

How to Design Good Forms

@ChaymaeLougmani

A form is an electronic
document containing a **structured**
set of related **user input fields**

Where do we use forms?

- Register / Sign-in
- Search
- Checkout
- E-commerce
- Surveys...

Many businesses **rely** on the
effectiveness of their **forms**

Users frequently leave sites

- They keep getting an error in a form
- They don't want to register
- They don't want to give unnecessary information

Common Form Elements

FORM FIELDS

Text input

Text input

DROPDOWN MENU

Select

Option one



Select

Option one

Option two

Option three

Option four

MULTI-SELECT

Select

Option one

Option two

Option three

Option four

RADIO BUTTONS

- ☐ Choice A
- ☐ Choice B
- ☒ Choice C

TICKBOXES

☐ Choice A

☐ Choice B

☒ Choice C

☒ Choice A

☒ Choice B

☒ Choice C

SLIDER

Single slider



Range Slider



DATE PICKER

Start date
2017

Thu, Apr 13

<

April 2017

>

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

CANCEL

OK

TEXT AREA

Comment

Write a comment here

BUTTON

Submit

Best Practice in Form Design

Top 10 Recommendations by KATHRYN WHITENTON

<https://www.nngroup.com/articles/web-form-design/>

1- Keep it short



Sign in

E-mail (phone for mobile accounts)

Password

[Forgot Password](#)

Sign in

☐ Keep me signed in. [Details](#)

— New to Amazon? —

Create your Amazon account

2- Visually group related labels and fields

First Name:

Last Name:

Email:
(Your email address will be your username)

Re-type Email:

Password:
(Min. 8 characters, 1 number, case-sensitive)

Re-type Password:

Address:

City:

State:

Zip Code:

Phone:
No spaces or dashes

Date of Birth:

Gender:

Security Question:

Security Answer:
(Not case-sensitive)

Personal Information

First Name:

Last Name:

Date of Birth:

Gender:

Account Information

Email:
(Your email address will be your username)

Re-type Email:

Password:
(Min. 8 characters, 1 number, case-sensitive)

Re-type Password:

Security Question:

Security Answer:
(Not case-sensitive)

Contact Information

Address:

City:

State:

Zip Code:

Phone:
No spaces or dashes

Option A

**?
vs**

Option B

A form with a light yellow background and a thin grey border. At the top left, the text "Post Code" is above a white text input field. To its right, the text "Country" is above a dropdown menu showing "United Kingdom" with a small downward arrow. Below these fields is a horizontal bar with a light grey gradient. On the left side of this bar is a green button with the text "Cancel", and on the right side is a green button with the text "Submit".

A form with a light yellow background and a thin grey border. At the top left, the text "Post Code" is above a white text input field. To its right, the text "Country" is above a dropdown menu showing "United Kingdom" with a small downward arrow. Below these fields is a horizontal bar with a light grey gradient. On the left side of this bar is a green button with the text "Submit", and on the right side is a green button with the text "Cancel".

3- Present fields in a single column layout

Please fill out the information below.

Personal Information

First Name

Last Name

Contact Information

Address

City

County

Post Code

Country

B: FIXATIONS
Eye Tracking by Etre | www.etre.com

EQUAL VISUAL WEIGHT

Submit **Cancel**

VISUAL DISTINCTIONS

Submit **Cancel**

Submit | [Cancel](#)

4- Use logical sequencing

Password

Must have at least 6 characters

Name

Enter your name

Consider regional or cultural differences

5- Avoid placeholder text

Sign up with [Facebook](#) or [Google](#)

or

Email address



First name



Last name



Create a Password



Birthday 

Month



Day



Year



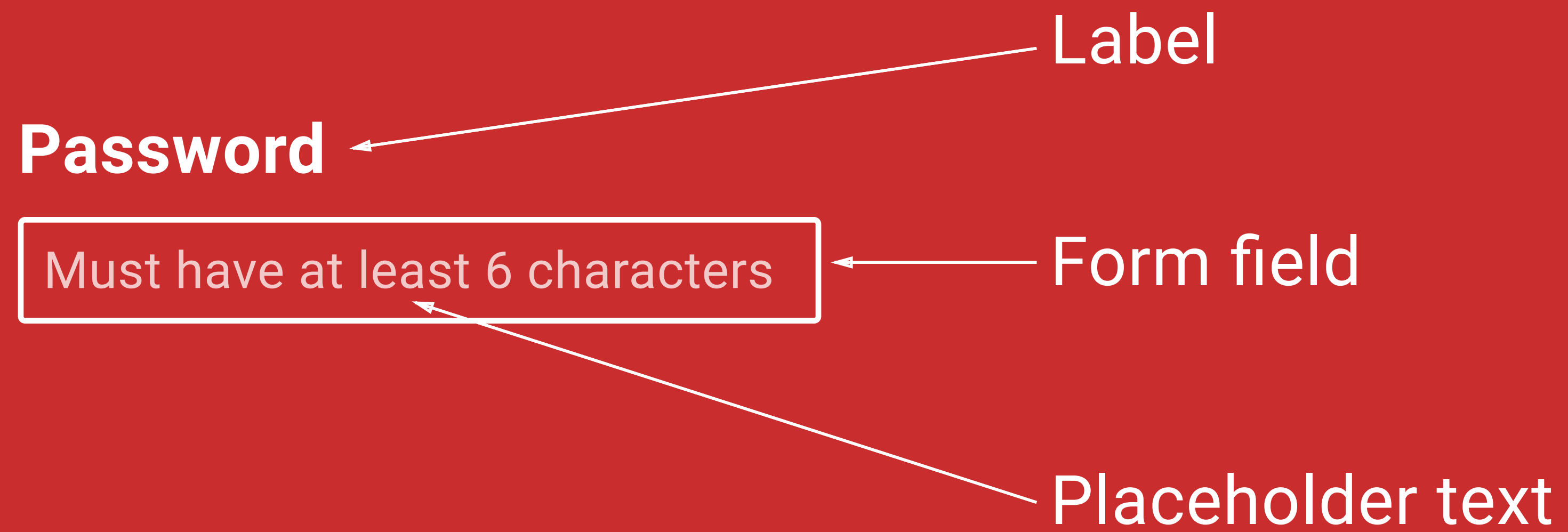
I'd like to receive coupons, promotions, surveys, and updates via email about Airbnb and its partners.

