Web Form Best Practices



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Agenda



Labeling

Content

Layout

Inputs

Submission

Errors

Design

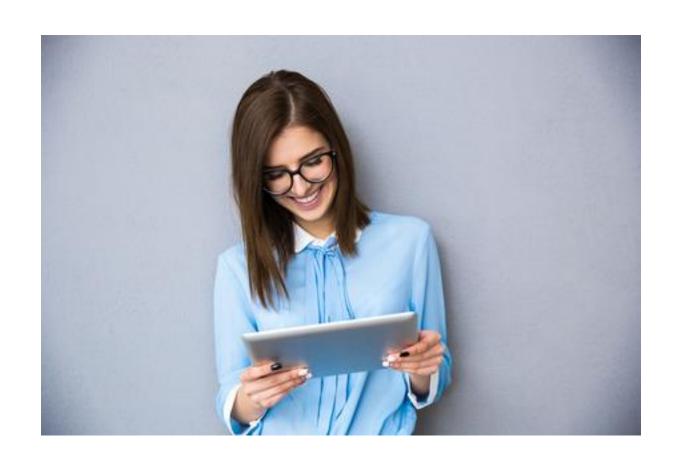


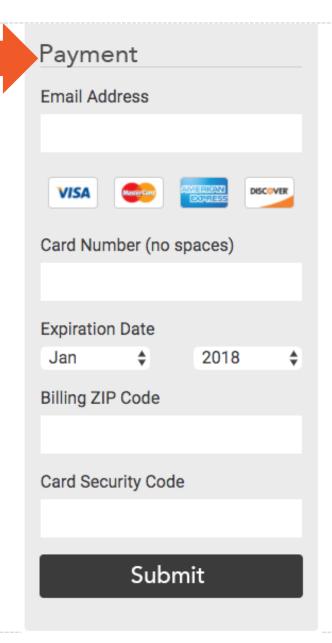
LABELING: Title

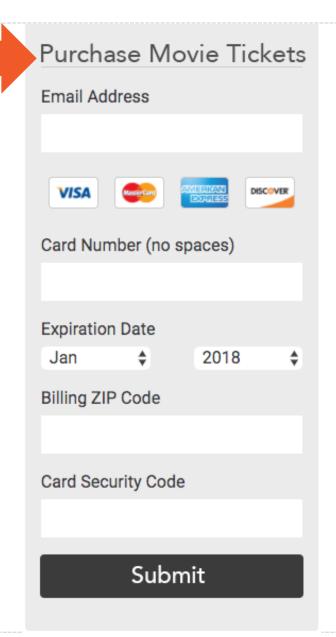
Title your form with the users' needs and goals in mind.



LABELING: Title







LABELING: Submit Button

Never use the word "submit".



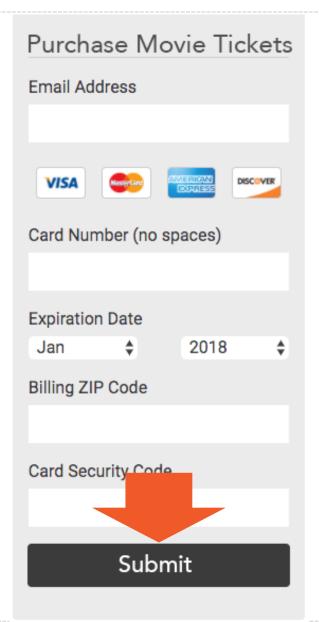
LABELING: Submit Button

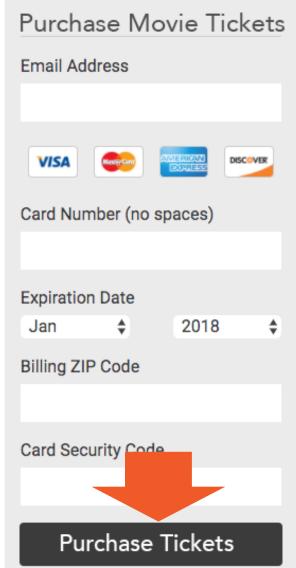
End User

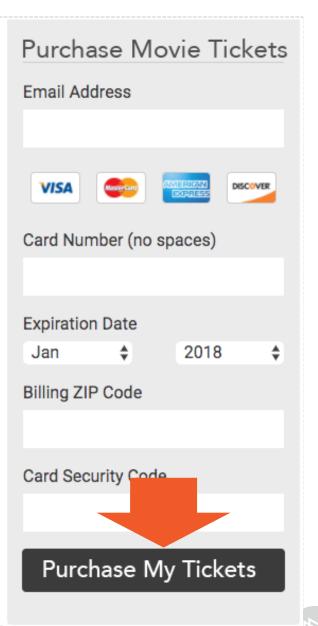
Wants Desires

I want to...







