

How to look at a form

Caroline Jarrett
@cjforms


Agenda

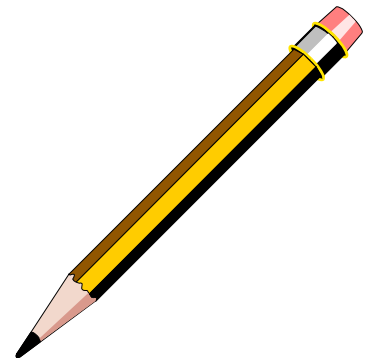
- Let's look at a form together
- How to look at your own forms
- What to do to improve your forms

We are going to try to pay for a parking ticket

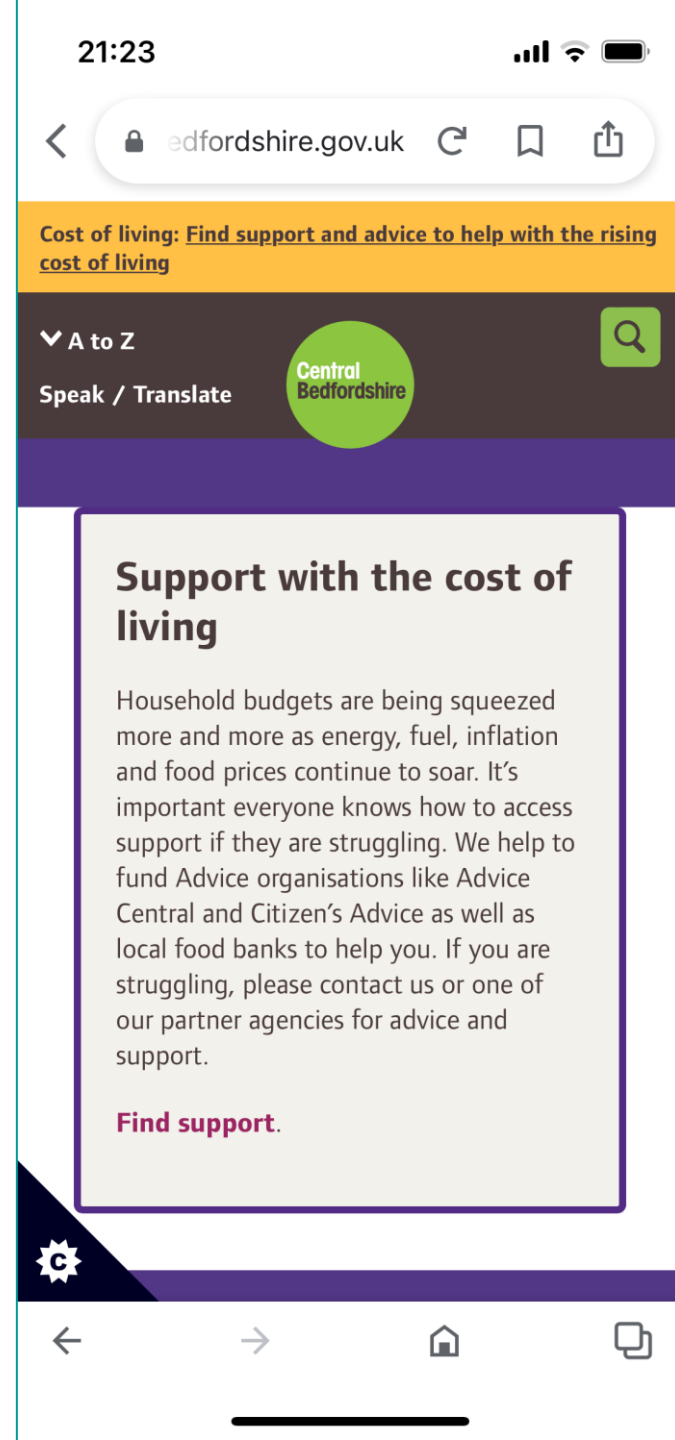
I've chosen Central Bedfordshire where I live

Please

- RAISE your hand now 
- LOWER your hand when you see the page with the form
- Make a note of the page number that is the form
(and of anything else that you notice)



Is page 1 the form?



Is page 2 the form?



Is page 3 the form?



Is page 4 the form?

