

Label:

Longer Label:

Even Longer Label:

. WEB FORM

Personal Information

First Name

Last Name

Contact Information

Address

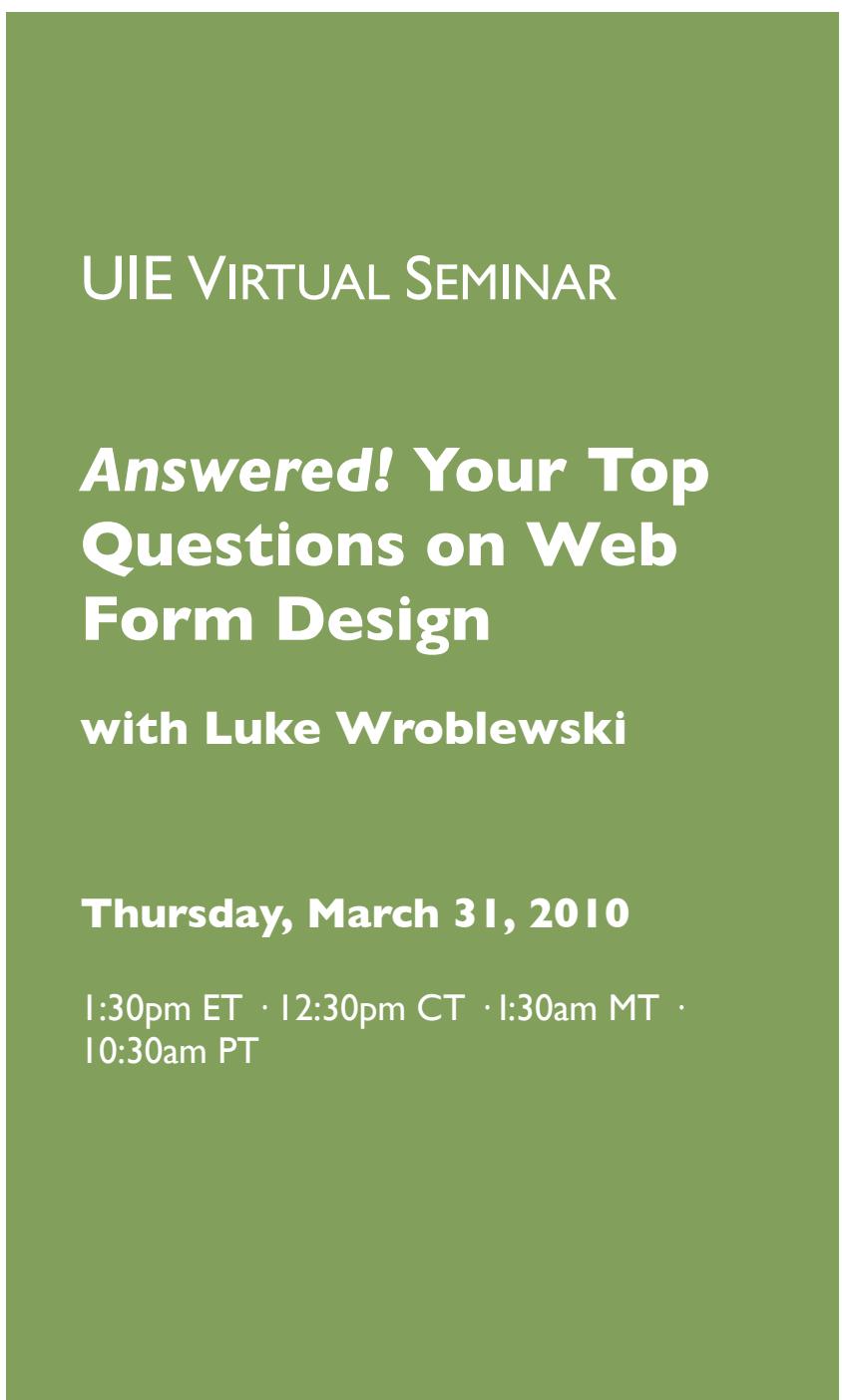
City

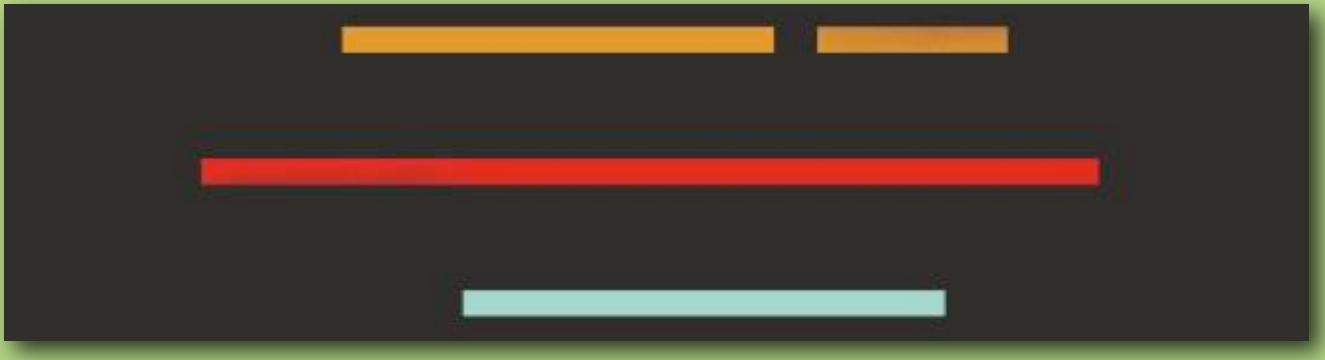
County

Post Code Country

| [Cancel](#)

ARY ACTION | **SECONDARY**





Answered! Your Top Questions on Web Form Design

Web forms are the linchpin to a user's engagement with your design. All too often these forms, the last and most important step in a user's journey, are poorly thought out or crafted. It's common to struggle with forms—knowing exactly how to design it so the user doesn't abandon it.

How long should your form be? Is it best to break a form into multiple steps? What are the considerations for a two-column design? How do you handle international addresses? These are just a few examples of what countless others have wrestled with in their form design. You are not alone.

When it comes to form design, we turn to one of the foremost experts in this area, Luke Wroblewski. Luke will share his treasury of common form challenges and their solutions. He'll divulge 6 important aspects of web form design that everyone wants to know more about.



Why Luke Wroblewski?

It's no accident we asked Luke to share his thoughts on web form design with you. We could tell you he is our go-to guy on forms, but that would be a vast understatement. Luke was the Chief Design Architect for Yahoo! and is the Principal at [LukeW Interface & Design](#). Luke is an internationally recognized Web thought leader who has designed or contributed to software used by more than 600 million people.

A frequent presenter at UIE events such as the UI Conference and Web App Masters Tour, Luke receives rave reviews and is always one of the highest rated speakers. In fact, Luke was one of the top-rated speakers at the first tour stop for this year's [Web App Master Tour](#) (His talk - [Input: Moving Beyond Static Web Forms](#)). Luke is a co-founder and former Board member of the Interaction Design Association (IxDA). Hearing Luke tackle this topic will be a treat.