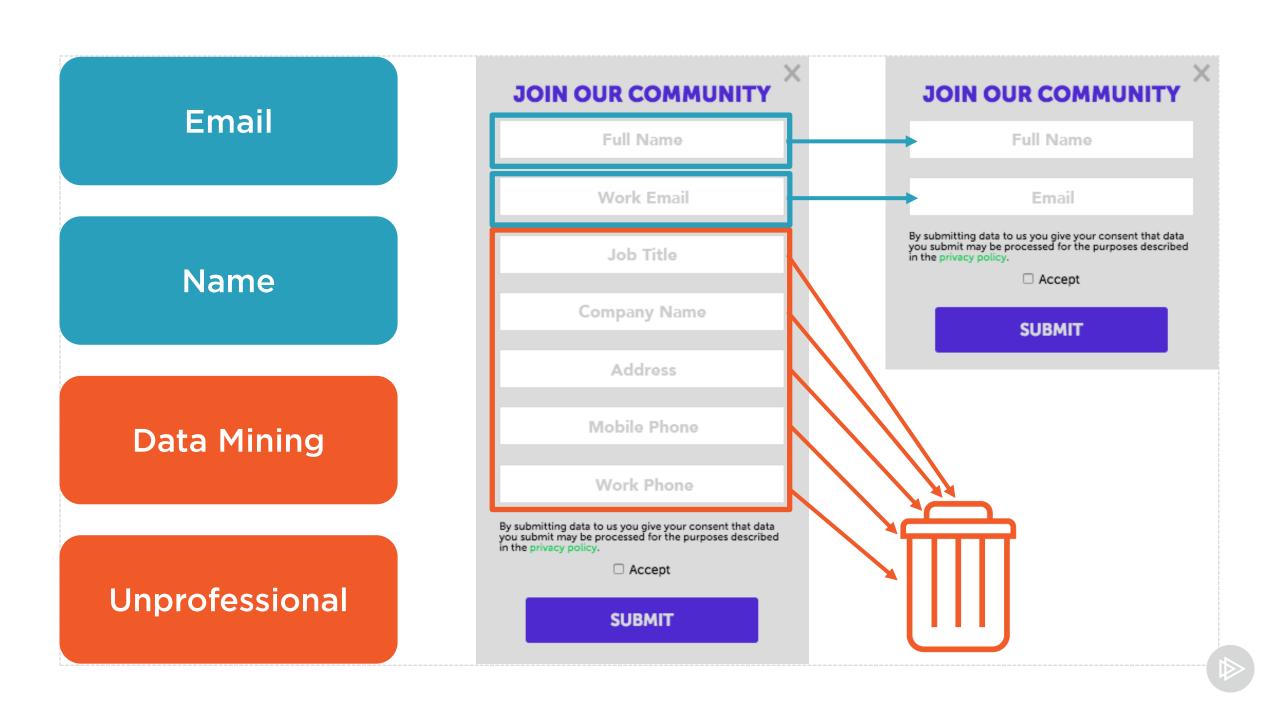




CONTENT: Shorten

Remove unnecessary questions.





Join our mailing list First name * Last name * Position or title Organization Email * Phone Country * Address Address 2 City ZIP / Postal code SUBMIT

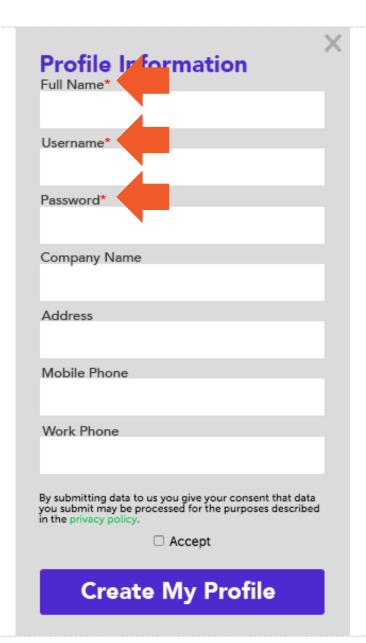


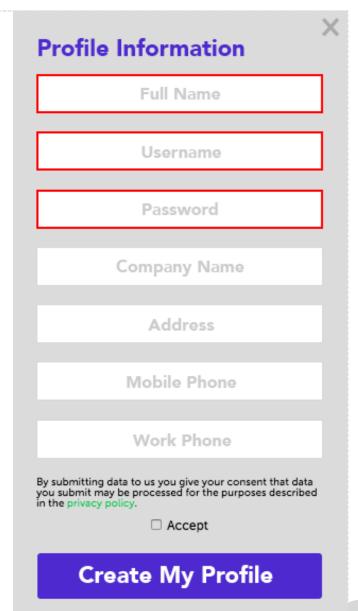
CONTENT: Required Fields

Clearly identify required fields.



Profile Information Full Name Username Password Company Name Address Mobile Phone Work Phone By submitting data to us you give your consent that data you submit may be processed for the purposes described in the privacy policy. ☐ Accept **Create My Profile**







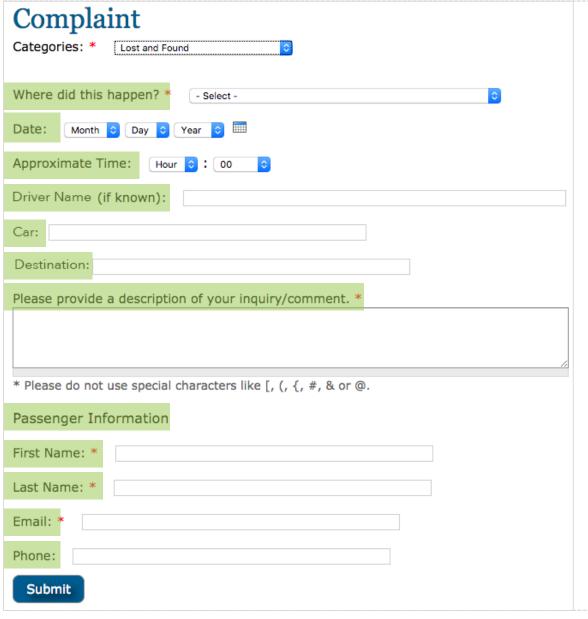
Attendee Information Please enter the information for the attendee below. (required fields are in **bold**) First Name: Last Name: Company: Address: Suite: City: State: Zip: Country: United States Email: Phone: Has this person attended one of our previous events? Please select \$



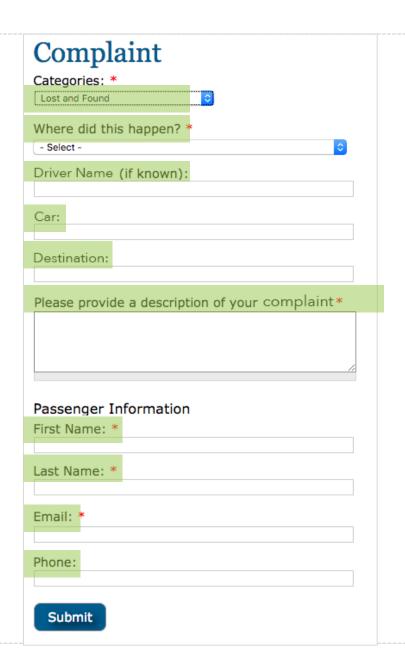
LAYOUT: Label Placement

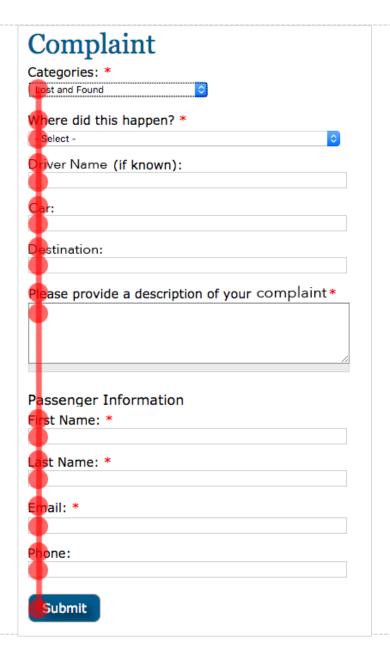
Place labels above and left aligned.





