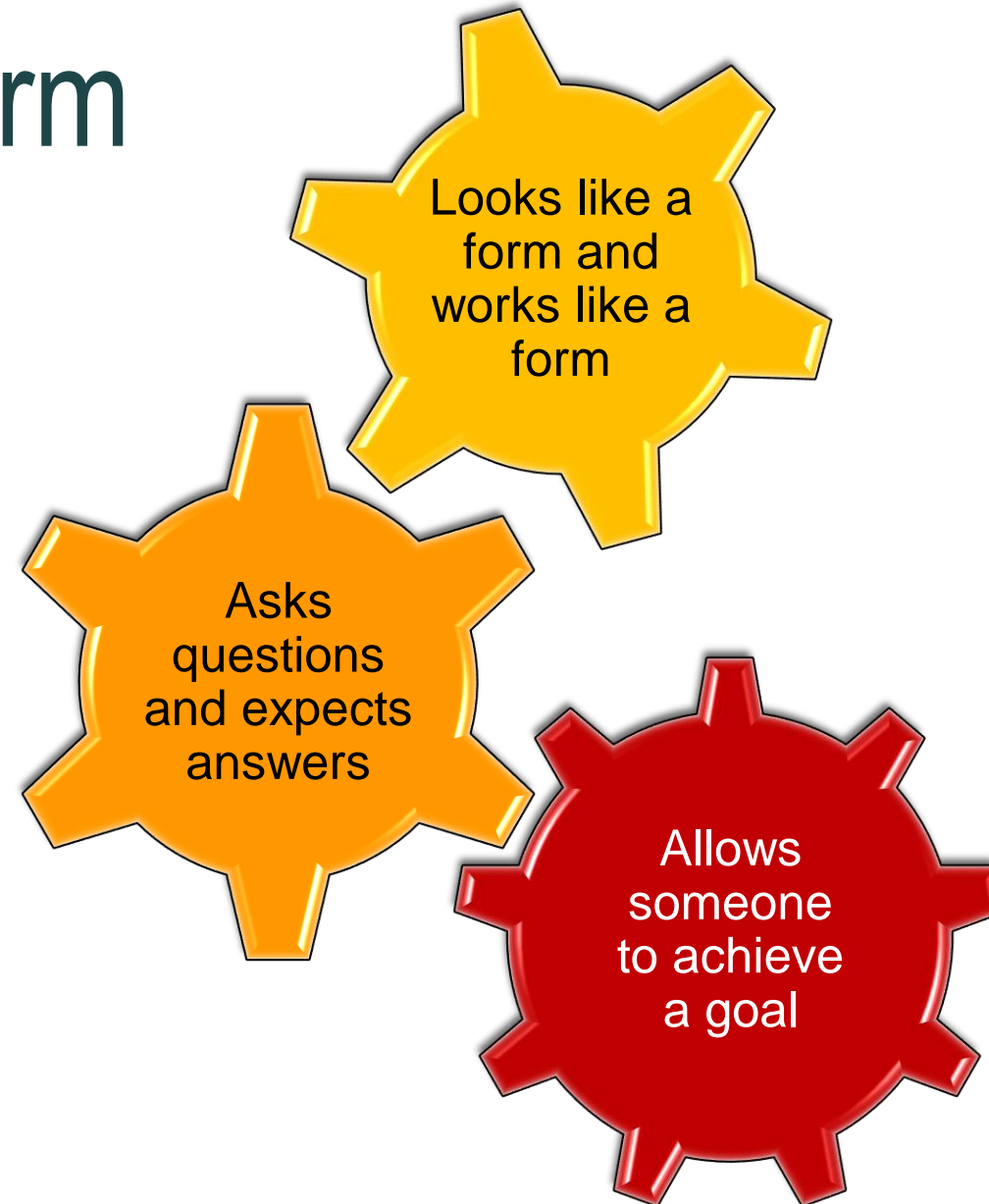
(CRA to complete only if application is successful)

**Applicants are advised to read the 'Guidance Notes for the completion of an Application for the Registration of land as a Town or Village Green' and to note the following:**

- All applicants should complete questions 1–6 and 10–11.
- Applicants applying for registration under section 15(1) of the 2006 Act should, in addition, complete questions 7–8. Section 15(1) enables any person to apply to register land as a green where the criteria for registration in section 15(2), (3) or (4) apply.
- Applicants applying for voluntary registration under section 15(8) should, in addition, complete question 9.

---

It's a form  
if it ...



