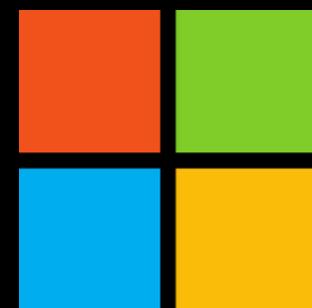


# THE FEATURES OF HIGHLY EFFECTIVE **FORMS**



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[slideshare.net/AaronGustafson](http://slideshare.net/AaronGustafson)



Consider the  
conversation

[Features](#)[Pricing](#)[Support](#)[Blog](#)[More](#)[Sign Up Free](#)[Log In](#)

# Send Better Email



A screenshot of the MailChimp email editor interface. The window title is "J+S Stoneware 1 Editing". The top menu includes "Help", "Preview and Test", "Save and Exit", and tabs for "Content", "Design", and "Comments". The main content area features a photograph of a woman holding a blue mug. Below the photo is the text "Can't Choose? Let Them!". At the bottom of the editor window, the navigation path is shown as "Recipients > Setup > Template > Design > Confirm".

Join more than 10 million people who use MailChimp  
to design and send 600 million emails every day.

[Sign Up Free](#)

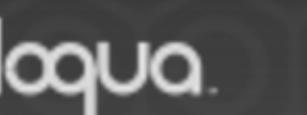
**MailChimp Pro: Advanced email marketing for \$199 / month** >



# Introducing **AUDIENCE** for the Brightcove Video Marketing Suite



- CAPTURE LEADS WITH FORMS
- TRACK INDIVIDUAL ENGAGEMENT
- SEGMENT AND SCORE LEADS
- INTEGRATE WITH MARKETING AUTOMATION PLATFORMS

 |  

# Get a response today

We love hearing about exciting new ideas. Your message will be confidentially sent to the Littlelines Founder, Matt. It'll be placed to the top of the stack and he'll respond to you today. If you'd prefer to speak to someone right away, call us at **1-877-533-8101**

*We currently have **one** spot open for new client projects*

[QUICK MESSAGE](#)

or

[KICK START PROJECT](#)

Your Name \*

Your Email \*



What's happening?

AFC  
✓



Media



Location



Poll

140

Buffer



Tweet

1 Select parking ..... 2 Your details ..... 3 Select options..... 

## Contact

Title:

First Name:

Last Name:

Phone Number:

Email:

## Address

Address 1:

Address 2:

Address 3:

City:

Postcode

## Flight

Return Flight Number:

Destination:

Passengers:

## Vehicle 1

Vehicle Type:

Standard 

Please note that parking and additional services are charged at a higher rate for 4X4's and Van's

Number Plate:

Make:

Model:

Colour:

[Add another vehicle](#)

## Your booking so far

Airport

Edinburgh

Car Park

Flying Scot (Edinburgh)

Departing

6 Jul 2011 00:00

Returning

7 Jul 2011 00:00

Days

2

Parking Cost

£14.99

## YOUR TOTAL

**£14.99**

[Back](#) [Continue](#)

Make every field  
**fight** for its place in  
your forms.



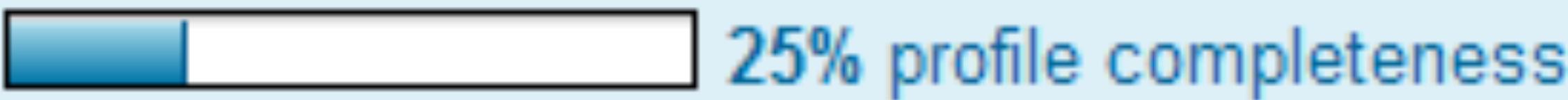
MICHAEL AAGAARD, UNBOUNCE

---

I finally convinced the client to let me remove three form fields. I wanted to remove more, but I could only get away with removing three. But that's still one third of the form fields – a lot less friction.

The result? 14% drop in conversion.

Prepare for  
pushback.