Answered! Web Form Design's Top Questions

LUKE WROBLEWSKI
UIE VIRTUAL SEMINAR APRIL 2010



1



1



TOP QUESTIONS

- Form Length
- Previous & Next Actions
- Buttons & Links
- Q&A Break
- International Addresses
- Flexible Inputs
- Two Column Designs

LUKEW
IDEATION + DESIGN

3

“I have noticed several sites using a longer form over **one page** rather than splitting the process up **over several pages**. Do you have some thoughts and/or research that would support one way of doing it over another?”

“If you have a **long form** (15-20 fields) is the drop off rate higher than if you make it into a **multi-step form**? ”

LUKEW
IDEATION + DESIGN

4

	<p>Contact us</p> <p>Name <input type="text"/></p> <p>Surname <input type="text"/></p> <p>Gender <input type="radio"/> male <input type="radio"/> female</p>
KEEP, CUT, or POSTPONE	
	<p>Email <input type="text"/></p> <p>Street <input type="text"/></p> <p>Street num. <input type="text"/></p> <p>City <input type="text"/></p> <p>ZIP <input type="text"/></p> <p>Country <input type="text"/></p> <p>Subject <input type="text" value="-- pick a subject --"/></p> <p>Message </p> <p><input type="checkbox"/> I allow marketing messages to be sent to any of my contact addresses</p> <p><input type="checkbox"/> I agree with the privacy policy, the terms of use and know that the data I leave here can be stored for seven year and can be used inside the company or any other companies in the group for any purpose.</p> <p style="text-align: center;"><input type="button" value="Submit"/></p>
	Outbreak blog 07

	<p>eBay®</p> <p>home my eBay site map sign in</p> <p>Browse Sell Services Search Help Community</p> <p>overview registration buying & selling eBay about me feedback safe bidder</p> <p>1 Registration 2 Check email 3 User ID & Password</p> <p>Welcome! Let's begin.</p> <p>Please enter your contact information below. All required fields have an asterisk.* ^ *.</p> <p>Note: You must be at least 18 years old to register on eBay.</p> <p>Personal Contact Information</p> <p>Email address e.g., jessica@sol.com</p> <p>Note: In order to complete registration, we'll send a confirmation message to the email address you enter above. Be sure to include your "@serviceprovider.com" domain.</p> <p>Optional Information</p> <p>How did you first hear about eBay? <input type="button" value="Select here"/></p> <p>Date of Birth Month: <input type="text"/> Day: <input type="text"/> Year: 19 <input type="text"/> (MM/DD/YY)</p> <p>Annual Household Income <input type="button" value="Select an income range"/></p> <p>Gender <input type="button" value="Unspecified"/></p>
	<p>Optional Information</p> <p>How did you first hear about eBay? <input type="button" value="Select here"/></p> <p>Date of Birth Month: <input type="text"/> Day: <input type="text"/> Year: 19 <input type="text"/> (MM/DD/YY)</p> <p>Annual Household Income <input type="button" value="Select an income range"/></p> <p>Gender <input type="button" value="Unspecified"/></p> <p>If you have a promotional priority code, please enter it: <input type="text"/></p>

BOINGO
WIRELESS

Boingo AsYouGo

Home
My Account
[flychicago.com](#)
[Help & Feedback](#)

Required Information Usage is \$6.95 per Connect Day at this location. Connect Day is \$7.95 at other locations within the U.S. & Canada and \$9.95 internationally. A Connect Day includes unlimited access in any location for 24-hours. No monthly fees apply.

first name last name email

Credit Card Information credit card number 12 2008 zip code (as it appears on your bill)

User Account Information username password confirm password password recovery code [what's this?](#)

username (5-10 letters and/or numbers, No spaces or special symbols)
password (5-10 letters and/or numbers, No spaces or special symbols)

Terms and Agreement [Submit](#) [Reset](#) [Read Agreement Terms](#)

Yes, please notify me regarding new Boingo Hot Spots, Boingo special offers, and product updates.
By clicking submit, you approve charges and agree to be bound by the agreement terms above.

*Phone

Billing Name and Address
Enter exactly as it appears on your credit card statement

*Billing Name

*Address

*City

*Country United States of America

State/Province AE - Armed Forces - Europe

Zip/Postal Code Required for US addresses only

Credit Card Information

We accept    

*Number Enter credit card number with no spaces or dashes

*Expiration Month 11 Year 2008

Fields marked with an * are required.

[BACK](#) [NEXT](#)



Corporate | Press Room | Blog | Partner | Group Plans | Careers | Contact
Privacy Policy | Legal

boingo

Get online now
Unlimited access for **24-hours is \$6.95 at this location** and can be used at other boingo locations. No monthly fees apply.

Billing Information

First Name Last Name (as it appears on your credit card)

Credit Card Number

Expiration Date 12 2008

ZIP Code (as it appears on your credit card bill)

Receipt
Email address (optional) (if you would like us to send you a receipt)

By Selecting "Get Online", I agree to the [terms of service](#)

Get Online [Cancel](#)

Corporate | Press Room | Blog | Partner | Group Plans | Careers | Contact
Privacy Policy | Legal



FORM LENGTH

- Take the time to evaluate every question you ask
- Ensure your forms speak with one voice
- Strive for succinctness

LUKEW
IDEATION + DESIGN

10

FORM LENGTH

- If a form naturally breaks down into a few short topics, use a single Web page
- When a form contains a large number of questions that are only related by a few topics, try multiple Web pages
- When a form contains a large number of questions related to a single topic, use one long Web page

11

YAHOO!

Hi There!

We'll get you set up on Yahoo! in three easy steps! Just answer a few simple questions, select an ID and password, and you'll be all set.

Already have an ID or Mail address? [Sign In](#)
[Forgot your password or Yahoo! ID?](#)

I prefer content from [Yahoo! U.S. in English](#)

1. Tell us about yourself...

My Name First Name Last Name
 Gender
 Birthday Day Year
 I live in United States
 Postal Code

2. Select an ID and password

Yahoo! ID and Email @yahoo.com
 Password Password Strength
 Re-type Password

3. In case you forget your ID or password...

Alternate Email
 Security Question
 Your Answer

Just a couple more details...

Type the code shown [Try a different image](#) 

Do you agree? I have read and agree to the [Yahoo! Terms of Service](#) and [Yahoo! Privacy Policy](#), and to receive important communications from Yahoo! electronically.
 For your convenience, these documents will be emailed to your Yahoo! Mail account.

[Create My Account](#) [Cancel](#)

patientslikeme™ mood

My Profile | Patients | Forum | Treatments | Symptoms | Community

Weekly Mood Survey

Personal Profile
 Picture
 Basic Information
 About Me

Health Information
 Daily Mood Indicator
Weekly Mood Survey (you're here)
 Conditions
 Symptoms
 Treatments
 Therapies
 My Care Team

[« Back to My Profile](#)

FILL IN YOUR DETAILED WEEKLY MOOD SURVEY. Keeping track of your mood on a regular basis will provide you with a good long term picture of your overall mood, and you will more easily be able to see long term trends and seasonal patterns.