Complaint
Categories: * Lost and Found
Where did this happen? * Select -
Where did this happen? * Select -
Date: Month Day 19 Year 19
Approximate Time: Hour 1: 00
Driver Name (if known):
Car: (5)
Destination
Please provide a description of your inquiry/comment. *
* Please do not use special characters like [, (, {, #, & or @.
Passenger Information
First Name: *
Last Name: *
Email: *
Phone:
Submit



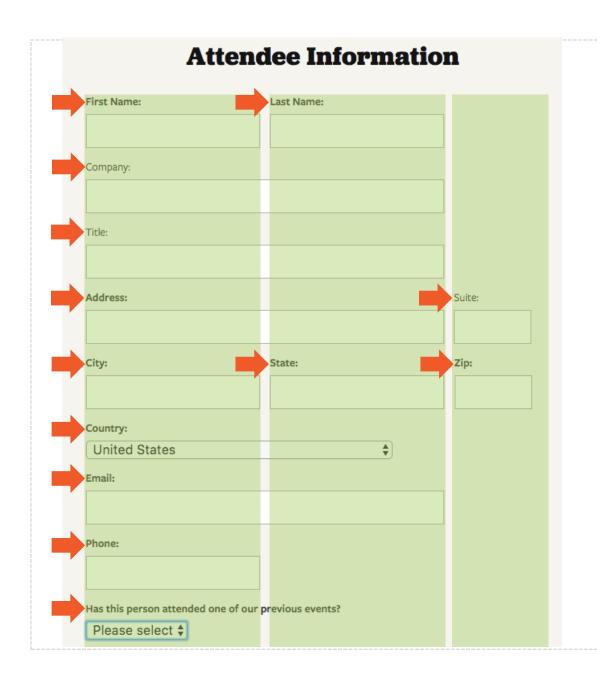


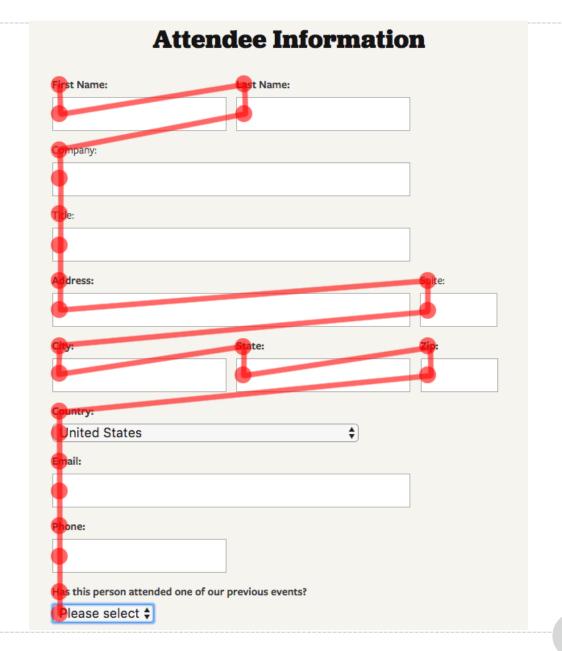


LAYOUT: Single Column

Never use multiple columns for a form.





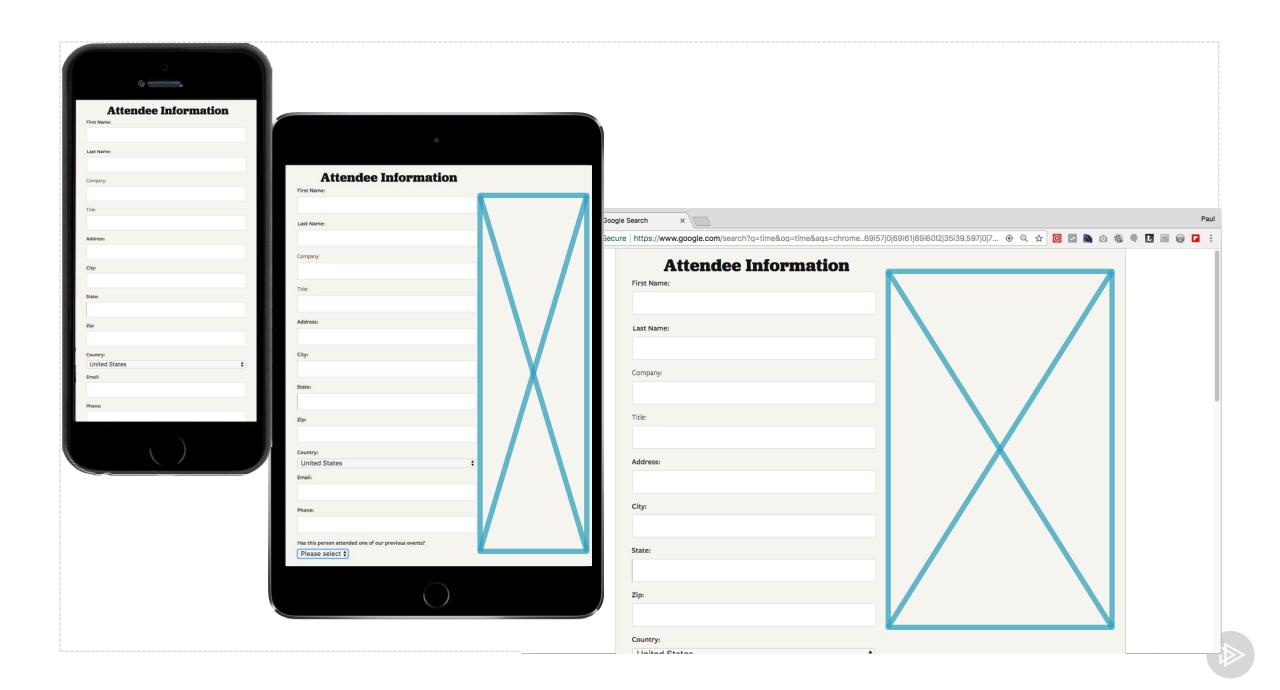




Attendee Information First Name: Last Name: Company: Title: Address: City: State: Zip: Country: United States Email: Phone: Has this person attended one of our previous events? Please select \$

rst Name:	tendee Info	mation
ast Name:		
ompany:		
, ,		
itle:		
ddress:		
ity:		
tate:		
0:		
Juntry: United Sta	tes	
mail:		
hone:		
Abia	n attended one of our previous e	numbe)





Attendee Information First Name: Last Name: Company: Title: Address: City: State: Country: **United States** Email: Phone: Has this person attended one of our previous events? Please select \$

Attendee Information First Name: Last Name: Company: Title: Suite: State: Zip: ntry: ted States Email. Phone: Has this person attended one of our previous events? Please select \$



LAYOUT: Phone Numbers

Use a single input for a phone number.



