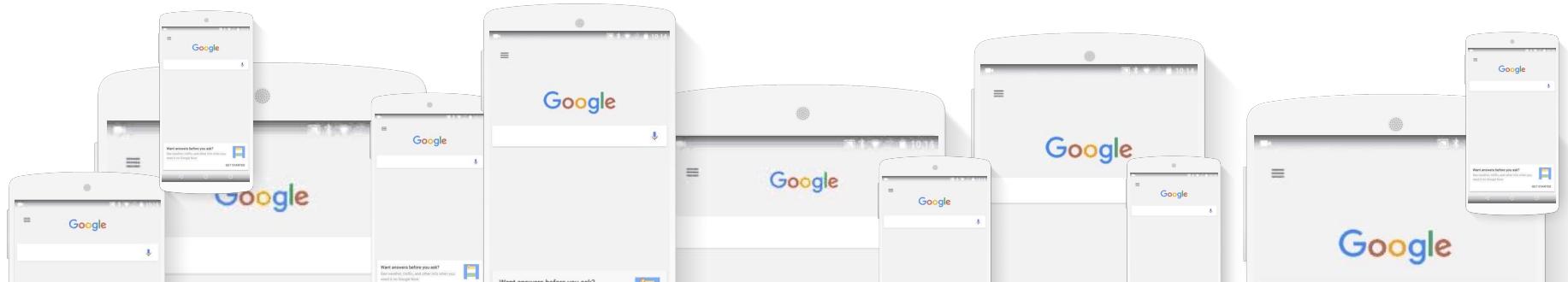


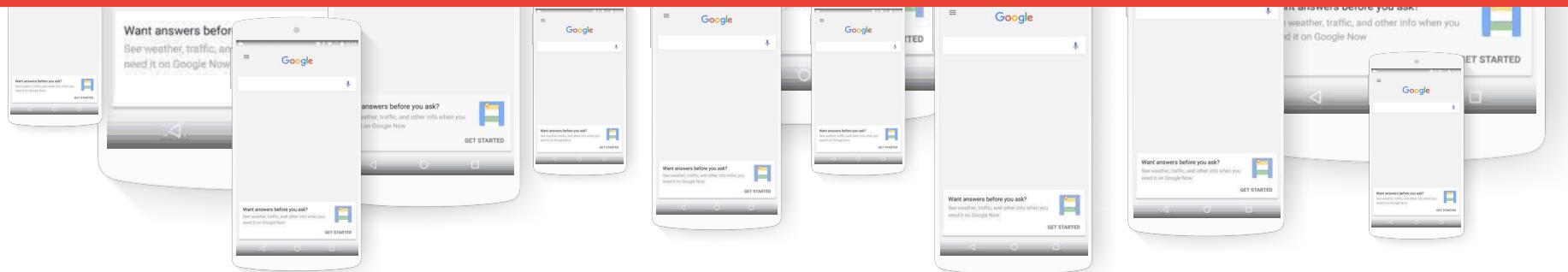
# UX Playbook for Healthcare

Collection of best practices to delight your users

---



**65%** of searches for health terms happen on mobile



● hospital near me  
Search term

● urgent care near ...  
Search term

● doctor near me  
Search term

● coffee near me  
Search term

+

United States ▾

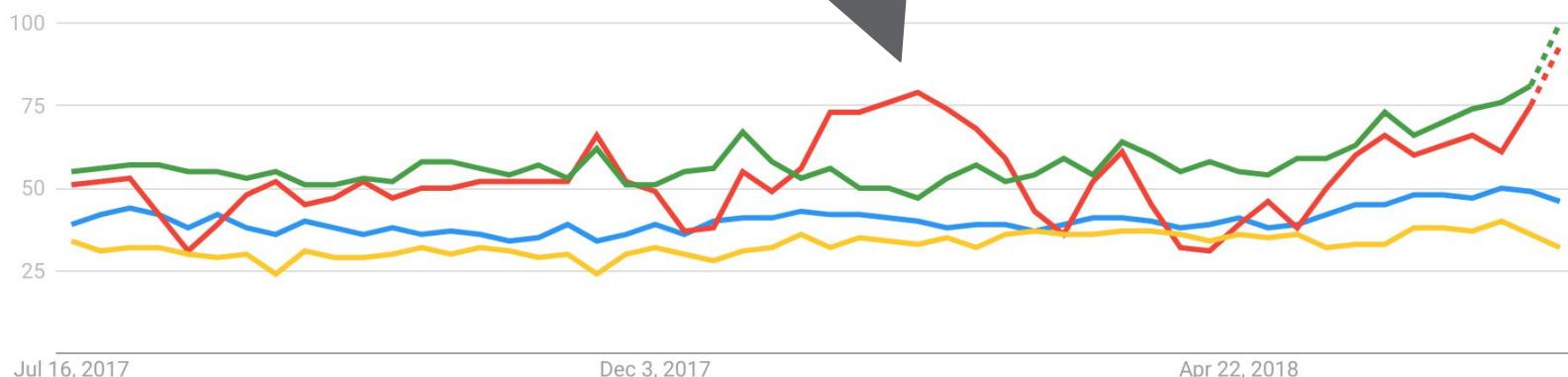
Past 12 months ▾

All categories ▾

Interest over time ?



More people searched for “Urgent care near me”, than “coffee near me” during the intense cold and flu season in 2017/2018



A close-up photograph of a young woman with dark hair and brown eyes. She is wearing a pink and green patterned top and large, dangling gold earrings. She is looking down at a smartphone held in her hands, which are positioned in the lower-left foreground. Her expression is neutral to slightly weary. The background is blurred.

“Today’s “patient” is  
increasingly less patient  
than she used to be”<sup>1</sup>

## Design with Empathy

- Websites are more than digital brochures, designing the UX requires empathy
- Many of healthcare website visitors are already under high amount of stress
- Additional frustration can be added by bad user experiences

## Creating frictionless experiences across the user journey

After looking at several hundred sites, we realized that there were certain universal UX elements that helped create a frictionless user experience. This list aims to expand on the 25 Mobile Design Principles and provide a checklist for improving your mobile site experience across 6 key site areas for Healthcare websites:

1. HOME/LANDING PAGE

2. MENU & NAVIGATION

3. SEARCH

4. LOCATION / DOCTOR

5. CALLS TO ACTION

6. FORM OPTIMIZATION

## Creating frictionless experiences across the user journey

1. HOME/LANDING PAGE	2. MENU & NAVIGATION	3. SEARCH	4. LOCATION / DOCTOR	5. CALLS TO ACTION	6. FORM OPTIMIZATION
Clear CTA above the fold	Show consolidated menu	Include search	Use maps AND lists to let users find locations or providers	Have descriptive CTAs	Reduce the number of fields
Clear benefit-oriented value prop above the fold	Keep menu options on one page	Make search visible at all times	Allow sorting / filtering	Fill out a form, call or chat - decide which one is a priority	Label and name inputs properly
Don't use full page interstitials	For main categories, order by traffic volume. If using subcategories, organize alphabetically	Use auto-suggestions	Use real estate efficiently: use visual icons, show concise info, make it easy to compare	Have a value prop at every point in the conversion flow	Use placeholders
Remove automatic carousels		Implement spelling correction			Use autofill
Display top categories on homepage	Include post lead capture activities in the menu	Always return results		Allow users to continue on another device by emailing or saving for later	Use in-line validation
Use legible font sizes		Include previous or top searches	Add reviews and testimonials		Use the correct keypads
Use social proof			Use photos and trust signals	Have secondary CTAs that facilitate x-device, like email or call	Use pagination or a progress bar
Label the main menu			Use geo info meaningfully		Show the security of your site
If calls are important, include click-to-call at the top of every page					Explain why personal info is needed
					Forms can be fun



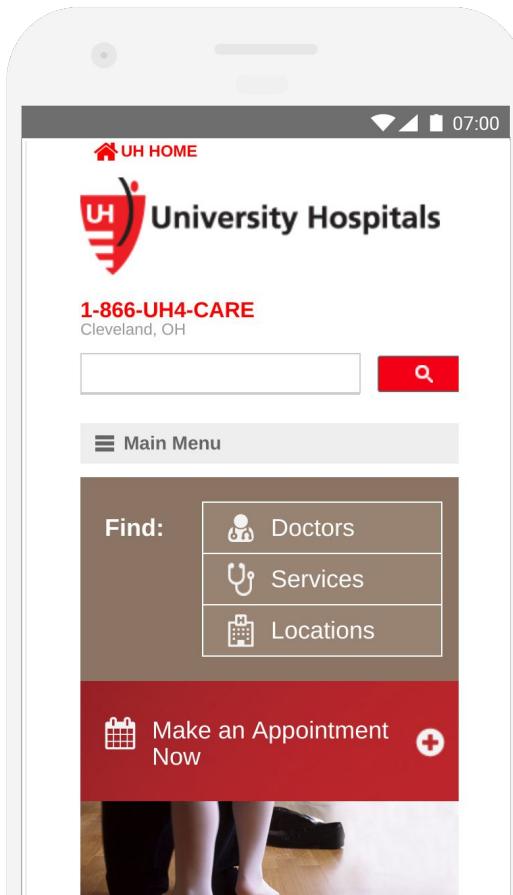
All recommendations  
should be A/B tested!

# Homepage/Landing Page

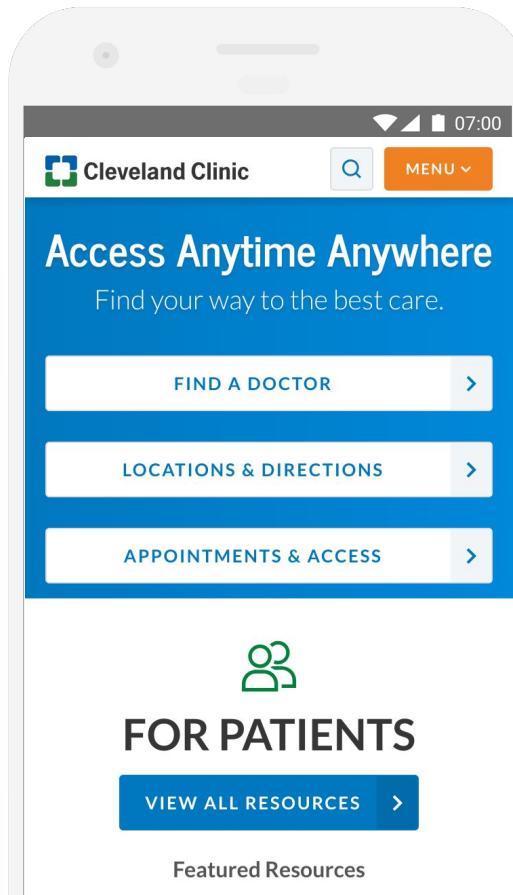
SECTION	Homepage/Landing Page	Ease of implementation	Impact	Key Metric
KEY SUGGESTION				
Clear CTA above the fold	Easy	High	Clicks on CTA, Bounce rate	
Have descriptive CTAs	Easy	Medium	Clicks on CTA, Bounce rate	
Clear benefit-oriented value prop above the fold	Easy	High	Bounce Rate, CVR	
Don't use full page interstitials	Easy	High	Bounce Rate	
Remove automatic carousels	Easy	High	Bounce Rate	
Display top categories on homepage	Medium	High	Bounce Rate, Clicks on category	
Include accolades and awards	Medium	Medium	CVR	
Use legible font sizes (16px+)	Easy	High	Time on site	

# Best in Class Home Pages

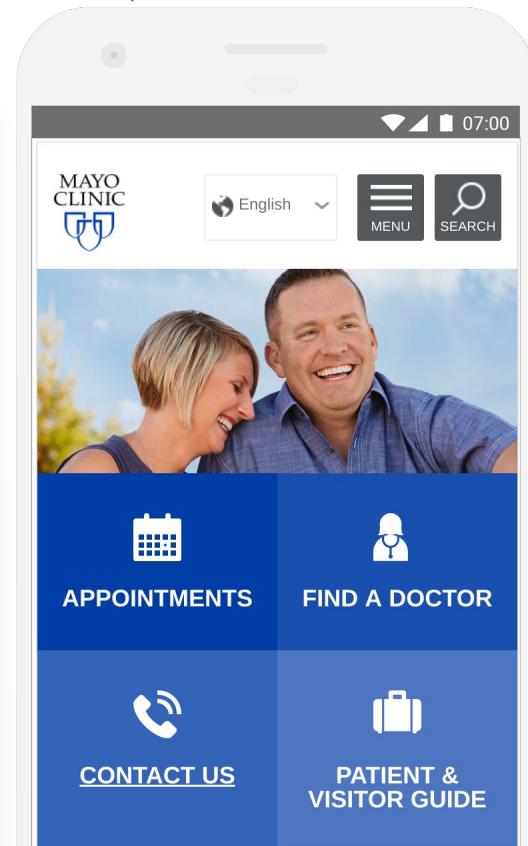
CLEAR CALL TO ACTION



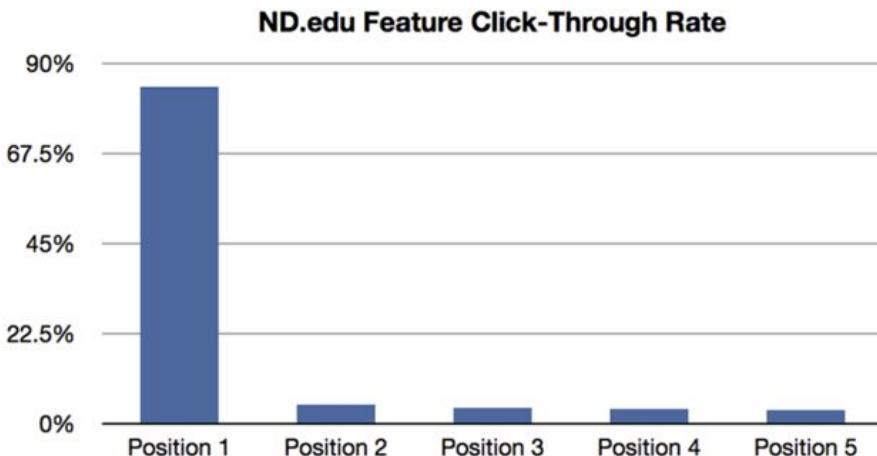
DESCRIPTIVE CTAs



CLEAN, EASY TO NAVIGATE HOMEPAGE



# Research shows that carousels rarely work



Carousels can be perceived as banners and therefore will be ignored. The user should always be in control.

Automatic image sliders or carousels on homepage should be avoided or the frequency should be decreased.

- **Reason #1:** Human eye reacts to movement (and will miss the important stuff)
- **Reason #2:** Too many messages equals no message
- **Reason #3:** Banner blindness

Luke Wroblewski  
@lukew

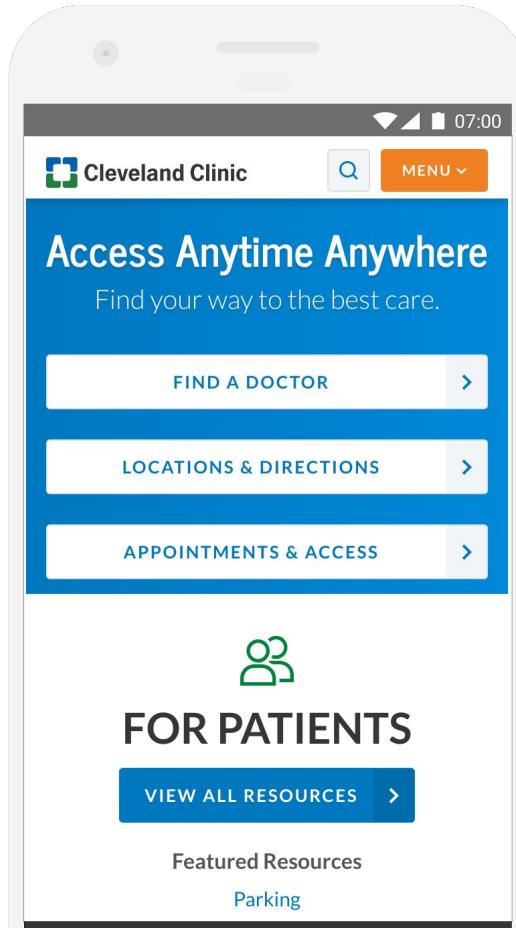
Following

• @erunyon basically that data tells me don't use carousels. cc/ @brad\_frost

Reply Retweet Favorite More

RESEARCH:  
[Conversion XL](#)  
[ClickZ](#)  
[Widerfunnel](#)  
[NN Group](#)  
[Erik Runyon](#)

# Homepage best-in-class : Cleveland Clinic



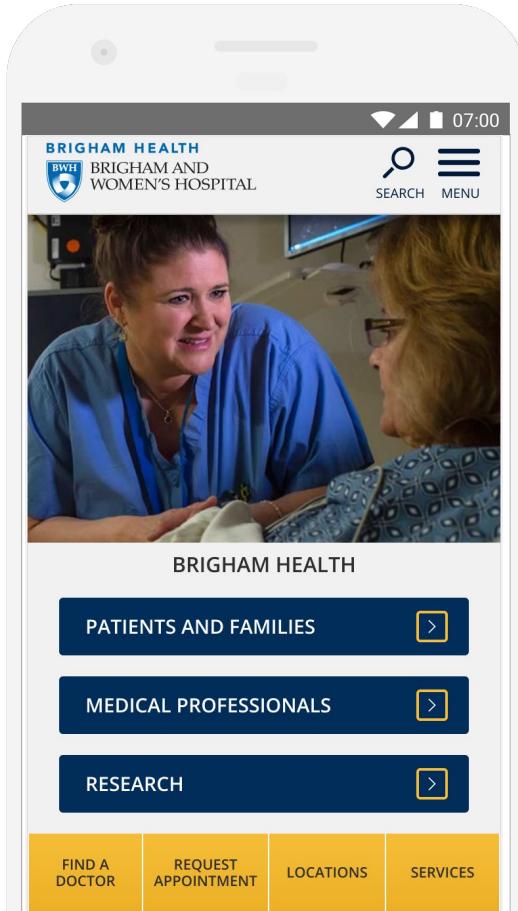
**UX Approach:** Deliver the most popular user intents in a clean, organized way. Leads into audience segments on scroll.