You last took your weekly survey on: **05 Oct 2007**. You are currently eligible to take it again.

During the past week, about how often did you...

	None of the time	A little of the time	Some of the time	Most of the time	All of the time
01 have problems working or doing daily activities because of your mood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
02 have problems relating to friends, family or coworkers because of your mood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
03 have problems organizing tasks or activities because of your mood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
04 have repeated unwanted ideas or impulses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
05 feel nervous?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
06 feel hopeless?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
07 feel restless or fidgety?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
08 feel so depressed that nothing could cheer you up?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
09 feel that everything was an effort?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10 feel worthless?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11 get upset easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12 feel panicky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13 feel you had more ideas than you could handle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14 bother other people or get in trouble because you were too happy or excited	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15 cry for no reason	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16 feel the need to check things over and over	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17 feel the need to repeat thoughts or actions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18 feel irritable or were touchy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19 have problems controlling your anger or temper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20 feel that you had disappointed others or let someone down	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e-Commerce Checkout Flow: Page Comparison																		
	Page 1					Page 2					Page 3							
	Sign-in	Personal info	Item List + Total	Billing Info	Shipping Info	Shipping Method	Credit Card	Other payment	Gift options	Delivery instructions	Account creation	Live Help	Marketing opt-in / out	FAQ	Agree to terms	Final commit	Customer Service	Order confirmation
H&M	X	X																
Land's End	X	X	X	X	X													
LL Bean	X	X																
Mac's	X																	
Mark's	X																	
Office Depot	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Sears	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Amazon	X																	
BANANA REPUBLIC																		
Bed Bath & Beyond	X																	
Circuit City	X																	
Gap	X																	
Eddie Bauer	X																	
	X	Included on page																
	D	Review but not edit																
	X	Final commit																

LUHEW
IDEATION + DESIGN

15

Apple Store
Questions? Need Advice? Call 0800 048 0408
Help
Account
Basket

Secure connection Sign in Billing & Shipping Gift options Payment Verify

Verify your order

Credit Card Security Code:

Before placing your order please enter the security code
VISA: 123456

Enter security code: What is this?

Billing Address:

Lukasz Wroblewski
1399 Avenue 98
San Jose, CA 95124
United States
(408) 512-7287
(800) 812-7287

[Change this address](#)

Order Confirmation Email
lukasz@luhew.com

Shipping Address:

Lukasz Wroblewski
235 Regent Street
London
W1B 3HL
United Kingdom
408 342-3721
www.apple.com

[Change this address](#)

Select another address

Promotion Savings

Enter Promotion Code: [Apply promo](#)

Payment Method:

VISA
Expires

Tax Information

VAT Reg. No.

Shipping Information:

Delivered via courier service within 3–7 business days after shipping.
Tracking will be available online.
The shipping method for your order will be confirmed on the notification email you receive when your order has shipped.

Giving a gift?

Add gift options to your order.
Our signature gift box, personalized messages, and other gift options are available for many products we sell. Learn more

[Add gift options](#)

[Place my order](#)

Order Summary

Your order will be shipped when all individual items become available – as one single shipment
Estimated Shipping: within 24 hours
Estimated Delivery: 17 Dec, 2009 – 21 Dec, 2009
[Learn more about shipping & delivery options](#)

Items Details	Quantity	Item Price	Item Total
Apple TV with 160GB drive	1	£190.43	£190.43

17

9

Page 1

Shipping Info

Label
[Text Input]

Label
[Text Input]

Label
 Option A
 Option B
 Option C

Label
[Text Input]

Label
[Text Input]

Label
[Text Input]

Continue **Back**

Page 1

Shipping Info

Label
[Text Input]

Label
[Text Input]

Label
 Option A
 Option B
 Option C

Label
[Text Input]

Label
[Text Input]

Label
[Text Input]

Payment Info

Label
[Text Input]

Label
[Text Input]

Label
[Text Input]

Label
[Text Input]

Label
 Option A
 Option B

Label
[Text Input]

Submit **Back**

Page 1

Shipping Info

Payment Info

Label
[Text Input]

Label
[Text Input]

Label
[Text Input]

Label
[Text Input]

Label
□ Option A
□ Option B

Label
[Text Input]

Submit **Back**

Page 1

Shipping Info

[Text Input]
[Text Input]
[Text Input]

Payment Info

Label
[Text Input]

Label
[Text Input]

Label
[Text Input]

Label
[Text Input]

Label
□ Option A
□ Option B

Label
[Text Input]

Submit **Submit**

A

Page 1 → Page 2 → Page 3

B

Page 1 → Page 2

C

Page 1 → Page 2

D

Page 1

LUHEW
IDEATION + DESIGN

23

FORM LENGTH



- Inline multi-step (accordion) forms should not effect conversion rates
- People were fastest with the inline multi-step form
- People do not think of section headers as form actions/elements
- Inline multi-step forms do not inherently have more usability issues than single or multi-page forms

LUHEW
IDEATION + DESIGN

24



TOP QUESTIONS

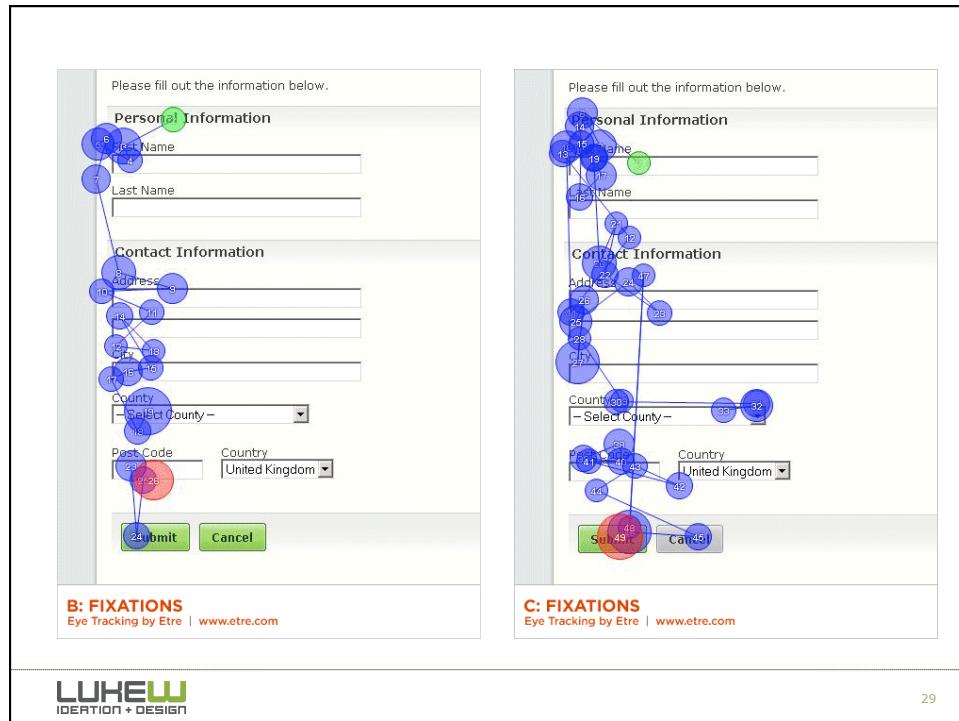
- Form Length
- Previous & Next Actions
- Buttons & Links
- Q&A Break
- International Addresses
- Flexible Inputs
- Two Column Designs

“When a form has **multiple pages**, there is the need for Next and Back buttons. Most web form guidelines say that the primary action button should be on the left, but in this case, it would seem to make more sense to have the **primary** button (Continue or Next) on the **right**, with the **secondary** button (Back or Previous) on the **left**. Do you have any thoughts on this topic?”