LAYOUT: Phone Numbers

U.S. & Canada

XXX-XXX-XXXX
XXXXXXXXX
(XXX) XXX XXXX

Mexico

Belgium

Oxx/xx xx xx Oxx/xx.xx.xx

Norway

XXX XX XXX

Russia

(AAA) xxx-xx-xx (AAAA) xx-xx-xx (AAAAA) x-xx-xx

Spain

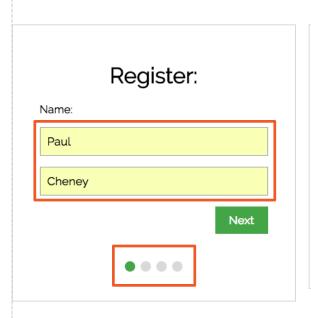
XX XXX XX XX
XXX XXX XXX
XXX XX XX XX
XXX XXX XXX

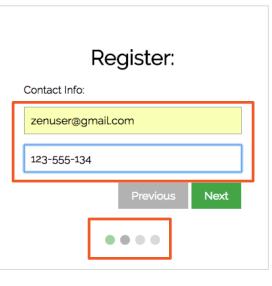
Contact Information Preferred Phone Number Area Code Number XXX-XXX XXX **Contact Information** Preferred Phone Number

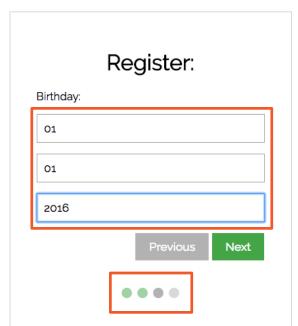
LAYOUT: Multiple Steps

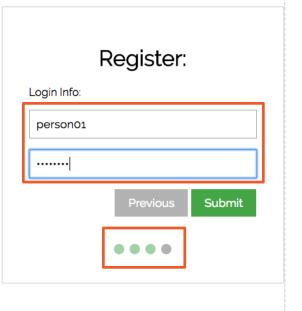
Use multiple step forms for longer processes.















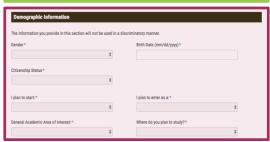








Legal First Name*		Legal Middle Name	
Legal Last Name*			
Mailing Address			
Check here if your address is outside of U	U.S. or Canada		
Street Line 1*			
City*			
State/Province*	\$	ZIP/Postal Code *	
Contact Information			
State University may need to contact you via	akasa Diasas sassid	a the heat combes to see hours	



Create Account

Email Challenge Password

Personal Information

Full Name Address Phone

Demographics

Gender
Birthday
Start Date
Academic Interest





Log In Create Account Start Application Events	·
Create An Account	
Account Creation	
Email Address (unique for each student) *	Confirm Email Address*
Setup Password	
Password*	Confirm Password*
Password -	Committee Password
Password Question* If you forget your password, we will ask you this question in order to need it.	Password Answer* If you forget your password, you must provide this answer in order to react it.
Password Requirements Must be 8 to 16 characters in length. Start with an alpha character (a-z or A-Z)	
Use at least 3 non-alpha characte Numbers cannot be repeated (222) (456) (001 - 00	19)
Legal Name	
Legal First	Legal Middle Name
Lu Name*	
iling Address	
Check here if your address is outside of U.S. or Canada	
ret Line 1*	
	ZIP/Postal Code*
State ce*	ZIP/Postal Code*
Contact h. Yon	
State University may new st you via phone. Please provide	the best number to reach you.
Preferred Phone Number	Phone Type
Demographic Information	
The information you provide in this section will not be used in a dis	
Gender*	Birth Date (mm/dd/yyyy)*
Citizenship Status*	
I plan to start:*	I plan to enter as a:*
‡	
General Academic Area of Interest:*	Where do you plan to study?*
•	•

State University | Admissions

State University | Admissions Create An Account Email Email Address (unique for each student)* Password* Confirm Password* Challenge Password Question* If you forget your password, we will ask you this question in order to reset it. Password Answer* If you forget your password, you must provide this answer in order to reset it.

NEXT

State University	Admissions
Create An Ac	count 🗆 🗆 📉
Demographic Info	rmation
Gender*	
	‡
Birth Date (mm/dd/yyyy)*	
Citizenship Status*	
	‡
I plan to start:*	
	‡
I plan to enter as a:*	
	\$
General Academic Area of Inte	rest:*
	*
Where do you plan to study?*	
	*
PREVIOUS	NEXT

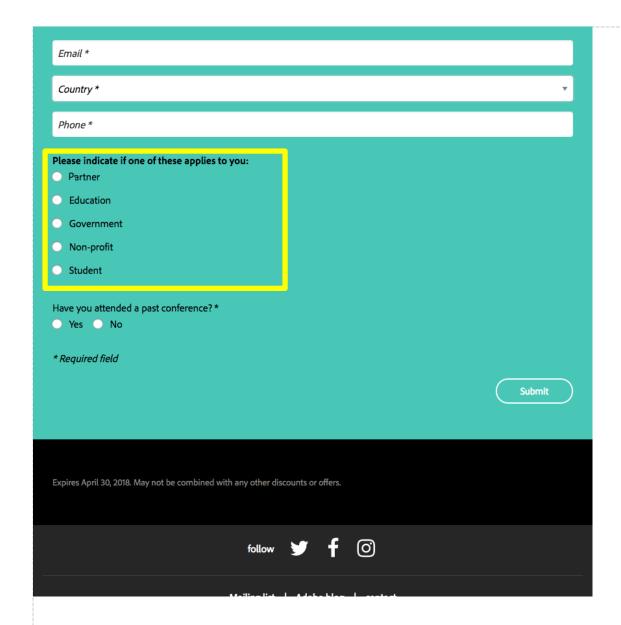
Create An Account 🗆 💻 🗆	
Name	
Legal First Name*	
Legal Middle Name	
Legal Last Name*	
Address	
Street Line 1*	
Oliver Ellie 1	
City*	
State/Province*	
	*
ZIP/Postal Code*	
Phone	
Preferred Phone Number	
PREVIOUS	NEXT