Interaction  
Design

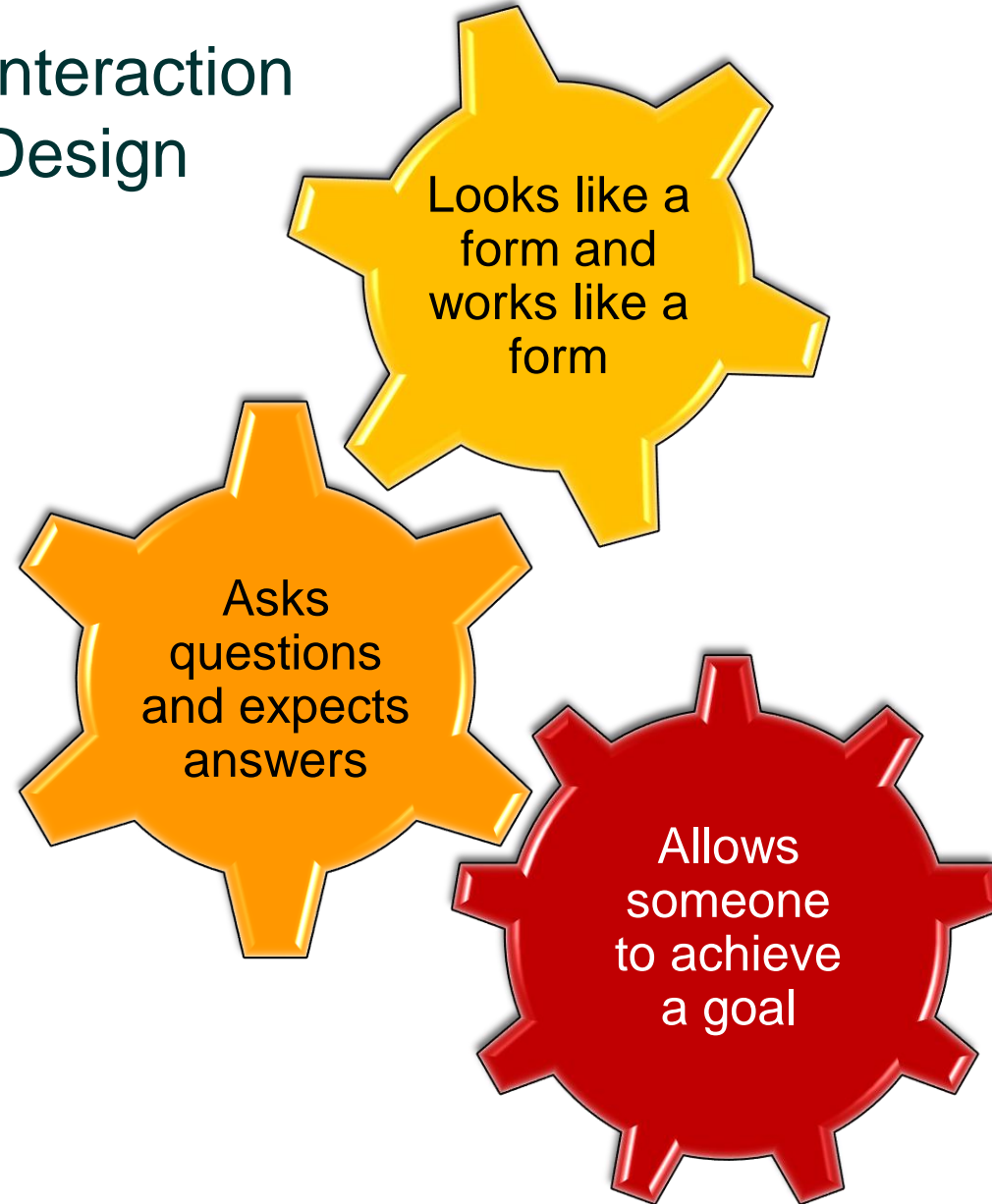
Looks like a  
form and  
works like a  
form