### Profile Completion Tips [\(Why do this?\)](#)

- + Add a position (+15%)
- + Add your education (+15%)
- + Add a picture (+5%)
- + Add your summary (+5%)
- + Add your specialties (+5%)
- + Ask for a recommendation (+5%)

## Introducing Respond by Buffer

Deliver Exceptionally Responsive Customer Support

Get Started for Free



Sign in with Twitter

Sign in with Facebook

Sign in with LinkedIn

or

Your Email Address

Your Password

Create Account

Sign In

Keep me signed in

[Forgot password?](#)

A better way  
to manage  
social media

Social media  
management  
done right.

social media  
management  
done right.

DISCOVER BUFFER FOR:

Try Buffer for Business

Log In



# Your Buffer account is ready!

Head on to your dashboard to start sharing...

[Go to my Dashboard](#)

AH YEAH!



Choose your  
words carefully

HARASSMENT



# How does this photo make you feel?

- Embarrassing
- Upsetting
- Saddening
- Bad Photo
- Other

# How does this photo make you feel?

- Embarrassing**
- Upsetting**
- Saddening**
- Bad Photo**
- Other** it's embarrassing

# Please describe the photo

- It's embarrassing
- It's a bad photo of me
- It makes me sad

Talk to your users  
like they talk  
to one another.

**Ask higher value  
questions.**

**Make it clear users  
need to respond**

*“What’s your first name?”*

*“Without your first name, I won’t  
know how to address you.  
Could you please provide it?”*

*“Reserve your spot”*



Make good  
markup choices

**Label every field**

Who you gonna call?

<input name="calling">

```
<label>Who you gonna call?</label>
<input name="calling">
```

```
<label for="calling">Who you gonna call?</label>
<input id="calling" name="calling">
```

<Label>

Who you gonna call?

<input name="calling">

</Label>

```
<Label for="calling">  
Who you gonna call?  
<input id="calling" name="calling">  
</Label>
```

```
<label for="calling">Who you gonna call?</label>
<input id="calling" name="calling">
```

Use **real** buttons

Sign In



Sign In

```
<input type="submit" value="Sign In">
```



Sign In

```
<button type="submit">Sign In</button>
```



Sign In

```
<a href="#" class="button">Sign In</a>
```



Sign In

```
<div class="button">Sign In</div>
```



Sign In

```
<input type="submit" value="Sign In">
```

Appearance	Seen As	Focusable	Activates	Submits Forms
Button	Button	Yes	Yes	Yes



Sign In

```
<button type="submit">Sign In</button>
```

Appearance	Seen As	Focusable	Activates	Submits Forms
Button	Button	Yes	Yes	Yes

Sign In

```
<a href="#" class="button" role="button">Sign In</a>
```

css dependency

JS dependency

Appearance	Seen As	Focusable	Activates	Submits Forms
Inline Text	Link	Yes	Kinda	No

ARIA dependency

JS dependency

Sign In

```
<div class="button" role="button" tabindex="0">Sign In</div>
```

Appearance	Seen As	Focusable	Activates	Submits Forms
Block Text	Generic	No	No	No

*CSS dependency* ↗ *HTML dependency* ↗ *JS dependency* ↗ *ARIA dependency* ↗ *JS dependency* ↗



Sign In

```
<button type="submit">Sign In</button>
```

Appearance	Seen As	Focusable	Activates	Submits Forms
Button	Button	Yes	Yes	Yes

Use the right  
field type

# Free Response

```
<label for="calling">Who you gonna call?</label>
<input type="text" id="calling" name="calling">
```

# Free Response (is the default)

```
<label for="calling">Who you gonna call?</label>
<input id="calling" name="calling">
```

# Free Response: Email

```
<label for="email">What's Your Business Email Address?</label>
<input type="email" id="email" name="email">
```

Appearance	Native Validation	Custom Keyboard
Text Field	Maybe	Maybe

# Free Response Forms

<label for="email">  
<input type="text" name="email" value=""/>

Your Email

We will only use your email address to respond to your message.

Purpose of Your Message

Question/Comment

Done

Q W E R T Y U I O P  
A S D F G H J K L  
Z X C V B N M  
\_123 space @ . Go

# Mail

<label for="name">  
<input type="text" name="name" value=""/>

Carrier 3:52 PM webstandardssherpa.com

REQUIRED

Your Name

Your Email

We will only use your email address to respond to your message.