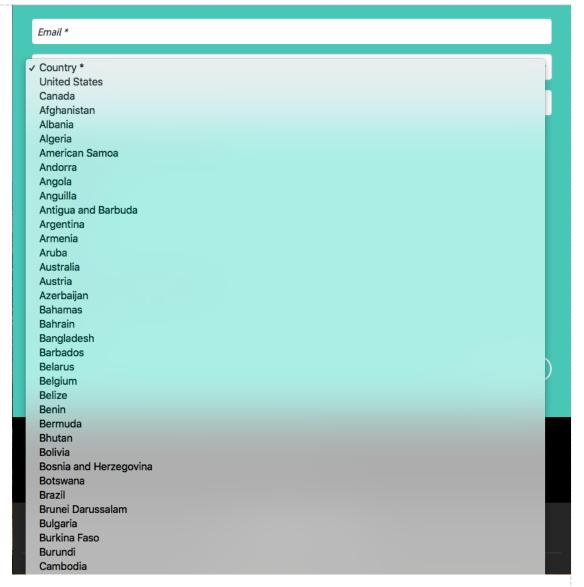
State University | Admissions

LAYOUT: Number of Options

Use radio buttons for less than 5 options. Use dropdown for more than 5 options.







LAYOUT: One Option

Entry Status:

✓ <Select>
Freshman
Transfer
Re-Admit

Gender:

✓ <Select>
Female
Male

Entry Status: (logical order)

- Freshman
- Transfer
- Return

Gender: (abc order)

- Female
- Male

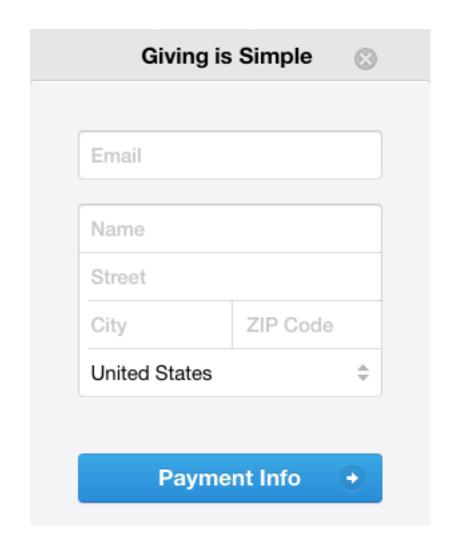


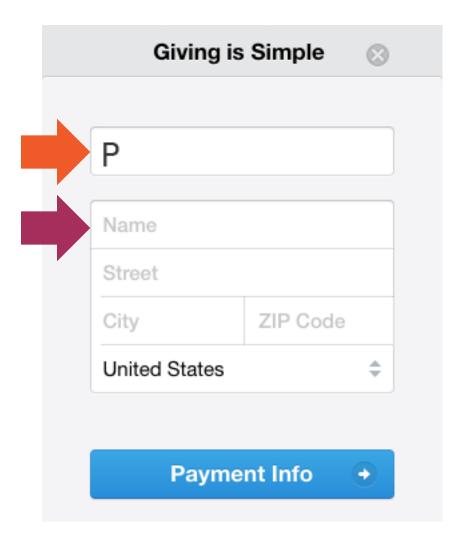
INPUTS: Placeholder

Use placeholder text to reduce confusion.



INPUTS: Placeholder







INPUTS: Autofill

Design forms to autofill.



INPUTS: Autofill

```
<form action="#" method="get">
Placeholder Only
    <input type="text" placeholder="John Smith">
    <input type="text" placeholder="John" >
    <input type="text" placeholder="Smith" >
    <input type="text" placeholder="you@yourmail.com"</pre>
    <input type="text" placeholder="123 Boulton Way">
    <input type="text" placeholder="Thayne">
    <input type="text" placeholder="AZ">
    <input type="text" placeholder="12345">
    <input type="submit" value="Win My Prize">
 /form>
```



INPUTS: Autofill

```
<form action="#" method="get">
Added Names
    <input type="text" name="name">
    <input type="text" name="fname" >
    <input type="text" name="lname" >
    <input type="email" name="email" >
    <input type="text" name="street-address" >
    <input type="text" name="locality" >
    <input type="text" name="region" >
    <input type="text" name="postal-code">
    <input type="submit" value="Win My Prize">
</form>
```



INPUTS: Autofill

```
<form action="#" method="get">
Added Names & Autocomplete
    <input type="text" name="name" autocomplete="name">
    <input type="text" name="fname" autocomplete="given-name">
    <input type="text" name="lname" autocomplete="family-name">
    <input type="email" name="email" autocomplete="email">
    <input type="text" name="street-address" autocomplete="street-address">
    <input type="text" name="locality" autocomplete="locality">
    <input type="text" name="region"
  autocomplete="region">
    <input type="text" name="postal-code" autocomplete="postal-code">
    <input type="submit" value="Win My Prize">
</form>
```

- A token that is an <u>ASCII case-insensitive</u> match for one of the following <u>autofill field</u> names, excluding those that are inappropriate for the control:
 - "name"
 - "honorific-prefix"
 - "given-name"
 - "additional-name"
 - "family-name"
 - "honorific-suffix"
 - "nickname"
 - "username"
 - "new-password"
 - "current-password"
 - "organization-title"
 - "organization"
 - "street-address"
 - "address-line1"
 - "address-line2"
 - "address-line3"
 - "address-level4"
 - "address-level3"
 - "address-level2"
 - "address-level1"
 - "country"
 - "country-name"
 - "postal-code"
 - "cc-name"
 - "cc-given-name"
 - "cc-additional-name"
 - "cc-family-name"
 - "cc-number"
 - "cc-exp"
 - "cc-exp-month"
 - "cc-exp-year"
 - "cc-csc"
 - "cc-type"
 - "transaction-currency"
 - "transaction-amount"
 - "language"
 - "bday"
 - "bday-day"
 - "bday-month"
 - "bday-year"
 - "sex"
 - "url"
 - "photo"