- ✓ Top categories on homepage
- ✓ Legible font sizes
- ✓ No revolving carousels
- ✓ No full page interstitials
- ✓ Clearly labeled Menu

## Further optimizations:

- Test value propositions
- Test one dominant CTA

# Homepage best-in-class : Brigham and Women's



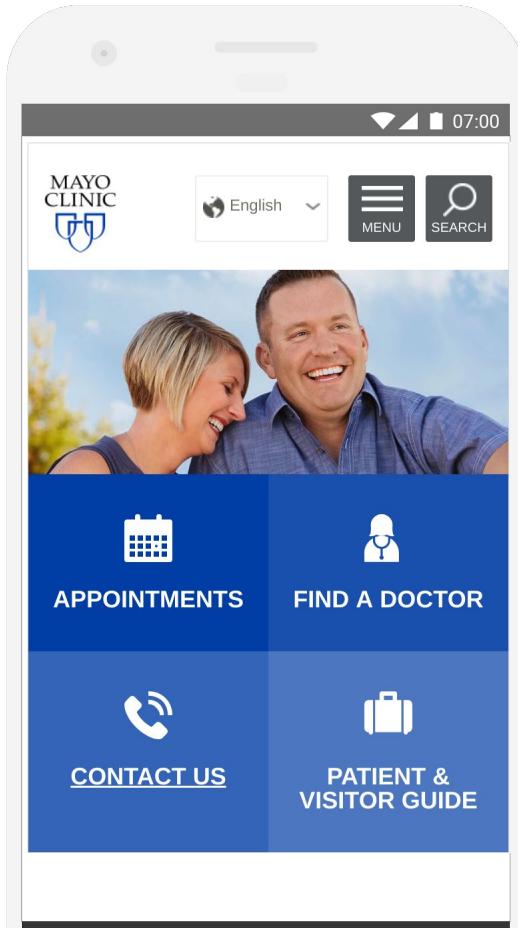
**UX Approach:** Hero image led design with priority to the different audiences and quick links to most popular intents.

- ✓ Top categories on homepage
- ✓ Legible font sizes
- ✓ No revolving carousels
- ✓ No full page interstitials
- ✓ Clearly labeled Menu and Search Icon

## Further optimizations:

- Test value propositions
- Test one dominant CTA

# Homepage best-in-class : Mayo Clinic



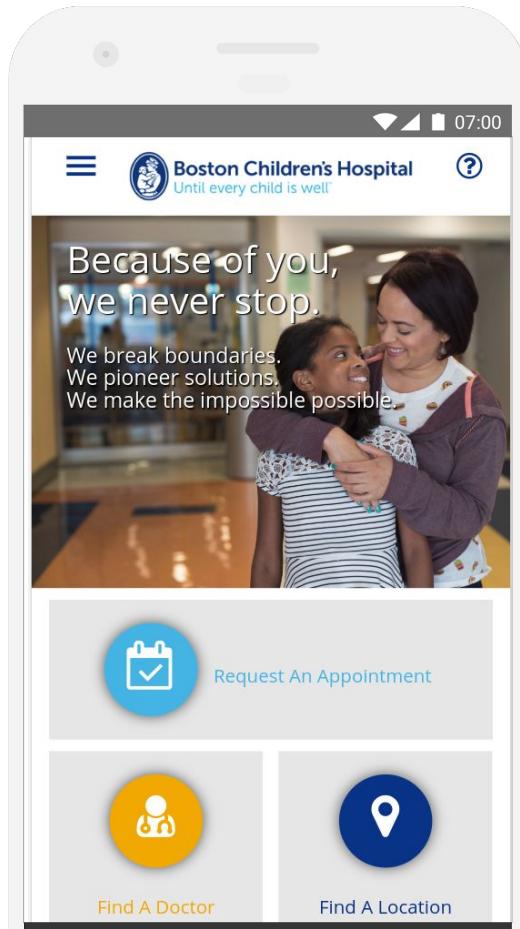
**UX Approach:** Minimalist design with comfortable thumb-sized buttons. Patient centered approach.

- ✓ Top categories on homepage
- ✓ Legible font sizes
- ✓ No revolving carousels
- ✓ No full page interstitials
- ✓ Clearly labeled Menu and Search Icon

## Further optimizations:

- Test value propositions
- Test one dominant CTA

# Homepage best-in-class : Boston Children's Hospital



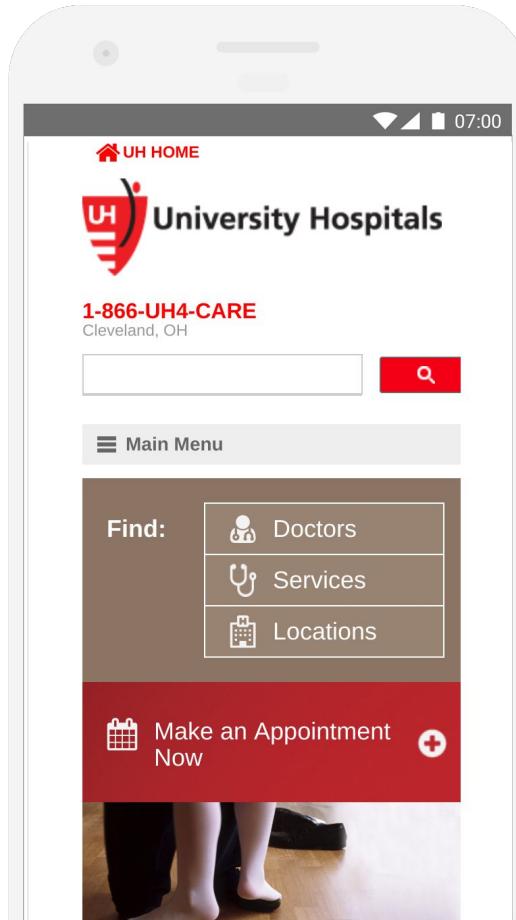
**UX Approach:** Hero image with a strong value prop followed by a dominant CTA.

- ✓ One dominant CTA
- ✓ Top categories on homepage
- ✓ No full page interstitials
- ✓ No revolving carousels
- ✓ Clear value propositions

## Further optimizations:

- Legible font sizes

# Homepage best-in-class : University Hospitals



**UX Approach:** Design centered around very prominent CTA

- ✓ Clear CTA above the fold: Make an Appointment Now
- ✓ Top categories on homepage
- ✓ Legible font sizes
- ✓ No full page interstitials
- ✓ Clearly labeled Menu and Search Icon

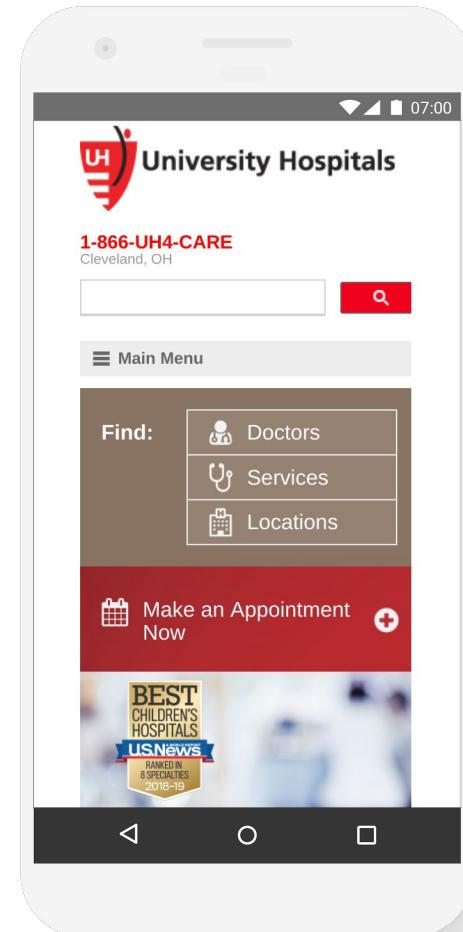
## Further optimizations:

- Add value propositions
- Remove revolving carousel
- Make phone number clickable

# Include accolades and awards



[childrenshospital.org](http://childrenshospital.org)



[uhhospital.org](http://uhhospital.org)

Google

# Focusing on the Homepage

On average less than 20% of visits\* ever see the homepage, but how the homepage is organized usually dictates the priorities of the organization.

Here are some of the best practices when designing (or redesigning the home page)

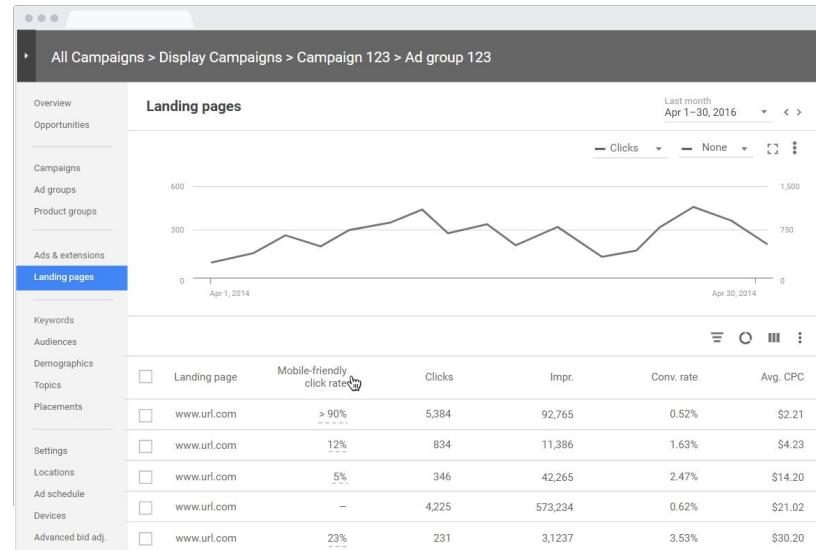
- Design mobile first
- Decide on the most important call to action and make sure that it is visually clear
- Adding personalization can be very powerful if done right, but it has many pitfalls
- Remember, designing for speed is essential to the overall website UX

# Focus your landing page on one goal

- Sending visitors from a specific ad to a generic website leads to high bounce rates and low conversion rates.
- The more targeted and specific the landing page, the better it performs.
- Make sure your landing page focuses on a single goal. It should:
  - Have a single CTA
  - Have no distracting navigation links
  - Match the visitor's search intent and ad message
  - Be personalized based on the visitor's stage in the funnel, demographics, and interests

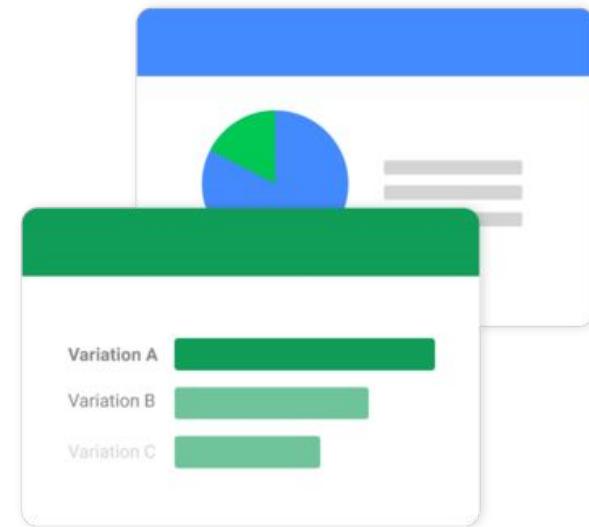
# Use the “Landing Pages” page in Google Ads to identify low performing landing pages to prioritize your efforts

- See which landing pages are converting well and which are not, and improve the poor performing ones
- Measure key page KPIs like clicks, conversion rate and CPC
- Analyze mobile friendliness of landing pages  
(portion of traffic that goes to mobile-friendly page)



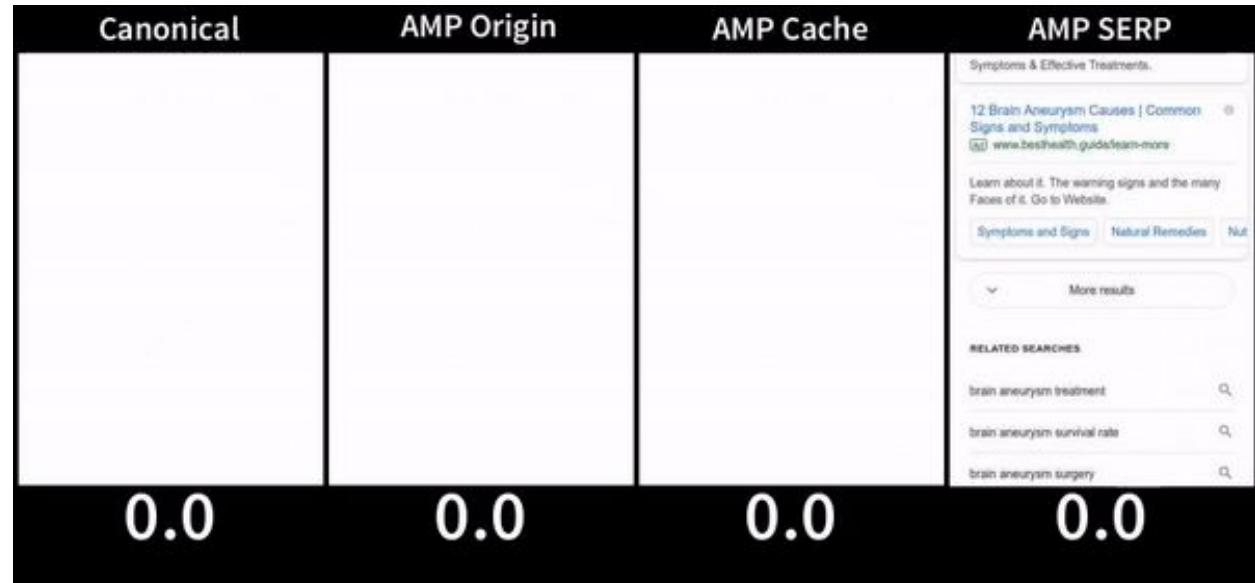
# Continuously test and improve the design and content of your landing pages

- Optimized landing pages with targeted, relevant messaging generally drive more conversions and provide higher return on ad-spend
- Optimize for conversions with A/B testing. Optimize is a free tool that integrates with Google Ads for robust landing page testing.
- Build a test plan, create variations accordingly, then test them to optimize for conversion.



# Consider creating and using AMP versions of your pages for the fastest experience

- Research shows conversions fall by 12% for every extra second a webpage takes to load.
- AMP pages load faster than all but the most highly optimized HTML pages.



<1 second  
average load time

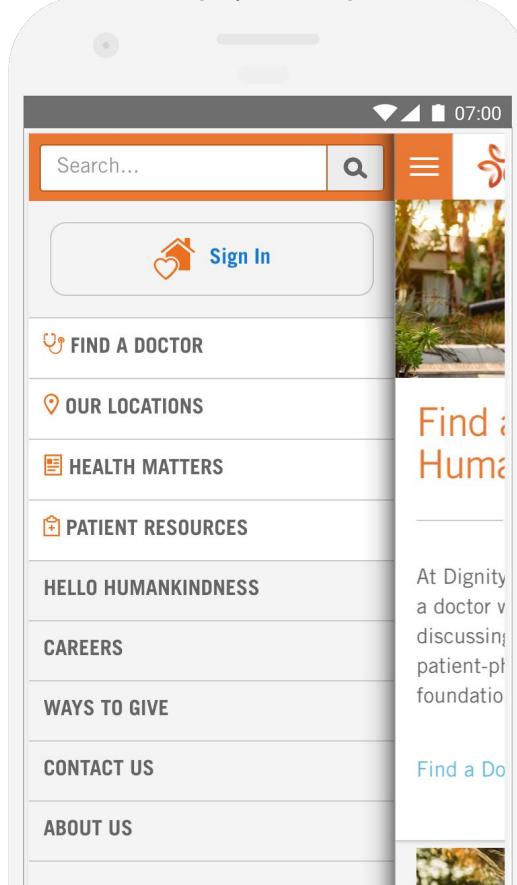
10x less data  
Used compared to non-AMP page

# Navigation

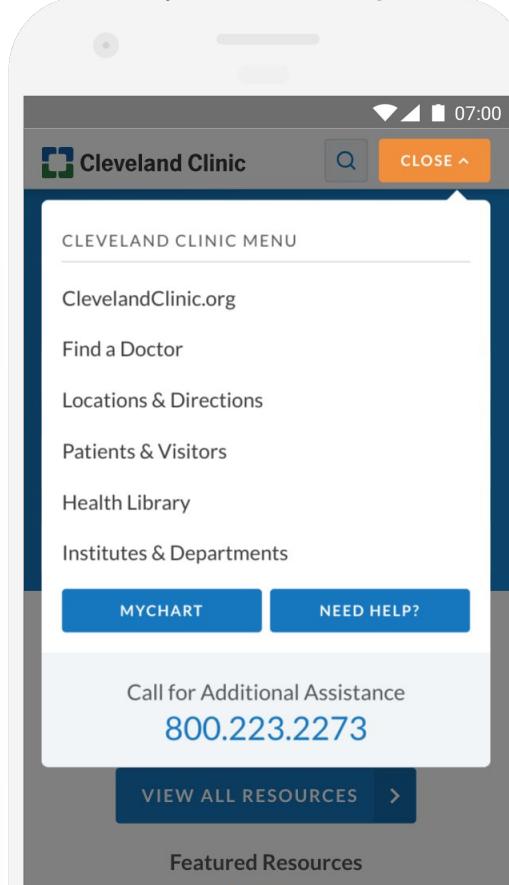
SECTION	Menu & Navigation	Ease of implementation	Impact	Key Metric
KEY SUGGESTION				
Show consolidated menu	Medium	High	Pages/visit increase	
Keep menu options on one page	Medium	Medium	Pages per visit	
If calls are important, include click-to-call at the top of every page	Easy	High	Clicks on icon	
If foot traffic is important, include a location button in the menu	Easy	High	Clicks on icon	
For main service lines, order by traffic volume	Easy	Medium	Pages per visit	
If using subcategories, organize alphabetically	Easy	Medium	Pages per visit	
Include educational content links in the menu	Easy	Medium	Pages per visit	
Allow users to continue on another device by emailing, calling or saving for later	Medium	Medium	CVR	

