

UI/UX DESIGN

Lecture 8. UX forms.

What is the UX forms?

Forms are a peculiar way of communicating with users. Forms automate data processing, simplify users' actions, helping them make purchases in online stores, interact with various services, company websites and perform many other useful actions.

The image compares two user interface (UX) form layouts. The left layout is marked with a large blue checkmark, indicating it is a good example. It features a single column of four input fields labeled 'First Name *', 'Last Name *', 'Company', and 'Email Address *'. A straight purple arrow points downwards from the top field to the bottom field, representing a simple and intuitive flow. The right layout is marked with a large orange X, indicating it is a bad example. It features two columns of input fields. The left column has 'First Name *', 'Company', and 'City *'. The right column has 'Last Name *', 'Email Address *', and 'State *'. A purple arrow starts at the top left, moves right to the 'Last Name' field, then zig-zags down through the 'Email Address' and 'Address' fields (which is not explicitly labeled but is implied by the arrow's path), and finally moves right to the 'State' field. This represents a complex and non-intuitive flow that is difficult for users to follow.

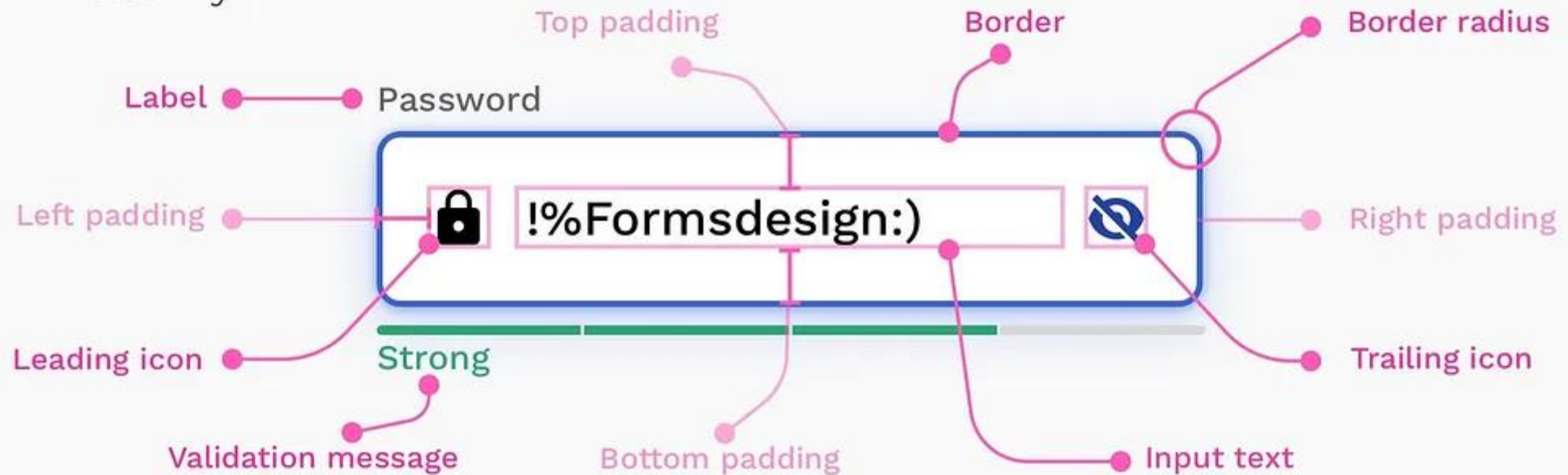
The Importance of Form Design

- Simplifies user interaction
- Boosts conversions
- Reduces errors
- Enhances accessibility
- Builds trust
- Saves time

Anatomy of text field

Input

Anatomy



Text field types

Most of them are based on basic text fields that were modified to better handle specific types of information, like the credit card numbers.

Password

A rectangular text input field with a light gray border. Inside, there are ten black dots representing masked characters. To the right of the dots is a blue circular icon with a white eye, used for toggling password visibility.

Strong

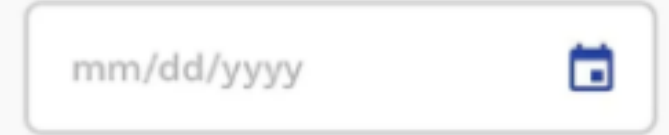
Password

Credit card

A rectangular text input field with a light gray border. The field contains the numbers "9888 1212 3453 4546" in a monospace font, with spaces between groups of four digits. To the right of the numbers is a small blue and white VISA logo.

Number only input

Date

A rectangular text input field with a light gray border. The field contains the placeholder text "mm/dd/yyyy" in a light gray font. To the right of the text is a blue calendar icon.

Date

Q Search


Search field

Nationality

A rectangular text input field with a light gray border. The field contains the text "Ukraine" in a dark gray font. To the right of the text is a small blue downward-pointing triangle, indicating a dropdown menu.

Selection input

Send to

A rectangular text input field with a light gray border. The field contains two blue buttons with white text. The first button says "Edwin S. X" and the second button says "Alberta M. X".

Multi-select input

The typical form components:

- **Structure:** This includes the order of fields, the form's appearance on the page and the logical connections between multiple fields.
- **Input fields:** These include text fields, password fields, checkboxes, radio buttons, sliders and any other fields designed for user input.
- **Field labels:** These tell users what the corresponding input fields mean.
- **Action button:** When the user presses this button, an action is performed (such as submission of the data).
- **Feedback:** The user is made to understand the result of their input through feedback. Most apps and websites use plain text as a form of feedback. A message will notify the user about the result and can be positive (indicating that the form was submitted successfully) or negative ("The number you've provided is incorrect").

Forms may also have the following components:




- **Assistance:** This is any explanation of how to fill out the form.
- **Validation:** This automatic check ensures that the user's data is valid.

Main types of forms

To create a request on the website.

Пройди бесплатный вводный урок

Бесплатный урок — это полноценное занятие. Ты получаешь знания сразу. Во время бесплатного занятия ты сможешь познакомиться с преподавателем, задать вопросы и сделать правильный выбор.

-  Определим уровень языка
-  Подберём или составим программу
-  Обозначим цели

Имя

E-mail

Телефон

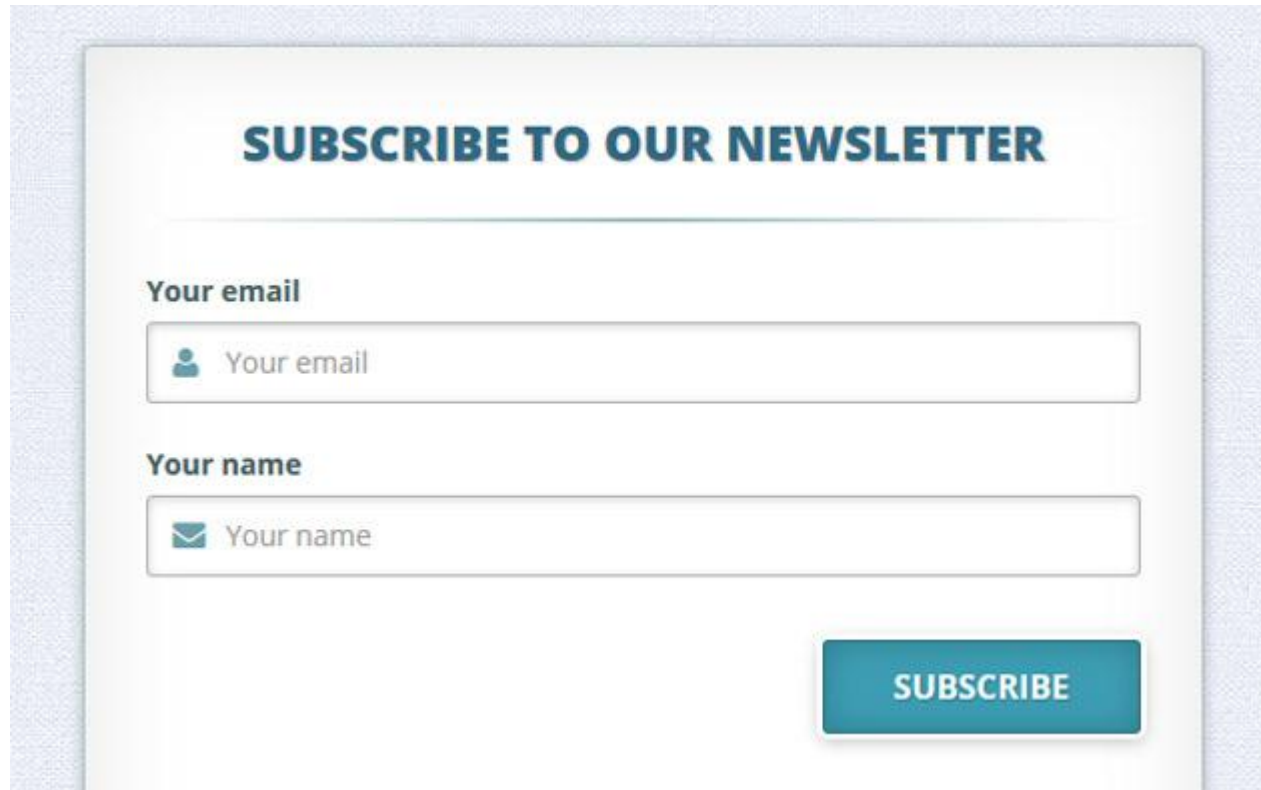
[Записаться на бесплатный урок](#)