21:23



4. Final parking fines appeal - Independent Parking Adjudicator

5. If you can't pay your parking fine due to financial problems

Paying parking fines

You can view or pay your parking fines (Penalty Charge Notice - PCN) online.

[Pay parking fine](#)

Please note: If you pay your fine before sending us any correspondence, you have accepted liability and have lost the option to appeal. Once we've received payment, the case will be closed.

Pay a parking fine by telephone

Credit / debit payments only. Please call our automated payment line on **0330 088 5697** (24 hour service).

Please have your card details and penalty charge notice number ready.

Pay a parking fine by post

Send a cheque / postal order made payable to Central Bedfordshire Council with the Penalty Charge Notice - PCN number and your name and



Is page 5 the form?

21:23

edfordshire.gov.uk

Central Bedfordshire

PCN Details

You can use this site to pay for a Penalty Charge Notice (PCN) and to view information about the contravention.

- Please enter the required information as printed on your Penalty Charge Notice.
- Fields marked with * must be entered.

PCN details

Vehicle Registration Number *

Penalty Charge Notice (PCN) *

Search

Let's focus on these three

5

21:23

edfordshire.gov.uk

Central Bedfordshire

PCN Details

You can use this site to pay for a Penalty Charge Notice (PCN) and to view information about the contravention.

- Please enter the required information as printed on your Penalty Charge Notice.
- Fields marked with * must be entered.

PCN details

Vehicle Registration Number *

Penalty Charge Notice (PCN) *

Search

4

21:23

- 4. Final parking fines appeal - Independent Parking Adjudicator
- 5. If you can't pay your parking fine due to financial problems

Paying parking fines

You can view or pay your parking fines (Penalty Charge Notice - PCN) online.

Pay parking fine

Please note: If you pay your fine before sending us any correspondence, you have accepted liability and have lost the option to appeal. Once we've received payment, the case will be closed.

Pay a parking fine by telephone

Credit / debit payments only. Please call our automated payment line on **0330 088 5697** (24 hour service).

Please have your card details and penalty charge notice number ready.

Pay a parking fine by post

Send a cheque / postal order made payable to Central Bedfordshire Council with the Penalty Charge Notice - PCN number and your name and

1

21:23

edfordshire.gov.uk

Cost of living: Find support and advice to help with the rising cost of living

A to Z

Speak / Translate

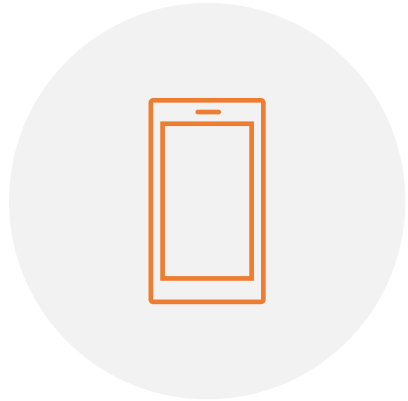
Central Bedfordshire

Support with the cost of living

Household budgets are being squeezed more and more as energy, fuel, inflation and food prices continue to soar. It's important everyone knows how to access support if they are struggling. We help to fund Advice organisations like Advice Central and Citizen's Advice as well as local food banks to help you. If you are struggling, please contact us or one of our partner agencies for advice and support.

Find support.