Content  
Design

Asks  
questions  
and expects  
answers

Allows  
someone  
to achieve  
a goal

Service  
Design



# A great form works well across all three layers

Interaction design

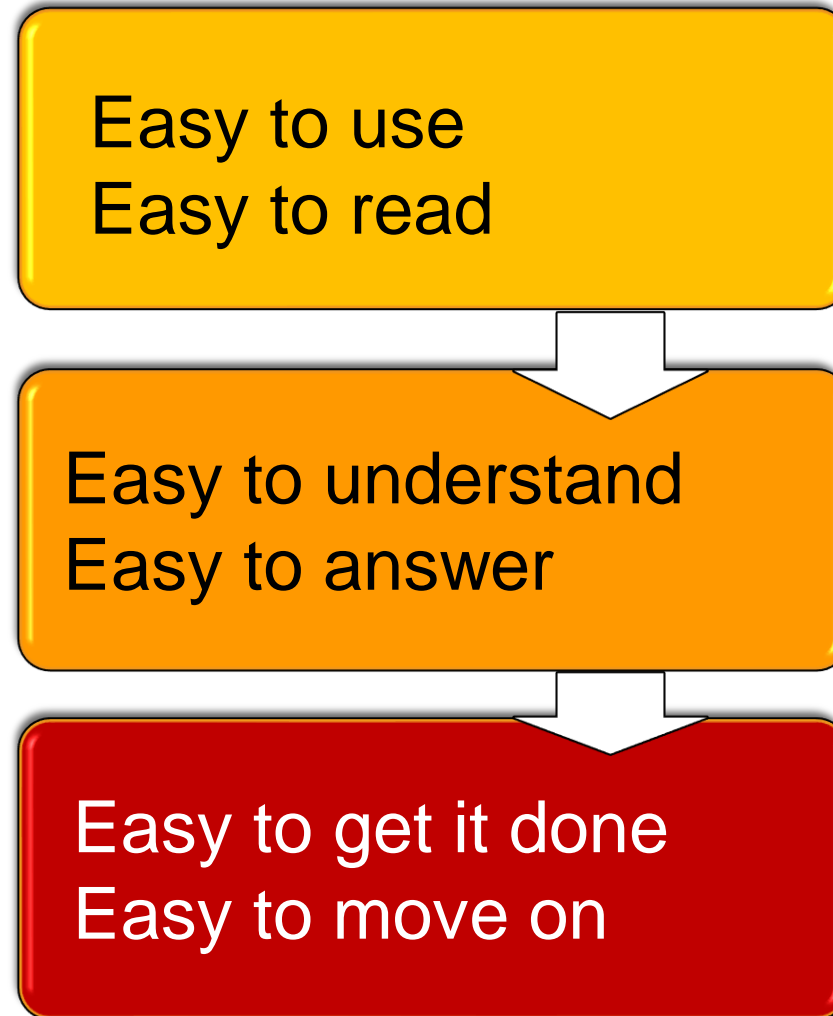
Easy to use  
Easy to read

Content design

Easy to understand  
Easy to answer

Service design

Easy to get it done  
Easy to move on





**Fix the forms, one at a time**

# Making a form is conceptually simple

1. Get the questions

2. Put the questions onto pages

# Old paper form + magic of digital = ????

## 1. Get the questions

MHS GENERAL OPHTHALMIC SERVICES  
PLEASE USE BLOCK CAPITALS EXCEPT FOR SIGNATURE  
Referral (Specialist Referral) to GMP

SECTION ONE To Be Sent To GMP  
To: Dr: \_\_\_\_\_

PATIENT'S DETAILS  
SURNAME (in block capitals) \_\_\_\_\_ OTHER NAME(S) \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
POSTCODE \_\_\_\_\_ TEL. No. \_\_\_\_\_

PRESCRIPTION DETAILS FROM CURRENT SIGHT TEST DATE: 23/11/06  
Previous contact Date of Birth: 17/5/66

	SPH	CYL	AXIS	PRISM	BASE	WAX	ADD	WAX
R	D 1.75	0.50	180			1/2	3.25	6/7.5
L	D 1.75	0.50	180			1/2	3.25	6/7.5

POINTS REQUIRING ATTENTION - FOR INFORMATION AND POSSIBLE REFERRAL:  
Mrs J. F. HAS READS VERY DIFFICULT NOW SINCE THE LAST TEST. FINDS READING VERY DIFFICULT. NO FUNDUS VISIBLE. REFRACTION NORMAL WITH VGLK LENS AND PRESSURE ARE NORMAL. HER RIGHT EYE IS A LAZY EYE AND SHE HAS VERY LONGSTANDING CATARACT OF BOTH EYES. HOWEVER, I THINK THERE ARE NOW SOME INCREASED CATARACT CHANGES AND SO POORER VISION.  
PLEASE ARRANGE OPHTHALMOLOGICAL OPINION FOR LEFT CATARACT REMOVAL, IF VIABLE.  
I agree / do not agree that the information to whom you refer is intended for medical consultation and / or treatment may make reference relevant to my eye condition and to treatment available to my Ophthalmology / Ophthalmic Medical Practitioner.  
Signed: Dr. P. M. P. PRESENT Date: 23/11/06