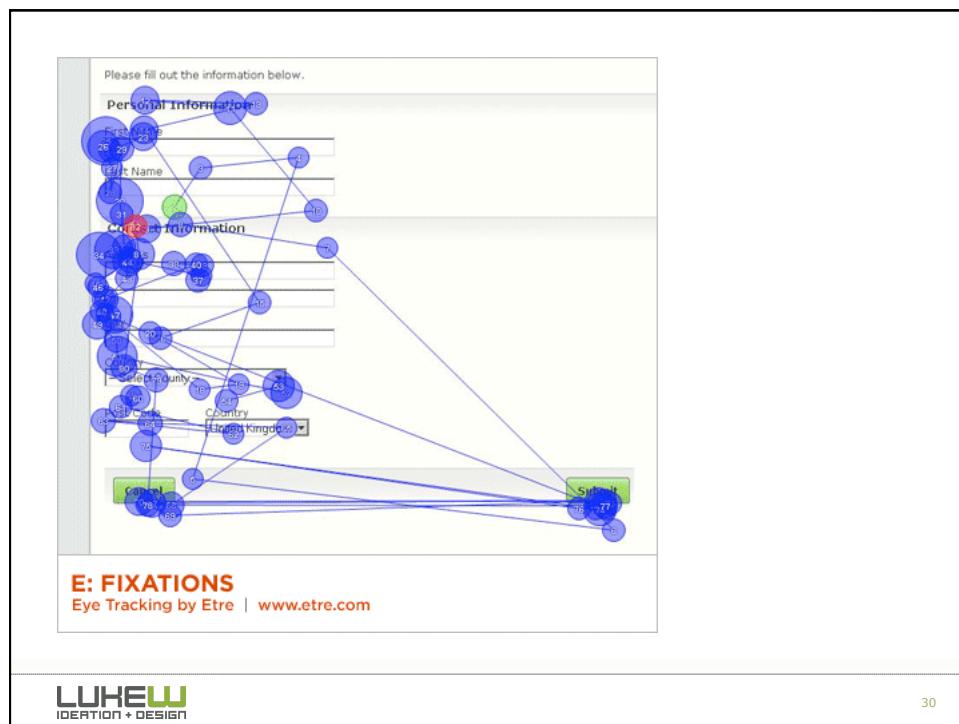


- Reset, Cancel, & Go Back are secondary actions: rarely need to be used (if at all)
- Save, Continue, & Submit are primary actions: directly responsible for form completion

<p>TYPICAL WEB FORM</p> <p>Personal Information</p> <p>First Name <input type="text"/></p> <p>Last Name <input type="text"/></p> <p>Contact Information</p> <p>Address <input type="text"/></p> <p><input type="text"/> <input type="text"/></p> <p>City <input type="text"/></p> <p>County --- Select County --- <input type="button" value="▼"/></p> <p>Post Code <input type="text"/> Country <input type="text" value="United Kingdom"/> <input type="button" value="▼"/></p> <p>PRIMARY ACTION <input type="button" value="Submit"/> <input type="button" value="Cancel"/> SECONDARY ACTION</p>	<p>A <input type="text"/> <input type="text"/> <input type="button" value="Submit"/> <input type="button" value="Cancel"/></p> <p>B <input type="text"/> <input type="text"/> <input type="button" value="Submit"/> <input type="button" value="Cancel"/></p> <p>C <input type="text"/> <input type="text"/> <input type="button" value="Submit"/> <input type="button" value="Cancel"/></p> <p>D <input type="text"/> <input type="text"/> <input type="button" value="Submit"/> <input type="button" value="Cancel"/></p> <p>E <input type="text"/> <input type="text"/> <input type="button" value="Cancel"/> <input type="button" value="Submit"/></p> <p>F <input type="text"/> <input type="text"/> <input type="button" value="Submit"/> <input type="button" value="Cancel"/></p>
---	---



29



30

Forward on the right, Previous on the left

Label:

Longer Label:

Even Longer Label:

Previous **Next**

Primary action to move forward, Secondary action to the right

Label:

Longer Label:

Even Longer Label:

Continue | [Go Back](#)

LUHEW
IDEATION + DESIGN

31

Next & Previous Action Layouts

Label: 🚫

Longer Label:

Even Longer Label:

Previous **Next**

Label: ✓

Longer Label:

Even Longer Label:

[< Previous](#) **Next**

Label: 🚫

Longer Label:

Even Longer Label:

Next **Previous**

Label: ✓

Longer Label:

Even Longer Label:

Previous **Next**

Next & Previous Action Layouts

Label:

Longer Label: --Select Value--

Even Longer Label:

(Red Ban)

Previous **Next**

Label:

Longer Label: --Select Value--

Even Longer Label:

(Red Ban)

Previous **Next**

Label:

Longer Label: --Select Value--

Even Longer Label:

(Green Checkmark)

Continue | [Go Back](#)

PREVIOUS & NEXT ACTIONS

LUKEW
IDEATION + DESIGN

Next & Previous Action Layouts

Label:

Longer Label: --Select Value--

Even Longer Label:

(Red Ban)

Previous **Next**

Label: ✓

Longer Label: --Select Value--

Even Longer Label:

(Green Checkmark)

Next **Previous**

Label:

Longer Label: --Select Value--

Even Longer Label:

(Red Ban)

Previous **Next**

Label:

Longer Label: --Select Value--

Even Longer Label:

(Red Ban)

Previous **Next**

Label: ✓

Longer Label: --Select Value--

Even Longer Label:

(Green Checkmark)

Previous **Next**

Continue | [Go Back](#)

34



TOP QUESTIONS

- Form Length
- Previous & Next Actions
- Buttons & Links
- Q&A Break
- International Addresses
- Flexible Inputs
- Two Column Designs

In one of my recent designs I used the **combination of a button** for the primary action **and a link** for the secondary action. However, it was not well received by the rest of the team! I'm wondering if you know of any testing that was done on it?