HTML 5.2

W3C Recommendation, 14 December 2017





INPUTS: Autofill

```
<form action="#" method="get">
Added Labels & amp; Names (no autocomplete)
    <label>Full Name<input type="text" name="name"></label>
    <label>First Name<input type="text" name="fname" ></label>
    <label>Last Name<input type="text" name="lname" ></label>
    <label>Email<input type="email" name="email" ></label>
    <label>Address 1<input type="text" name="street-address" ></label>
    <label>City<input type="text" name="locality" ></label>
    <label>State<input type="text" name="region" ></label>
    <label>Zip<input type="text" name="postal-code"></label>
    <input type="submit" value="Win My Prize">
 :/form>
```



Zen User 123 Zen Way Zenburg, AB 45678 zenuser@gmail.com

- When we open this sample page in Chrome there is no autofill option for the placeholder form.
- However, when I try the second form it completes all the inputs.
- Adding Autocomplete did not help since everything was already working with the input names
- Removing Autocomplete and adding labels was also 100% complete.

Now lets try Safari

- We again get no autofill option with placeholder text.
- In the second form we have an option to choose Zen and after choosing autofill we get all but the city and state
- Adding autocomplete does not help the situation any.
- However, when we go with the labels we again get a 100% autofill rate on all inputs.



Now lets pull up Firefox.

No autofill response in the first form.

The second form completes all but the city name The third form is the same with the city still missing And again we get 100 percent autofill rate with labels.

Now les move to Opera.

No surprise when the first form does nothing.

The second form with the names added to the inputs does not fill the first name or the city.

We get the same result when we add autocomplete.

Unfortunately when we add labels we still have two fields that are not autofilling.

Finally we will try out form on Microsoft Edge.

Here we have a completely different experience. Once I choose Zen User as the profile in the first input, then I have to click each input and I am provided an option to fill that field only. Clearly it is making a match with all three forms but it's a bit of a pain to have to click 16 time to complete the form. Still it better than typing everything by hand.



INPUTS: Autofill

placeholder=""



name=""



name=""

autocomplete=""



<label></label



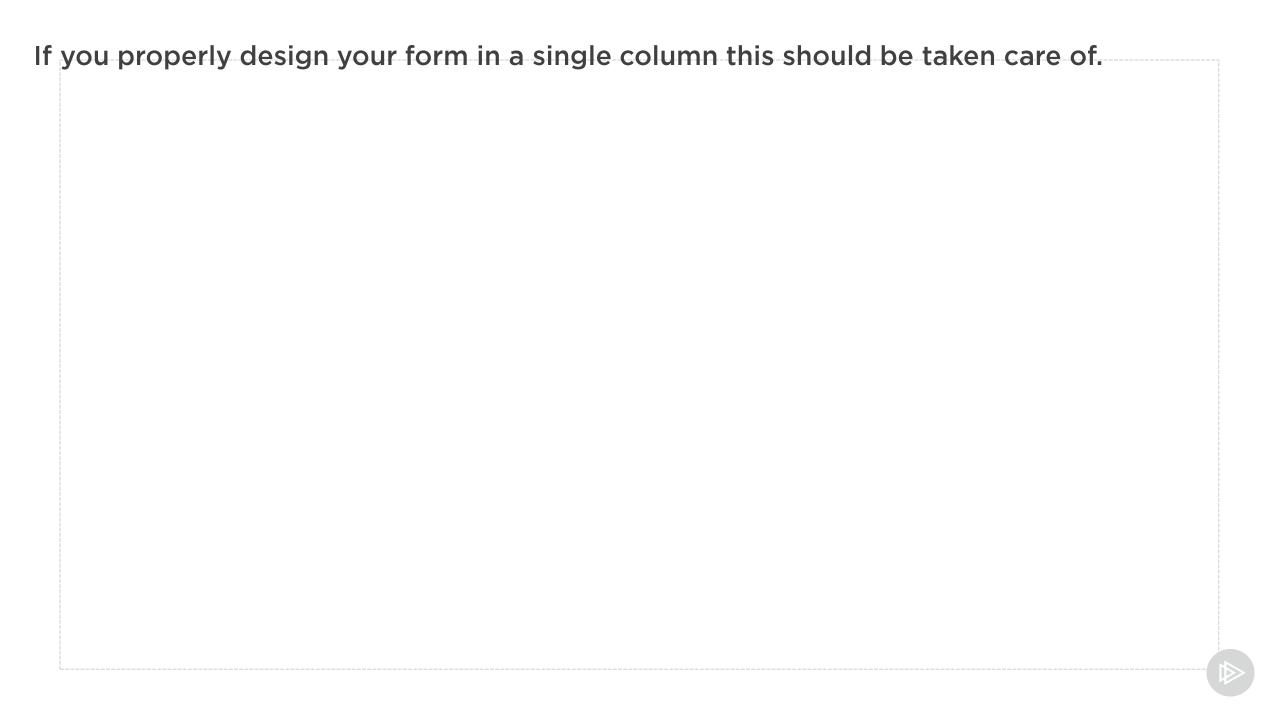
<label></label



INPUTS: Tab Order

Make sure the tab key works.