SECTION TWO To Be Completed By General Medical Practitioner (if not accompanied by formal referral letter)  
To: Dr / Mr / Miss / Mrs \_\_\_\_\_  
RELEVANT CLINICAL HISTORY - INCLUDING MEDICAL-FAMILY-OPTHALMIC AND DETAILS OF MEDICATION: \_\_\_\_\_  
Urgency Rating (urgent/semi-urgent) \_\_\_\_\_  
Blood Pressure: \_\_\_\_\_  
Lenses: \_\_\_\_\_  
Vertical meridian: \_\_\_\_\_

FILE \_\_\_\_\_  
APPOINTMENTS \_\_\_\_\_  
NOTES \_\_\_\_\_  
COPIES \_\_\_\_\_  
27 NOV 2006  
UPDATE REPEAT \_\_\_\_\_  
NORMAL \_\_\_\_\_

## 2. Put the questions onto pages



[https://www.researchgate.net/publication/312012851\\_Electronic\\_Referrals\\_and\\_Digital\\_Imaging\\_Systems\\_in\\_Ophthalmology\\_A\\_Global\\_Perspective/figures?lo=1](https://www.researchgate.net/publication/312012851_Electronic_Referrals_and_Digital_Imaging_Systems_in_Ophthalmology_A_Global_Perspective/figures?lo=1)

[https://upload.wikimedia.org/wikipedia/commons/thumb/6/66/Cartoon\\_Man\\_Approving\\_His\\_New\\_Computer.svg](https://upload.wikimedia.org/wikipedia/commons/thumb/6/66/Cartoon_Man_Approving_His_New_Computer.svg)

# Before you ask a question, find out exactly how you will use the answer

## 3. Previous Applications

(a) \* To your knowledge, have there been any previous applications or licence decisions concerning this purpose?

Yes  No

*If 'No' please go to the next section. If 'Yes' to (a), please complete the following.*

(b) \* Date of most recent application:

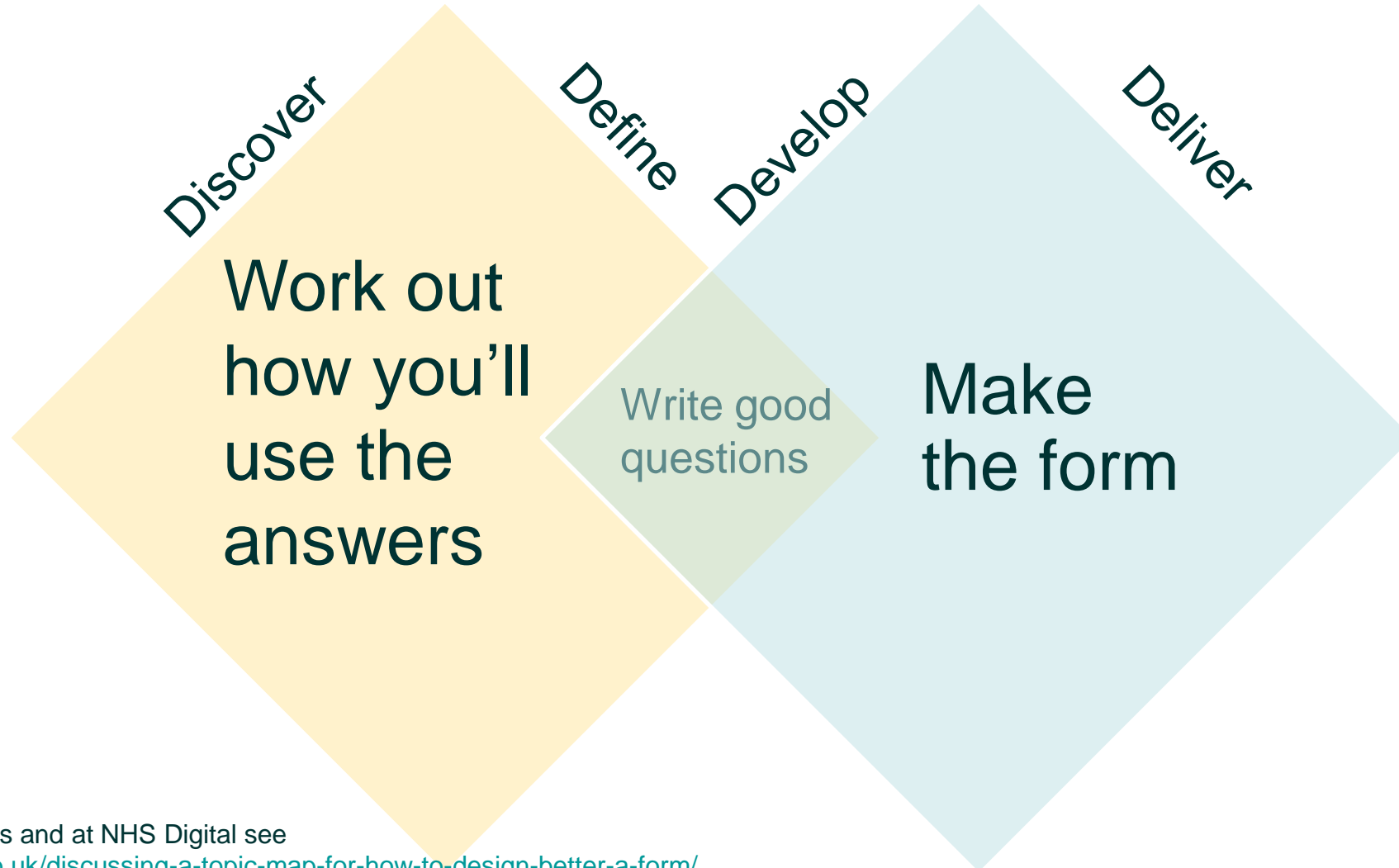
(c) \* What was the subject of the previous applications (e.g. species and/or methods)?