Sample Primary & Secondary Actions

Continue	Primary Action
Back	Secondary Action
Activate	Primary Action
Expand options	Secondary Action
Select a room	Hotel and room details, photos, and maps
Primary Action	Secondary Action
Yahoo! Search	Advanced Preferences
Primary Action	Secondary Actions
Choose and continue to more options.	
Save this information in an itinerary.	
Cancel and go to home page.	

LUKEW
IDEATION + DESIGN

37

eBay® [home](#) | [pay](#) | [register](#) | [services](#) | [site map](#) [Start new search](#) [Search](#)

[Buy](#) | [Sell](#) | [My eBay](#) | [Community](#) | [Help](#) [Advanced Search](#)

Hello, wookashl (Not you? [Sign in](#)) [Java™ TECHNOLOGY](#)

Sell Your Item: Add Subtitle

Add Subtitle (\$0.50)

Add a subtitle (searchable by item description only) to give buyers more information. [See example](#).

[Cancel](#) [Confirm](#)

[About eBay](#) | [Announcements](#) | [Security Center](#) | [Policies](#) | [Site Map](#) | [Help](#)

Copyright © 1995-2005 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this Web site constitutes acceptance of the eBay [User Agreement](#) and [Privacy Policy](#).

reviewed by [site privacy statement](#)

LUKEW
IDEATION + DESIGN

38

Apple Store Questions? Need Advice? Call 0800 048 0408 Help Account Basket

Change this address

Order Confirmation

VISA: **Expires:**

Change

Giving a gift?
Add gift options to your Our signature gift box, presents are available for many products

Add gift options

I have read the terms and [terms](#) for this order.

Edit Order

Verify your order

Credit Card Security Code:
Before placing your order please enter the security code USA 1786

Enter security code: [What is this?](#)

Billing Address:
Luke Wroblewski
199 Highgate Hill
San Jose, CA 95124
United States
(408) 312-7287
[Change address](#)

Shipping Address:
Luke Wroblewski
233 Broadway Street
London
UK SW1A 2AA
United Kingdom
(44) 207 404 1212
[Edit address](#)

Order Confirmation Email: [lukew@new.com](#) [Select another address](#)

Promotion Savings: Enter Promotion Code: [Apply Promo](#)

Tax Information:
VAT Reg. No.:

Shipping Information:
Delivered via courier service within 3-7 business days after shipping.
Total: £190.43
The shipping method for your order will be confirmed on the notification e-mail you receive when your order has shipped.

Order Summary:
Luke, your order will be shipped when all individual items become available – as one single shipment
Estimated Delivery Date: 17 Dec. 2009 – 21 Dec. 2009
[Learn more about Shipping & Delivery options.](#)

Items Details:

Item Details	Quantity	Item Price	Item Total
Apple TV with 160GB Drive Fast Transfer, Mirroring, etc.	1	£190.43	£190.43

Order Subtotal: £190.43
Free Shipping: £0.00
Total: £190.43

Place my order

You can also order from The Apple Store by calling 0800 048 0408. Other Stores | Education | Business | International | Choose... | [Edit Order](#) | [Place my order](#)

Contact Information

Address

City

County
 -- Select County --

Post Code **Country**

Submit | [Cancel](#)

PRIMARY ACTION **SECONDARY ACTION**

LUKEW
IDEATION + DESIGN

40

Please fill out the information below.

Personal Information

First Name
Last Name

Contact Information

Address
City

Selected County –

Post Code
Country: United Kingdom

A

Post Code
Country: United Kingdom

Submit | **Cancel**

B

Post Code
Country: United Kingdom

Submit **Cancel**

C

Post Code
Country: United Kingdom

Submit **Cancel**

LUKEW
IDEATION + DESIGN



“One thing that I’m interested in, but I have yet to see covered in your book however, is designing for **international** audiences which may have different requirements for correct **formats**.”

“Are you aware of any standards for the order that you present **address information** to a User, based on their **selected country**? ”

Shipping Contact

First Name	Last Name
Area Code	Primary Phone
Email Address (optional) ?	

Shipping Address

Company Name (optional)	
Street Address	
Apt, Suite, Bldg. (optional)	
Zip Code	Enter Zip for City and State

United States

- Natural structures among input fields
- Provide valuable clues on how to answer questions
- Visually organization communicates meaningful structures

Wii Remote Wrist Strap Replacement Request Form

NOTE: The following wrist strap replacement information applies to certain Wii video game systems and individually sold Wii Remotes purchased before December 31st, 2006.

Nintendo is offering to replace the original version of the wrist straps for the Wii Remote with a newer version. Because Wii consoles shipped starting in early December already utilized the newer version of the strap, you will need to determine which version of the strap you have before ordering a replacement. To view the difference between the original and the new version of the strap, please [click here](#).

If you have an original version of the strap, please complete the form below to get a replacement (also, to ensure you continue to have a fun & safe experience, please read our [Safety Information for Playing Wii by clicking here](#)).

Latin American users – Please click here for replacement information for your region
Usuarios de América Latina - Por favor hacer clic aquí para obtener información de reemplazo para su región

Please note, it may take a few days for your order to be processed. Once your replacement wrist strap has shipped, you will receive a confirmation email from Nintendo. After that point, it may still take another 5 to 9 days for delivery depending on your location. Please do not contact Nintendo regarding your replacement wrist strap until after that time period has passed.

We apologize for any inconvenience and appreciate your interest in our products.

Before we continue, please fix the following errors on the form:

- Please enter all 11 characters of the serial number

Address Info:

First Name:	Last Name:
Luke	Wroblewski

Address:

Address info fields (City, State, Zip / Postal Code, Country) and a "System into:" dropdown menu.

City: San Jose State: CA (California) Zip / Postal Code: 95124 Country: United States

System into:

Serial Number:** Number of straps needing replacement: 2

* A valid e-mail address is recommended so that we can provide you a part order confirmation email, as well as status information regarding your order. Please note that your e-mail address will only be used by Nintendo to send you business-related communications (e.g., your order status). Nintendo does not sell or rent any personal information. Please see our [Privacy Policy](#) for more information.
 If your email account has a restriction for Spam, please update your account to accept mail from replorders@noa.nintendo.com. This will help to ensure you receive the email which provides packaging and shipping information.

** The serial number can be found on the back of the Wii console system. It begins with two letters, followed by several numbers. If you do not have access to your Wii console's serial number right now, please wait to place your order until you're able to locate it.