Оставляя заявку, вы принимаете [условия соглашения](#)

На этой неделе осталось 5 мест


Main types of forms

Newsletter subscription form.




SUBSCRIBE TO OUR NEWSLETTER

Your email

 Your email

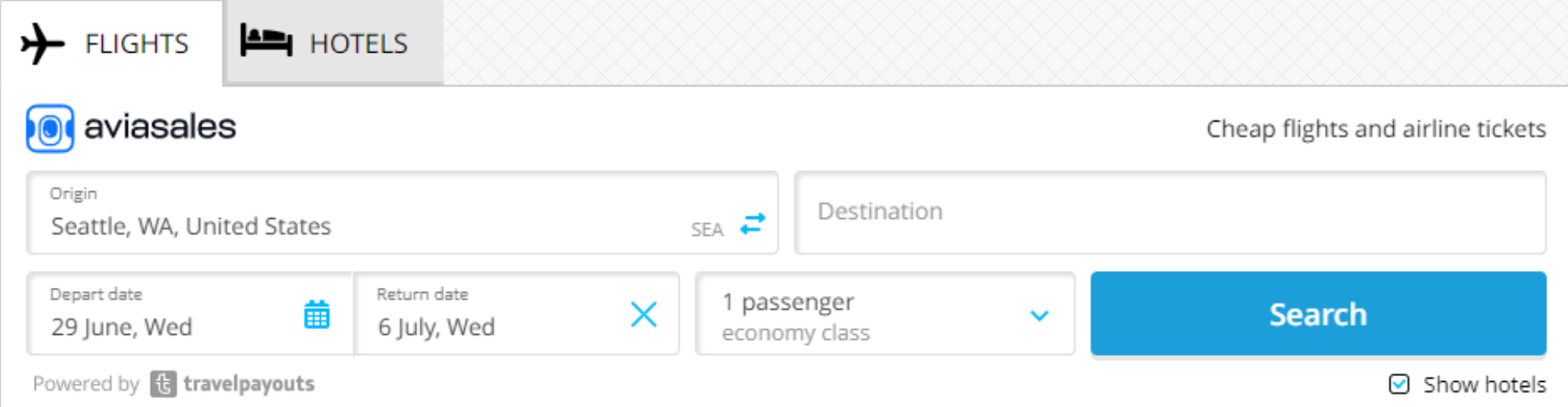
Your name

 Your name


SUBSCRIBE


Main types of forms

Order form.




The image shows a flight search interface for 'aviasales'. At the top, there are two tabs: 'FLIGHTS' (selected) and 'HOTELS'. Below the tabs, the 'aviasales' logo is on the left and the text 'Cheap flights and airline tickets' is on the right. The main search area contains several input fields: 'Origin' with the value 'Seattle, WA, United States' and a small 'SEA' code; 'Destination' (empty); 'Depart date' with the value '29 June, Wed' and a calendar icon; 'Return date' with the value '6 July, Wed' and a close icon; and a dropdown menu for '1 passenger economy class'. A large blue 'Search' button is positioned to the right of these fields. At the bottom left, it says 'Powered by travelpayouts', and at the bottom right, there is a checkbox labeled 'Show hotels' which is currently checked.


✈️ FLIGHTS  HOTELS


 **aviasales** Cheap flights and airline tickets

Origin
Seattle, WA, United States SEA ↔


Destination

Depart date
29 June, Wed 

Return date
6 July, Wed 

1 passenger
economy class 

Search


Powered by  **travelpayouts** ☒ Show hotels


Main types of forms

Checkout form.

Checkout

DeliveryConfirmationPaymentFinish


☐ Pay £340.00 with credit card


☐ Pay £340.00 with PayPal

Cardholder's Name

Card Number

Valid thru

MM / YY

CVV / CVC *

* CVV or CVC is the card security code, unique three digits number on the back of your card separate from its number.

Back

Next Step

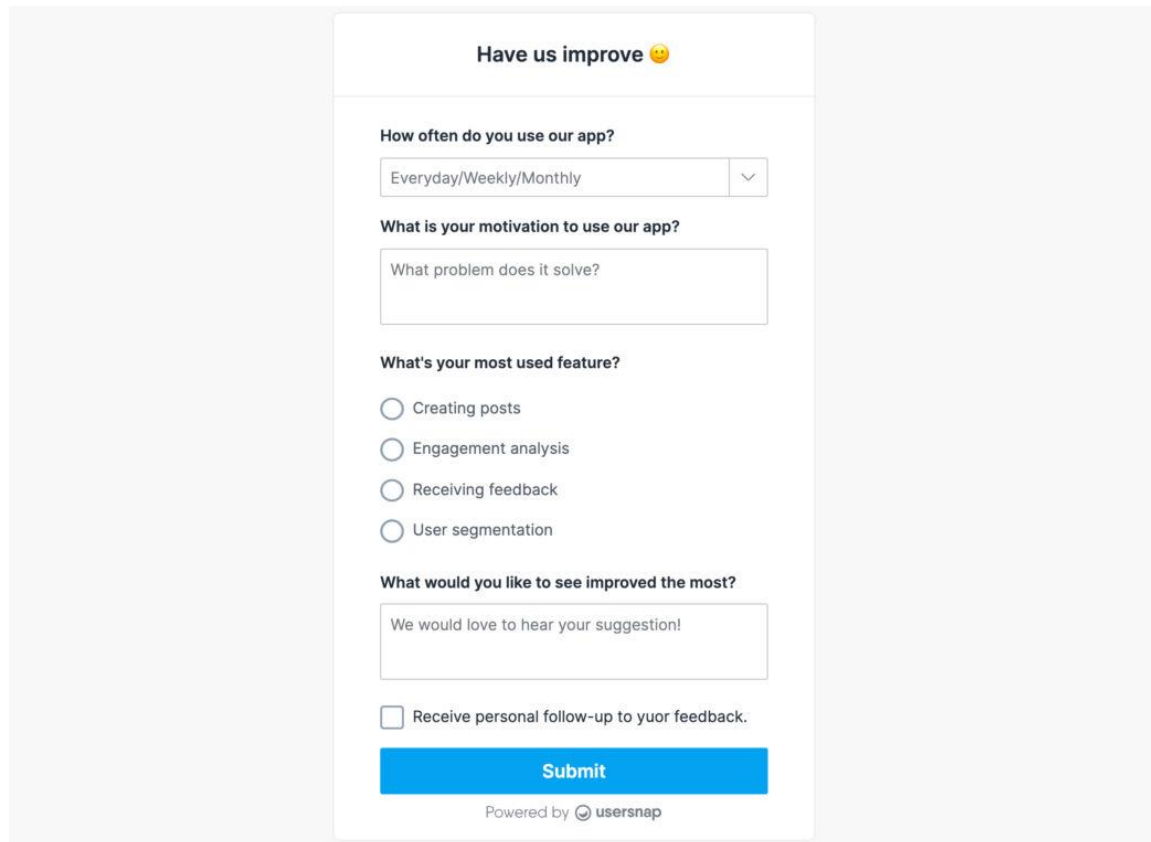
Main types of forms

Authorization and registration form.