< > Done

Q W E R T Y U I O P  
A S D F G H J K L  
Z X C V B N M  
\_123 space @ . Go

ive Validation  
Maybe

Browsers ignore  
what they don't  
understand

# Progressive Enhancement

# Free Response: URL

```
<label for="url">What's Your Website's URL?</label>
<input type="url" id="url" name="url">
```

Appearance	Native Validation	Custom Keyboard
Text Field	Maybe	Maybe

# Free Response URL

<label for="url">  
<input type="text" name="url">

A screenshot of a mobile browser displaying a form. At the top, there's a header bar with icons for signal strength, battery, and time (10:35). Below the header is a navigation bar with a back arrow, the URL 's.codepen.io/aarongustafson/debug/kppxy', and a bookmark icon. The main content area contains a text input field with placeholder text 'ex. 123-456-7890'. Below this is a section labeled 'URL' with a text input field. A descriptive note below the field reads: 'Please provide the URL for the specific page that includes the area you want reviewed.' Further down, there's a math challenge '1 + 1 = ?' with a text input field. At the bottom of the screen is a standard QWERTY keyboard.

Enter Website's URL  
name="url">

Live Validation  
Maybe



A screenshot of an iPhone displaying a form. At the top, there's a status bar with 'Carrier', signal strength, battery, and time (12:42 PM). Below the status bar is a URL bar with the address 'local.webstandardssherpa.com'. The main content area contains a text input field labeled 'Your Email' and another text input field labeled 'URL' containing the value 'http://www.yoursite.com/specific-pa'. A descriptive note below the URL field reads: 'Please provide the URL for the specific page that includes the area you want reviewed.' At the bottom, there's a keyboard with a numeric pad and a 'Done' button. Three red arrows point upwards from the bottom of the slide towards the '.com' key on the iPhone's keyboard, mirroring the action shown in the previous screenshot.



# Free Response: Number

```
<label for="time_at_job">How Many Years Have You Been  
in Your Current Position?</label>  
<input type="number" id="time_at_job" name="time_at_job">
```

Appearance	Native Validation	Custom Keyboard
Text Field+	Maybe	Maybe

# Free Response: Number

<Label for="time\_at\_job">How Many Years Have You Been  
in Your Current Job?</Label>  
<input type="text" value="1 + 1 = ?"/>

A screenshot of a web browser showing a form field. The field contains the text "1 + 1 = ?" in orange. Above the field, there is a small text input placeholder "1 + 1 = ?".

Appearance	Native Validation	Custom Keyboard
Text Field+	Maybe	Maybe

# Choose One

Please describe the photo

- It's embarrassing
- It's a bad photo of me
- It makes me sad

# Choose One

Please describe the photo

<label>

    <input type="radio" name="reason" value="embarrassing">

    It's embarrassing

</label>

<label>

    <input type="radio" name="reason" value="bad photo">

    It's a bad photo of me

</label>

<label>

    <input type="radio" name="reason" value="saddening">

    It makes me sad

</label>

# Choose One

```
<label for="reason">Please describe the photo</label>
<select id="reason" name="reason">
  <option value="embarrassing">It's embarrassing</option>
  <option value="bad photo">It's a bad photo of me</option>
  <option value="saddening">It makes me sad</option>
</select>
```

# Choose One

```
<label for="reason">Please describe the photo</label>
<select id="reason" name="reason">
  <option>It's embarrassing</option>
  <option>It's a bad photo of me</option>
  <option>It makes me sad</option>
</select>
```

Radio controls can  
outperform select  
dropdowns by  
as much as 15%

# Choose One: Number

```
<label for="volume">How Loud is Spinal Tap?</label>
<input type="range" id="volume" name="volume"
min="0" max="11" step="1"
>
```

Appearance	Native Validation	Custom Keyboard
Slider (Maybe)	Maybe	No

# Choose One: Number

```
<label for="volume">How Loud is Spinal Tap?</label>
<input type="range" id="volume" name="volume"
      min="0" max="100" value="50" step="1">
```

How Loud is Spinal Tap?