# Keep menu options on one page

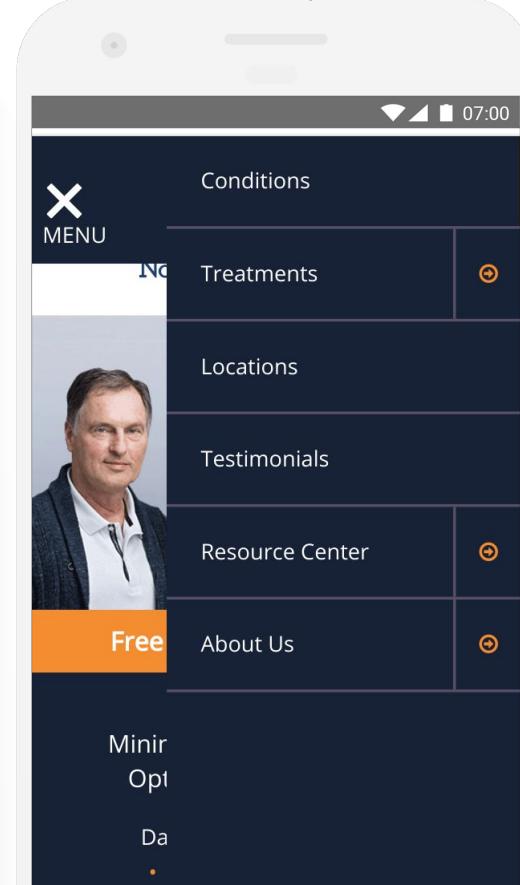
DignityHealth.org



My.ClevelandClinic.org



NorthAmericanSpine.com



# If calls are important include click-to-call on every page

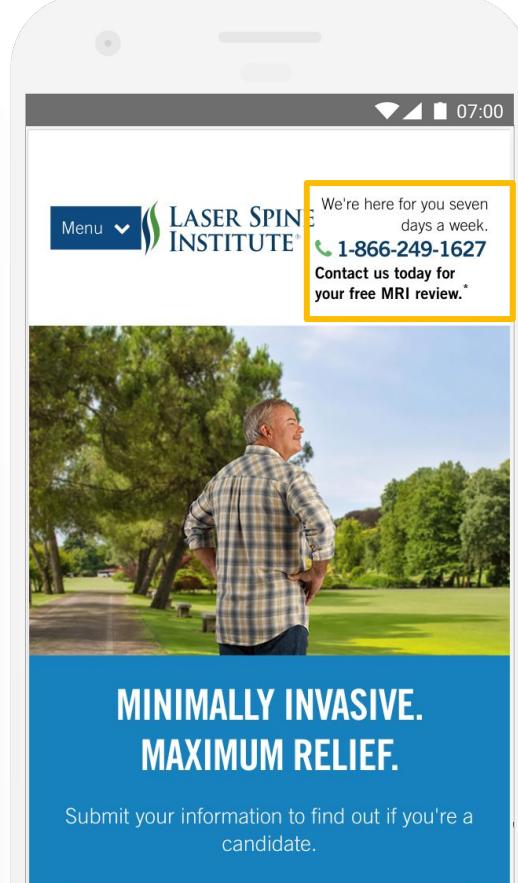
PartnersUrgentCare.org



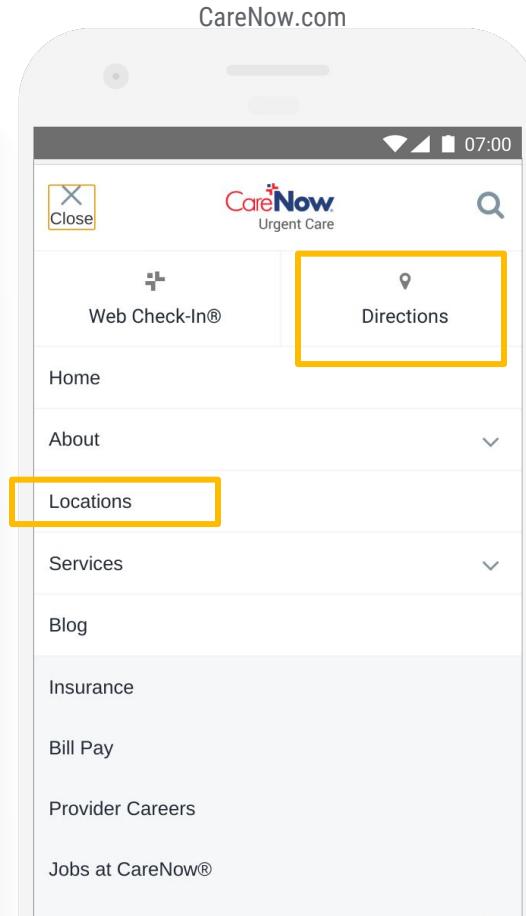
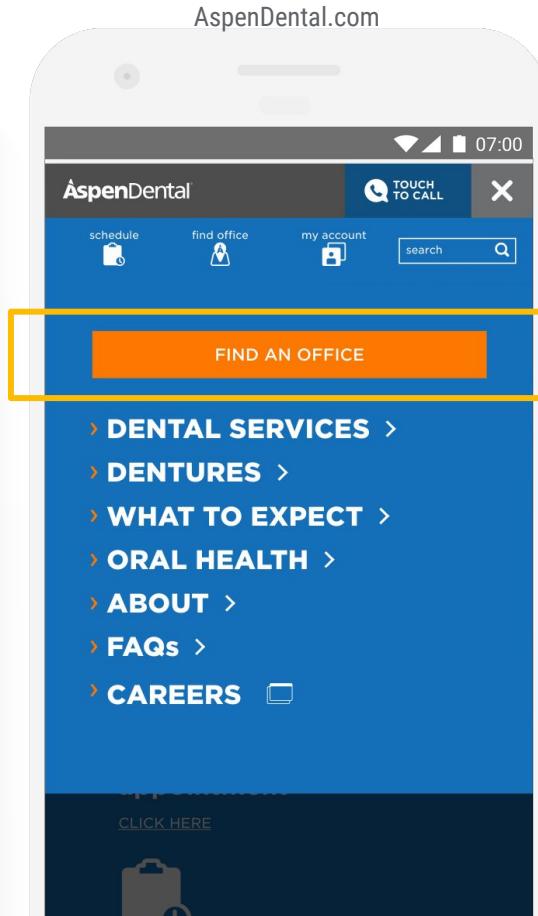
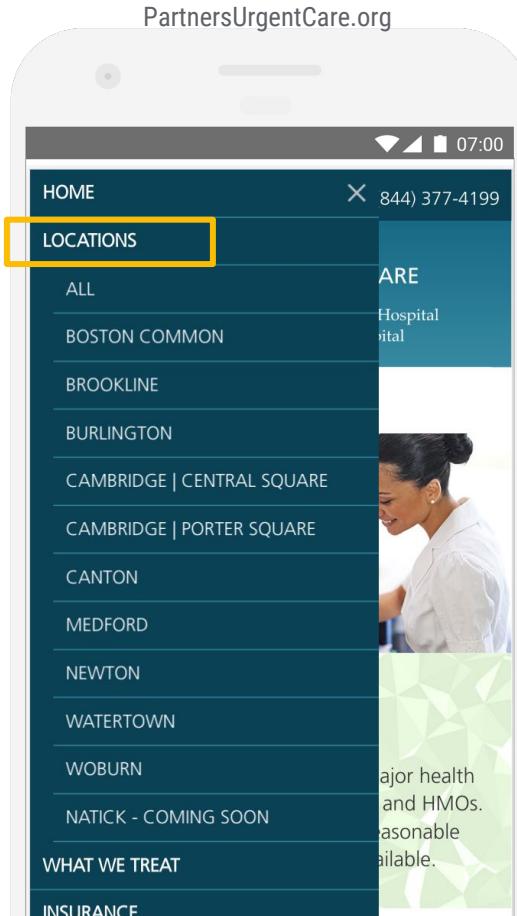
LasikPlus.com



LaserSpineInstitute.com



# If foot traffic is important include a location button



# Order service lines by traffic volume, then alphabetically

ZocDoc.com

condition, procedure, doctor name... | Cancel

popular specialties

- Primary Care Doctor (PCP)
- OB-GYN (Obstetrician-Gynecologist)
- Dermatologist
- Dentist
- Ear, Nose & Throat Doctor (ENT / Otolaryng...
- Eye Doctor
- Psychiatrist
- Orthopedic Surgeon (Orthopedist)

all specialties (a-z)

- Acupuncturist
- Allergist (Immunologist)
- Audiologist
- Cardiologist (Heart Doctor)
- Cardiothoracic Surgeon
- Chiropractor

HealthGrades.com - Top Service Lines

Better health begins here.

Search Specialties, Conditions, Proce...

Make sure you get the best care.

Compare doctors in your area and feel more confident about your care team.

Breast Cancer

Knee Replacement

HealthGrades.com - Alphabetic order

Back

Health A to Z

Learn About Conditions

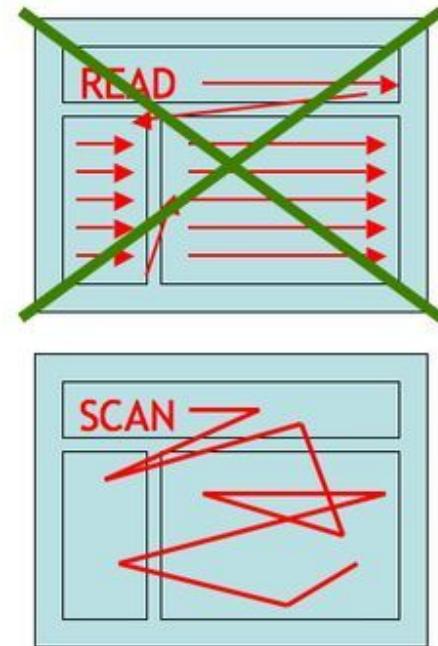
- Back Pain
- Cancer
- Diabetes
- High Blood Pressure
- Skin Conditions
- See All Conditions

Learn About Procedures

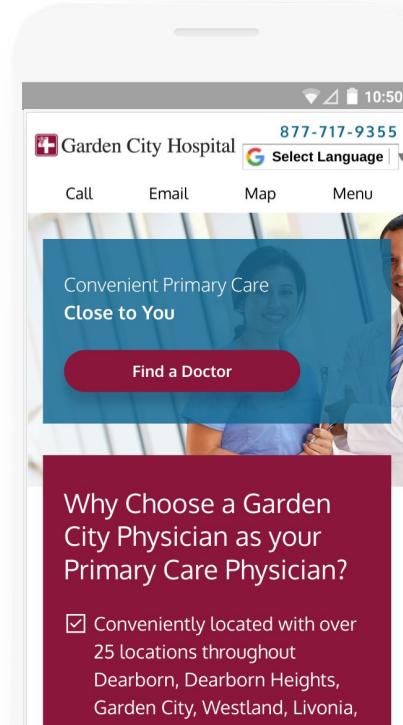
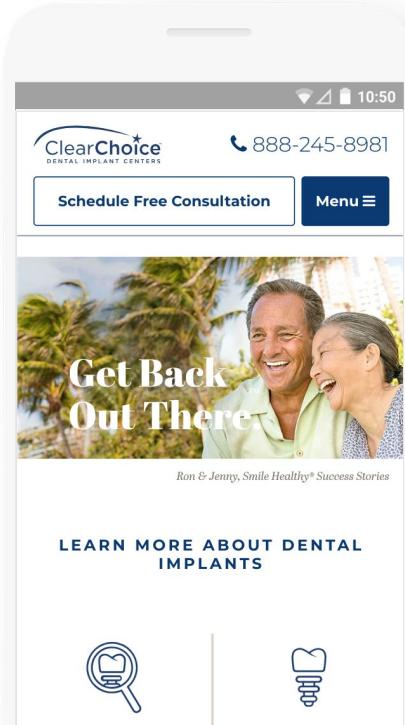
- Angioplasty
- Cataract Surgery
- Knee Replacement
- Mohs Surgery

# People don't read they skim

- 79% of people don't read, they just skim
- The main thing they DO read is the headline
- Keep the focus on value propositions



# Ensure detailed information is readable by using bullets, headlines and mobile specific formatting



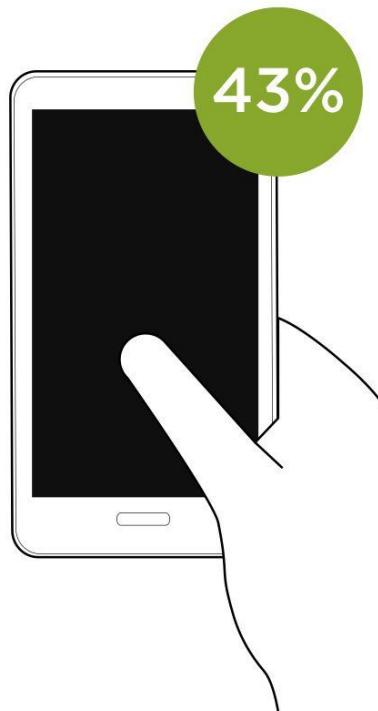
2014



OF ACTIVE  
SMARTPHONES HAVE  
5.5"-6" SCREENS

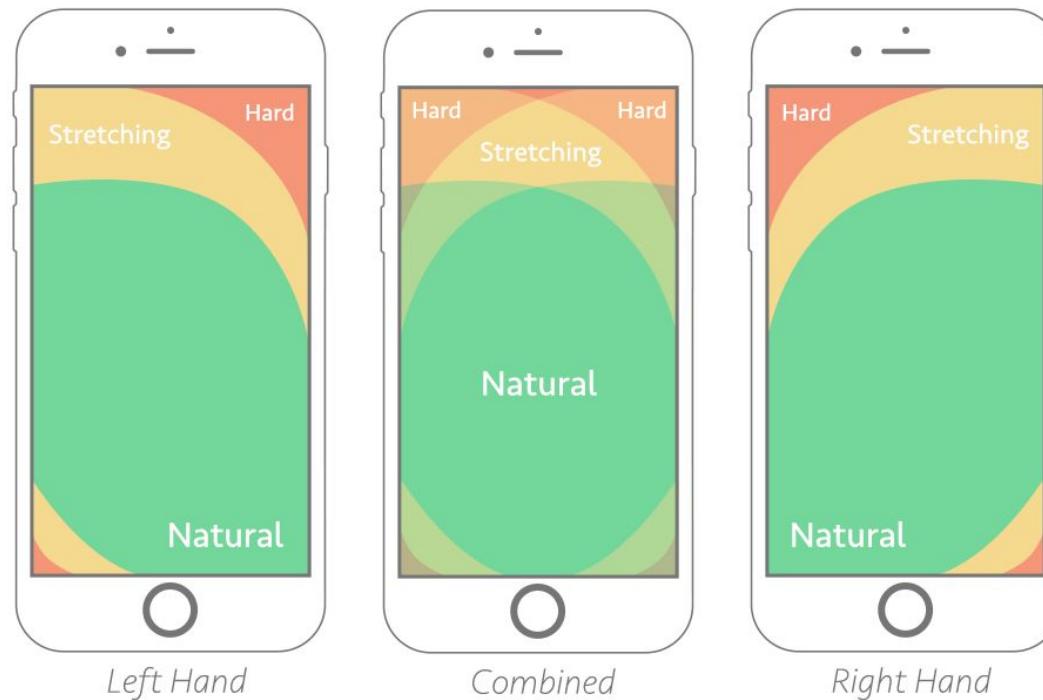
VS

2017



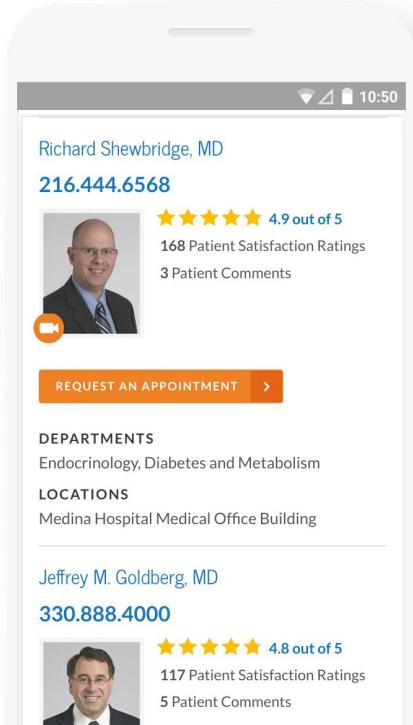
OF ACTIVE  
SMARTPHONES HAVE  
5.5"-6" SCREENS