(d) \* What is the application or licence reference number?

(e) \* What was the outcome of the previous application? (Please select one of the following)

Granted  Not Granted  Advice Only  Deferred  Not Yet Known

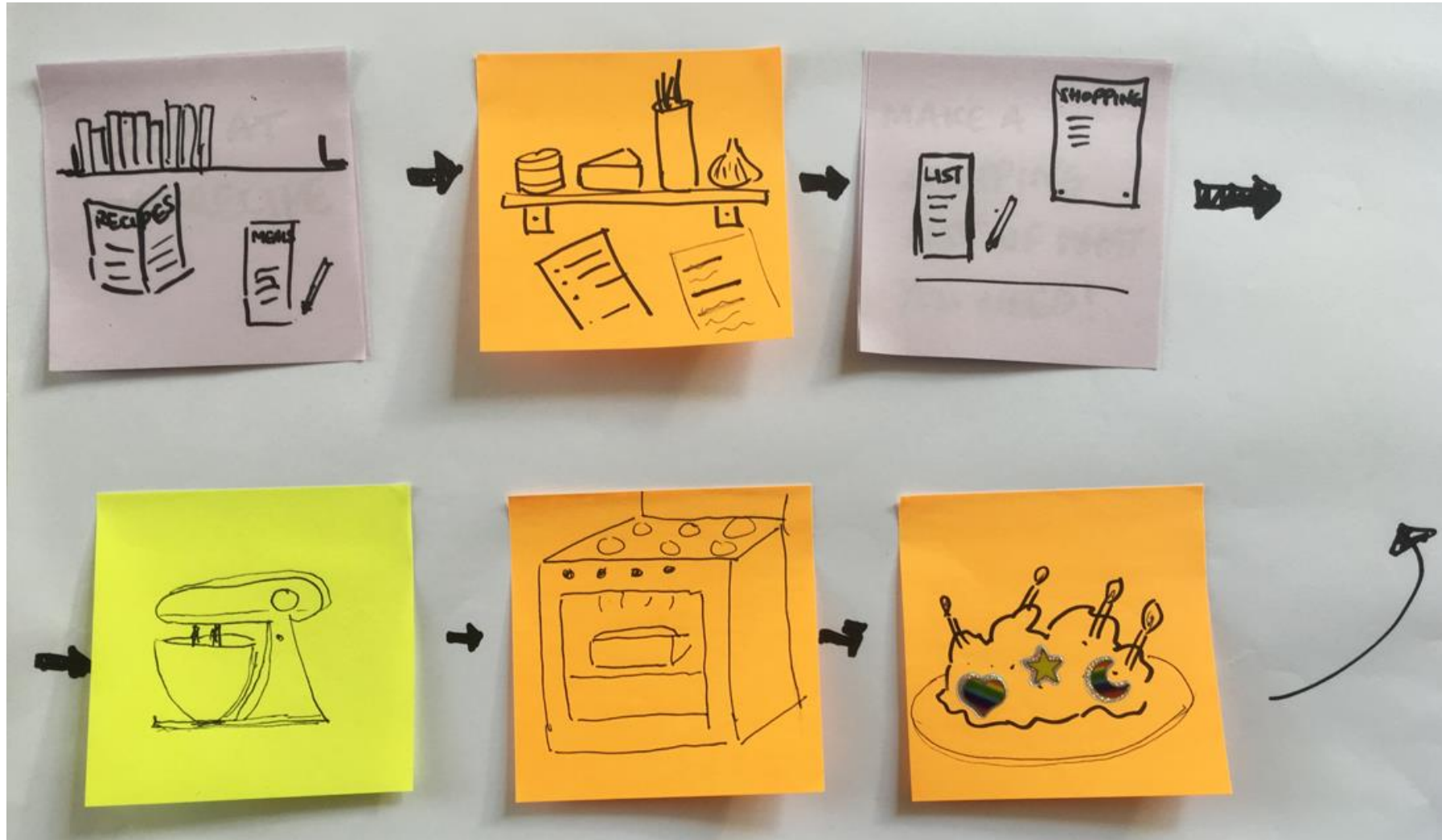
# The double diamond for forms has questions in the middle



