

## Interactive design

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

The screenshot shows the ASOS sign-up form. At the top, there's a navigation bar with the ASOS logo. Below it, there are two tabs: 'NEW TO ASOS?' (selected) and 'ALREADY REGISTERED?'. The main heading is 'SIGN UP WITH...'. There are three social media login options: Facebook, Google, and Twitter. Below these, a small text block says: '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'. A horizontal line with 'OR' in the center separates the social media options from the email sign-up section. The email sign-up section is titled 'SIGN UP USING YOUR EMAIL ADDRESS'. It contains the following fields: 'EMAIL ADDRESS:' (a text input field), 'FIRST NAME:' (a text input field), 'LAST NAME:' (a text input field), 'PASSWORD:' (a text input field), and 'DATE OF BIRTH:' (a dropdown menu for 'DD', a dropdown menu for 'Month', and a dropdown menu for 'YYYY'). Below the date of birth fields, there's a small text block: 'You need to be 16 or over to use ASOS'. There's also a 'MOSTLY INTERESTED IN:' section with two radio buttons: 'Womenswear' (selected) and 'Menswear'. At the bottom, there's a 'CONTACT PREFERENCES' section with the text 'Tell us which emails you'd like:' and two checkboxes: 'Discounts and sales' and 'New stuff'. There's also a '✓ ALL' button.

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'.