# Avoid dead ends in the user experience



# Use video as a way to educate users

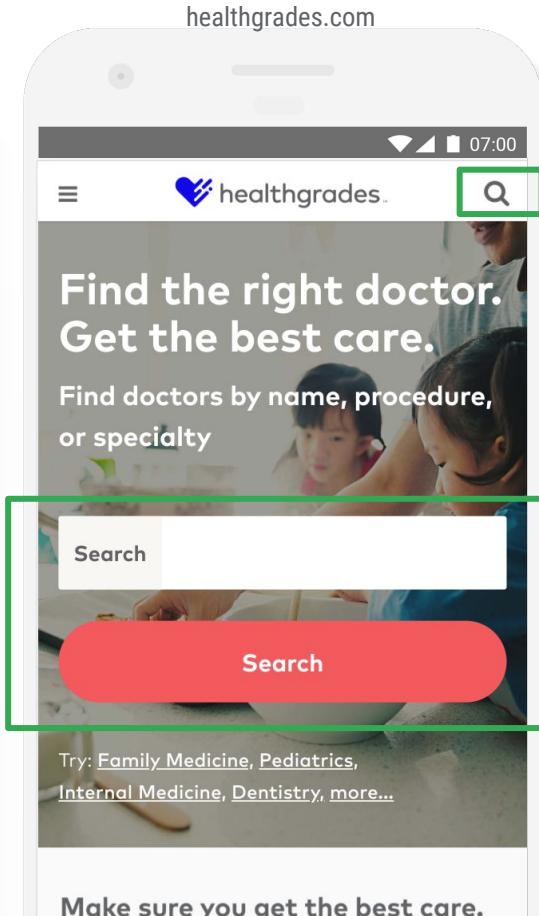
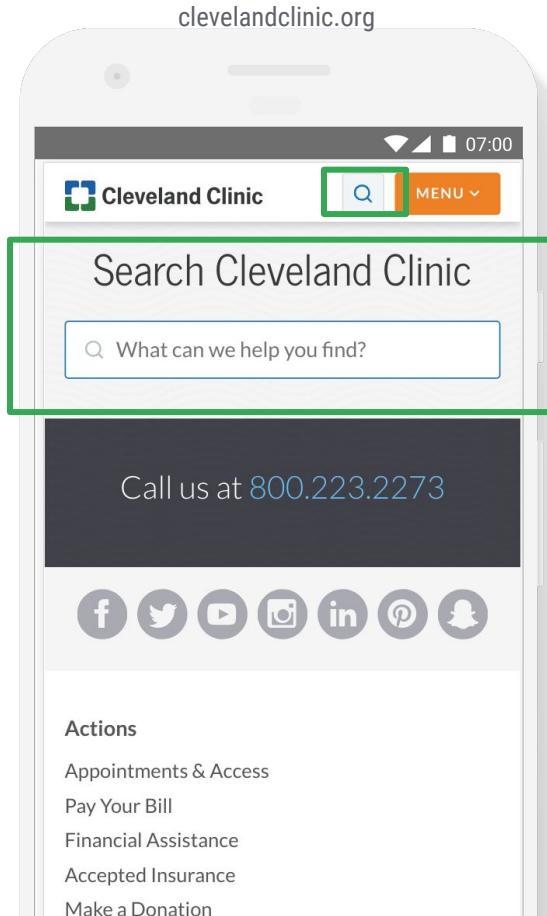
30 second video is equivalent of half a page of text



# Search

SECTION	Search	Ease of implementation	Impact	Key Metric
KEY SUGGESTION				
Include Search	Medium	High	Bounce rate, engagement	
Make Search visible at all times	Easy	Medium	Bounce rate	
Use auto-suggestions	Difficult	High	Bounce Rate	
Include spelling correction	Medium	High	Bounce Rate	
Always return results	Medium	High	Bounce Rate	
Show recently searched terms	Medium	High	Bounce Rate, engagement	

# Include Search functionality and make it visible at all times



Make it easier for users to find content on your website and help them express their specific intent. By helping them navigate faster you bring them closer to converting at a higher rate.

# Use auto suggestions and recently searched terms

clevelandclinic.com

The screenshot shows the Cleveland Clinic mobile website. At the top, there's a header with the Cleveland Clinic logo and a search bar containing 'diets'. Below the header, a section titled 'Search Cleveland Clinic' displays a search result for 'diets' with 2687 results. A blue underline is under the 'All Results' tab. At the bottom, there's a section titled 'Licensed Dietitian' with a definition of what a dietitian is.

**Licensed Dietitian**

What is a Licensed Dietitian? A Licensed Dietitian is someone who works with patients to assess their weight, height, and eating habits in order to come up with the healthiest nutrition plan for their body

zocdoc.com

The screenshot shows the ZocDoc mobile website. A search bar at the top contains 'ent'. Below it, a list of medical specialties is displayed, including 'Ear, Nose & Throat Doctor (ENT / Otolaryng...', 'Endodontist', 'Pediatric Endocrinologist', 'Reproductive Endocrinologist (IVF)', and 'Endocrinologist (incl Diabetes Specialists)'. Below this list, there's a section asking 'Are you looking for?' followed by 'Ear, Nose & Throat Doctor (ENT)'. At the bottom, there's a profile for 'Anthony Curreri'.

Anthony Curreri  
Ophthalmologist · New York, NY

uhhospitals.org

The screenshot shows the University Hospitals mobile website. A search bar at the top contains 'orthop'. Below it, a list of orthopedic-related terms is displayed, including 'orthopedic', 'orthopedic shoes', 'orthopedic surgeons', 'orthopedic shoes canada', 'orthopnea', 'orthopedic surgeons of ontario', 'orthopaedic', and 'orthopedic surgeons alberta'. At the bottom, there's a red button labeled 'Make an Appointment'.

**Make an Appointment**

Schedule your appointment with a specialist at University Hospitals.

**1-866-UH4-CARE**

# Include spelling correction

clevelandclinic.com

The screenshot shows a mobile browser on an Android device displaying the Cleveland Clinic website. The search bar contains the misspelled term "apointemnt". Below the search bar, there are three buttons: "All Results" (underlined), "Doctors", and "Locations". The text "2483 Results" is displayed below the search bar. At the bottom, there is a section titled "Appointments & Locations" with a link to "my.clevelandclinic.org/pediatrics/departments/autism/appointments-locations".

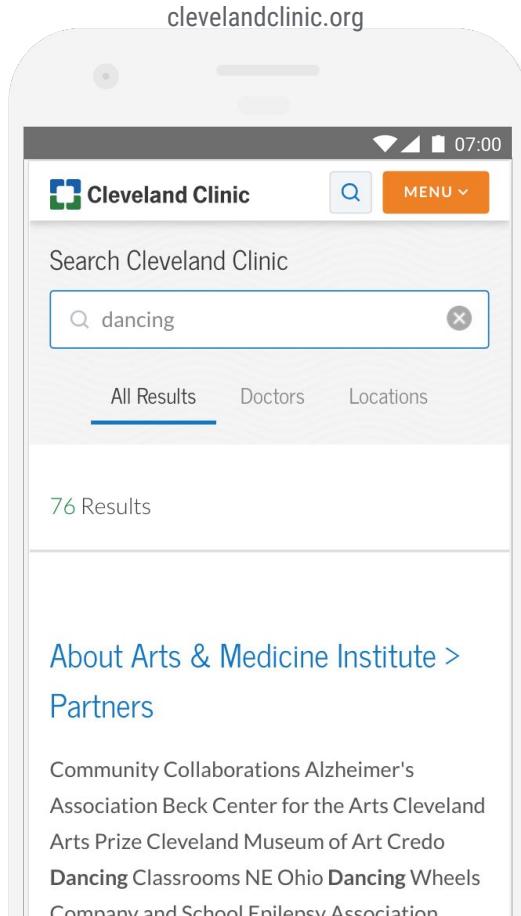
zocdoc.com

The screenshot shows a mobile browser on an Android device displaying the ZocDoc website. The search bar contains the misspelled term "podia". Below the search bar, several medical specialties are listed in red text: "Podiatrist (Foot and Ankle Specialist)", "Pediatric Pathologist", "Pathologist", "Pediatrician", and "Pediatric Dentist".

uhhospitals.org

The screenshot shows a mobile browser on an Android device displaying the University Hospitals Elyria Medical Center website. The search bar contains the misspelled term "cradiold". Below the search bar, a list of medical specialties is shown in black text: "cardiology", "cardiologist", "cardiology technologist", "cardiologist toronto", "cardiologist in barrie", "cardiologist victoria bc", "cardiology on the move", and "cardiologist in canada".

# Always return results



If not used correctly site search can lead to bad user experience

- 22% of searches give zero results
- 85% of searches don't return what the user is looking for
- 80% will abandon the website



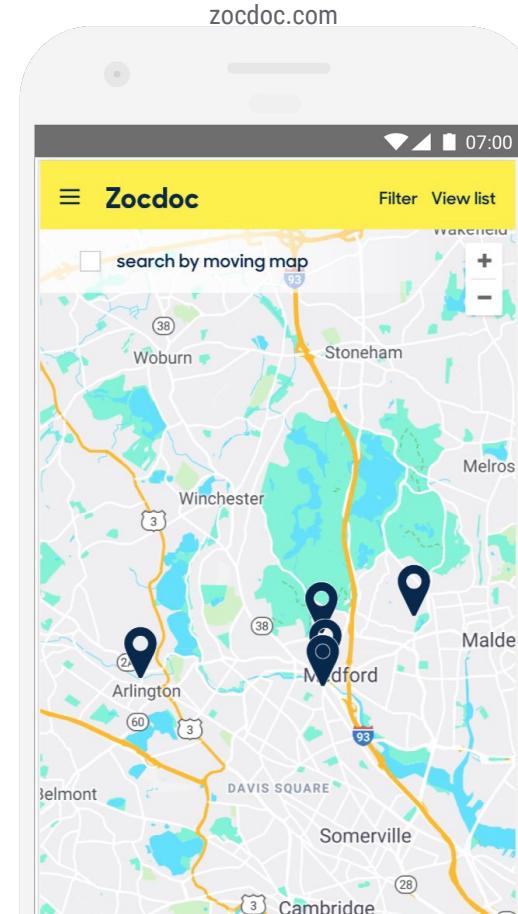
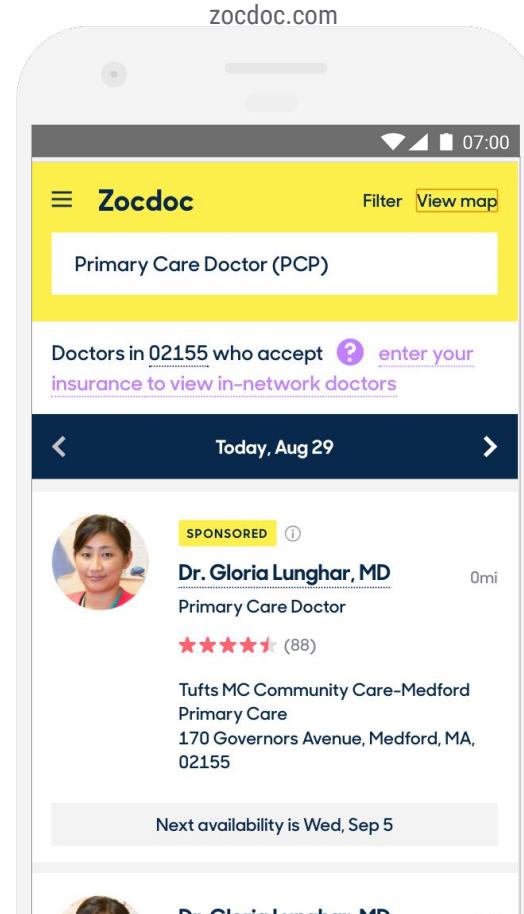
## Case studies:

- [Lyst](#)
- [Mango](#)
- [Luisaviaroma](#)

# Locations / Doctors

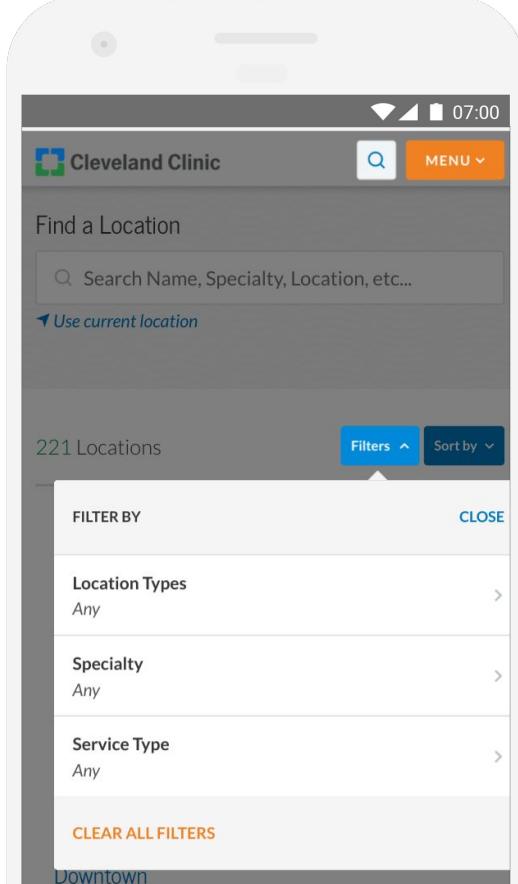
SECTION	Locations / Doctors	Ease of implementation	Impact	Key Metric
KEY SUGGESTION				
Use maps AND lists to let users find locations and providers	Medium	High	Bounce rate	
Allow sorting and filtering	Hard	Very high	CvR, Bounce rate	
Use page real estate efficiently	Medium	High	Bounce rate	
Use social proof: Add reviews and testimonials	Medium	High	CvR, Bounce rate	
Use photos and trust signals	Easy	High	CVR, Bounce rate	

# Use lists AND maps to show locations

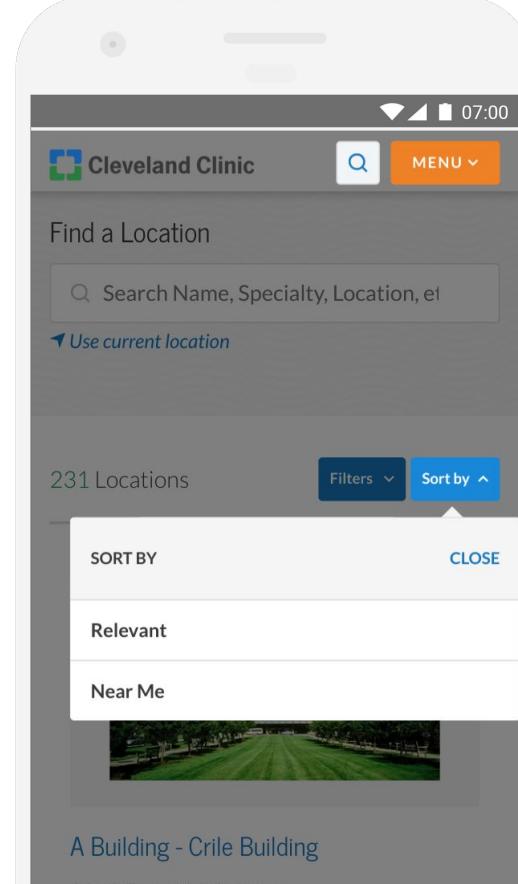


# Allow filtering and sorting

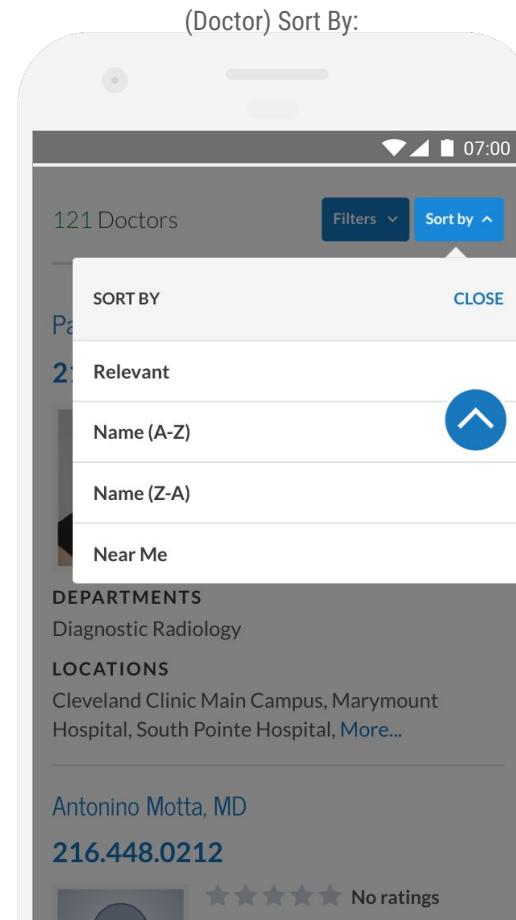
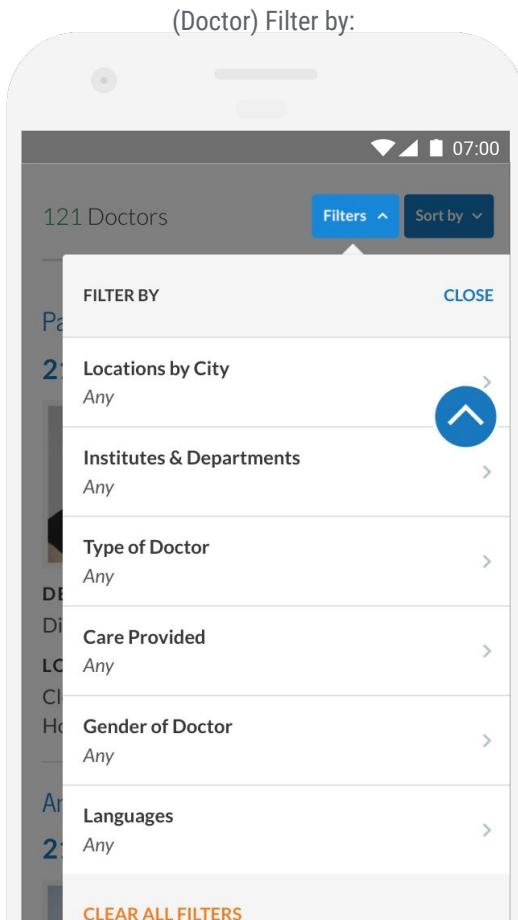
(Location) Filter by:



(Location) Sort By:



# Allow filtering and sorting



# Doctor listings best practices - use page real estate efficiently

Search results quick listing

Richard Shewbridge, MD  
216.444.6568  
★★★★★ 4.9 out of 5  
168 Patient Satisfaction Ratings  
3 Patient Comments

REQUEST AN APPOINTMENT >

DEPARTMENTS  
Endocrinology, Diabetes and Metabolism

LOCATIONS  
Medina Hospital Medical Office Building

---

Jeffrey M. Goldberg, MD  
330.888.4000  
★★★★★ 4.8 out of 5  
117 Patient Satisfaction Ratings  
5 Patient Comments

Full listing page

Cleveland Clinic Q MENU ▾

Richard Shewbridge, MD

Watch Video  
★★★★★ 4.9 out of 5  
167 Patient Satisfaction Ratings  
3 Patient Comments

Call 216.444.6568

REQUEST AN APPOINTMENT >

REFER A PATIENT >

SHARE f t in e

DEPARTMENT  
Endocrinology, Diabetes and Metabolism

PRIMARY LOCATION  
Medina Hospital Medical Office Building

# Social proof works

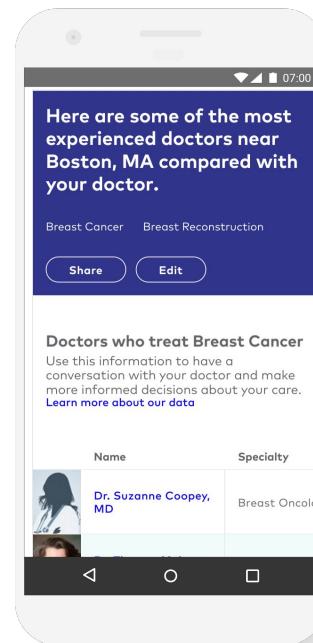
Social-psychology studies have repeatedly indicated our conscious and unconscious reliance on each other for cues in almost all decisions that we make.