# Let's look at it like baking a cake

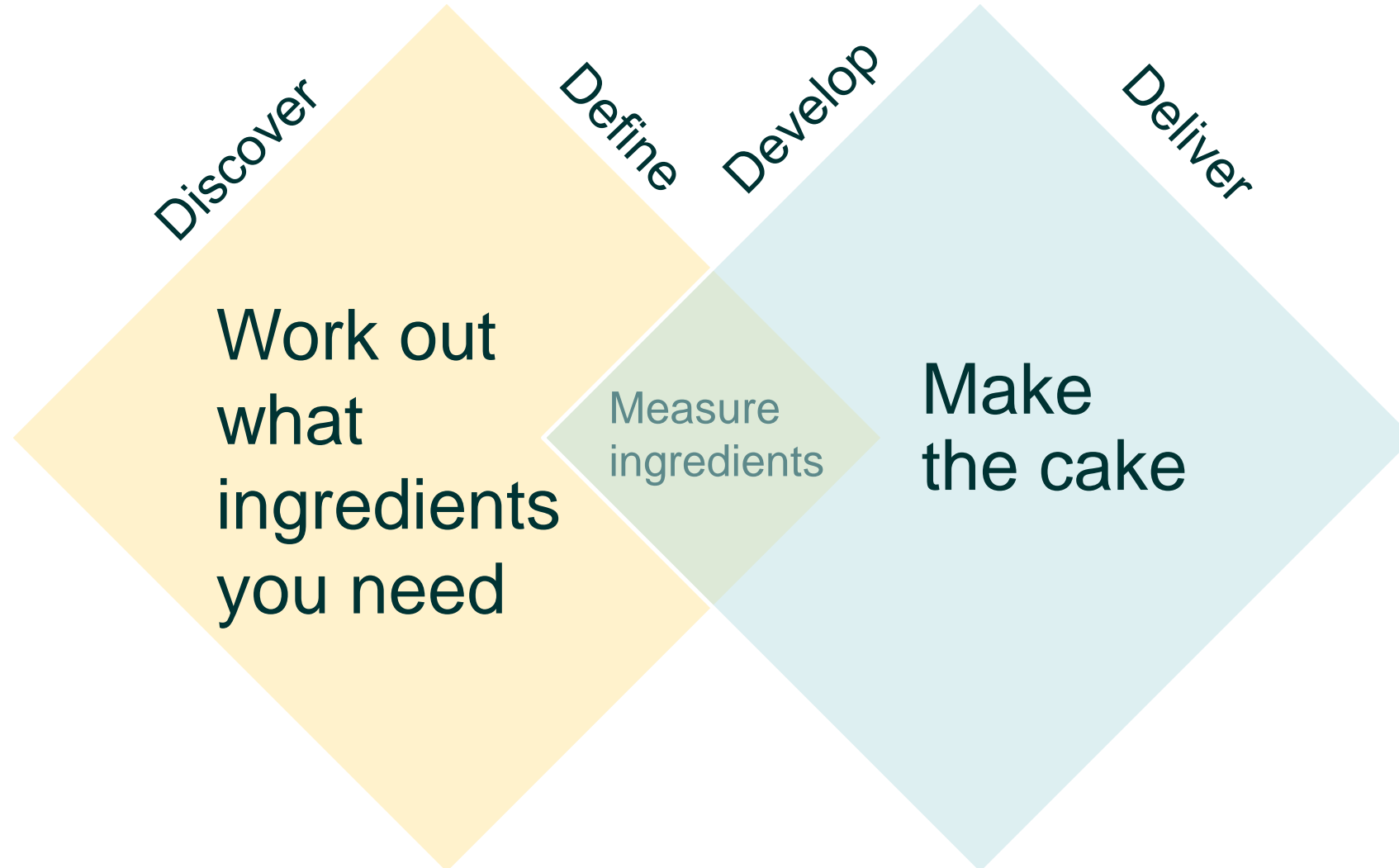


# A form builder helps, but only with one aspect