We know a form when we see it



Looks like a form and works like a form



Asks questions and expects answers



Allows someone to achieve a goal

A good form needs a lot of design



Looks like a form and
works like a form

Interaction design



Asks questions and
expects answers

Content design

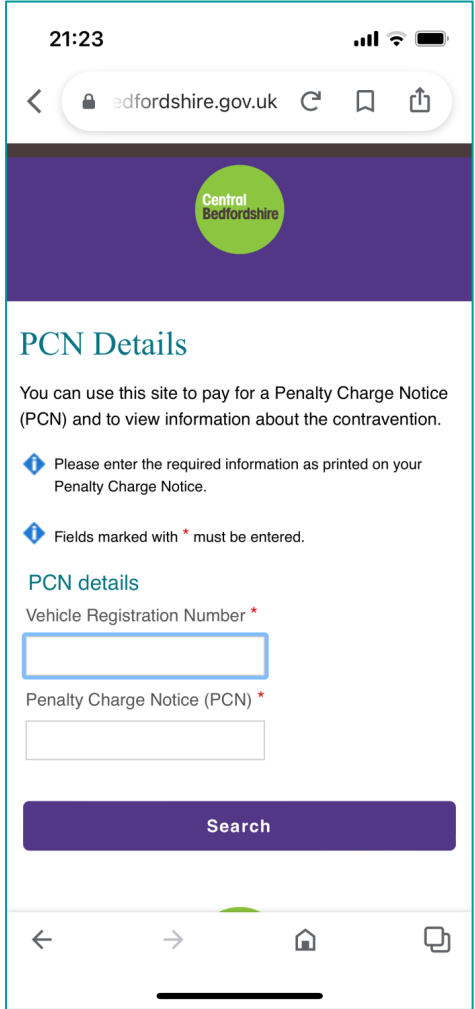


Allows someone
to achieve a goal

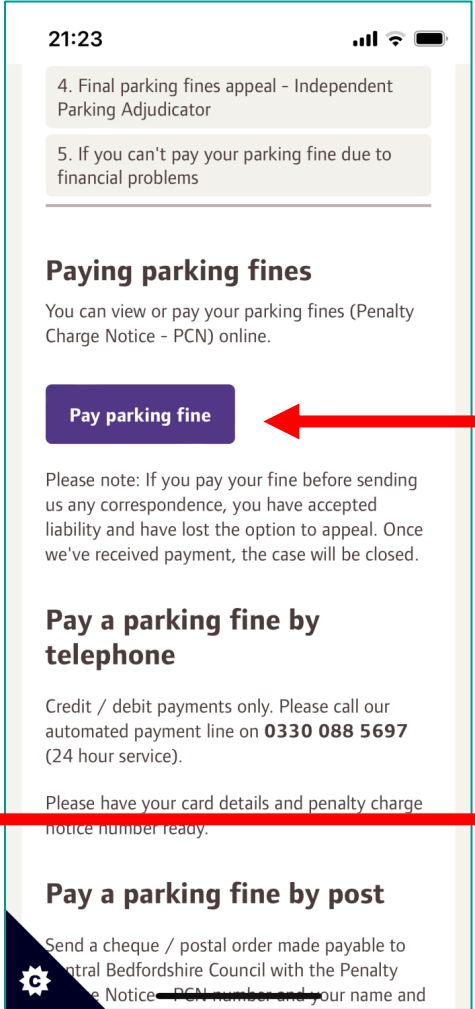
Service design

Interaction design: why are these buttons different?