According to a Nielsen report **70% of consumers trust consumer opinions online**

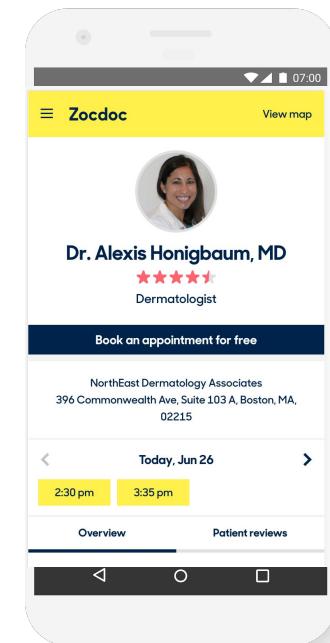
**63% of consumers say they are more likely to buy from a website that displays reviews**

Social proof can be displayed with:

- Testimonials
- Number of people using your services/products
- User or independent ratings



HealthGrades.com

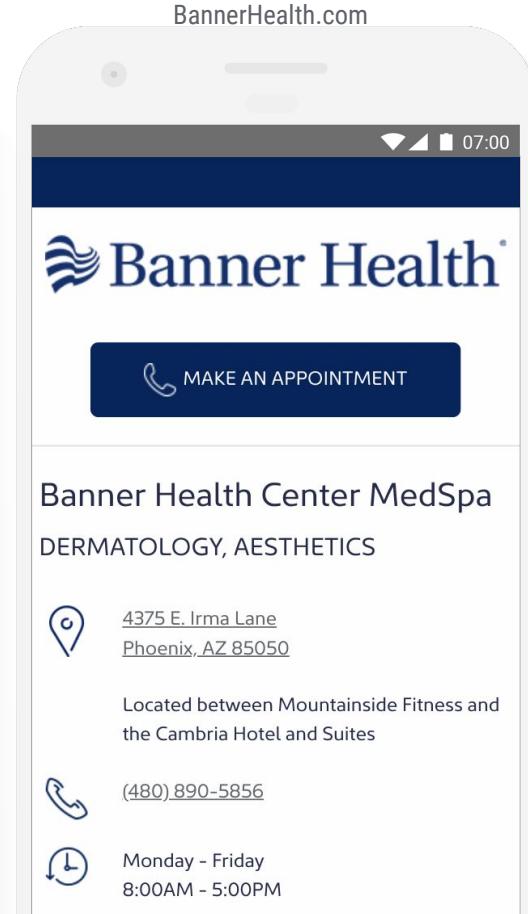
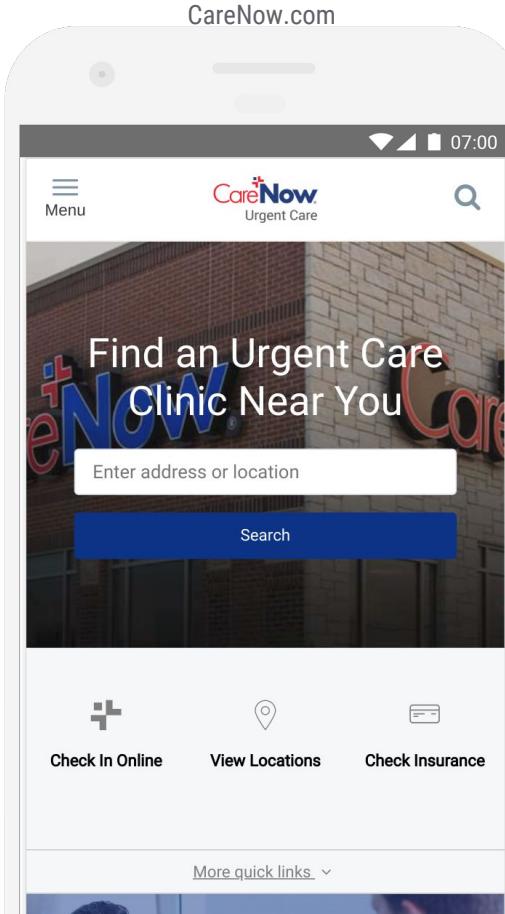
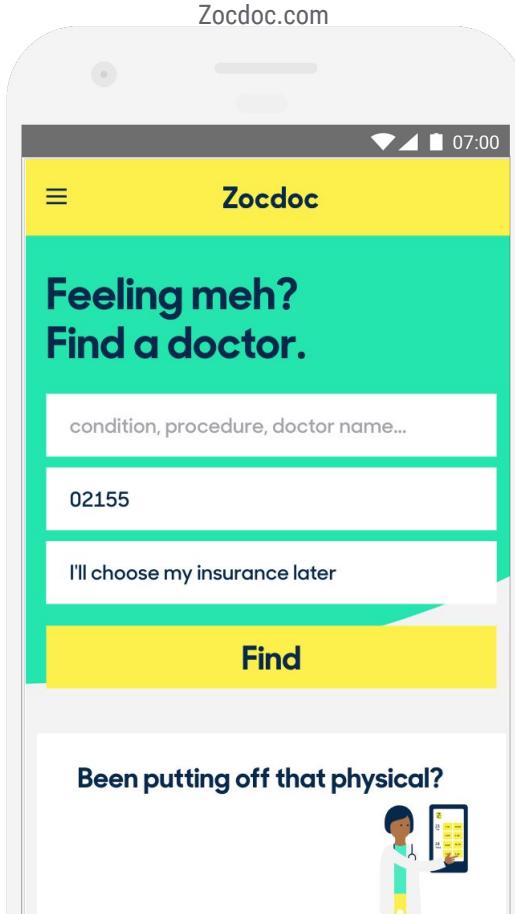


Zocdoc.com

# Calls to Action

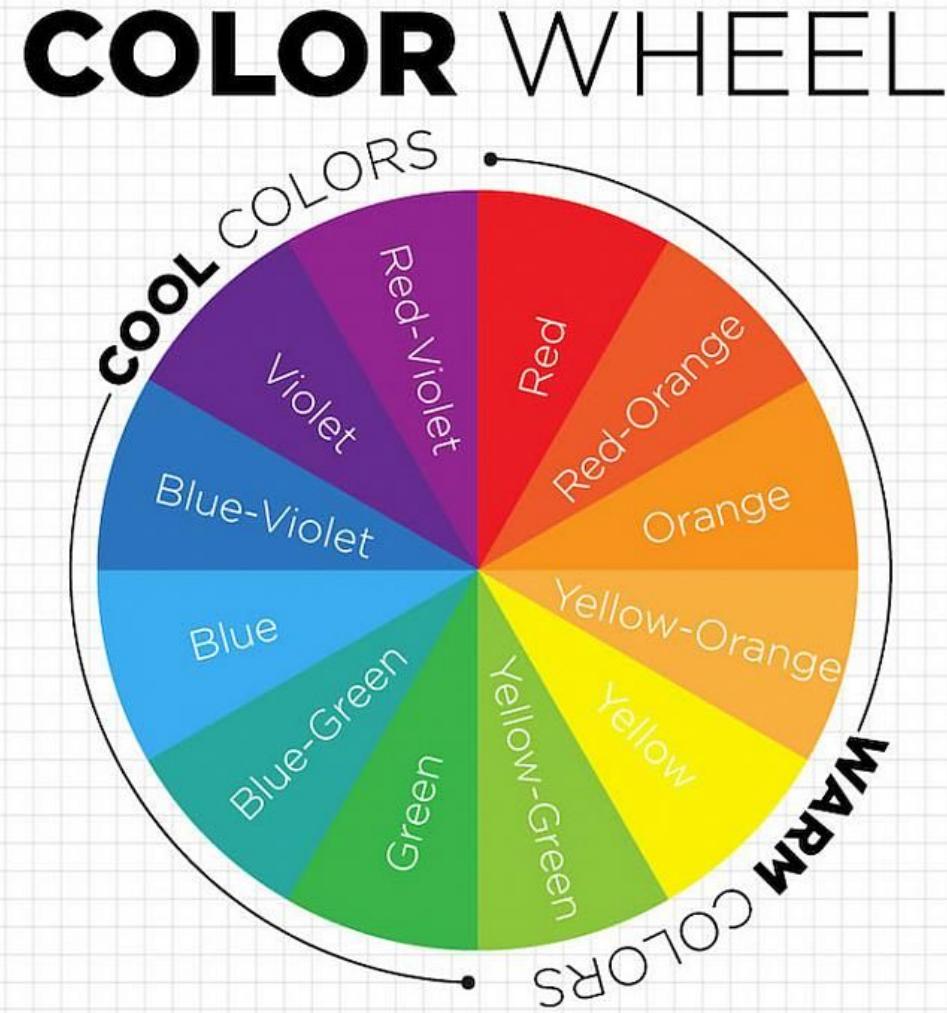
SECTION	Calls to Action	Ease of implementation	Impact	Key Metric
KEY SUGGESTION				
Clear CTA above the fold - fill out a form, call or chat - decide on a priority	Easy	High	Clicks on CTA, Bounce rate	
Have descriptive CTAs - show the user what to expect after they execute the CTA and be consistent	Easy	Medium	Clicks on CTA, Bounce rate	
Have a clear benefit-oriented value prop above the fold at every point in the conversion flow	Easy	High	Bounce Rate, CVR	
Allow users to continue on another device by emailing, calling or saving for later	Medium	Medium	CVR	

# Prioritize the most important CTA (through contrast, color, boldness)



The color that contrasts best with the web page's background color is the one that will make your call-to-action button stand out on the page

Simply pick the color shown opposite to your site's background color from the color wheel and test it out



# Use “encapsulation” and “color contrast” to make the call-to-action stand out

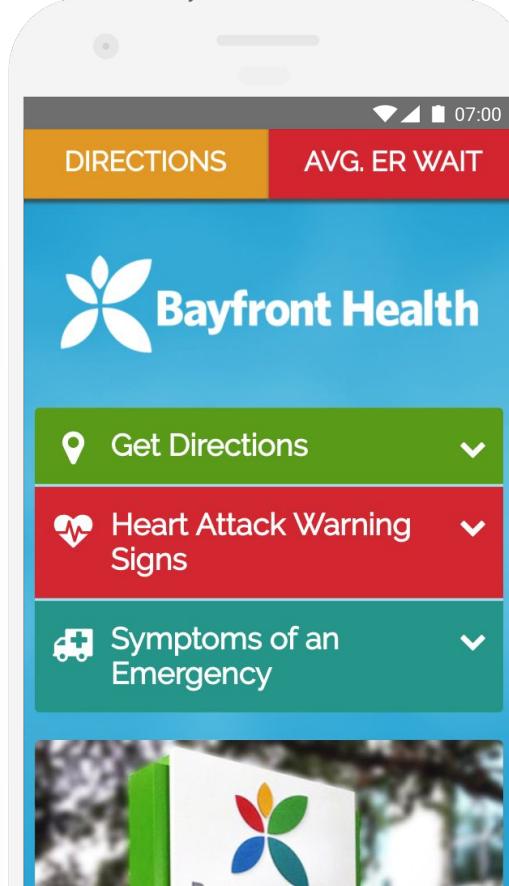


# Design CTA buttons that are easy to click on

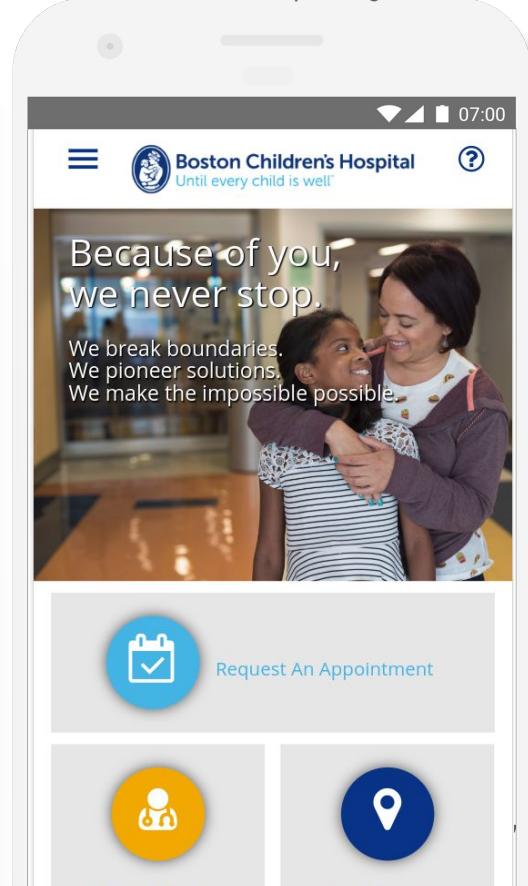
Zocdoc.com



BayfrontHealth.com



ChildrensHospital.org



# Test making ‘Get sarted’ and ‘Learn more’ CTAs more specific

“Get Started links are no better than login walls [...] Don’t ask for too much too soon, or you risk losing people’s trust.”<sup>1</sup>

“Like its relative Learn More, the link text Get Started is too generic to stand on its own and can be interpreted in many ways. If you want to provide an entry point into a process, whether it’s a quiz or sales funnel, **avoid a generic call-to-action and increase the information scent by stating precisely what users should expect.**”<sup>1</sup>

Benefits of making CTAs more descriptive<sup>2</sup>

- Links will be more accessible
- Links will be more enticing to users and potentially more persuasive.
- Users will feel more confident as they click from page to page.
- More keywords on the page will help search-engine optimization.
- Meaningful links will stand alone and help users who are scanning the page.