Address Structure

Luke Wroblewski Yahoo! Inc. 701 First Ave. Sunnyvale, CA 95125 United States	Most specific destination Less specific destination Street Address City Line Country Line (not used in domestic mail)
--	---

* Adapted from Frank da Cruz, Columbia University

City Line Variations

Format	Examples
town, province postalcode	China, India
town province postalcode	USA, Canada, Australia
postalcode town-province	Brazil
postalcode town, province	México
postalcode town (provincia)	Italy
postalcode town	Most other European countries
town postalcode	New Zealand, Thailand, Japan
town, county	Ireland (except Dublin)

* Adapted from Frank da Cruz, Columbia University

Option 1: Specific Formats

France Address Structure

Prénom	Nom
<input type="text"/>	<input type="text"/>
Adresse	
<input type="text"/>	<input type="text"/>
Code postal	Ville
<input type="text"/>	<input type="text"/>
Région	<input type="button" value="Choisissez votre région"/>

Italy Address Structure

Nome	Cognome	
<input type="text"/>	<input type="text"/>	
Indirizzo		
<input type="text"/>	<input type="text"/>	
CPA	Città	Provincia
<input type="text"/>	<input type="text"/>	<input type="text"/>

Location Systems

	Accuracy	Positioning Time	Battery Life
GPS	10m	2-10 minutes (only outdoors)	5-6 hours on most phones
WiFi	50m (improves with density)	Almost instant (server connect & lookup)	No additional effect
Cell tower triangulation	100-1400m (based on density)	Almost instant (server connect & lookup)	Negligible
Single Cell Tower	500-2500m (based on density)	Almost instant (server connect & lookup)	Negligible
IP	Country: 99% City: 46% US, 53% Intl ZIP: 0%	Almost instant (server connect & lookup)	Negligible

Smartphones: hybrid of GPS, WiFi, and cell tower triangulation
 Laptops/desktops: WiFi, IP, rarely GPS

Option 1: Specific Formats

My Address(es)

Current Address **Permanent Address**

Choose your country: **India**

Address: 98, VGP Shanthi Ngr,
Naranyanapuram,

State: **Tamil Nadu**

City/District: **Chennai**

Locality: **Pallikaranai**

Pincode: **Select**
600100
Others

Save

My Address(es)

Current Address **Permanent Address**

Choose your country: **Canada**

Address: 98, VGP Shanthi Ngr,
Naranyanapuram,

Provincial/Territory: **Manitoba**

City/Ville/Community: **Deer**

Postal Code: **Select**
ABA 1H6
ESV 1J4
ESV 1L3
ESV 1M8
Others

Save

Option 2: Changing Formats

Australia Selected

First name Last name

Street address

City

State / Territory Postcode Country or region

Canada Selected

First name Last name

Street address

City

Province Postal Code Country or region

Option 3: Generic Format

Full Name:

Address Line1:
Street address, P.O. box, company name, c/o

Address Line2:
Apartment, suite, unit, building, floor, etc.

City:

State/Province/Region:

ZIP/Postal Code:

Country:



INTERNATIONAL ADDRESSES

- Use the post/postal code label over ZIP code
- Postal codes need to support: numerical & alphabetical characters and spaces
- Some countries don't have codes (don't require them)

LUHEW
IDEATION + DESIGN

53

Option 4?



UNITED STATES POSTAL SERVICE®

From: Internet Sales Corp
555 Anywhere Street
Anytown, IA 012345

To: Alan Smithee
431 Peach Pit Lane
Hollywood, CA 90210

Label 228, Jan 1999

www.usps.gov



- International Address Fields in Web Forms
<http://www.uxmatters.com/mt/archives/2008/06/international-address-fields-in-web-forms.php>
- Better Data Quality from Your Web Form: Effective International Name and Address Internet Data Collection
<http://www.grcdi.nl/book4.htm>
- Frank's Compulsive Guide to Postal Addresses
<http://www.columbia.edu/kermit/postal.html>



TOP QUESTIONS

- Form Length
- Previous & Next Actions
- Buttons & Links
- Q&A Break
- International Addresses
- Flexible Inputs
- Two Column Designs

“...regarding flexible inputs for form fields. With that approach, is a usability issue raised by the fact that the application **does not ask for a specific input method?** In attempting to design for the quickest possible completion, are distracting people from doing so by asking them to stop and ask "how do they want me to type the phone number?"

Phone Number
 (ex. 555-123-4444)

Phone Number
() - -

(555) 123-4444
555-123-4444
555 123 4444
555.123.4444
5551234444

Date Surface formatting right up front

Phone

Tax ID

SSN

Product Key

Eye Script

US Phone Number: Do not gradually reveal formatting as people enter input

US Dollar:

US Date:

LUKEW
IDEATION + DESIGN

59

Field Type	HTML Code	Notes
checkbox	<code><input type="checkbox"></code>	can be toggled on or off
radio button	<code><input type="radio"></code>	can be grouped with other inputs
password field	<code><input type="password"></code>	echoes dots instead of characters as you type
drop-down lists	<code><select><option>...</code>	
file picker	<code><input type="file"></code>	pops up an “open file” dialog
submit button	<code><input type="submit"></code>	
plain text	<code><input type="text"></code>	the type attribute can be omitted

LUKEW
IDEATION + DESIGN

Images from Dive Into HTML5 by Mark Pilgrim

60

```
<input type="number"  
      min="0"  
      max="10"  
      step="2"  
      value="6">
```

A screenshot of a web browser interface. On the left, there is a code snippet for an HTML5 number input element. On the right, there is a visual representation of the input field. The input field contains the number '6'. To the right of the input field is a blue rectangular button with the word 'Go' in white. A cursor arrow is pointing towards the top right corner of the input field.

```
<input type="range"  
      min="0"  
      max="10"  
      step="2"  
      value="6">
```

A screenshot of a web browser interface. On the left, there is a code snippet for an HTML5 range input element. On the right, there is a visual representation of the input field. It consists of a horizontal slider bar with a small circular slider handle positioned in the middle. To the right of the slider is a blue rectangular button with the word 'Go' in white. A cursor arrow is pointing towards the top right corner of the slider area.

```
<form>  
  <input type="date">  
</form>
```

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
49	30	1	2	3	4	5	6
50	7	8	9	10	11	12	13
51	14	15	16	17	18	19	20
52	21	22	23	24	25	26	27
53	28	29	30	31	1	2	3
1	4	5	6	7	8	9	10

FLEXIBLE INPUTS

- There's more than one right way to answer a question
- Allow people to answer how they prefer
- Provide input field cues
- Auto correct formatting
- Restrict inputs by declaring types



TOP QUESTIONS

- Form Length
- Previous & Next Actions
- Buttons & Links
- Q&A Break
- International Addresses
- Flexible Inputs
- Two Column Designs

“I want to ask about though is your definitive thoughts on **2-column form design**. I know most people are against this approach. Can this layout be successful if used with the proper content groupings?”

People jump right in

etre usability testing,
March 2009

Create an Account
Just fill in the information below and let us know if you [need help](#).

Tell us about yourself

First Name: 7
Last Name: 8
Email address: 9
We will not sell or 10 your email address.
Gender: 11
I live in: 12
Unit: 13
Postal: 14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
Select an ID and password
5 characters minimum, must include a special character. Example: secr3t
Pass: 30
31
32
Retype password: 33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
Create Account | Cancel

Scan Line

PayPal® [Log Out](#) | [Help](#)

[My Account](#) [Send Money](#) [Request Money](#) [Merchant Tools](#) [Auction Tools](#)

Jason, please confirm this secure transaction

You're about to send **\$37**

To: lucky@37signals.com (a [verified member](#))

Source: \$37 from your PayPal balance ([pay another way](#))

Email

Email subject: Here's the cash I owe ya
Note: Thanks for bailing me out! I also included \$7 for the cab ride. Thanks again!