New Customer? Create Account	OR	Registered Customer? Sign in!
Name* <input type="text"/>		Email* <input type="text"/>
Surname* <input type="text"/>		Password* <input type="password"/>
Email* <input type="text"/>		Forgot Your Password?
Company <input type="text"/>		SIGN IN
Date of birth* MM* <input type="text"/> DD* <input type="text"/> YYYY* <input type="text"/>		
Password* <input type="password"/>		
Confirm password* <input type="password"/>		

Main types of forms

Survey form.



Have us improve 😊

How often do you use our app?

Everyday/Weekly/Monthly

What is your motivation to use our app?

What problem does it solve?

What's your most used feature?

- ☐ Creating posts
- ☐ Engagement analysis
- ☐ Receiving feedback
- ☐ User segmentation

What would you like to see improved the most?

We would love to hear your suggestion!

☐ Receive personal follow-up to your feedback.

Submit

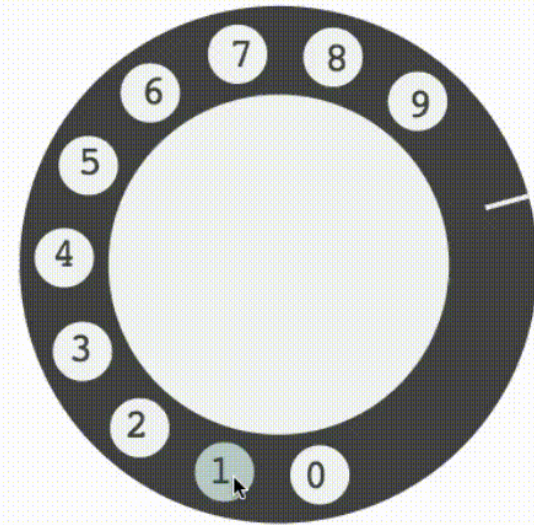
Powered by usersnap

Bad forms)

Please enter your phone number:

(216) 409-9989

Please enter your phone number



Arrangement of forms

On the home screen

The screenshot displays the aviasales mobile application interface. At the top, the header includes the aviasales logo, a navigation bar with links for Profile, Support, My wallet, and a menu icon, and a banner stating "16 лет помогаем вам экономить". Below this is a category bar with "Авиабилеты", "Отели", and "Короче о городах". The main search form consists of several input fields: "Алматы" (with a dropdown showing "ALA"), "Куда", "Когда" (with a calendar icon), "Обратно", and "1 пассажир Эконом" (with a dropdown arrow). An orange "Найти билеты" button is positioned to the right of the search fields. Below the search form, there are two promotional banners. The left banner, titled "Горячие билеты", features an illustration of a winged money stack and displays a flight offer from "Алматы — Тбилиси" for 49735 ₸, with a crossed-out price of 98688 ₸. It also shows the date "МАЙ 1" and the time "07:35 — 10:55". The right banner, titled "Подпишись на наш телеграм", features a cartoon cat illustration and a "Подписаться" button. At the bottom left of the search form, there is a link "Составить сложный маршрут" and a checkbox "Открыть Booking.com в новой вкладке".

aviasales

Профиль Поддержка Мой кэшбэк

16 лет помогаем вам экономить

Авиабилеты Отели Короче о городах

Алматы ALA Куда Когда Обратно 1 пассажир Эконом

Найти билеты

Составить сложный маршрут

Открыть Booking.com в новой вкладке

Горячие билеты

Скоро разберут!

49735 ₸ 98688 ₸

Алматы — Тбилиси

МАЙ 1 07:35 — 10:55 4.5ч в пути / Без пер...

