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CSD 200

Assignment 11.3

The first thing I notice between the two is that the first example is asking for more information, if this is for news and updates, I think that the first example does a better job at gathering information, because when they send the news and updates to the email that signs up they can be more personalized like “Hello, mr….”. The second one does a good job at looking simple, it tells you what the form is for, and what they are going to do with your email, though I don't like how the input doesn't have a label or placeholder text.

When I began researching I looked into eBay’s login form, and they use a simple 2 input form. The most important feature I noticed is that they put the label on top of the input. I came across this site <https://neverbounce.com/blog/7-newsletter-form-examples-that-show-off-signup-best-practices> and it had a lot of great examples, and they all seemed pretty similar to what I was expecting was best practices. From what I saw on the website most places use placeholders inside the input to act as a label. Almost all the examples on the website had a title for the form, as well as a description on what the form is for, which I think is very important, I wouldn’t be putting my info into a blank form.

**Example 1 Improvements:**

1. Add a title to the form, let the user know what it is for
2. Put labels above the inputs to save space
3. Let users know what you are doing with the information like example 2
4. Add a reset button, so the user can reset the entire form if needed
5. Style the inputs to be larger, more like example 2’s
6. Placeholder text to help the user know what to put in the input