# Benefit oriented calls to action

**Highlighted urgency** - BettingExpert.com tweaked the form copy (headline & button text)

Original: Sign Up

Test: Sign Up & Get the Best Daily Tips

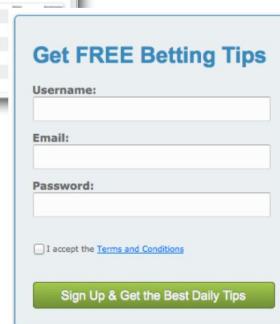
**Result: 33% increase in membership signups**

Case study link

**Control:**

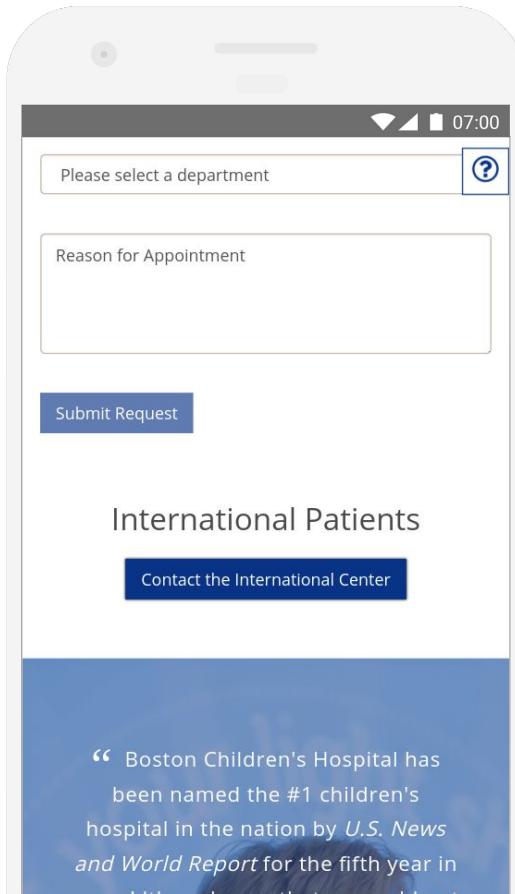
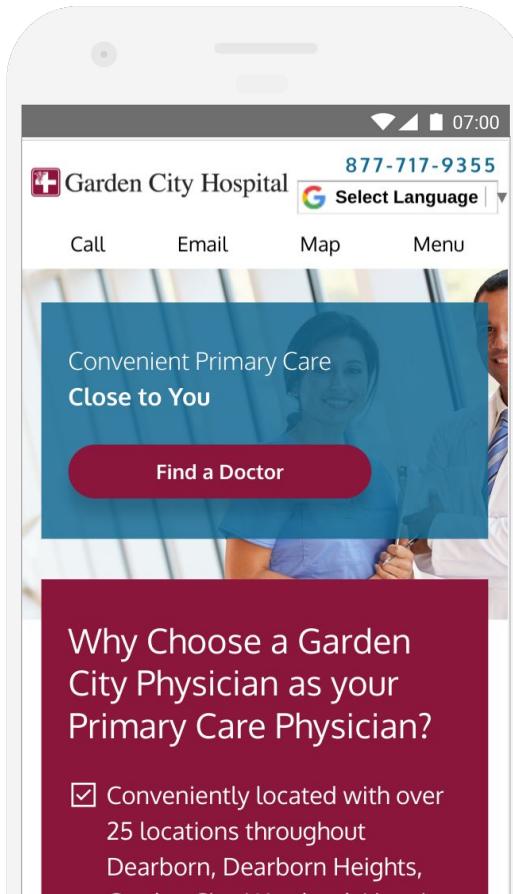


**Treatment:**



Before                          After

# Display a value prop at every stage of the funnel



Value proposition is a clear statement that:

- explains your approach to healthcare
- delivers specific benefits
- tells the ideal patient or caregiver why they should use your service and not from the competition

# Form Optimization

SECTION	Homepage/Landing Page	Ease of implementation	Impact	Key Metric
KEY SUGGESTION				
Reduce the number of fields	Hard	High	CVR, Bounce rate	
Label and name inputs properly	Easy	Medium	CVR, Bounce rate	
Use placeholders	Easy	High	Bounce Rate, CVR	
Use autofill	Medium	High	Bounce Rate	
Use in-line validation	Easy	High	Bounce Rate	
Use the correct keypads	Medium	Medium	Bounce Rate, Clicks on category	
Use a progress bar or pagination	Easy	Medium	CVR	
Limit exit points	Easy	High	Time on site	
Show the security of your site	Easy	Low		
Explain why personal info is needed	Easy			

Typing on mobile **is hard**

# Reduce the number of fields

Healthgrades.com

Create your account

Enter your email to get things started:

Email:

Submit

Continue with Facebook

Medical provider or administrator?  
[Sign in here](#)

Zocdoc.com

Continue with Google

Continue with Facebook

Sign up with email

or

Log in with email

Email address

password

Keep me signed in

Log in

NorthAmericanSpine.com

Free MRI Review

Please fill out this form. A Patient Care Manager will review it and reach out to you soon.

First Name

Last Name

Email

I accept the [Privacy Policy](#) and [User Agreement](#).\*

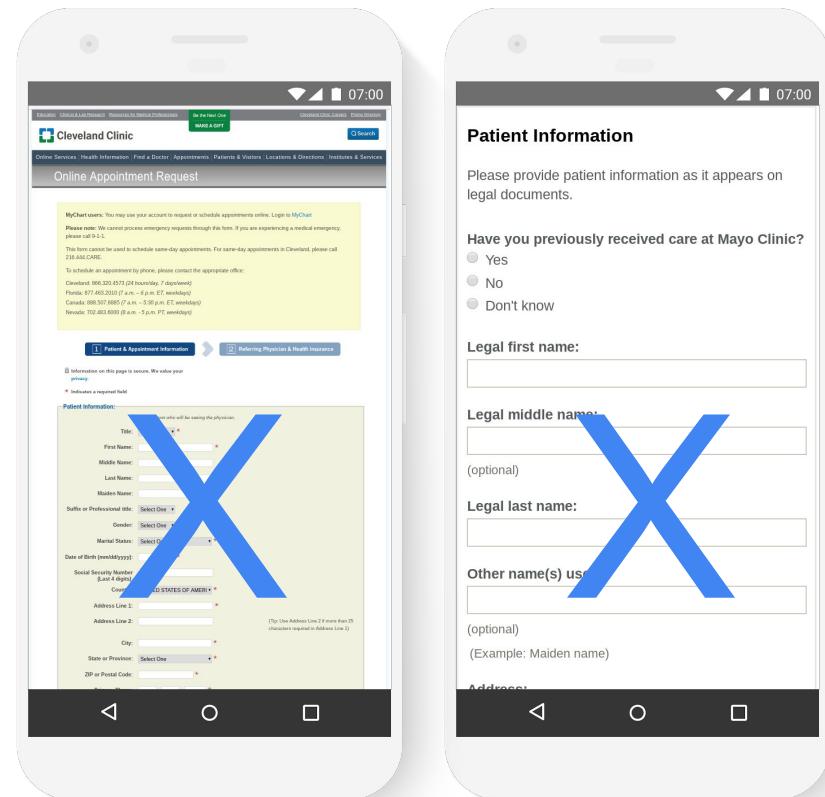
Get Your Review

# Reduce the number of fields

Fewer fields mean fewer opportunities for a mistakes on mobile devices.

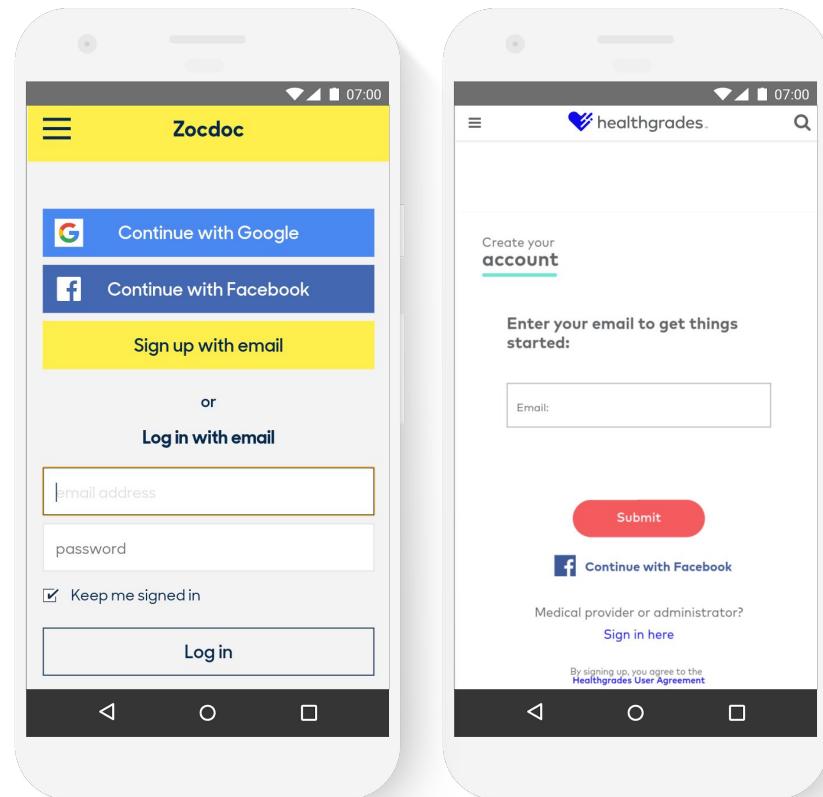
In a recent study done on finance websites we found that mobile sites that require consumers to fill in 0-10 fields to complete an application **had a 72% higher conversion rate** than the average Finance mobile site (on average, Finance mobile sites require consumers to fill in 26 fields to convert).

- Remove all optional fields
- Consider using full name instead of first and last
- Use zip code to populate city and state



# Allow Social Sign-in

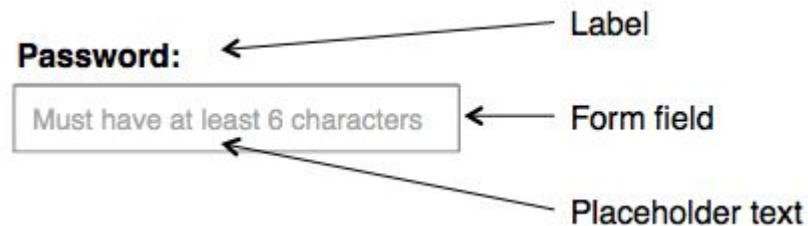
Websites with a Google or Facebook login have a 23% higher conversion rate than the average mobile site.



Source: Google/Verto, "Why Mobile Site UX Matters", analysis of a sample of the highest reaching mobile sites in terms of monthly unique visitors across Finance, eCommerce and Travel using Verto's Syndicated Data in 2017, n=254, U.S., March 2018.

# Label and name inputs properly

- Always use labels on form inputs, and ensure they're visible when the field is in focus.
- Use placeholders to provide guidance about what you expect.
- To help the browser auto-complete the form, use established `name's` for elements and include the `autocomplete` attribute.

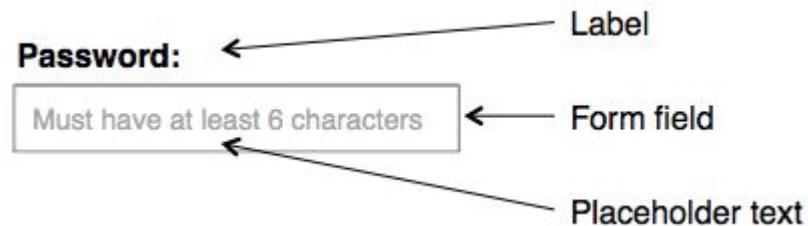


# Use placeholders

The placeholder attribute provides a hint to the user about what's expected in the input, typically by displaying the value as light text until the user starts typing in the element.

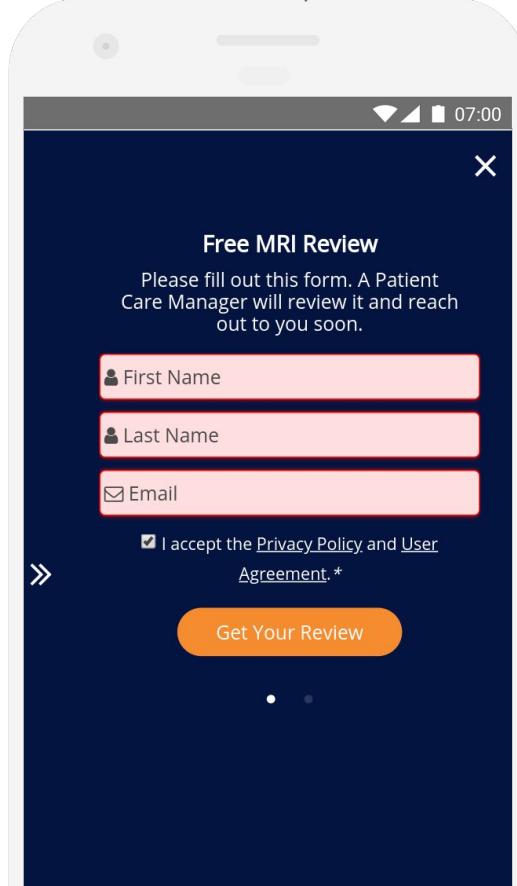
```
<input type="text" placeholder="MM-YYYY" ...>
```

**Caution:** Placeholders disappear as soon as the user starts typing in an element, thus they are not a replacement for labels. They should be used as an aid to help guide users on the required format and content.



# Use placeholders

NorthAmericanSpine.com



A mobile form for a free MRI review. It features three input fields with placeholder icons: 'First Name' (person icon), 'Last Name' (person icon), and 'Email' (envelope icon). Below the inputs is a checkbox for accepting terms and conditions, followed by an orange button labeled 'Get Your Review'.

Free MRI Review

Please fill out this form. A Patient Care Manager will review it and reach out to you soon.

First Name

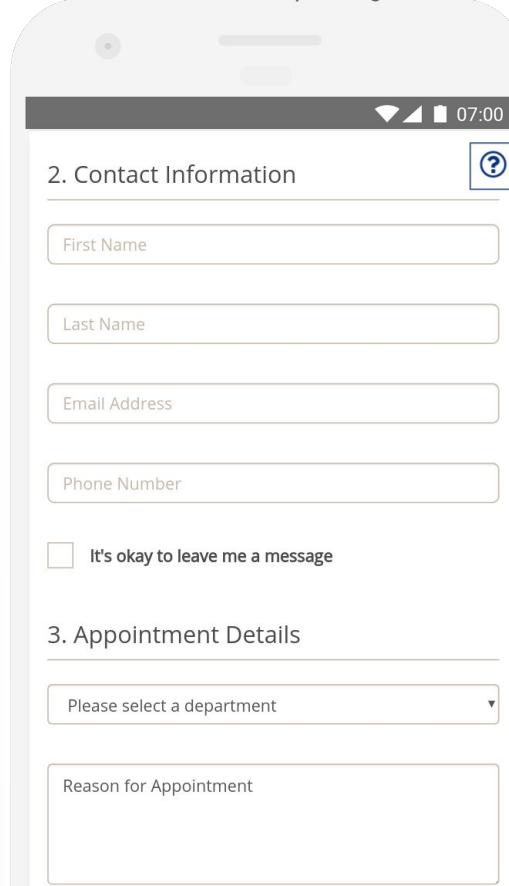
Last Name

Email

I accept the [Privacy Policy](#) and [User Agreement](#).\*

Get Your Review

ChildrensHospital.org



A mobile form for contact information. It includes five input fields with placeholder icons: 'First Name' (person icon), 'Last Name' (person icon), 'Email Address' (envelope icon), 'Phone Number' (phone icon), and a message field with a placeholder icon. Below the inputs is a checkbox for leaving a message.

2. Contact Information

First Name

Last Name

Email Address

Phone Number

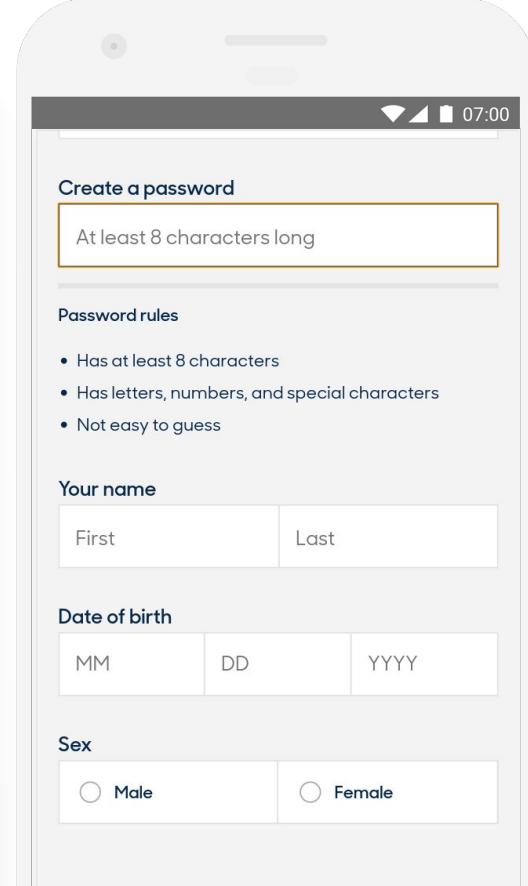
It's okay to leave me a message

3. Appointment Details

Please select a department

Reason for Appointment

Zocdoc.com



A mobile form for creating a password. It has a large input field with a placeholder 'At least 8 characters long'. Below it are 'Password rules' (a list of three items) and 'Your name' (two separate input fields for 'First' and 'Last'). Further down are fields for 'Date of birth' (MM, DD, YYYY) and 'Sex' (radio buttons for 'Male' and 'Female').

Create a password

At least 8 characters long

Password rules

- Has at least 8 characters
- Has letters, numbers, and special characters
- Not easy to guess

Your name

First Last

Date of birth

MM DD YYYY

Sex

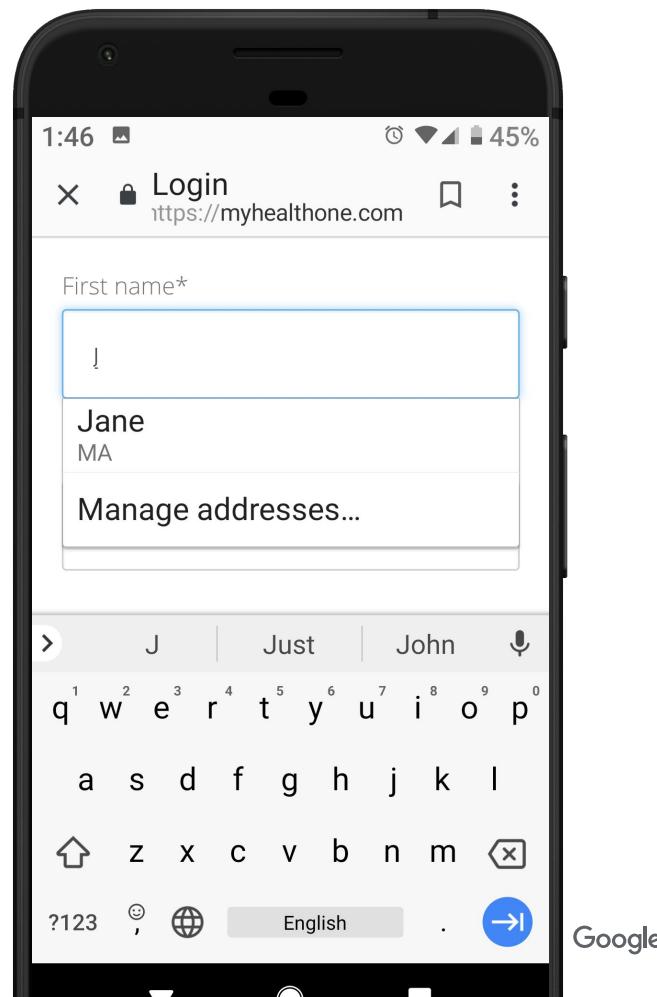
Male  Female

# Use autofill

Users appreciate when websites save them time by automatically filling common fields like names, email addresses and other frequently used fields, plus it helps to reduce potential input errors.

