

Interactive design

Formative 3 - Order form research - ASOS' sign up form

The screenshot shows the ASOS sign-up form. At the top, the ASOS logo is centered. Below it, there are two tabs: 'NEW TO ASOS?' (selected) and 'ALREADY REGISTERED?'. Under the 'NEW TO ASOS?' tab, there is a section titled 'SIGN UP WITH...' with three buttons: 'FACEBOOK', 'GOOGLE', and 'TWITTER'. Below these buttons, a small text block states: 'Signing up with social is super quick. No extra passwords to remember - no brain fail. Don't worry, we'd never share any of your data or post anything on your behalf #notevil'. Below this is a horizontal line with the word 'OR' in the center. Underneath is another section titled 'SIGN UP USING YOUR EMAIL ADDRESS'. This section contains several input fields: 'EMAIL ADDRESS:', 'FIRST NAME:', 'LAST NAME:', 'PASSWORD:', and 'DATE OF BIRTH:'. The 'DATE OF BIRTH:' field is a dropdown menu with 'DD', 'Month', and 'YYYY' options. Below the 'PASSWORD:' field, a small text block states: 'Must be 10 or more characters'. Below the 'DATE OF BIRTH:' field, a small text block states: 'You need to be 16 or over to use ASOS'. Below the 'DATE OF BIRTH:' field, there is a section titled 'MOSTLY INTERESTED IN:' with two radio buttons: 'Womenswear' (selected) and 'Menswear'. At the bottom, there is a section titled 'CONTACT PREFERENCES' with the text 'Tell us which emails you'd like:'. Below this text are two checkboxes: 'Discounts and sales' and 'New stuff', both of which are checked. There is also a small 'ALL' button with a checkmark.

1. How did you get there? What steps did you have to take?
Starting on the ASOS' homepage, I clicked on the head/account icon in the navigation bar and in the drop down menu, clicked on 'Sign in'.
2. What information is you expected to have before attempting to complete the form?
There are two ways to sign up;
 - Through a social media account - Facebook, Google or Twitter
 - Personal details
 - Email address
 - First name and last name
 - Date of birth
 - Password
 - Interested in – Womenswear or Menswear
3. Who is the form for?
The form is for potential customers.
4. Can you see all of the questions at once? How did you know when you were finished?
Yes you can see all the questions at once. Once it was completed it returned back to the home page.
5. When you completed the form, what feeling(s) came up for you? Would this be the same for other users?
It was anti-climatic; there was no message to say it was complete or to confirm my email address. Other users may also feel confused as to whether the sign up was completed.
6. How did you know you made a mistake? What information were you given to make any corrections?
If I made a mistake there was a red error message below the field and the confirmation button was also greyed out.

7. After this, focus on one of these issues, what animation technique(s) would help address this problem?
An alert box could be used to confirm that the sign up was successful, with buttons asking to 'continue shopping' or go to 'my account'.