5



4

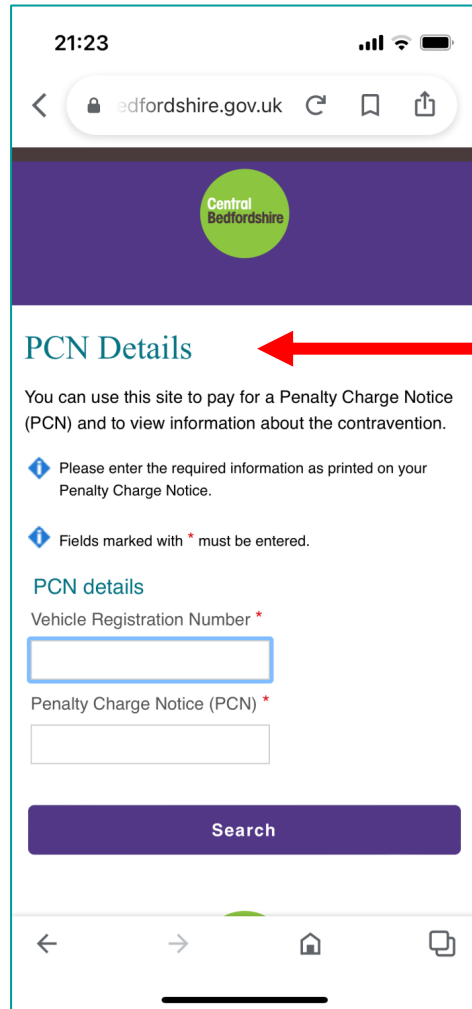


Narrow button

Wide button

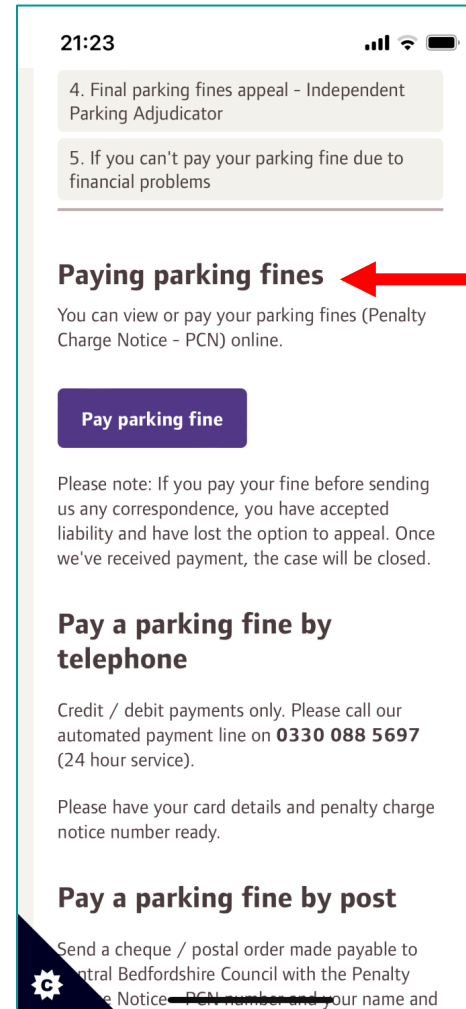
Content design: names keep changing

5



PCN

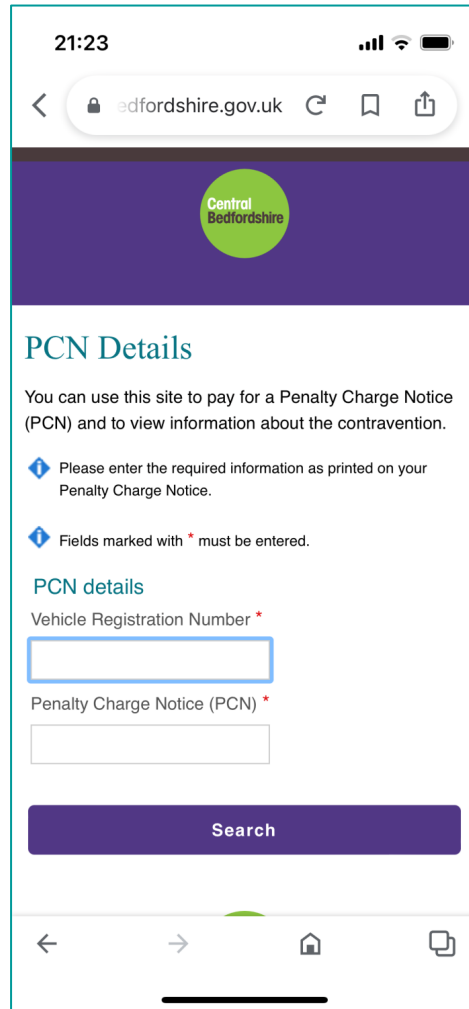
4



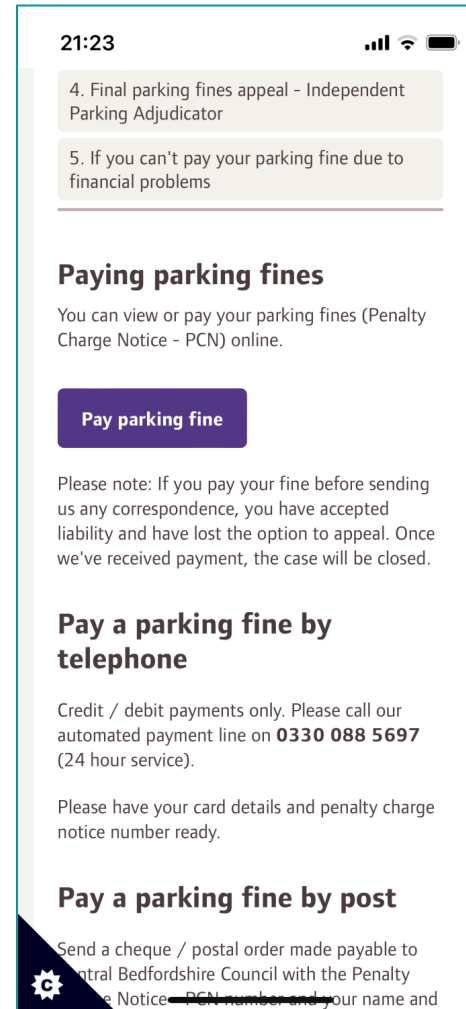
Parking fines

Service design has to account for many priorities

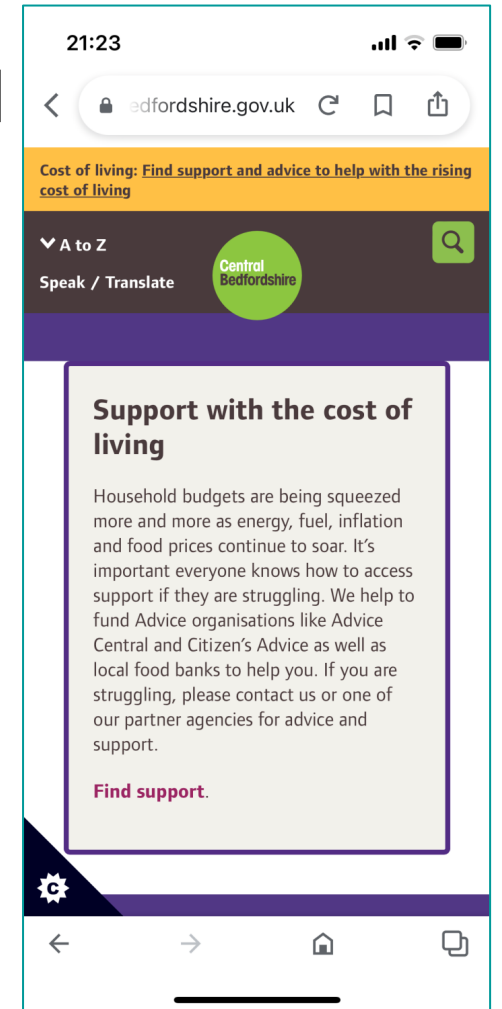
5



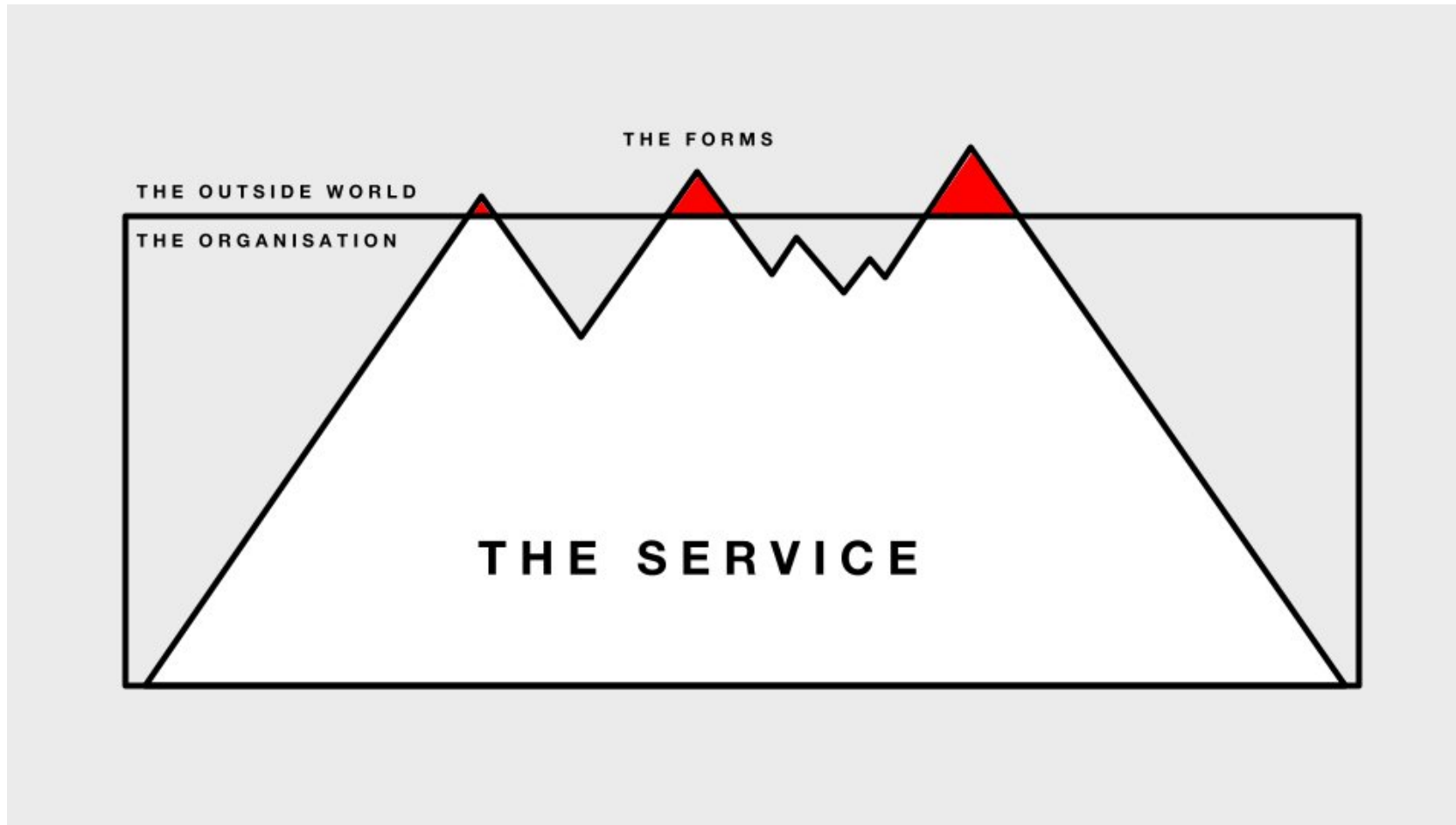
4



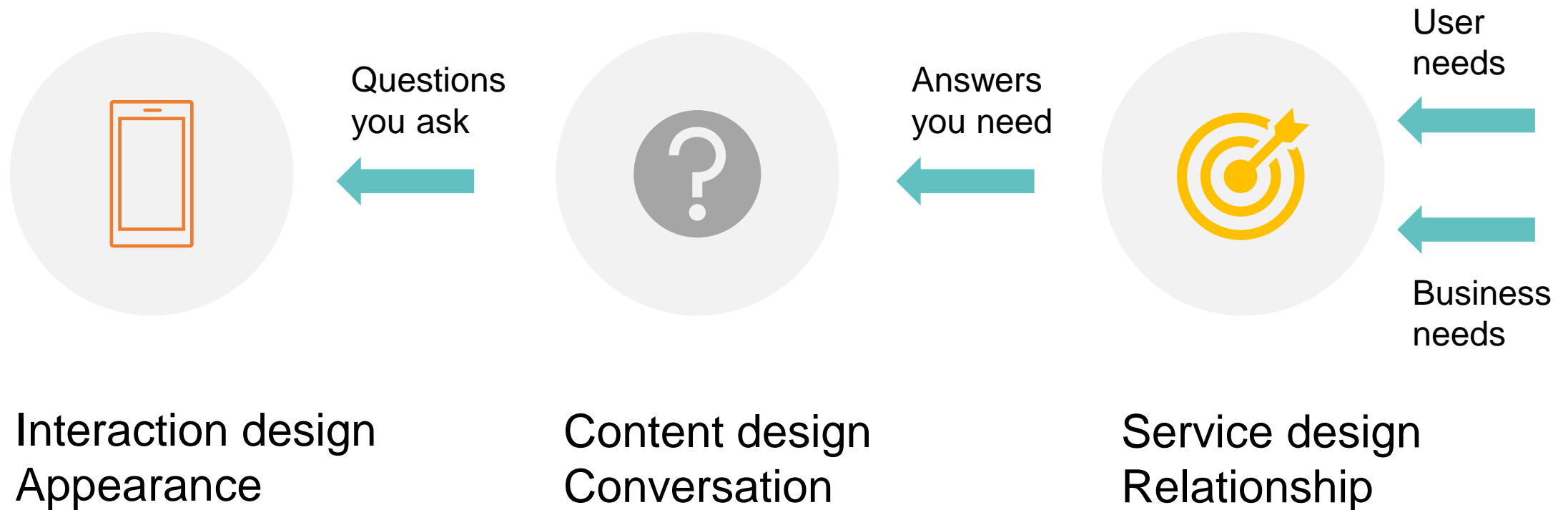
1