Подпишись на наш телеграм

Подписаться

Arrangement of forms

In content



Хотите раньше всех узнавать о скидках и акциях? Подпишитесь на нашу рассылку

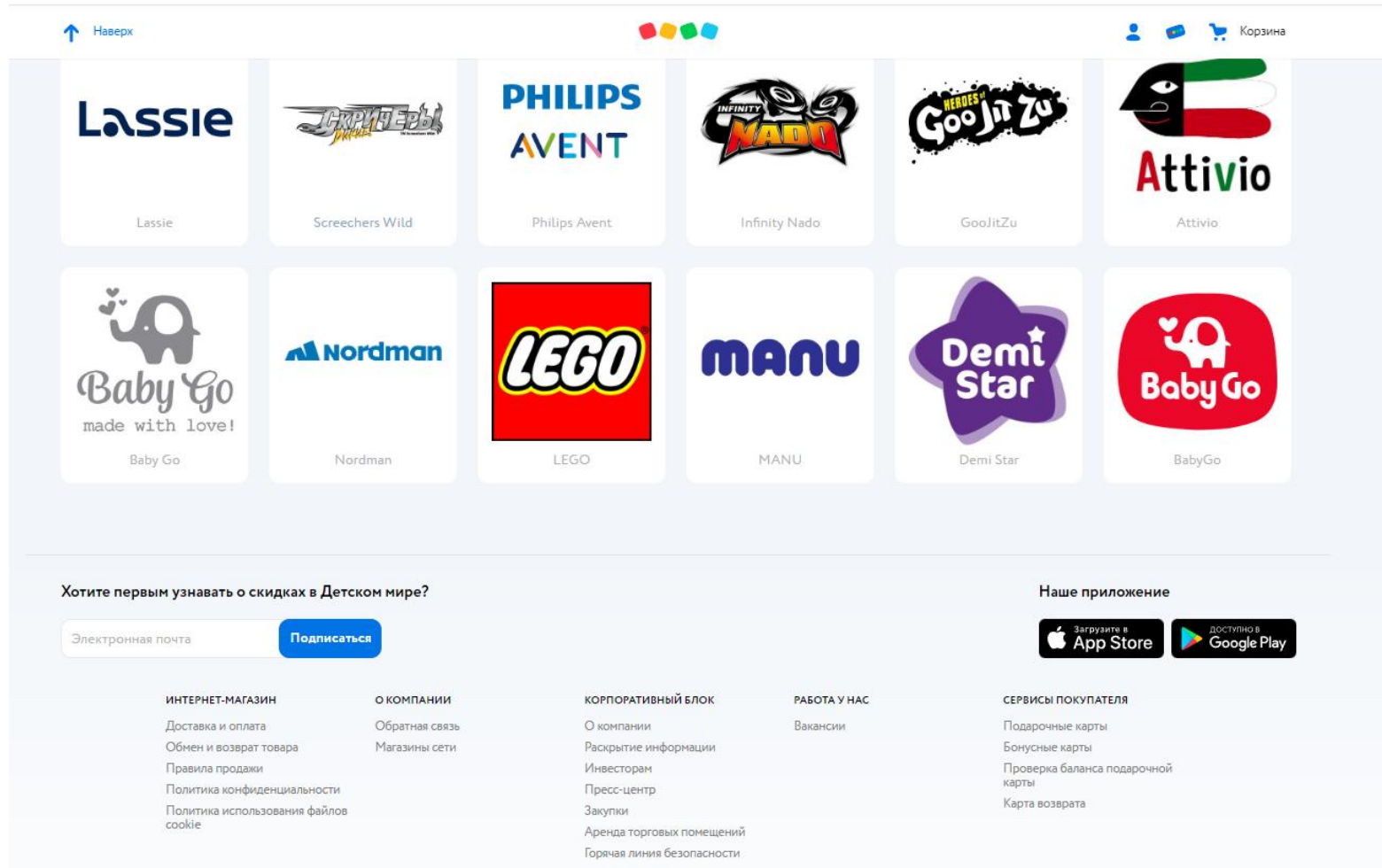
Подписаться

Как для меня выбрано



Arrangement of forms

In footer



Arrangement of forms

In a separate window

Квартира

Количество комнат

☐ Апартаменты

Площадь м²

Площадь кухни м²

Жилая площадь м²

Этаж

Этажей в доме

Высота потолков м

Санузел

Балкон/Лоджия

Ремонт

☐ Перепланировка

Вид из окон

☐ Двор ☐ Водоем ☐ Улица
☐ Парк ☐ Лес

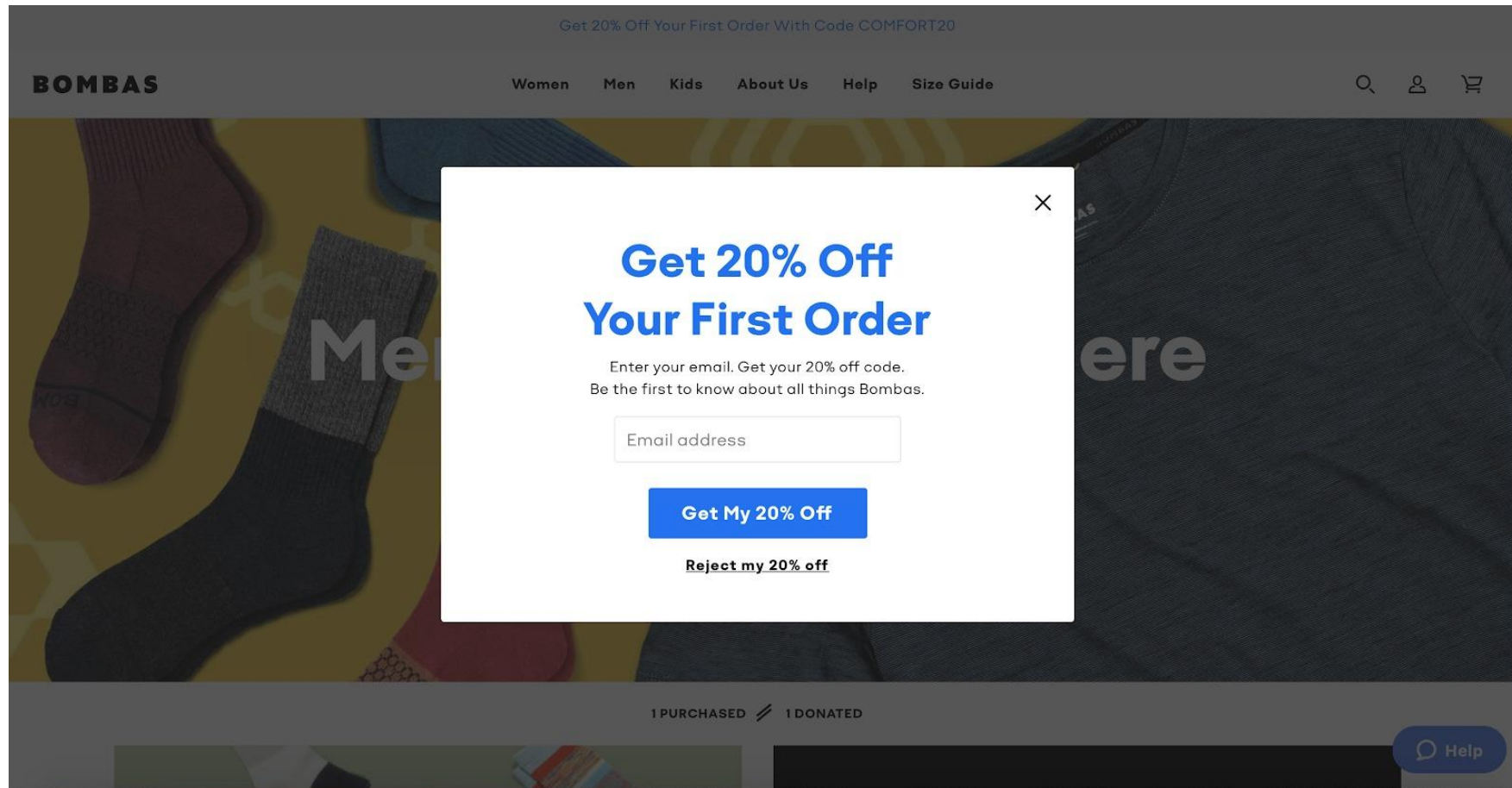
Дом

Год постройки

г

Arrangement of forms

Popup



The image shows a screenshot of the BOMBAS website with a prominent popup form. The website's header is dark grey with the BOMBAS logo on the left and navigation links (Women, Men, Kids, About Us, Help, Size Guide) in the center. On the right of the header are icons for search, user profile, and shopping cart. A banner at the top of the page reads "Get 20% Off Your First Order With Code COMFORT20". The popup form is white with a close button (X) in the top right corner. It contains the following text and elements:

- Get 20% Off Your First Order** (in blue)
- Enter your email. Get your 20% off code.
Be the first to know about all things Bombas.
-
- [Get My 20% Off](#) (blue button)
- [Reject my 20% off](#) (underlined text)

The background of the website shows a pair of socks and a t-shirt. At the bottom of the page, there is a dark grey footer with the text "1 PURCHASED / 1 DONATED" and a "Help" button in the bottom right corner.

Forms designing. Structure.

1. Keep Forms Concise

Keep forms concise and include only essential fields to prevent overwhelming users. For instance, if you create a signup form, ask only for critical information like name, email, and password. This approach makes it more likely for the user to complete the form.

2. Arrange Questions Wisely

Start with the simplest questions and then move on to more complex ones. This strategy encourages users to fill out the form and keeps up their momentum—it makes the form feel less daunting and more manageable.

Forms designing. Structure.

A form is a type of conversation. And like any conversation, it should consist of logical communication between two parties: the user and the app. The form structure defines a skeleton for form and that is the reason why we explore form best practices in the context of form structure.

Group related information into logical blocks or sets. The flow from one set of questions to the next will better resemble a conversation. Grouping together related fields will also help users make sense of the information they must fill in.

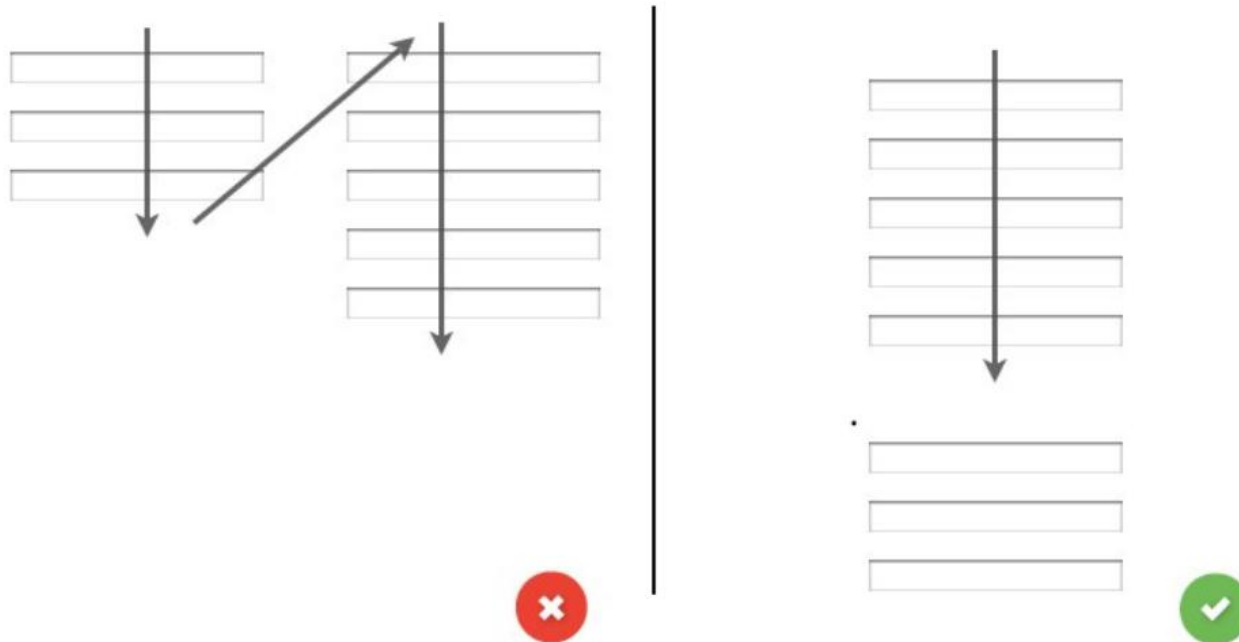
This form layout groups related fields vertically. It includes the following fields and labels: First Name, Last Name, Email (with a note: "Your email address will be your username"), Re-type Email, Password (with a note: "Min. 8 characters, 1 number, case-sensitive"), Re-type Password, Address, City, State (dropdown: "Choose a state"), Zip Code (with an "Optional" button), Phone (with a "Mobile" dropdown and a note: "No spaces or dashes"), Date of Birth (Month, Day, Year dropdowns), Gender (dropdown: "Choose a gender"), Security Question (dropdown: "Choose a security question"), and Security Answer (with a note: "Not case-sensitive").