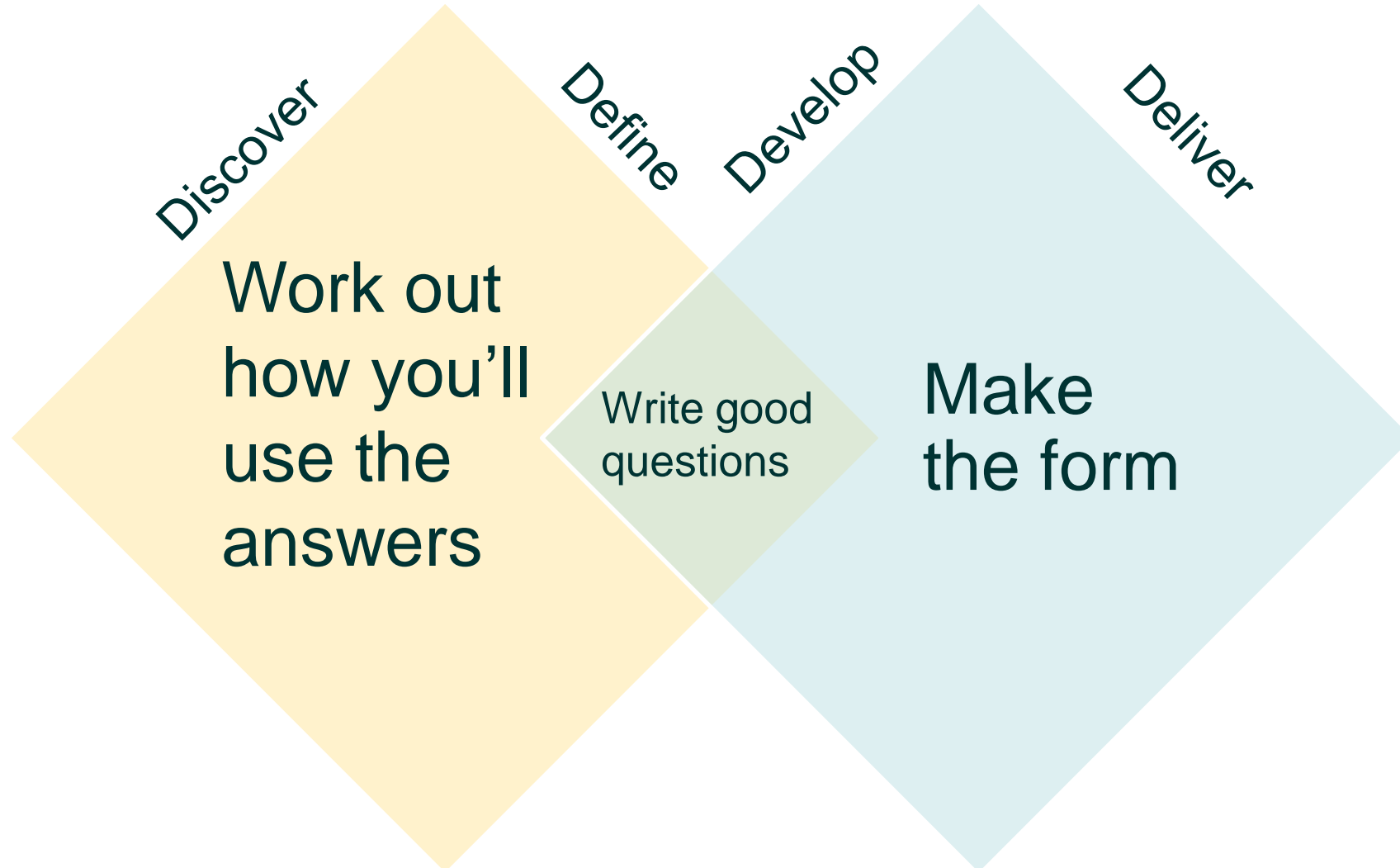
Idea adapted from participants at a workshop at #UXBristol, July 2019, especially @dframpton, @emmaboulton, @\_kylemorris