Appearance	Native Validation	Custom Keyboard
Slider	Maybe	No

# Choose One or More

## ▼ Gaming Systems (4 available)

Nintendo DS Lite

PlayStation Vita

Nintendo Wii

XBox 360

# Choose One or More

Gaming Systems (4 available)

<label>

    <input type="checkbox" name="reserve[]" value="DS Lite">

    Nintendo DS Lite

</label>

<label>

    <input type="checkbox" name="reserve[]" value="Wii">

    Nintendo Wii

</label>

<label>

    <input type="checkbox" name="reserve[]" value="Vita">

    PlayStation Vita

</label>

# Choose One or More

```
<label for="gaming">Gaming Systems (4 available)</label>
<select id="gaming" name="reserve[]" multiple>
  <option value="DS Lite">Nintendo DS Lite</option>
  <option value="Wii">Nintendo Wii</option>
  <option value="Vita">PlayStation Vita</option>
  <option value="360">Xbox 360</option>
</select>
```

# Choose One or More

```
<label for="gaming-systems">▼ Gaming Systems (4 available)<br>
<select id="gaming-systems">
  <option value="ds-lite">Nintendo DS Lite
  <option value="wii">Nintendo Wii
  <option value="ps-vita">PlayStation Vita
  <option value="x360">Xbox 360
  <option value="360">Xbox 360</option>
</select>
```

# Choose One or More

Gaming Systems (4 available)

<label>

    <input type="checkbox" name="reserve[]" value="DS Lite">

    Nintendo DS Lite

</label>

<label>

    <input type="checkbox" name="reserve[]" value="Wii">

    Nintendo Wii

</label>

<label>

    <input type="checkbox" name="reserve[]" value="Vita">

    PlayStation Vita

</label>

Don't introduce  
unnecessary  
complexity.

Phone Number:

# Free Response: Telephone

```
<label for="tel">What's Your Business Phone Number?</label>
<input type="tel" id="tel" name="business_phone">
```

Appearance	Native Validation	Custom Keyboard
Text Field	No	Maybe

# Free Range Telephone

**Label for Preferred Phone**

**<input type="text">**

Preferred Phone  
ex. 123-456-7890

URL  
Please provide the URL for the specific page that includes the area you want reviewed.

1	2 ABC	3 DEF	X
4 GHI	5 JKL	6 MNO	-
7 PQRS	8 TUV	9 WXYZ	-
*	0 +	#	.

Business Name  
name="business"

Live Validation  
No

Email Address\*  
ex. example@somedomain.com

Preferred Phone  
ex. 123-456-7890

Mailing Address\*

City\*  
Please enter your city

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
+ * #	0	X

/label>

**We should work harder  
so our users don't have to.**

# Structured Data: Custom

```
<label for="flight">What flight are you looking for?</label>
<input id="flight" name="flight"
       pattern="DL\d{2,}"
       placeholder="e.g. DL5407"
>
```

Lay out fields  
with purpose

# Field & Label Layouts

Label

Label

Label

Label

Label

# Field & Label Layouts

Label

A diagram illustrating a field and label layout. It consists of a large black rectangular container with a thin white border. Inside, there are two horizontal white rectangles representing fields. To the left of these fields, the word "Label" is written in white text. The entire arrangement is centered within the black container.

Label

A diagram illustrating a field and label layout. It consists of a large black rectangular container with a thin white border. Inside, there are two horizontal white rectangles representing fields. Above each field, the word "Label" is written in white text. A thick green oval is drawn around the top section containing the labels and their respective fields. The entire arrangement is centered within the black container.