This form layout is organized into three distinct sections: "Personal Information", "Account Information", and "Contact Information". The "Personal Information" section includes First Name, Last Name, Date of Birth (Month, Day, Year dropdowns), and Gender (dropdown: "Choose a gender"). The "Account Information" section includes Email (with a note: "Your email address will be your username"), Re-type Email, Password (with a note: "Min. 8 characters, 1 number, case-sensitive"), Re-type Password, Security Question (dropdown: "Choose a security question"), and Security Answer (with a note: "Not case-sensitive"). The "Contact Information" section includes Address, City, State (dropdown: "Choose a state"), Zip Code (with an "Optional" button), and Phone (with a "Mobile" dropdown and a note: "No spaces or dashes").

Forms designing. Structure.

One column vs. multiple column.

One of the problems with arranging form fields into multiple columns is that users will likely interpret the fields inconsistently. If a form has horizontally adjacent fields, then the user must scan in a Z pattern, slowing the speed of comprehension and muddying the path to completion. But if a form is in a single column, the path to completion is a straight line down the page.

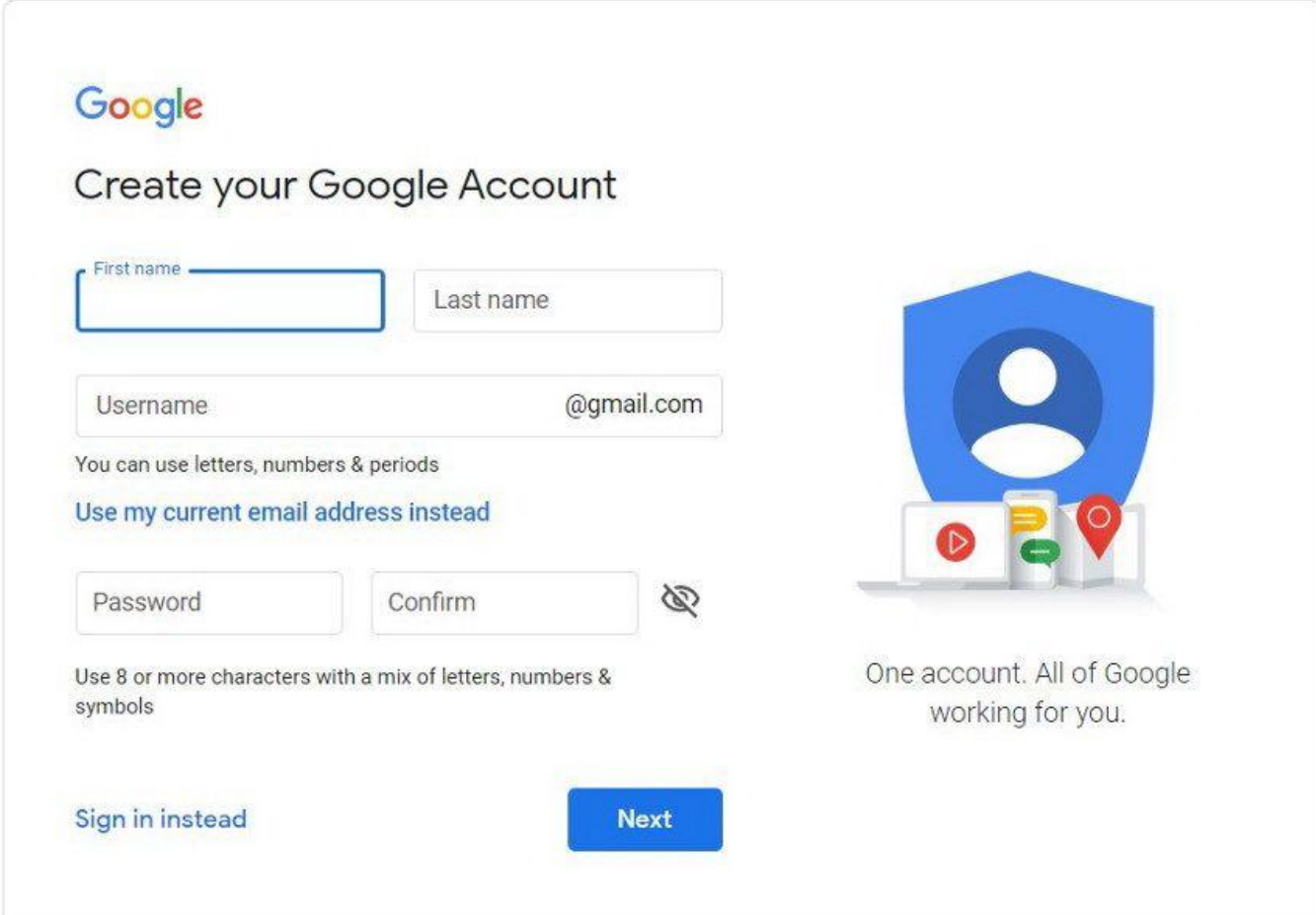


Forms designing. Structure.

Autofocus.

Using **autofocus** on the first element allows the user to start filling out the form almost immediately.

This not only saves time and reduces the number of steps, but also relaxes the user, encouraging them to continue filling out the form.



The screenshot displays the Google Account creation interface. The Google logo is at the top, followed by the heading "Create your Google Account". The form fields are as follows:

- First name:** The first input field, which is highlighted with a blue border and a blue focus ring, indicating it has the autofocus attribute.
- Last name:** The second input field.
- Username:** A single-line input field with a placeholder "@gmail.com".
- Help text:** "You can use letters, numbers & periods" and a link "Use my current email address instead".
- Password:** A single-line input field.
- Confirm:** A single-line input field.
- Eye icon:** A small icon to toggle password visibility.
- Help text:** "Use 8 or more characters with a mix of letters, numbers & symbols".
- Buttons:** "Sign in instead" (a link) and "Next" (a blue button).

On the right side of the form, there is a graphic of a blue shield with a white person icon, and below it, a row of icons representing various Google services (YouTube, Maps, etc.). At the bottom right, the text "One account. All of Google working for you." is displayed.

Forms designing. Structure.

Use the right tool.

Use radio buttons if the answers exclude each other. Alternatively, use check boxes if more than one answer may apply.

If there are six or fewer options, indicate all options on the form. If there are more than six options, use a drop-down list.