Browsers use many heuristics to determine which fields they can [auto-populate based on previously specified data by the user](#), and you can give hints to the browser by providing both the name attribute and the autocomplete attribute on each input element.

**Note:** Chrome requires `input` elements to be wrapped in a `<form>` tag to enable auto-complete. If they're not wrapped in a `form` tag, Chrome will offer suggestions, but will **not** complete the form.



# Use autofill

For example, to hint to the browser that it should auto-complete the form with the users name, email address and phone number, you should use:

```
<label for="frmNameA">Name</label>

<input type="text" name="name" id="frmNameA"
       placeholder="Full name" required autocomplete="name">

<label for="frmEmailA">Email</label>

<input type="email" name="email" id="frmEmailA"
       placeholder="name@example.com" required autocomplete="email">

<label for="frmEmailC">Confirm Email</label>

<input type="email" name="emailC" id="frmEmailC"
       placeholder="name@example.com" required autocomplete="email">

<label for="frmPhoneNumA">Phone</label>

<input type="tel" name="phone" id="frmPhoneNumA"
       placeholder="+1-555-555-1212" required autocomplete="tel">
```

# Use autofill: Autocomplete attributes

## Autocomplete attributes

[g.co/pay/autofill](https://g.co/pay/autofill)

Content type	<code>name</code> attribute	<code>autocomplete</code> attribute
Name	<code>name fname mname lname</code>	<ul style="list-style-type: none"><li>• name (full name)</li><li>• given-name (first name)</li><li>• additional-name (middle name)</li><li>• family-name (last name)</li></ul>
Email	<code>email</code>	<code>email</code>
Address	<code>address city region province state zip zip2 postal country</code>	<ul style="list-style-type: none"><li>• For one address input:<ul style="list-style-type: none"><li>• street-address</li></ul></li><li>• For two address inputs:<ul style="list-style-type: none"><li>• address-line1</li><li>• address-line2</li></ul></li><li>• address-level1 (state or province)</li><li>• address-level2 (city)</li><li>• postal-code (zip code)</li><li>• country</li></ul>
Phone	<code>phone mobile country-code area-code exchange suffix ext</code>	<code>tel</code>

# Use in-line validation

Modern browsers have several built-in tools to help provide real-time data validation and may prevent the user from submitting an invalid form. Visual cues should be used to indicate whether a form has been completed properly.

TL;DR

- Leverage the browser's built-in validation attributes like `pattern`, `required`, `min`, `max`, etc.
- Use JavaScript and the Constraints Validation API for more complex validation requirements.
- Show validation errors in real time, and if the user tries to submit an invalid form, show all fields they need to fix.



# 46%

Did not implement error  
messaging in real-time

# Use in-line validation

Use these attributes to validate input

- The pattern attribute
- The required attribute
- The min, max, and step attributes
- The maxlength attribute
- The minlength attribute
- The non-validate attribute

[Learn more here](#)

You can also

- Use JS for more complex real time validation
- Set custom validation methods
- Prevent submission on invalid forms
- Show feedback in real time

[Learn more here](#)

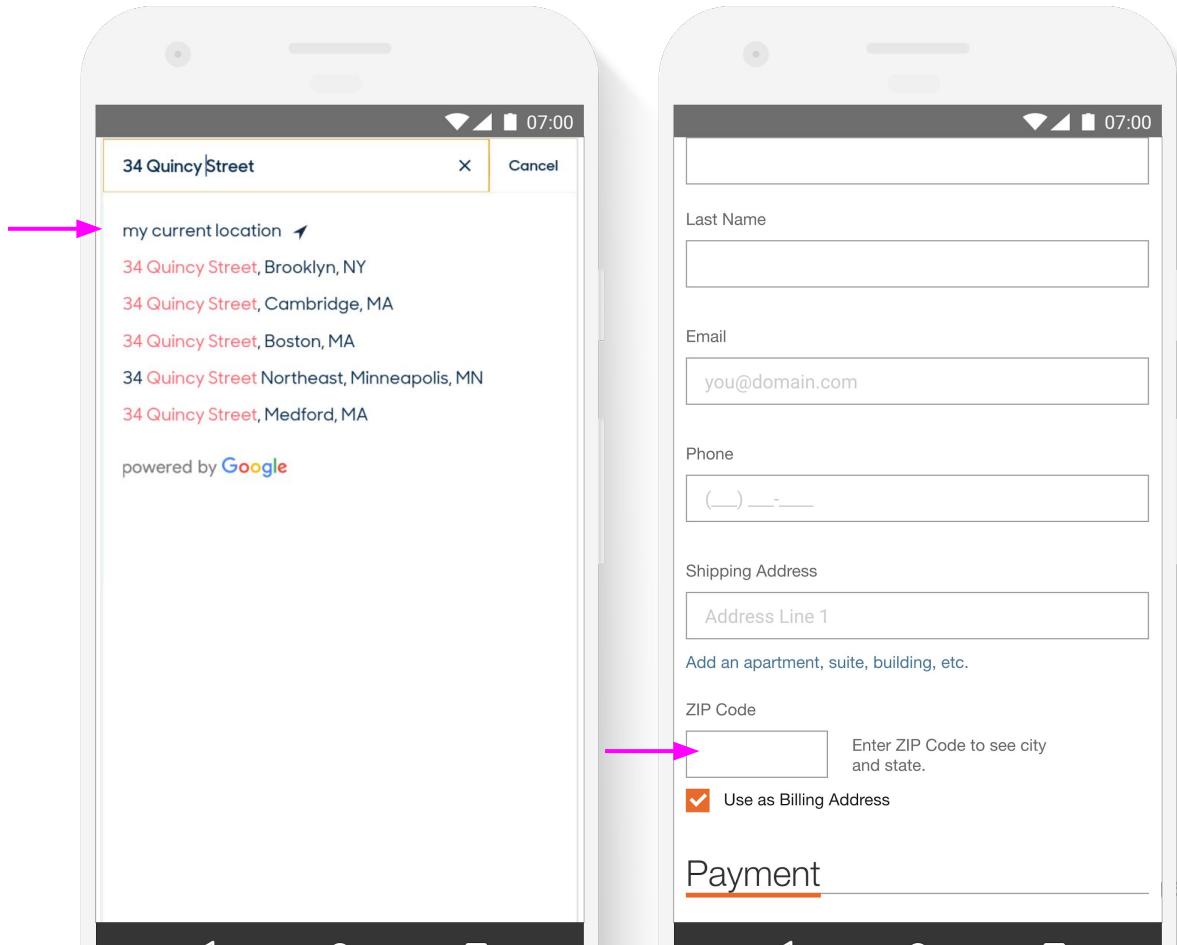
# Make location entry easy

Consider the Google Places API for address input.

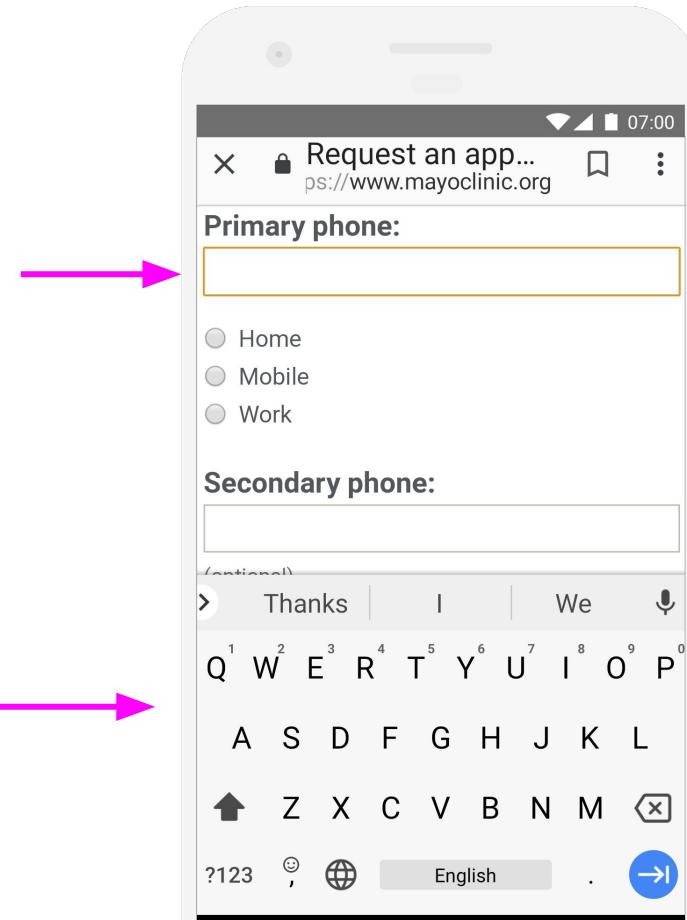
[Learn More.](#)

Or use zip or postal code to populate city and state.

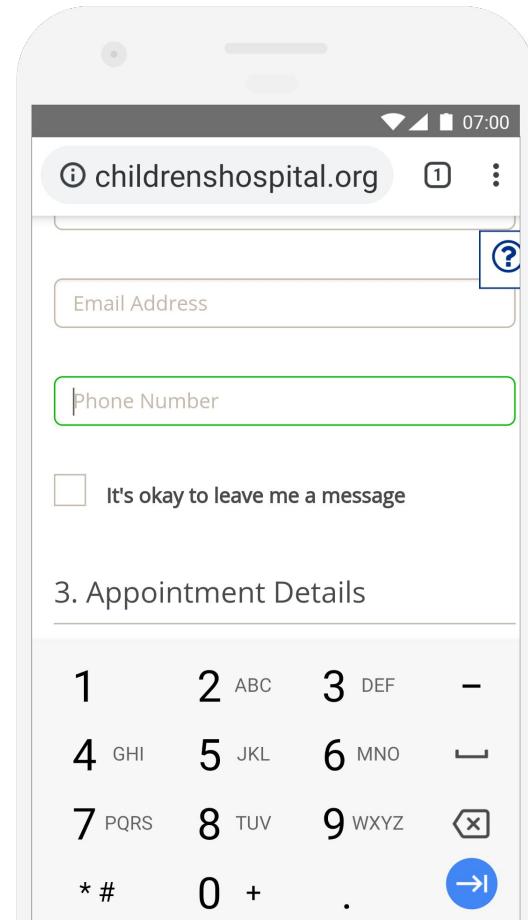
Example: [HomeDepot](#)



# Always use the correct keypads (phone, zip, card)



VS.



# Ensure that the correct input type is used

## Input Type

## HTML

number

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

email

```
<input type="email">
```

url

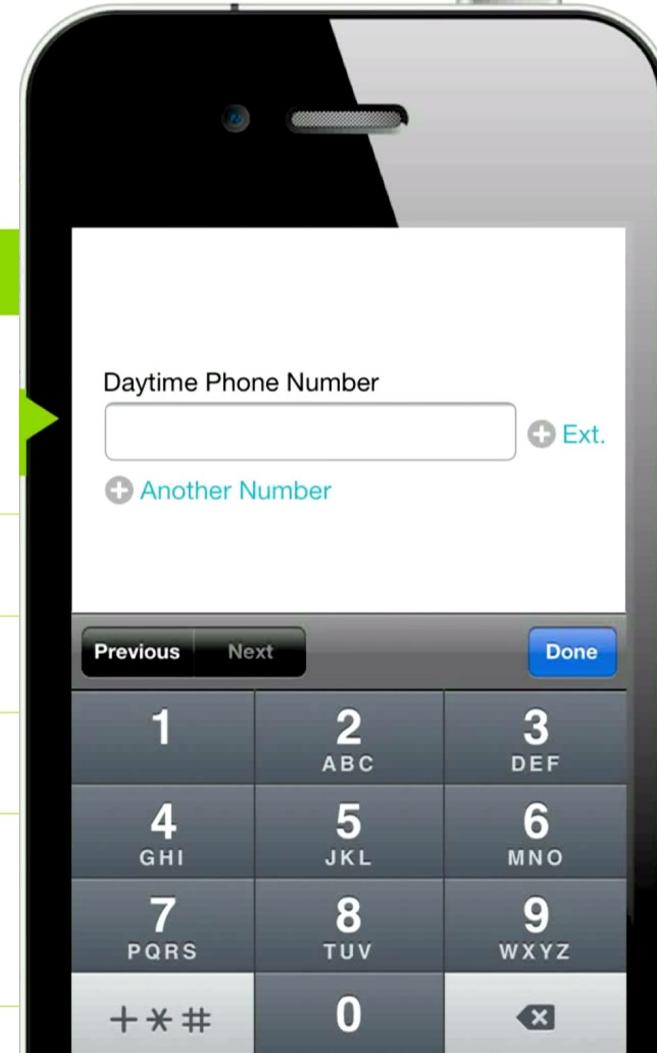
```
<input type="url">
```

date

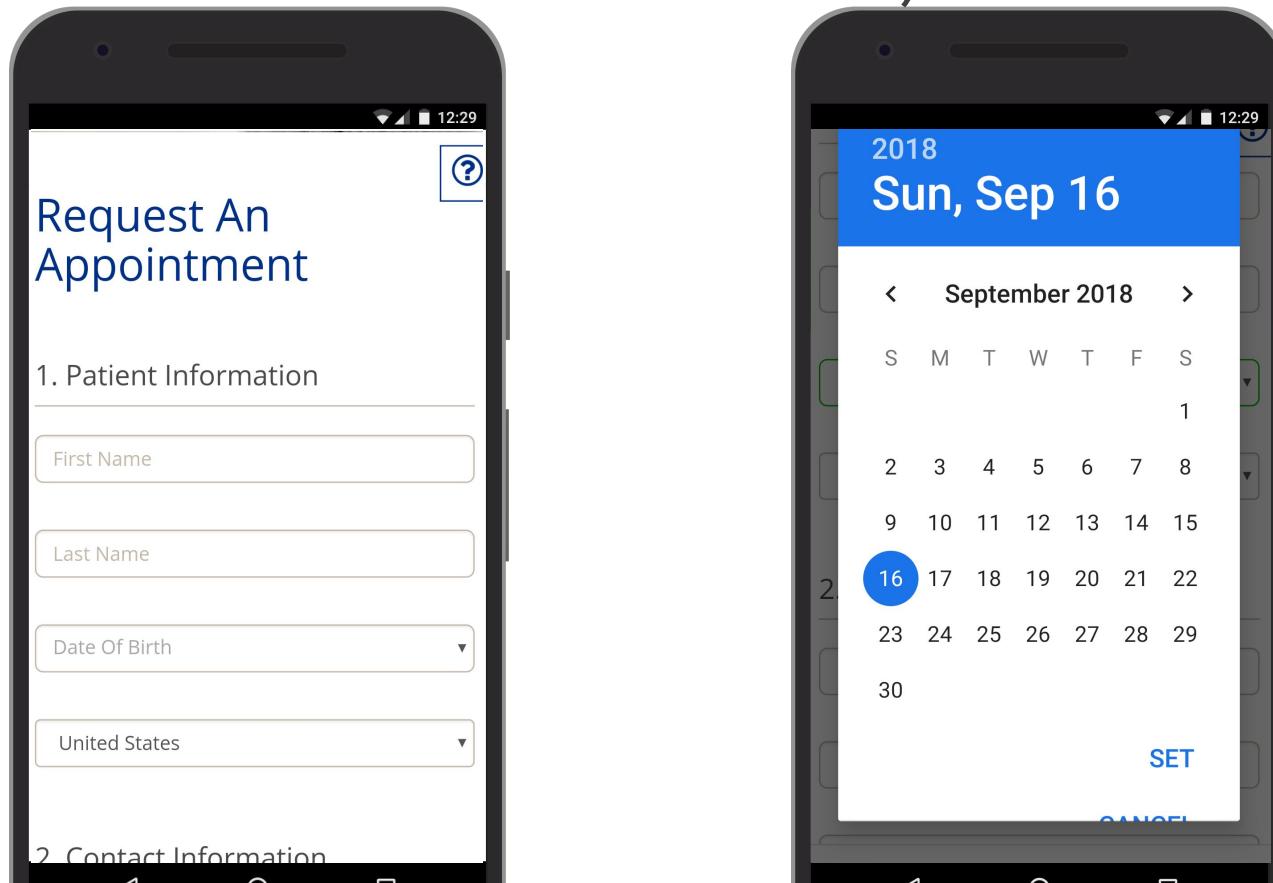
```
<input type="date">
```

range

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



Always use the easiest date input (but be careful with calendars for dates that are not recent)