Label

Label

Label

# Field & Label Layouts

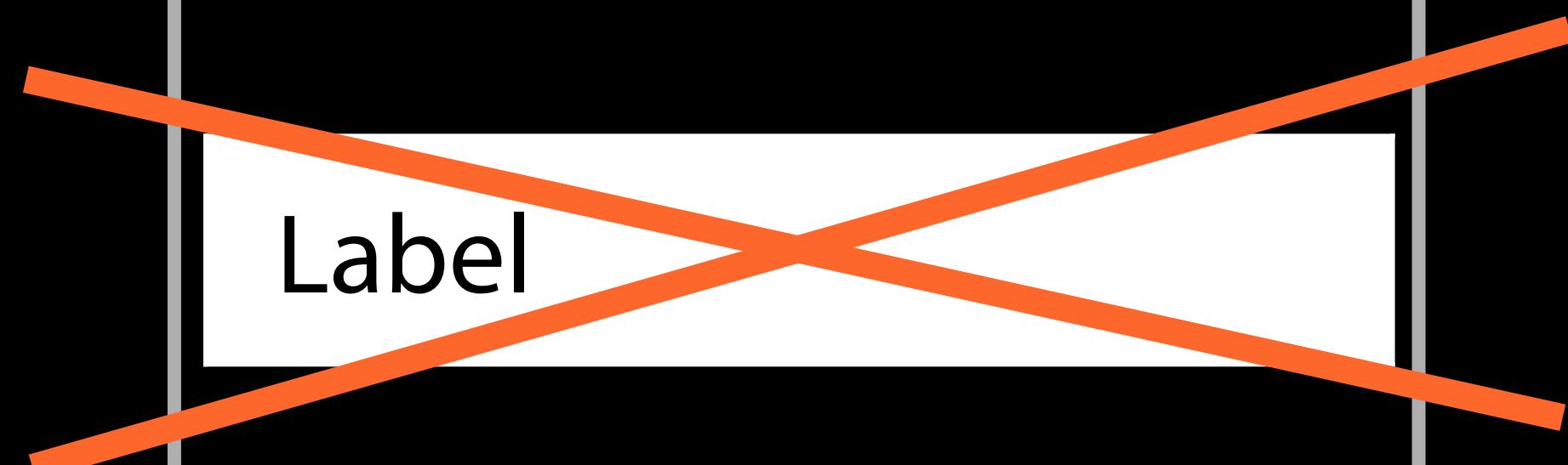
Label

Label

Label

Label

Label



# Checkboxes & Radio Controls

- Embarrassing**
- Upsetting**
- Saddening**
- Bad Photo**
- Other**

# Checkboxes & Radio Controls

```
<fieldset class="grouped radios">  
...  
  <label>  
    <input type="radio"  
          name="reason"  
          value="embarrassing">  
    It's embarrassing  
  </label>  
...  
</fieldset>
```

○ **Embarrassing**

# Checkboxes & Radio Controls

```
.confirmation label,  
.radios label,  
.checkboxes label {  
  margin: -1em 0;  
  padding: 1em 0;  
}
```

○ **Embarrassing**

# Checkboxes & Radio Controls

```
.confirmation label,  
.radios label,  
.checkboxes label {  
  margin: -1em 0;  
  padding: 1em 0;  
}
```

 **Embarrassing**

# Checkboxes & Radio Controls

```
.confirmation label,  
.radios label,  
.checkboxes label {  
  margin: -1em 0;  
  padding: 1em 0;  
}
```



○ **Embarrassing**



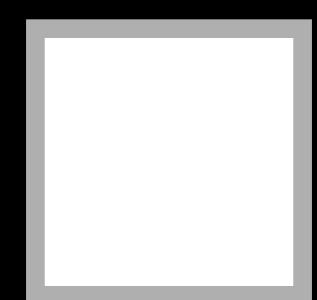
# Checkboxes & Radio Controls

```
.confirmation label,  
.radios label,  
.checkboxes label {  
  margin: -1em 0;  
  padding: 1em 0;  
}
```

○ **Embarrassing**

**Don't fall into the  
custom control trap.**







Helps users avoid  
(and fix) errors

Let users know when  
a field is **required**.

# Required Fields

```
<p>Fields marked with a * are  
<strong id="required">required</strong>.</p>
```

...

```
<label for="first_name">What's Your First Name?  
  <b role="presentation" class="required">*</b>  
</label>  
<input id="first_name" name="first_name"  
      required  
      aria-required="true"  
      >
```

# Required Fields

<p><strong>All of the fields are required.</strong></p>

...

```
<label for="first_name">What's Your First Name?</label>
<input id="first_name" name="first_name"
       required
       aria-required="true"
       >
```

# Required Fields

```
<p><strong>All of the fields are required.</strong></p>
```

...

```
<label for="first_name">What's Your First Name?</label>
<input id="first_name" name="first_name"
      required
      aria-required="true"
      >
```