CHOOSE A VEHICLE CLASS 21 RESULTS

Filters CLEAR ALL

TRANSMISSION

☐ Automatic
 ☐ Manual

VEHICLE TYPE

☐ Cars
 ☐ SUVs
☐ People-Carriers
 ☐ Vans

PASSENGER CAPACITY

☐ 2
 ☐ 5
☐ 3
 ☐ 7
☐ 4
 ☐ 9



Class A Mini

Toyota Aygo or similar

Manual 4 People 1 Bags

[FEATURES & PRICE DETAILS](#)



Economy

Vauxhall Corsa or similar

Automatic 4 People 2 Bags

[FEATURES & PRICE DETAILS](#)



5 Door Economy

Vauxhall Corsa or similar

Automatic 5 People 2 Bags

[FEATURES & PRICE DETAILS](#)



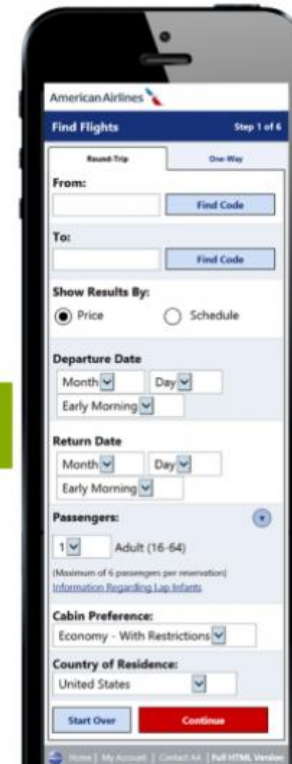
Compact

Ford Focus or similar

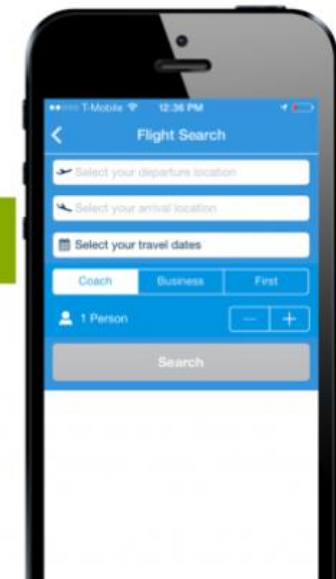
Forms designing. Input fields.

Number of fields. Minimize the number of fields as much as possible. This will make your form feel less bloated, especially when you're requesting a lot of information. Displaying only five to seven input fields at a given time is a common practice.

"This is going to be painful."

A screenshot of the American Airlines mobile app's 'Find Flights' screen. The form is titled 'Find Flights' and 'Step 1 of 6'. It includes a 'Round Trip' button and a 'One Way' button. Below these are 'From:' and 'To:' input fields, each with a 'Find Code' button. The 'Show Results By:' section has radio buttons for 'Price' (selected) and 'Schedule'. The 'Departure Date' and 'Return Date' sections each have 'Month', 'Day', and 'Early Morning' dropdown menus. The 'Passengers:' section shows '1' passenger, 'Adult (16-64)', with a note '(Maximum of 6 passengers per reservation)'. Below this is a 'Cabin Preference:' dropdown set to 'Economy - With Restrictions' and a 'Country of Residence:' dropdown set to 'United States'. At the bottom are 'Start Over' and 'Continue' buttons.

"This will be a breeze."

A screenshot of a simplified flight search form on a smartphone screen. The form is titled 'Flight Search'. It includes three input fields: 'Select your departure location', 'Select your arrival location', and 'Select your travel dates'. Below these are three buttons: 'Coach', 'Business', and 'First'. There is a '1 Person' indicator with minus and plus buttons. At the bottom is a large 'Search' button.

Forms designing. Input fields.

Opt for a Multi-Step Form.

Multi-step forms break down the data-collection process into manageable chunks—and they're a smart UX design move. Instead of confronting users with a long, daunting form, multi-step forms present information in a sequence of steps or pages.

The screenshot shows a multi-step form interface. At the top, the headline reads "Capture & convert up to 300% more leads" with the subtext "The easy way for marketers to create high-converting LeadForms™". Below this is a form titled "Which category best describes your company?". It features a dropdown menu with the placeholder text "Select" and a blue "Next" button. A progress bar at the bottom of the form is partially filled with green. To the right of the form, there is a link that says "Try our Leadformly form" with a curved arrow pointing back to the form.

Forms designing. Input fields.

Mandatory vs. optional. Try to avoid optional fields in forms. But if you use them, at least clearly distinguish which input fields may not be left blank.

The convention is to use an asterisk (*) for required fields or the word “optional” for non-required fields (which is preferable in long forms with multiple required fields). If you decide to use an asterisk for mandatory fields, show a hint at the bottom of the form explaining what the asterisk is for.

Explanation of asterisk

* = required fields

First name *

Last name *

E-mail address *

✓ Do

Provide a clear explanation of the asterisk *. Not everyone knows what the asterisk means.

All fields are required, unless marked optional.

First name

Last name

Telephone number - optional

Optional field

Forms designing. Input fields.

Setting default values.

It's better to avoid setting default values unless you believe a large portion of your users (say, 95% of them) will select the same values. People scan online forms quickly, and they don't spend much time parsing through all of the choices. As a result, they can easily skip something that already has a value.

But this rule doesn't apply to smart defaults, for example, preselect the user's country based on geo-location data. Still, use these with caution, because users tend to leave preselected fields as they are.

Billing Address

Country *

Australia

First Name *

Last Name *

Forms designing. Input fields.

Input masks. Field masking is a technique that helps users format inputted text. A mask appears once a user focuses on a field, and it formats the text automatically as the field is being filled out, helping users to focus on the required data and to more easily notice errors.

The screenshot shows a payment form with the following elements:

- Logos for VISA, Mastercard, and МИР.
- A text input field labeled "номер карты" (card number) with a "Paste" button and a card icon.
- A label "ДЕЙСТВУЕТ ДО" (valid until) followed by two date input fields: "ММ" (month) and "ГГ" (year).
- A label "CVV/CVC" followed by a three-digit input field showing "000".
- A label "Цифры на обратной стороне карты" (numbers on the back of the card) below the CVV field.

☒ Запомнить для следующих покупок. Это безопасно. ?