By signing up, I agree to Airbnb's [Terms of Service](#), [Nondiscrimination Policy](#), [Payments Terms of Service](#), [Privacy Policy](#), [Guest Refund Policy](#), and [Host Guarantee Terms](#).

Sign up

Already have an Airbnb account?

Log in





Welcome, enter your details to get started.

Email address



chaymae.lougmani@gmail.com



Great. Now choose a password

Password



Min. 8 characters inc. 1 letter and 1 number



Show password



I've forgotten my password.

We'll email a link for you to reset your password.

Email



< Back

Send



Further Information

About The Dots

Help & Support

Creative Jobs

Join The—Dots

Employer

Hire Talent

Post Jobs

Create Company Page

Pricing

The Dots

Blog

Contact Us

Terms & Conditions

Privacy Policy

Social

The Dots

Instagram

Facebook

Twitter

6- Match fields to the type and size of the input

Card type*

Card number*

Expiry date*

 /

Security number*



Country/region

United Kingdom

Birthdate

MonthDayYear

Gender

Select...

Hotmail, Microsoft

7- Distinguish optional and required fields

Sign up

First name

Last name

Email address *

** Indicates required field*

<http://patternry.com/p=required-form-fields/>

Feedback

Your message

Email address

Enter email

Name *(Optional)*

Full name

Send feedback

<http://patternry.com/p=required-form-fields/>

8- Explain any input or formatting requirements

PASSWORD:

Must be 6 or more characters and contain at least 1 number

DATE OF BIRTH:

 ▼ ▼ ▼

Tell us – you'll get a birthday treat if you do

9- Avoid Reset and Clear buttons

Card number:

Exp. date:

Month:

Year:

3-digit security code:

(on back of card)

Name on card:

Billing Address:

City:

State:

Zip:

Submit Member Application

Reset Form

**10- Provide highly visible and
specific error messages**

Name

First

Last

You can't leave this empty.

Choose your username

@gmail.com

You can't leave this empty.

Create a password

..

Short passwords are easy to guess. Try one with at least 8 characters.

Confirm your password

These passwords don't match. Try again?

Birthday

Month



Day

Year

You can't leave this empty.

Gender

I am...



You can't leave this empty.

Forms and accessibility

JOIN THE DRIBBBLE COMMUNITY

Sign Up

Questions?
Visit our Help Center

Dribbble is a show and tell community for designers

Sign up to find, follow and hire members of our small but vibrant community of designers, icon artists, illustrators, interface designers, typographers, and other creative folks.

 Sign up with Twitter

or sign up below:

Name

We're big on real names around here, so people know who's who

Username

Your Dribbble URL: https://dribbble.com/**chaymae_l**

Email

How do designers share work?

Uploading design work and commenting on the work of others **requires an invitation** from a member of our community.

See our [Help Center](#) for information on how invitations work.

Associate labels explicitly

Label and input tags

EXAMPLE:

First name:

☐ Subscribe to newsletter

CODE SNIPPET: HTML

```
<label for="firstname">First name:</label>
<input type="text" name="firstname" id="firstname"><br>

<input type="checkbox" name="subscribe" id="subscribe">
<label for="subscribe">Subscribe to newsletter</label>
```


Tag the groups for screen readers

Fieldset and legend tags

EXAMPLE:

I want to receive

- ☐ The weekly newsletter
- ☐ Offers from the company
- ☐ Offers from associated companies

CODE SNIPPET:

```
<fieldset>
<legend>I want to receive</legend>
  <div>
    <input type="checkbox" name="newsletter" id="check_1">
    <label for="check_1">The weekly newsletter</label>
  </div>
  [...]
</fieldset>
```

Empathy

Empathy is key to design **accessible**
digital products

@ChaymaeLougmani

Thanks