**Provide useful hints  
as to the type of  
response you're  
expecting.**

# Suggesting a response

```
<label for="pattern">Enter three numbers followed by  
two letters</label>  
<input id="pattern" name="pattern"  
pattern="\d{3}[a-zA-Z]{2}"  
placeholder="e.g. 123ab"  
>
```

**Enter three numbers followed by two letters**

e.g. 123ab

*(The placeholder is not  
a substitute for a label.)*

**Validate  
in the browser.**

## LUKE WROBLEWSKI

---

Our participants were faster, more successful, less error-prone, and more satisfied when they used the forms with inline validation.

# LUKE WROBLEWSKI

---

22% increase in success rates  
22% decrease in errors made  
31% increase in satisfaction rating  
42% decrease in completion times  
47% decrease in the number of eye fixations

# Indicate Required Fields

```
<label for="first_name">What's Your First Name?</label>
<input id="first_name" name="first_name"
required
aria-required="true"
>
```

# Use Native Validation

```
<label for="email">What's Your Business Email Address?</label>
<input type="email" id="email" name="email">
```

# Use Custom Validation Schema

```
<label for="flight">What flight are you looking for?</label>
<input id="flight" name="flight"
      pattern="DL\d{2,}"
      placeholder="e.g. DL5407"
      >
```

**Enter three numbers followed by two letters**

1234444hshshs|



Please match the requested  
format.

# Provide Inline Error Messages

```
<Label for="email">Your Email Address</Label>
<input id="email" type="email" name="email"
    required aria-required="true"
    aria-invalid="true"
    aria-describedby="email-error"
    >
<strong id="email-error" class="validation-error-message">
    Your email address is required</strong>
```

**Validate  
on the server.**





<input type="hidden" name="price" value="399.99">



<input type="hidden" name="price" value="1">

**Never trust  
the client.**

**Summarize  
server-side errors.**

There were errors with your form submission:

- Message is a required field
- Name is a required field
- Email is a required field

```
<div role="alert">
  <p>There were errors with your form submission:</p>
  <ol>
    <li><a href="#message">Message</a> is a required field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```

# Provide Inline Error Messages

```
<Label for="email">Your Email Address</Label>
<input id="email" type="email" name="email"
    required aria-required="true"
    aria-invalid="true"
    aria-describedby="email-error"
    >
<strong id="email-error" class="validation-error-message">
    Your email address is required</strong>
```

# Provide Visual Feedback of Errors

```
<li class="text validation-error">  
  <!-- field with an error -->  
</li>
```

**x Email \***

Your email address is required

# Provide Visual Feedback of Errors

```
li.validation-error {  
  color: #922026;  
}  
  
li.validation-error input, li.validation-error select,  
li.validation-error textarea {  
  border-color: #922026;  
}
```

**x Email \***

Your email address is required

# Provide Visual Feedback of Errors

```
.validation-error label::before {  
  content: "x ";  
  font-family: Verdana, sans-serif;  
  speak: none; /* The future! */  
}
```

**x Email \***

Your email address is required

# The Features of Highly Effective Forms

- Consider the conversation
- Choose your words carefully
- Make good markup choices
- Lay out fields with purpose
- Help users avoid (and fix) errors

# Further Reading

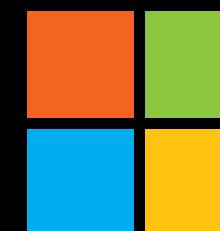
- “Web Form Design” by Luke Wroblewski (Rosenfeld Media)
- “An Extensive Guide To Web Form Usability” by Justin Mifsud  
<https://www.smashingmagazine.com/2011/11/extensive-guide-web-form-usability/>
- “Optimizing forms for greater conversions” by Maya Nix  
<http://blog.usabilla.com/optimizing-forms-greater-conversions/>
- “The Definitive Guide to Form Label Positioning” by Jessica Enders  
<http://www.sitepoint.com/definitive-guide-form-label-positioning/>

# Thank you!

@AaronGustafson

aaron-gustafson.com

slideshare.net/AaronGustafson



Microsoft

# Questions?

Tweet me at  
**@AaronGustafson**