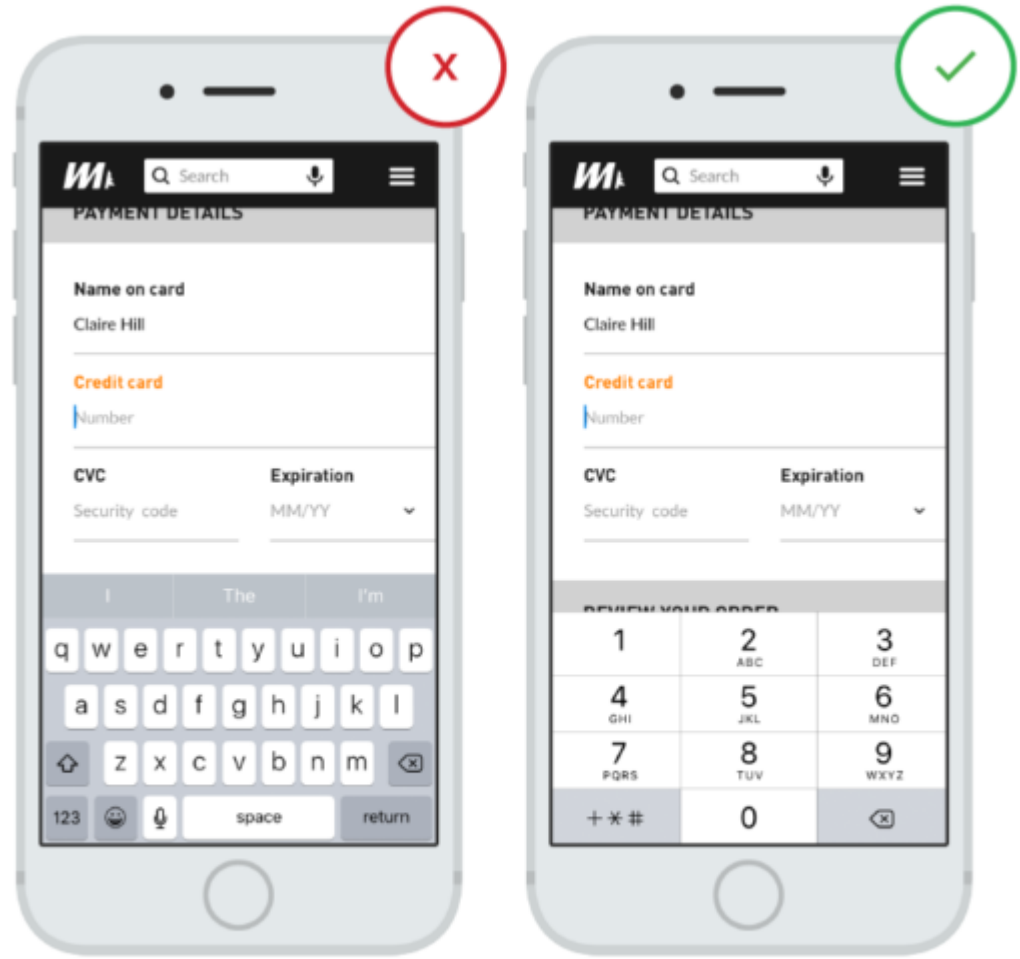
Оплатить



Forms designing. Input fields.

Designing forms for mobile: match keyboard to input.

Phone users appreciate apps that provide the appropriate keyboard for the text being requested. Implement this consistently throughout the app, rather than merely for certain tasks but not others.



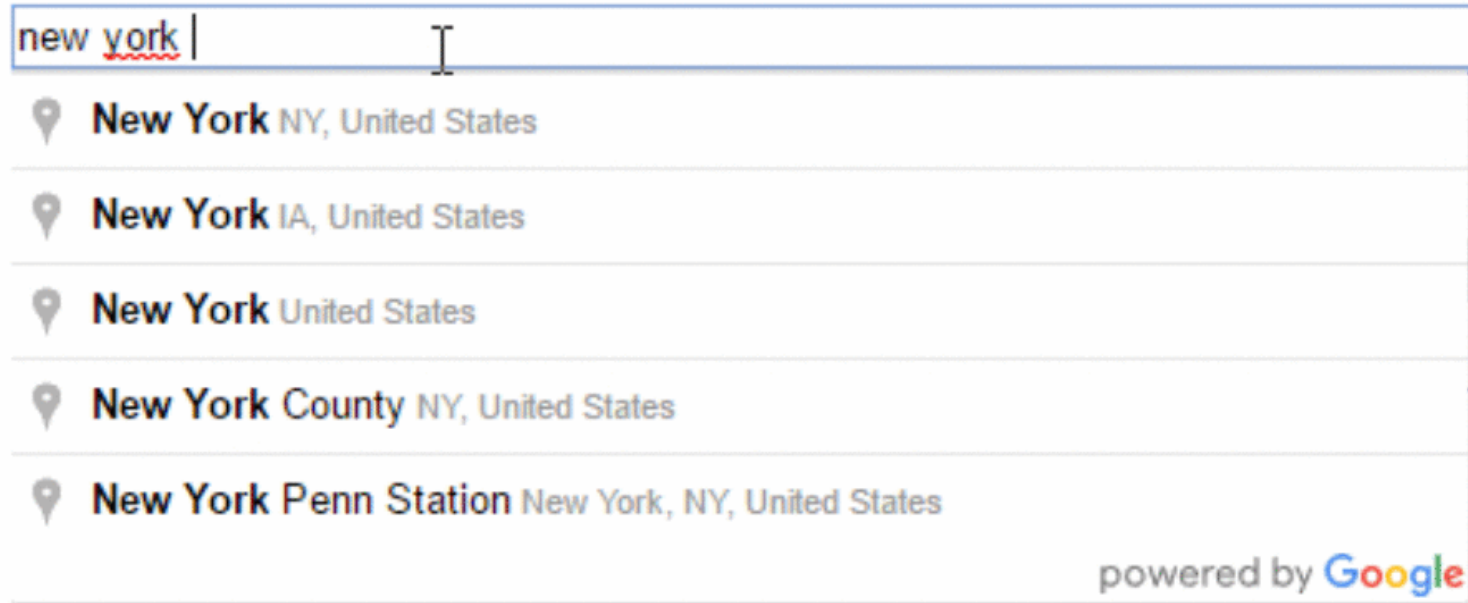
X The user is required to tap the number key in the keyboard to enable number entry.

✓ An appropriate numeric keyboard is automatically provided for fields that require numeric entry.

Forms designing. Input fields.

Limit typing (autocompletion).

With more and more people using mobile screens, anything that can be done to prevent unnecessary typing will improve the user experience and decrease errors. Autocompletion makes it possible to eliminate a huge amount of typing.



A screenshot of a Google Maps search bar. The input field contains the text "new york" with a cursor at the end. Below the input field, a list of five suggestions is displayed, each preceded by a location pin icon. The suggestions are: "New York NY, United States", "New York IA, United States", "New York United States", "New York County NY, United States", and "New York Penn Station New York, NY, United States". The text "powered by Google" is visible in the bottom right corner of the search bar area.

Suggestion
New York NY, United States
New York IA, United States
New York United States
New York County NY, United States
New York Penn Station New York, NY, United States

Forms designing. Labels.

Written labels are one of the primary ways to make a UI more accessible. A good label tells the user the purpose of the field, maintains its usefulness when the focus is on the field itself and remains visible even after the field has been filled in.

Number of words. Use succinct, short, descriptive labels (a word or two) so that users can quickly scan your form.

The image displays two versions of the Amazon sign-in form, illustrating different labeling strategies. The left version is a screenshot of the actual Amazon sign-in page, while the right version is a simplified, clean design.

Left Version (Actual Amazon Sign-in Page):

- Header: Amazon logo, [Your Account](#) | [Help](#)
- Section: **Sign In**
- Label: **What is your e-mail address?**
- Field: **My e-mail address is:** [text input]
- Label: **Do you have an Amazon.com password?**
- Options: ☐ **No, I am a new customer.** / ☒ **Yes, I have a password:** [text input]
- Link: [Forgot your password?](#)
- Button: **Sign in using our secure server** [button]
- Section: **Sign In Help**
- Text: **Forgot your password?** [Get password help.](#)
- Text: **Has your e-mail address changed?** [Update it here.](#)
- Footer: [Conditions of Use](#) [Privacy Notice](#)
© 1996-2014, Amazon.com, Inc. or its affiliates

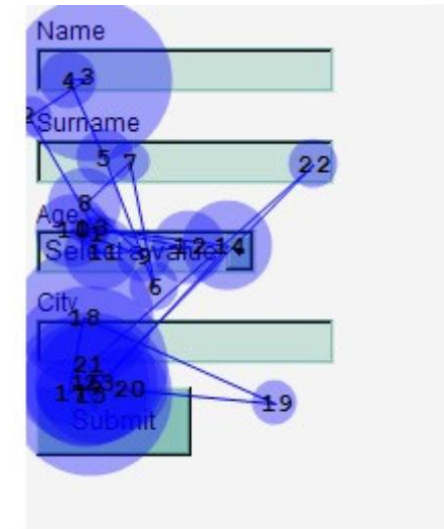
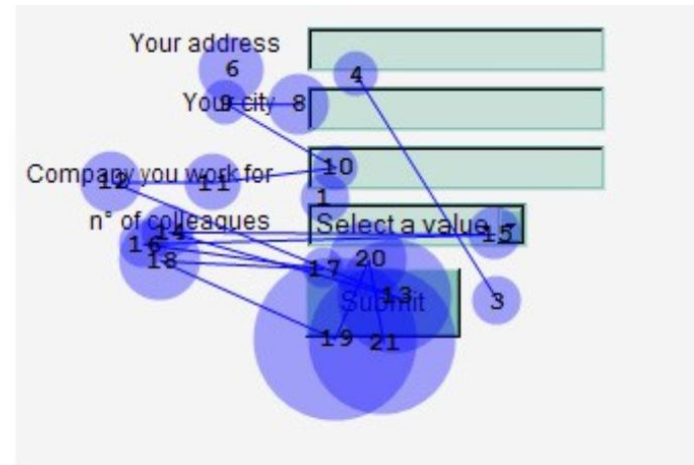
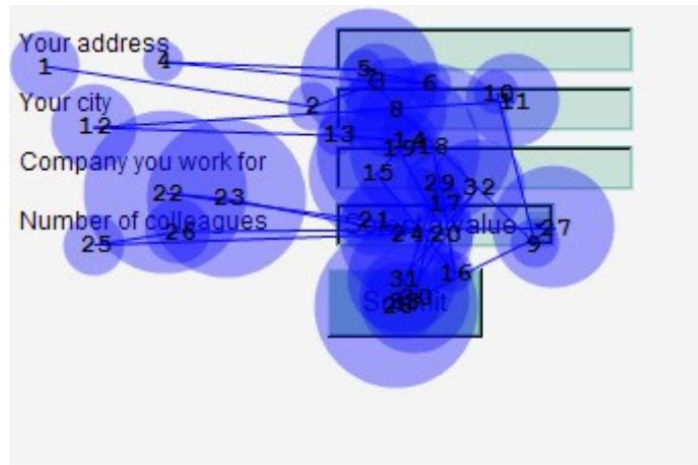
Right Version (Simplified Design):