The outside world sees you through your forms



A good form starts with user and business needs



A good form works well across the layers



Easy to read
→
Easy to use

Interaction design
Appearance



Easy to understand
→
Easy to answer

Content design
Conversation



Easy to get it done
→
Easy to move on

Service design
Relationship

Takeaway

A good form is good in three ways

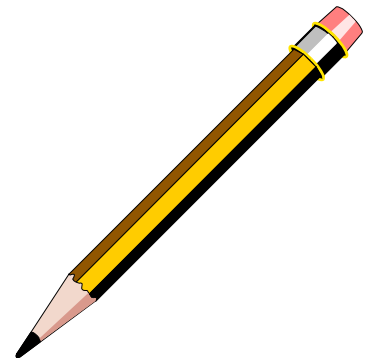
- Easy to read and to use
- Easy to understand and answer
- Easy to get it done and move on

Agenda

- ✓ Let's look at a form together
- How to look at your own forms
- What to do to improve your forms

Are we genuine users of the council website?

- Have you had a parking ticket recently?
- Do you live in Central Bedfordshire?



There are many stories about parking tickets

“I’m too busy to worry about parking tickets, I’ll pay up”

“I was with my disabled mother who has a special permit, and I didn’t realise that this area didn’t allow disabled parking”

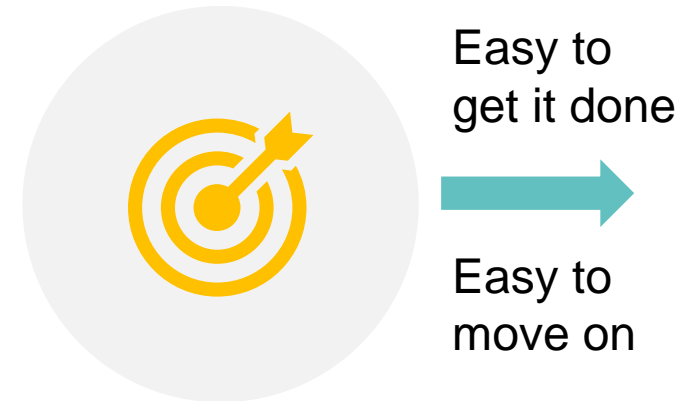
“I was in a hurry to get to a funeral and couldn’t work out how to pay as I don’t have a mobile phone”

“I’ve lost the actual ticket but I know I have to pay”

Step 1: Be realistic about yourself and your users

Be explicit.

- Say exactly who you are going to be when you try the form
- Think about how that person is different from you in real life
- Only be ONE person at a time. You can do other stories later.