# You have to choose a recipe and shop

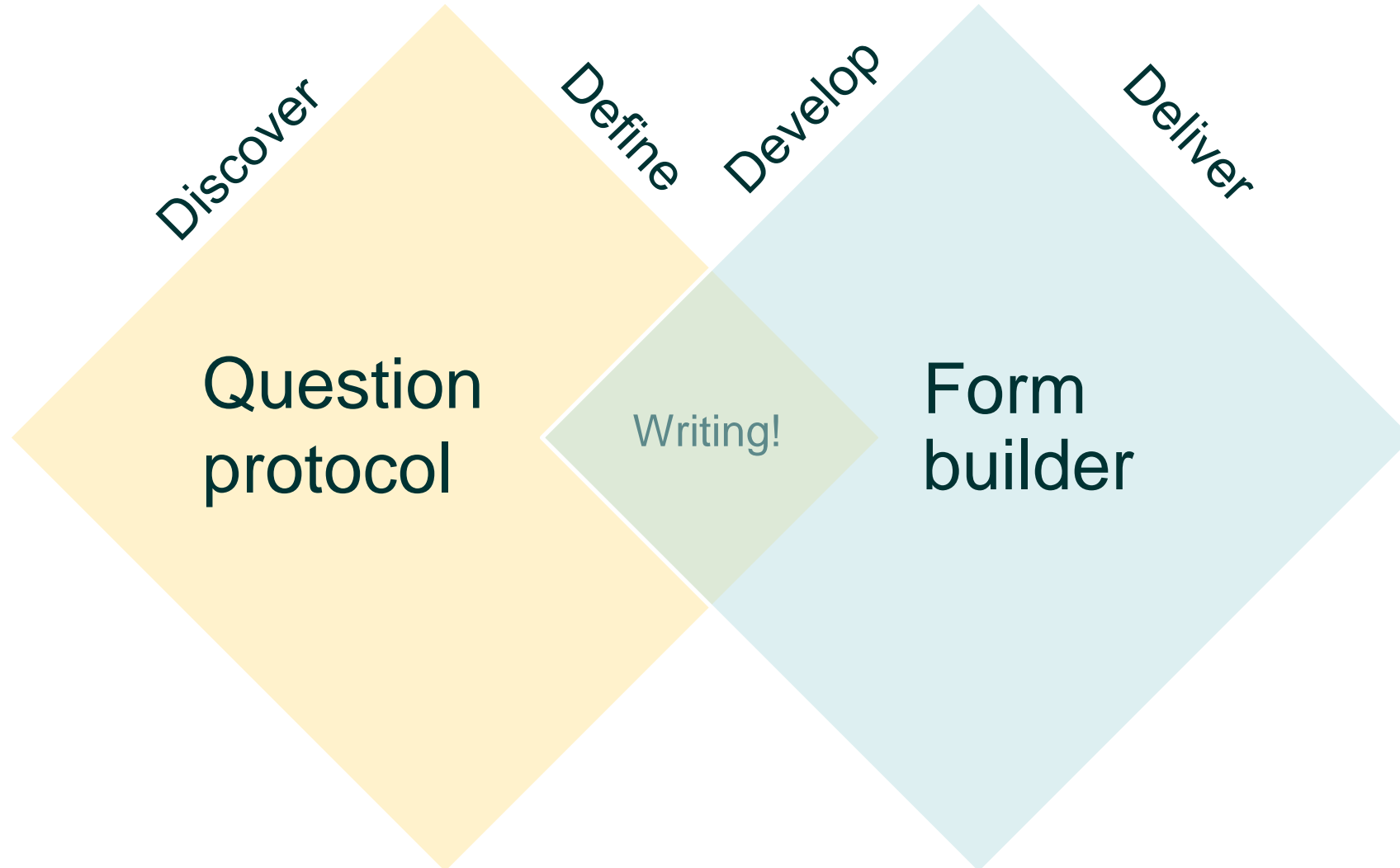




To make a good form, you must know how you'll use the answers



# A question protocol can help a lot



# Some resources about question protocols and forms

- Blog post from Adam Silver on the Child Funeral Fund Service:  
<https://adamsilver.io/case-studies/designing-the-child-funeral-fund-service/>
- The Australian Style Manual page on forms:  
<https://www.stylemanual.gov.au/format-writing-and-structure/content-formats/forms>
- NHS Digital service manual 'How to write good questions for forms'  
<https://service-manual.nhs.uk/content/how-to-write-good-questions-for-forms>
- Forms stuff from me:  
<https://www.effortmark.co.uk/category/forms/>