Shipping Information

Ship to: 400 N. May Street, #301, Chicago, IL 60622, USA (Confirmed)
or [add a new address](#)

I'm not shipping anything, no address required.

Send the \$37 | [Edit transaction](#) | [Cancel transaction](#)

Clear Scan Line

The screenshot shows a PayPal payment page titled "Check Payment Details". At the top right, there are links for "Log Out | Help". Below the title, there's a section for "Payment Details" with fields for "Pay To", "Amount", "Source of Funds", "Email Subject", and "Note". Under "Shipping Information", there are options for "Ship to" (with an input field for "400 North May Street, #301, Chicago, IL 60622, USA" and a "Add Address" link) and "No shipping address required". A red arrow points from the text "A: HEAT MAP" at the bottom to the "Send the \$37" button. At the bottom of the page, there are links for "About Us | Accounts | Fees | Privacy | Security Center | User Agreement | Developers | Shops" and a copyright notice: "Copyright © 1999-2003 PayPal. All rights reserved."

A heat map visualization showing user eye movement patterns on a registration form. The heatmap uses a color gradient where darker shades indicate higher levels of user focus. The most intense focus (red/yellow) is on the "First Name" and "Last Name" input fields, the "Address" input field, and the "Submit" button. There is also significant focus on the "County" dropdown menu and the "Post Code" input field. The heatmap is overlaid on a dark background of a registration form.

A: HEAT MAP
Eye Tracking by Etre | www.etre.com

Complete Your Payment

Your payment is already completed.

Click Pay to confirm the details below and complete your payment.

Visit [Funding Sources](#) to learn more about PayPal policies and your payment source rights and remedies, or to change debit card processing options.

Shipping Address: Luke Wroblewski
5390 Keene Dr
San Jose, CA 95124
United States

Item Details

Item #	Item Title	Qty	Price	Subtotal
180183857097	Nintendo Wi - Game console	1	\$375.00 USD	\$375.00 USD
US Shipping & Handling via USPS Parcel Post				
(Includes any seller handling fees) : \$34.95 USD				
US Insurance (Included) : --				
Total: \$409.95 USD				

Add Instructions to Seller (optional)
Thanks~

Payment Method

Instant Transfer: \$409.95 USD from citibank Bank Account xxxxxx3580
Back Up Funding Source: Visa XXXX-XXXX-XXXX-7029

PayPal Plus Credit Card: Get rewards on this purchase [Learn More](#) [Apply Now](#)

Gifts and Discounts
To use a gift certificate, gift card, Reward Voucher, or coupon, enter its redemption code, or [select codes](#) stored in your PayPal account. [Learn More](#)

Redemption Code: [Apply](#)
Enter one at a time

Pay

>> smart USA Reservations

Welcome to the smart USA reservation system. Here you can reserve your smart fortwo.

You must complete all the information below to successfully submit a reservation. There is a \$99 reservation fee that will be applied to your purchase of a smart fortwo. This fee is refundable at any time.

First Name Address 1
Last Name Address 2
Email Address City
Confirm Email Address State, Zip ALABAMA

Home Phone
Alt Phone

I certify that I am not a broker or dealer
Brokers and dealers are excluded from ordering the smart fortwo. If you make a reservation and are discovered to be a broker or a dealer, your reservation will be canceled and your deposit returned to you without interest.

Why do we ask for drivers license?
Drivers License Number Drivers License Issue State ALABAMA

Model
Click here for Colors and Standard Equipment
*Excluding tax, license, registration, destination charge and options.

Exterior Color Metallic Blue + Interior Color Gray
Tridion Safety Cell Color Black

*Some preferences may have an additional charge
 Yes, please keep me informed of the latest news about the smart fortwo!

Next

Billing Info

Address should match that of the credit card.

Business Name:

First Name:

Middle Initial:

Last Name:

Address:
(Street, Number, Name)

City:

State/Province:

Zip/Postal Code:

Country: * USA

Phone: * Ext.

Fax:

Billing Email:

Please send my emails in HTML format.

Yes, please send me exclusive discounts and special offers available only to Office Depot's Email customers.

Shipping Info

Same as Billing. Also you can pick up at: [Select a Store](#)

Business Name:

First Name:

Middle Initial:

Last Name:

Address:
(Street, Number, Name)

City:

State/Province:

Zip/Postal Code:

Country: * USA

Phone: * Ext.

Shipping Email:

Please send my emails in HTML format.

Yes, please send me exclusive discounts and special offers available only to Office Depot's Email customers.

Payment Info

Payment Type:

Credit Card Type:

Credit Card Number:

Expiration Date: / (mm/yy)

Card ID:

Required: American Express, Visa, Mastercard and Discover. If my Card ID?

Customer PO#: Customer use only

Optional Info

Special message for the driver or information for your own reference:

Office Depot ADVANTAGE Member Number

Shopping Cart

To enter valid Referral ID/Coupon Code, please click here [Coupon](#)

Order # 263815303-001 Delivery Date 11/05/2004

Item Number	Unit Price	Our Price	Units	Quantity	Back Ordered	Ext Total	Remove
617951	\$3.99	\$2.99	box	6	0	\$18.90	<input type="checkbox"/>
Subtotal \$2.99 Delivery Charge \$5.95 Coupon \$0.00 Estimated Tax \$0.25 Total \$19.10							

Place Order

Register

Use our convenient one-step registration form.

Before you begin...

Please note that if you can answer "yes" to any of the following questions, you may not need to fill out this registration form. Simply click on the link that applies and you'll be taken to the appropriate page.

- Do you shop with us by phone, fax, or already have a tax exempt account?
- Do you want to apply for a tax exempt account?
- Would you like to sign up for a Government account?
- Do you have a Viking® account?

Required Information

Billing Info

Name and address should match that of the credit card. Billing info is required for all orders, including OTR/Rewards Card purchases.

Business Name:

First Name:

Middle Initial:

Last Name:

Address Line 1:

Address Line 2:

City:

State:

Zip Code:

Country: * USA

Canadian users register at: [www.officedepot.ca](#)

Phone Number: Ext.

Fax Number:

Billing Email:

Please send my emails in HTML format.

Yes, please send me exclusive discounts and special offers available only to Office Depot's Email customers.

[Privacy Policy](#)

Shipping Info

Same as Billing. Currently Office Depot is unable to process orders online for delivery to APO/FPO, PO Box, and export addresses. Please [click here](#) for additional ordering options.

Business Name:

First Name:

Middle Initial:

Last Name:

Address Line 1:

Address Line 2:

City:

State:

Zip Code:

Country: * USA

Canadian users register at: [www.officedepot.ca](#)

Phone Number: Ext.