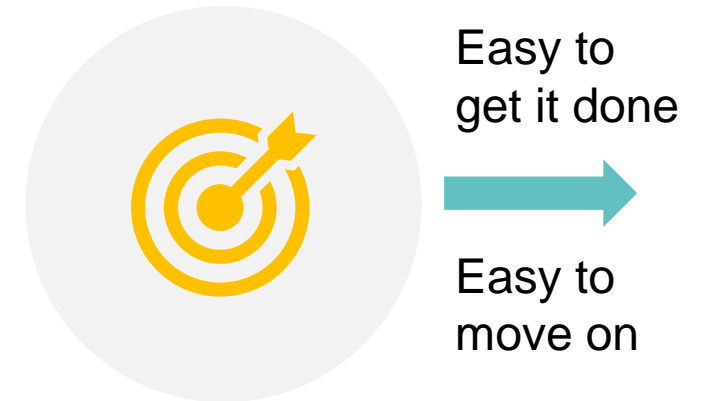


Service design
Relationship

Step 2: Use the form as the person in your story

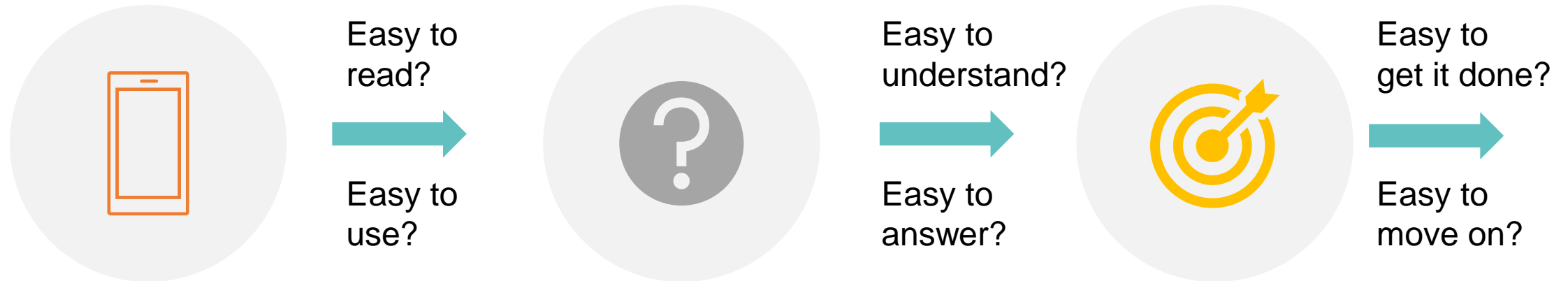
Be honest

- If you get to a question where you don't know the answer, make a note of that
- If you hit any other difficulty, make a note of that
- Don't stop to look around for problems that someone else might have. Focus on ONE story.



Service design
Relationship

Step 3: Go back and think about the three layers



It's fine to think of more than one story now

Agenda

- ✓ Let's look at a form together
- ✓ How to look at your own forms
- What to do to improve your forms

Expert review is better than no review

- Many forms are never tested by anyone, even the person who created them
- An expert review based on a reasonably realistic story is better than nothing at all
- But we aren't actually people who (for example) have to pay a parking ticket in Bedfordshire

What is the worst problem on this form?

Department of
MDOT Transportation

Michigan.gov
An Official State of Michigan Web Site

Michigan.gov Home MDOT Home | Site Map | Contact MDOT | FAQ | State Web Sites

Printer Friendly Text Version Email Page A- A+ Text Size

Order a Construction Prequalification Packet

To request a prequalification packet via email, fill in this form and click the Submit button below. * **REQUIRED INFORMATION**

Name: *

Email: *

Company: *

Address: *

Address 2:

City: *

State: * ZIP *

* Required Submit Clear Form

doing business

- > Forms
- > Contractor Services
 - Disadvantaged Business Enterprise
 - Prequalification
 - Bid Letting
 - Payments & Awards
- > Vendor/Consultant Services
- > Local Agency Program
- > Passenger Transportation

roads & travel

rail & public transit

bridges, borders & ferries

news & information

projects & programs

Search GO

- Departments/Agencies
- Online Services
- Surveys
- RSS Feeds

Related Content

- How to Become Construction Prequalified
- MDOT Prequalified Contractor Directories

The form looks different in 2022, but the questions are exactly the same

[Construction Prequalification Packet Request \(michigan.gov\)](#)

The screenshot shows the Michigan.gov website interface for the Construction Prequalification Packet Request form. At the top, there is a navigation bar with the Michigan.gov logo and a search icon. Below the navigation bar is a dark teal header with the title "Construction Prequalification Packet Request" in white text. Underneath the header is a breadcrumb trail: "MDOT > Business > Contractors > Bid Letting > Construction Prequalification Packet Request". The main content area contains the following text and form fields:

Request a prequalification packet by filling out and submitting the form below.

All form fields are required unless labeled as optional.

Name

Company

Address

Address2 (Optional)

Much better: Do usability testing on your forms

Get someone to fill in your form while you watch



Then make some changes. Don't wait.

- Set aside a morning every now and then to do some testing
- Choose a fix
- Make the fix
- Repeat

Questions (and contact details)

Caroline Jarrett

@cjforms

caroline.jarrett@effortmark.co.uk

www.effortmark.co.uk