INPUTS: Tab Order

```
<form action="#" method="get">
Tab Index Enforced
    <label>Full Name<input type="text" name="name" tabindex="1"></label>
    <label>First Name<input type="text" name="fname" tabindex="2"></label>
    <label>Last Name<input type="text" name="lname" tabindex="3"></label>
    <label>Email<input type="email" name="email" tabindex="4"></label>
    <label>Address 1<input type="text" name="street-address" tabindex="5"></label>
    <label>City<input type="text" name="locality" tabindex="6"></label>
    <label>State<input type="text" name="region" tabindex="7"></label>
    <label>Zip<input type="text" name="postal-code" tabindex="8"></label>
    <input type="submit" value="Win My Prize">
</form>
```

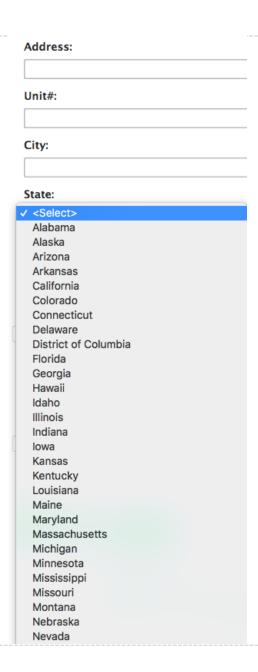


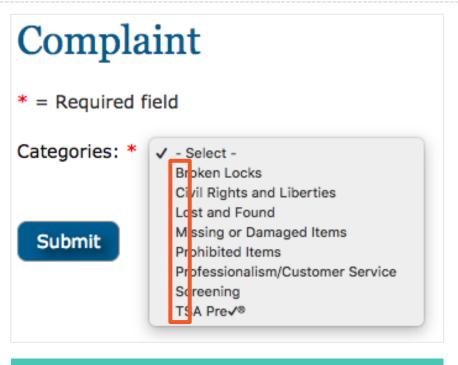
INPUTS: Ordering

Order choices logically.



Preference: Monday Tuesday Wednesday Thursday Friday Saturday Meals: Breakfast Lunch Dinner





Please indicate if one of these applies to you:

- A dobe partner.
- Education
- Government
- Non-profit
- Student



INPUTS: Label Wrapping

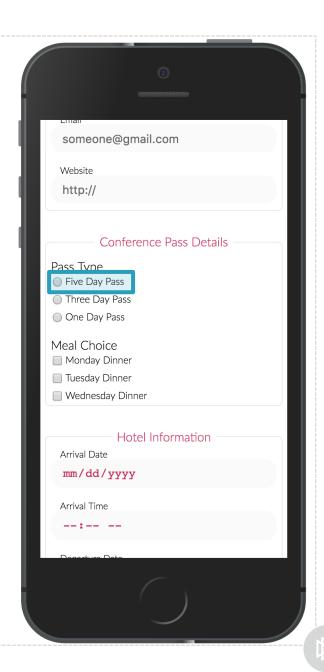
Wrap all inputs in labels.



INPUTS: Label Wrapping

- Five Day Pass
- Five Day Pass





Last Name: <div id="divContentNameLast"> <div id="divLblNameLast"> <label for="dnn_ctr396_Inquiry_txtNameLast" id="dnn_ctr396_Inquiry_lblNameLast">Last Name:</label> </div> <div id="divInputContentNameLast"> <div id="divTxtNameLast"> <input name="dnn\$ctr396\$Inquiry\$txtNameLast" type="text" maxlength="40" id="dnn ctr396 Inquiry txtNameLast"</pre> onblur="return validate(this, 'divErrLblNameLast')" style="width:300px;" /> </div> </div> Last Name* <label class="top"><div>Last Name*</div><input type="text" name="lname" required></label>

SUBMISSION: Reset

Never add a reset button to your page.



SUBMISSION: Reset

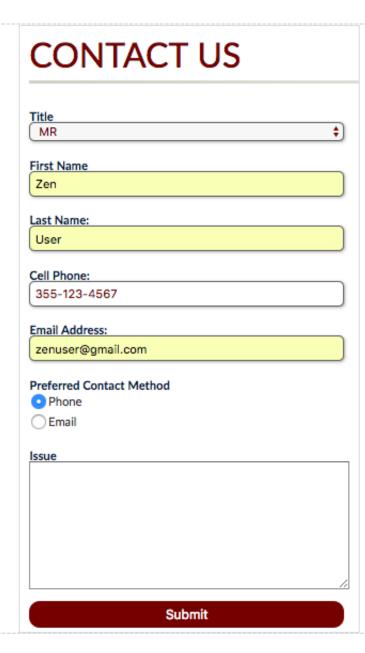




SUBMISSION: Confirm

Show a confirmation page.





Thank you for contacting the Firm

Your information has been sent to one of our lawyers.

Summary of web form submission:

Your Name Zen User

Email Address zenuser@gmail.com

Case Number 8177895

Cell Phone Number 355-123-4567

Issue

Preferred Contact Method Phone

ERRORS: Inline

Show any validation errors inline.



Las Vegas Conference

There are some errors in your form.

Email *

An email is required

Country *

Country is required

Phone *

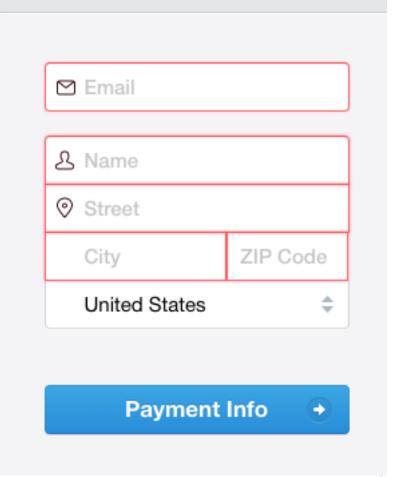
A phone number is required

Have you attended a past conference? *



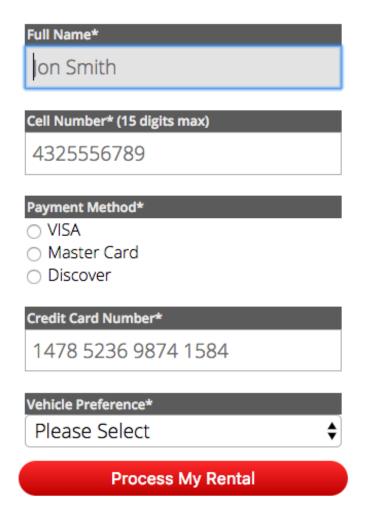


Please select one

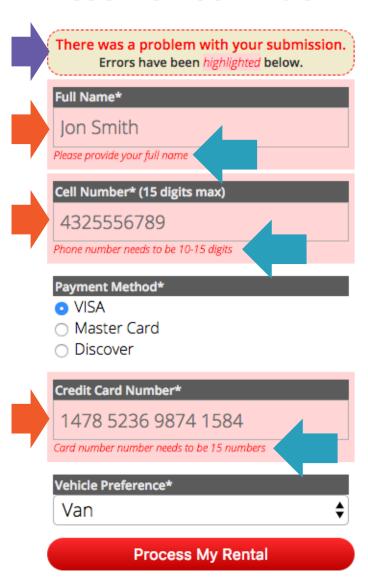




Reserve Your Ride



Reserve Your Ride



ERRORS: Validation

Don't make the validation too strict.