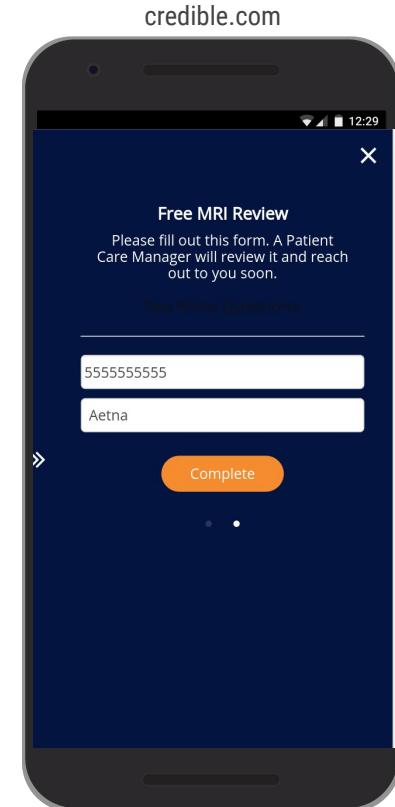
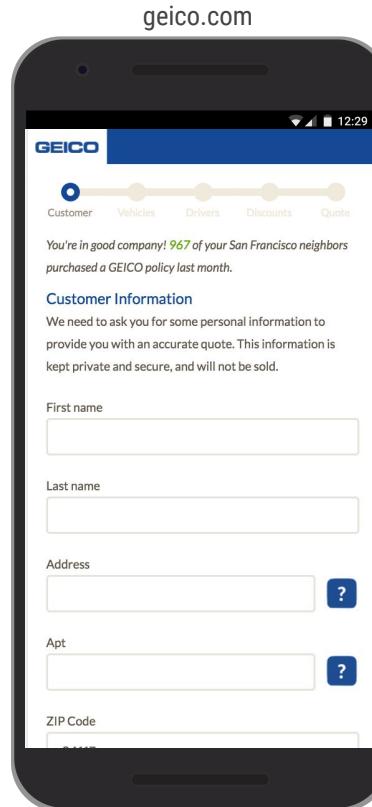
29%

Do not allow users to navigate  
back and forth in a form  
without losing information

# Show progress/pagination to guide the user

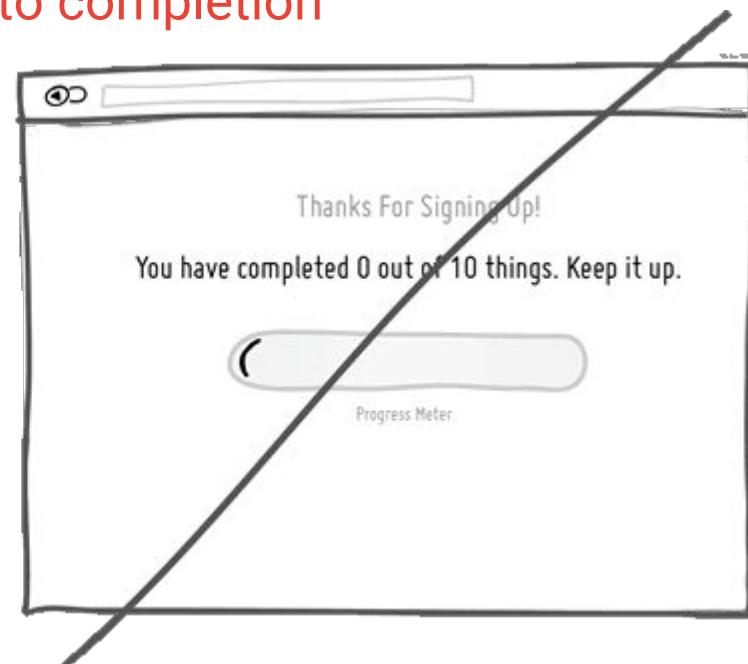
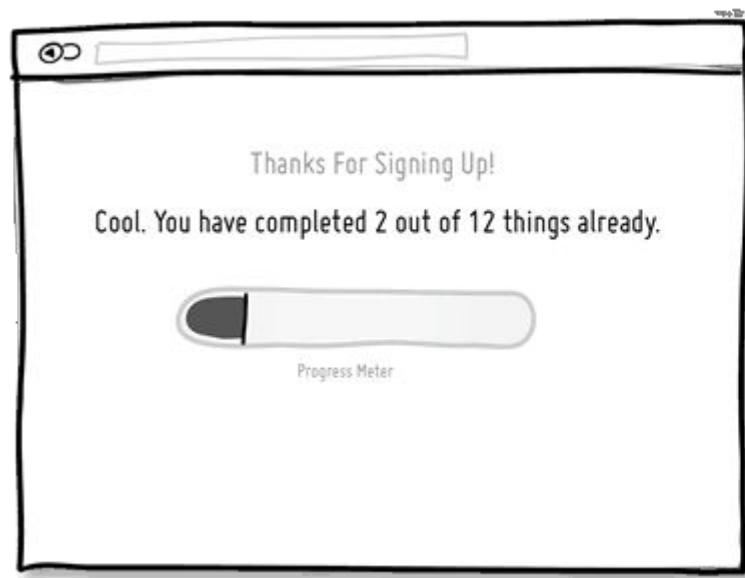
Label each step to help prime the user for what data is next.

If a large number of steps, used a progress bar that moves forward toward completion.



# Research: Use upfront progress instead of starting at zero

There is more motivation for getting things done  
the closer we are to completion



source: <https://goodui.org/#42>

# Show the security of your site to gain user trust

MayoClinic.org

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experian.com

- ✓ Sex Offender Registry Alerts
- ✓ Social Network Monitoring Alerts
- ✓ Identity Validation Alerts
- ✓ Experian CreditLock with Alerts
- ✓ Up to \$1 Million [Identity Theft Insurance](#)
- ✓ Dedicated Fraud Resolution Support
- ✓ Lost Wallet Assistance
- ✓ Quarterly 3-Bureau FICO® Scores
- ✓ Daily Experian FICO® Scores
- ✓ FICO® Score Tracker

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robinhood.com

Last name

Email address

Robinhood username

Password (min. 10 characters)

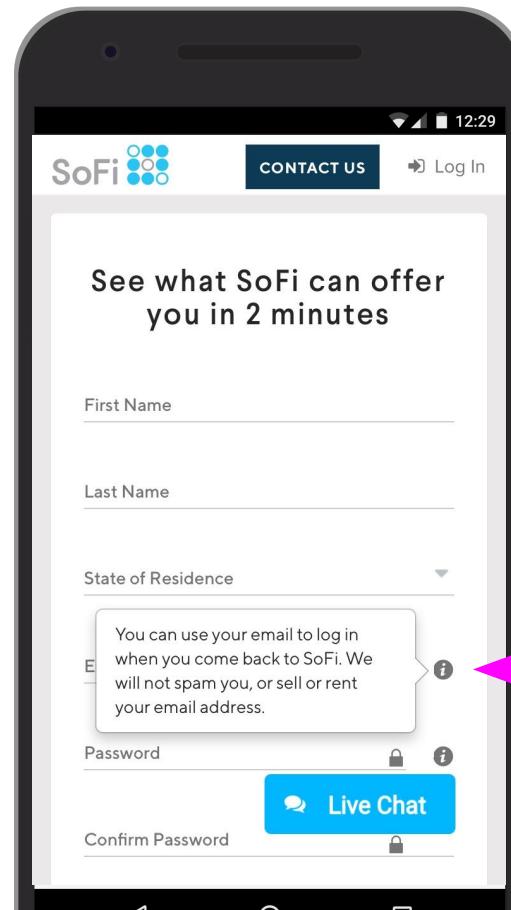
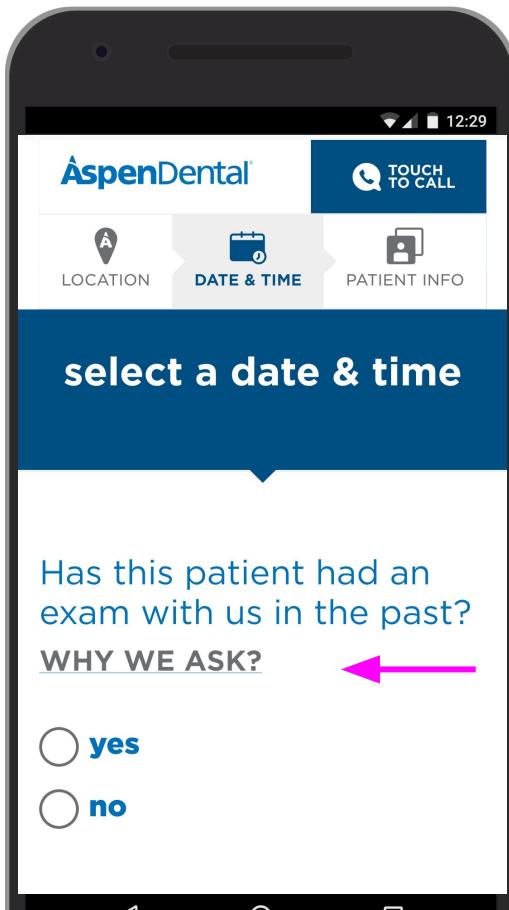
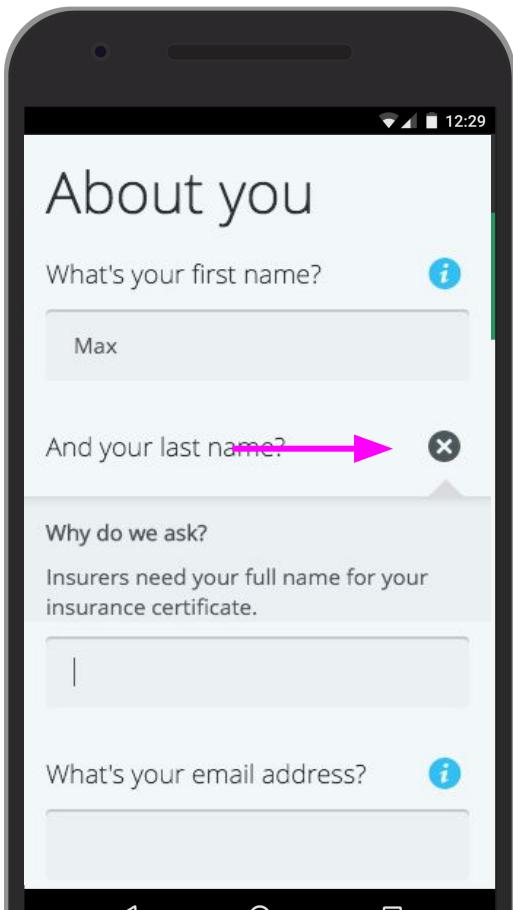
Confirm password

Continue

How is my personal information handled?

All of your data is 128-bit encrypted & stored securely. We do not sell your personally identifiable information.

# Clarify why personal information is needed

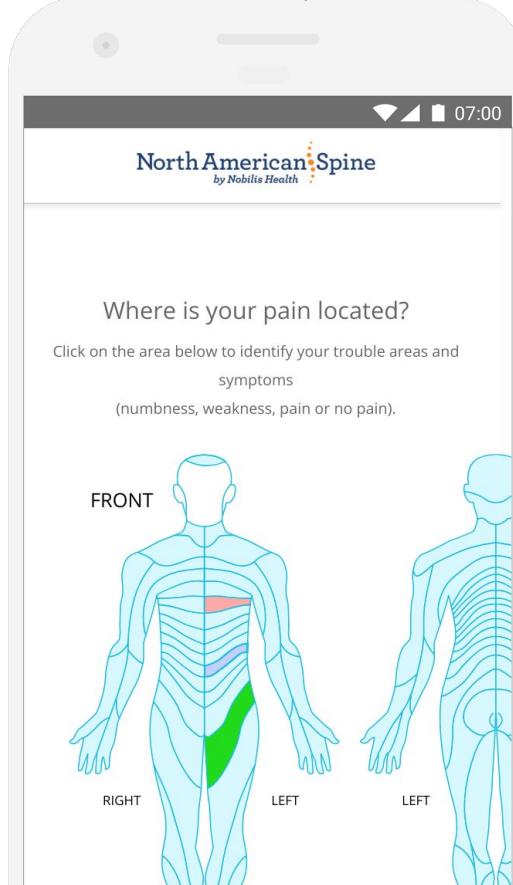


Google

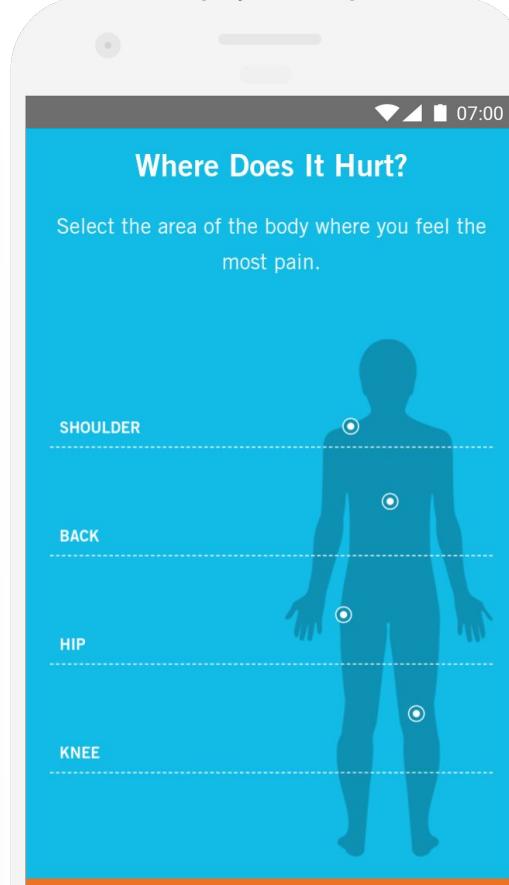
# Forms can be fun

Proprietary + Confidential

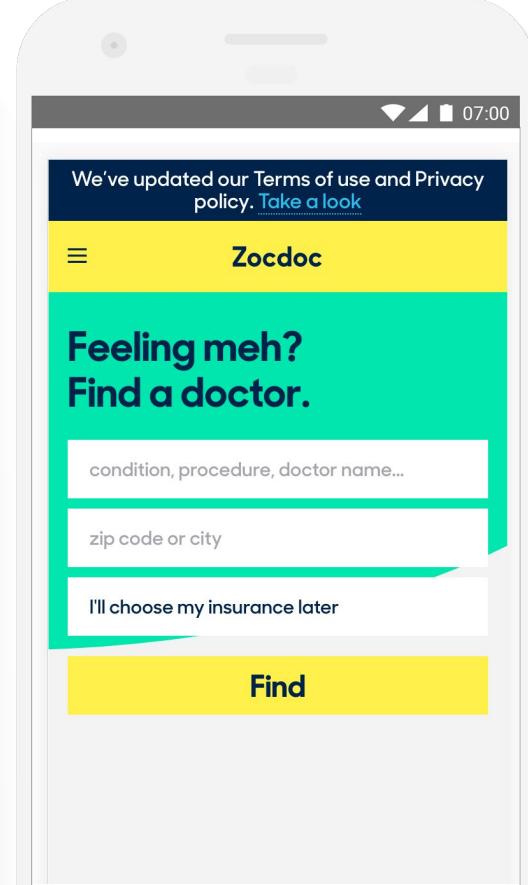
NorthAmericanSpine.com



DignityHealth.org

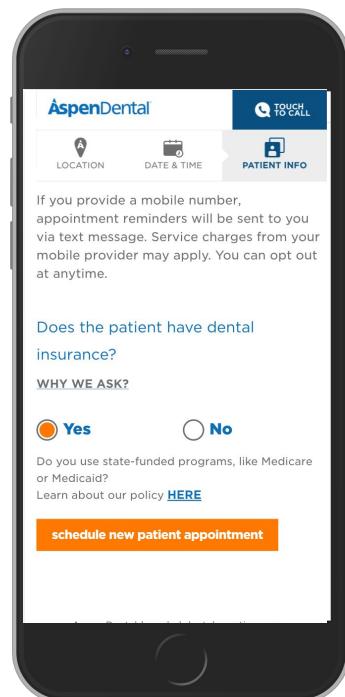
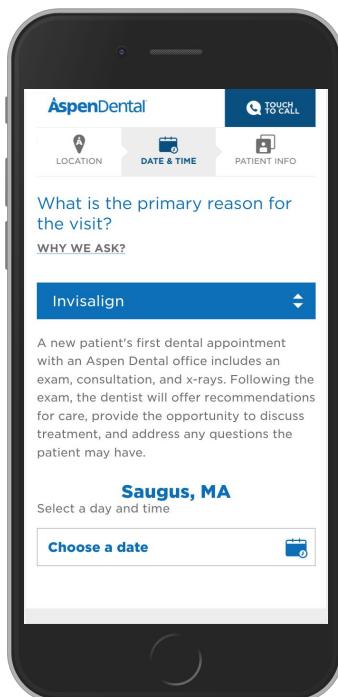
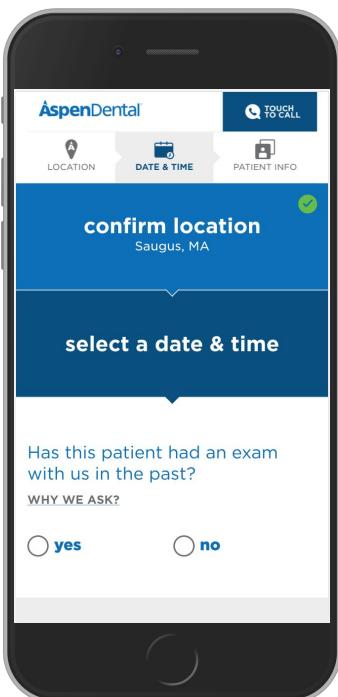
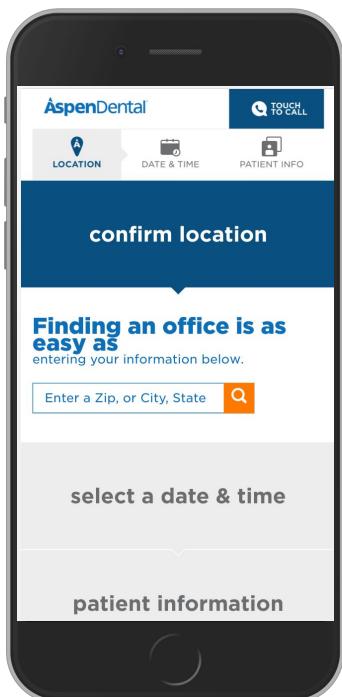


Zocdoc.com



ogle

# Conversational form



# Thank You