- Header: Amazon logo
- Section: **Sign in**
- Field: **Email** [text input]
- Field: **Password** [text input] [Forgot Password](#)
- Button: **Sign in** [button]
- Text: **By signing in you are agreeing to our [Conditions of Use and Sale](#) and our [Privacy Notice](#)**
- Text: [I am a new customer](#) [button]
- Text: **Has your email address changed?** [Update it here](#)
- Footer: [Conditions of Use](#) [Privacy Notice](#)
© 1996-2014, Amazon.com, Inc. or its affiliates

Forms designing. Labels.

Alignment of labels: top is the best.

Forms are completed faster if labels are on top of the fields. Top-aligned labels are good if you want users to scan the form as quickly as possible.



Forms designing. Labels.

Name

First

Last

Date

 / / 

MM

DD

YYYY

Phone

 - -

(###)

###

####

Web Site

Email

TOP ALIGNED

- BEST COMPLETION RATES
- EASIEST FOR USERS TO "PROCESS"
- BEST FOR MULTI-LANGUAGE SUPPORT
- REQUIRE THE MOST VERTICAL SPACE
- NOT IDEAL FOR VERY LONG FORMS

Forms designing. Labels.

Inline labels (placeholder text).

A label set as a placeholder in an input field will disappear once the field gains focus; the user will no longer be able to view it.

A good solution for placeholder text is a floating label. The placeholder text would be shown by default, but once an input field is tapped and text is entered, the placeholder text fades out and a top-aligned label animates in.

The mockup shows a mobile app interface for creating a new post. At the top, the status bar displays 'MDS', '5:00 AM', and '99%' battery. The app header has a hamburger menu icon, the title 'New Post', and a 'Next' button. Below the header, there are two input fields: 'Location' with a location pin icon and 'Category' with a list icon. These fields have rounded corners and a light gray border. Below these, there are three more input fields: 'Title', 'Price', and 'Description'. The 'Price' and 'Specific Location (optional)' fields are grouped together. All input fields have a light gray border and a light gray background. The labels 'Location', 'Category', 'Title', 'Price', and 'Description' are positioned above their respective input fields, indicating a floating label design.

Forms designing. Validation.

Form errors.

When you show the user an error message, it's important to communicate what went wrong. You do this not only with a color difference, but also with text and shape.

* = required fields

First name *

Last name *

E-mail address *

✗ Don't

Only show the error message with a color difference.

* = required fields

First name *

Last name *

No last name has been entered.

E-mail address *

No e-mail address has been entered.

✓ Do

Always show the error message by means of form: a text and perhaps a symbol for extra attention.

Forms designing. Validation.

Positive feedback.

When your user has filled in all the parts of the form correctly, it is important to give positive feedback. Let your user know that everything went well; provide positive feedback when sending the form.



Password Reset

Enter your new password for your Slack account.

New Password



Good

Confirm New Password



Change my password

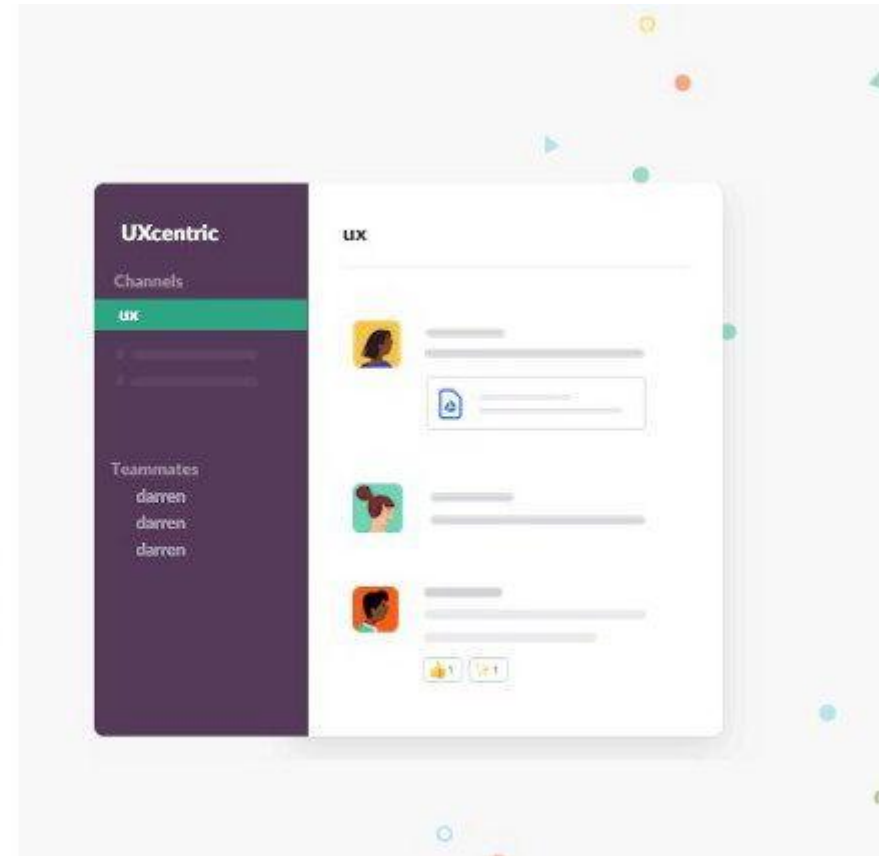
Forms designing. Validation.

Add a little humor))

**Tada! Meet your team's first
channel: #ux**

You're leaving those unending email threads in the past.
Channels give every project, topic, and team a dedicated
space for all their messages and files.

[See your channel in Slack](#)



Innovative Techniques and Trends

Voice Input Integration

You've got the option to offer an alternative to typing. Voice input lets users fill out forms—especially on mobile devices—and it's a method that can speed up the process.

Personalized Form Fields

Adjust form fields dynamically based on user data or choices that they've made earlier in the form. This personalization can streamline the filling process to make it feel less generic and more relevant to the individual user.

Gamification Elements

Add gamification—like rewards or visual milestones—and you can make form completion more appealing.

Read more:

https://www.interaction-design.org/literature/article/ui-form-design?srsltid=AfmBOoqN2ncRW9RYb1U9FquKAexIoR84jnhr38eGl5HtcWQ2-TxqF-PM#simplify_form_structure-2

A decorative graphic on the left side of the slide. It features a large, light blue arc that curves from the top right towards the bottom right. Overlapping this arc and each other are numerous circles of various sizes and shades of blue, ranging from very light to a medium blue. The circles are scattered across the left half of the slide, creating a dynamic, abstract pattern.

THANK YOU!