Shipping Email:

Please send my emails in HTML format.

Yes, please send me exclusive discounts and special offers available only to Office Depot's Email customers.

[Privacy Policy](#)

Payment Info (optional)

Payment Type:

Credit Card Number: Please enter your credit card # without spaces or dashes (e.g. 000000000000)

Credit Card Type:

Expiration Date: / (mm/yy)

Create Your Login and Password

Login Name: must be at least 6 characters

Password: must be at least 6 characters

Password Confirm: retype your password

Yes, please log me in automatically.

CREATE ACCOUNT



TWO COLUMN DESIGNS

- People jump right in
- Provide a clear path to completion
- Many users interact with a form by “tabbing” between fields
- Multi-column form layouts may conflict with expected tabbing behavior

LUHEW
IDEATION + DESIGN

75

New Scan

IP Addresses to Scan

IP Address or Address Range (Separate multiple addresses by commas. Ranges with - or CIDR notation)

Host Exclusion

Exclude IP Address or Address Range (Separate multiple addresses by commas. Ranges with - or CIDR notation)

Scan Details

Scan Title
 Scan Type Internal (Internal scans occur on your network. External scans occur outside it.)
 Sensors alertlogic-office-ids

Schedule

Run Scan every:
 Monday Tuesday Wednesday Thursday Friday Saturday Sunday
 Run Scan from: PM PM

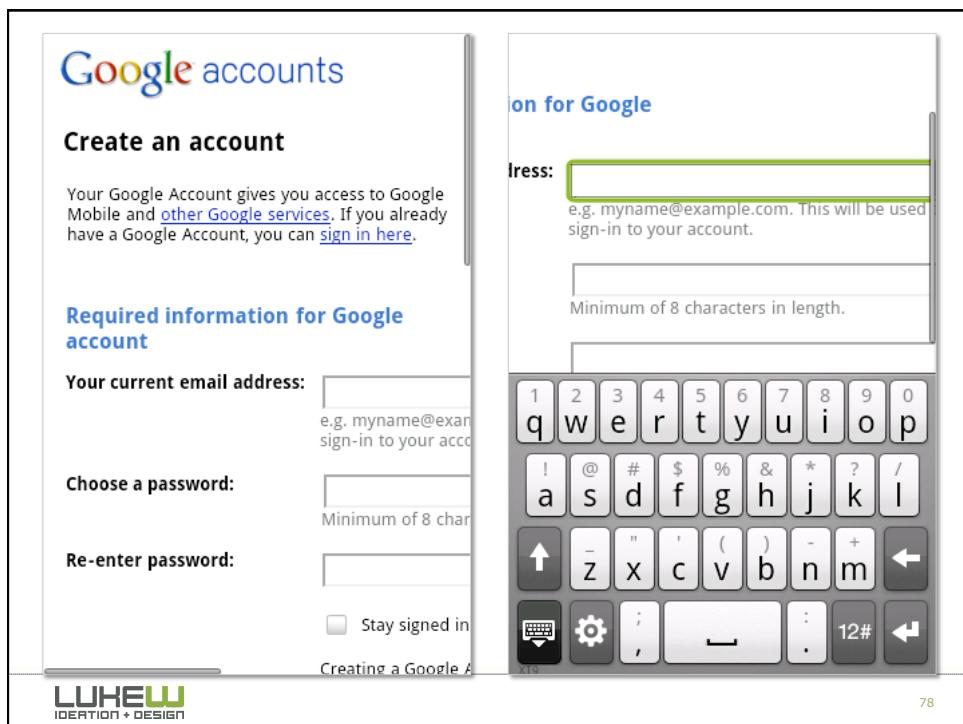
Credentials

User (User or Domain/User)
 Password
 Confirm Password



LUKEW
IDEATION + DESIGN

77



LUKEW
IDEATION + DESIGN

78



TOP QUESTIONS

- Form Length
- Previous & Next Actions
- Buttons & Links
- Q&A Break
- International Addresses
- Flexible Inputs
- Two Column Designs

LUKEW
IDEATION + DESIGN

79



For more information...



- **More Information**
 - @lukewdesign
 - www.lukew.com/ff/
 - **Web Form Design**
 - www.rosenfeldmedia.com/books/webforms/
- Discount code: LUKE (25%)**

LUKEW
IDEATION + DESIGN

80

UPCOMING UIE VIRTUAL SEMINARS

APRIL - JUNE 2010

**Add these upcoming UIE Virtual Seminars
to your calendar:**

**Visual Design Essentials for Non-Designers
with Dan Rubin: May 13**

**Content Strategy
with Kristina Halvorson: June 3**

**Search Analytics
with Louis Rosenfeld: June 23**

Learn more at
www.uie.com/events/virtual_seminars

The UIE Virtual Seminar Series

Our constantly growing library has over 40 recorded presentations for your team to tap into. If you enjoyed today's presentation, consider these:

Paper Prototyping: Streamlining the User-Centered Design Process

Paper prototyping is one of the easiest, cheapest and fastest approaches you can use to design, test, and refine user interfaces. In this presentation, Carolyn Snyder will share some of her most important findings about paper prototyping, its techniques, and its effectiveness.

Don't Panic: Design and Usability Under Pressure

One of the most common reasons designs fail users is because the design team didn't have the time or resources to focus on user research. To help designers and usability professionals deliver usable sites and applications despite the obstacles, we turned to Larry Constantine, author of the landmark book, *Software for Use*, to share his proven techniques on how to conduct design and usability efforts quickly and efficiently, even when there is barely time to do anything at all.

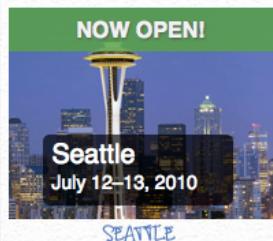
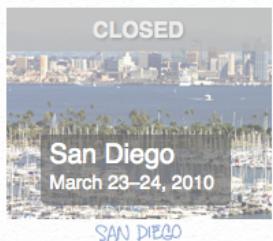
Mental Models: Getting Into Your Customer's Head

Indi Young will introduce you to the concept of Mental Models, a method for modeling the attention flow of your users. Mental Models give design teams a solid method for matching functionality and features to the user's motivations, thought processes, emotions, and philosophies.

Learn more about lifetime access to these and other presentations at
www.uie.com/events/virtual_seminars

Web App Masters Tour: A new UIE Conference

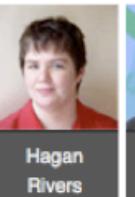
UIE WEB APP MASTERS TOUR



Jared
Spool



Stephen
Anderson



Hagan
Rivers



Christian
Crumlish



Julie
Zhuo



Bill
Scott



Ken
Kellogg



Luke
Wroblewski



Doug
Bowman

2 Day Conference in 3 Different Cities

Insights from 9 Web App Design Masters

UIETour.com

Use promotion code VSEM and get \$100 off the price. Expires May 7.