ERRORS: Validation

385-555-1234

1 385 555 1234

1-385-555-1234

385.555.1234

3855551234





DESIGN: Confidence

Beautiful design inspires confidence.



Reserve your Seat

—Personal Info——			
Name: full name	Address:		
	Email:		
zenuser@gmail.com	Phone:		
123-456-7890	Dietary		
Considerations if any			
	_4		
—Company Info			
	LIDI for		
Company:	URL for		
website: http://bob.co	m		
Registration Information			
Which version of th	ne software would		
you like? O Windo			
Macintosh What other support will			
you need? Video Projector			
Ethernet Cable			
Second Monitor			
☐ Lapel Microphone Prefered Date:			
mm/dd/yyyy Credit Card Type:			
Mastercard 💠			
Mastercard V			
Sign me up!			

Reserve your Seat

— Personal Info —	
Name:	
full name	
Address:	
Email:	
zenuser@gmail.com	
Phone:	
123-456-7890	
Dietary Considerations if any	
0	
Company Info	
Company:	
URL for website:	
http://bob.com	
(intp//secient	
Which reveies of the coffmare would you like?	
Which version of the software would you like? Windows	
Macintosh	
Will a discount of the last	
What other support will you need? Video Projector	
Ethernet Cable	
Second Monitor	
Lapel Microphone	
Prefered Date:	
mm/dd/yyyy	
пен, аа, уууу	
Credit Card Type:	
Mastercard	\$

Sign me up!



DESIGN: Contrast

Use high contrast for sunny days.



3. PAYMENT INFO Secure Payment Info Name (as it appears on your card) Card number (no dashes or spaces) Expiration date 01 - January 2014 Security code

3. PAYMENT INFO



Secure Payment Info









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01 - January ‡	2014	+
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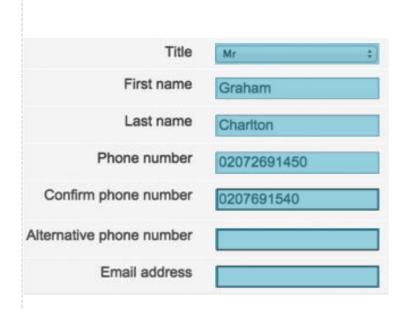


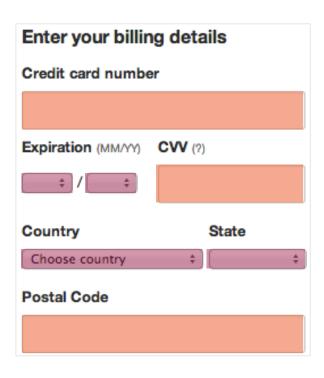


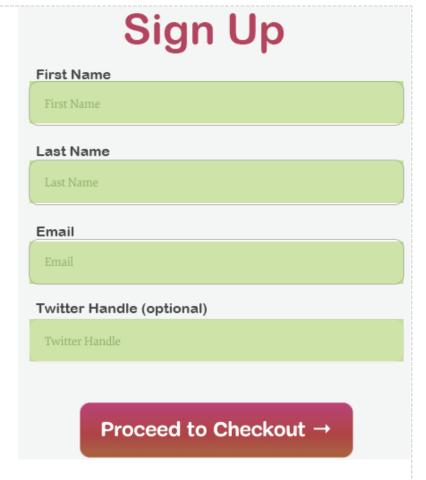
DESIGN: Input Height

Minimum height of 44px.









18px tall

35px tall 19px tall

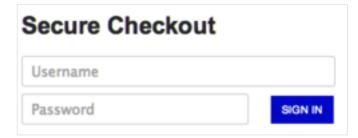
50px tall



DESIGN: Text Size

Input text size should be at least 16px.

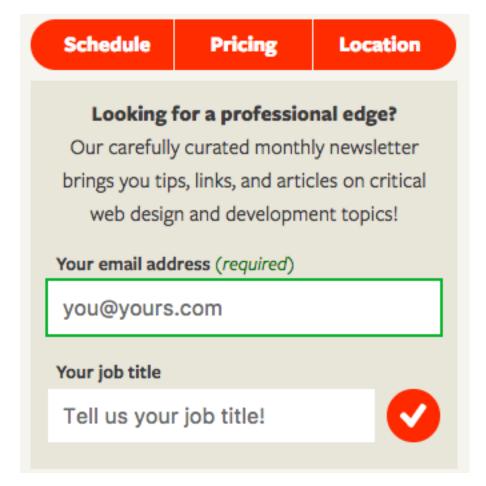




13px



11px



DESIGN: Grouping

Group related information.



User Credentials: First Name:	User Credentials: First Name:
Last Name:	
	Last Name:
User Name	User Name
Password:	
	Password:
Confirm Password:	Confirm Password:

DESIGN: Chunking

Chunk large forms using fieldsets.



Register for iConference Personal Information Personal Information First Name* free band Last Name* ME SHAN Phone* Last Name* 123-555-1234 TO 400 TO Email someone@gmail.com Website http:// Phone* 123-555-1234 Conference Res Details Pass Type Five Day Pass Three Day Pass Tree Ser No. One Day Pass Email On Series Mad Dutte Orests Street Meal Choice someone@gmail.com ☐ Monday Dinner ☐ Tuesday Dinner Chambio Street ☐ Wednesday Dinner Married Street Website Arrival Date Server Server mm/dd/yyyy --http:// Arrival Time Bridge Total ---Departure Stee Departure Date mm/dd/yyyy -Room Preference Please Select Name Street Number of Guests NAME OF LOOK Name on Card* Card Number* Expiry* MM-YYYY Man Print Security Code* Secretarion Conf. Reserve my Seat

Summary



Labeling

Content

Layout

Inputs

Submission

Errors

Design



Introduction

Web Form Best Practices

Simple Login Form

Long Web Form

JavaScript Validated Form