

The Secret Life of Forms

Ivan Wilson
Innate

CSS Dev Conference
San Antonio, Texas
October 17-19, 2016

✓ Get a quote

✓ Plan Options

Guest Details

Payment

Travellers

Primary Traveller (Age 45)

Guest Details

Guest 1 of 2

Title First name

Select Title

Surname:

Date of birth (Age 45)

State of Residence Telephone

Select

Email address

Your insurance documents will be sent to this address.

Velocity Number

Traveller 1

Title

Select

First name

Surname

Date of birth (Age 45)

dd/mm/yyyy

State

Select

Telephone

Email address

State

velocity
frequent flyer

Add cover for any Existing Medical Conditions

Does this traveller require cover for an existing medical condition or pregnancy?

Travel Insurance does not automatically cover all existing conditions.

Please note: Any traveller who has ever been diagnosed with a heart condition or a lung condition (not including Asthma if under 60 years) or any traveller with reduced immunity e.g. as a result of medical treatment or a medical condition will need to complete a medical assessment if they are travelling to the Americas or Africa for any length of time. Please select 'yes' to the second question below.

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ny lung disease, including but not limited to Chronic



WEB FORM DESIGN

Filling in the Blanks

by LUKE WROBLEWSKI foreword by Jared Spool

 Rosenfeld



The \$300 Million Button

[While Luke Wroblewski was writing his well-received book, Web Form Design: Filling in the Blanks, he asked if I could think of an example where a change in a form's design made a noticeable difference in business. "You mean like \$300 million of new revenue?" I responded. "Yes, like that." said Luke. So I wrote this article, which he published in his book.]

Unlucky You



Your fancy new travel wallet was stolen



Your luggage, and all its embarrassing contents, were lost



Your flight is delayed by severe weather.



Your bus was hijacked by a crazed football hooligan

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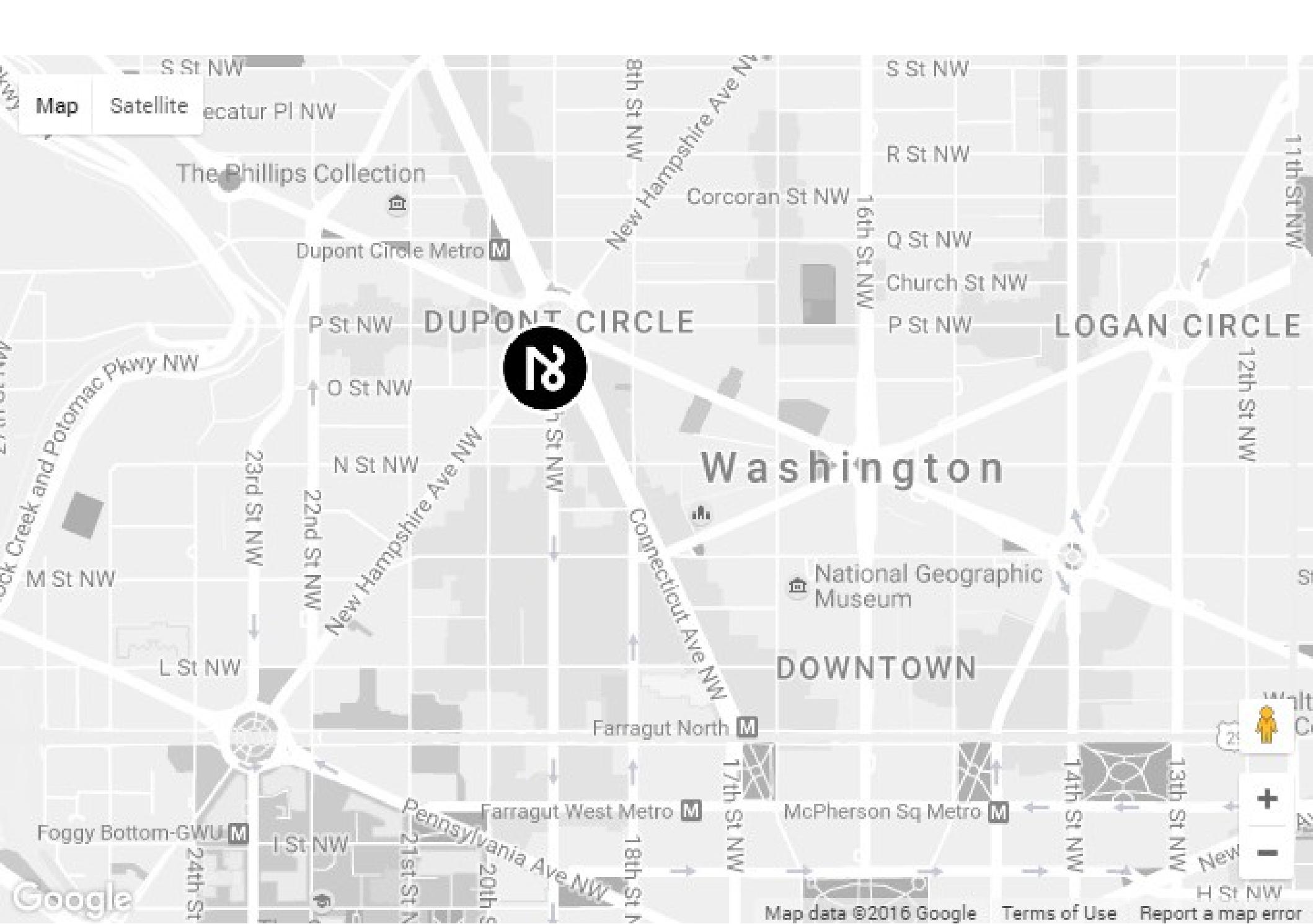
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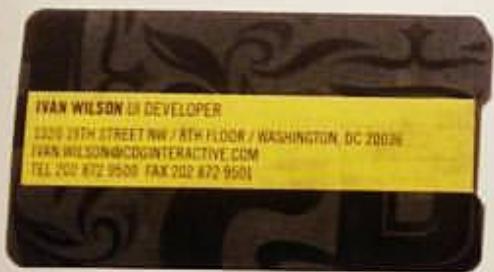


Your bus was hijacked by a crazed football hooligan



18





2006 - 2011



2011 - 2014



2014 -



Get cover in
Bali, Indonesia

8.6500° S, 115.2167° E

velocity^{*}
frequent flyer

Earn Velocity Points with
your Travel Insurance Policy

Travel Insurance



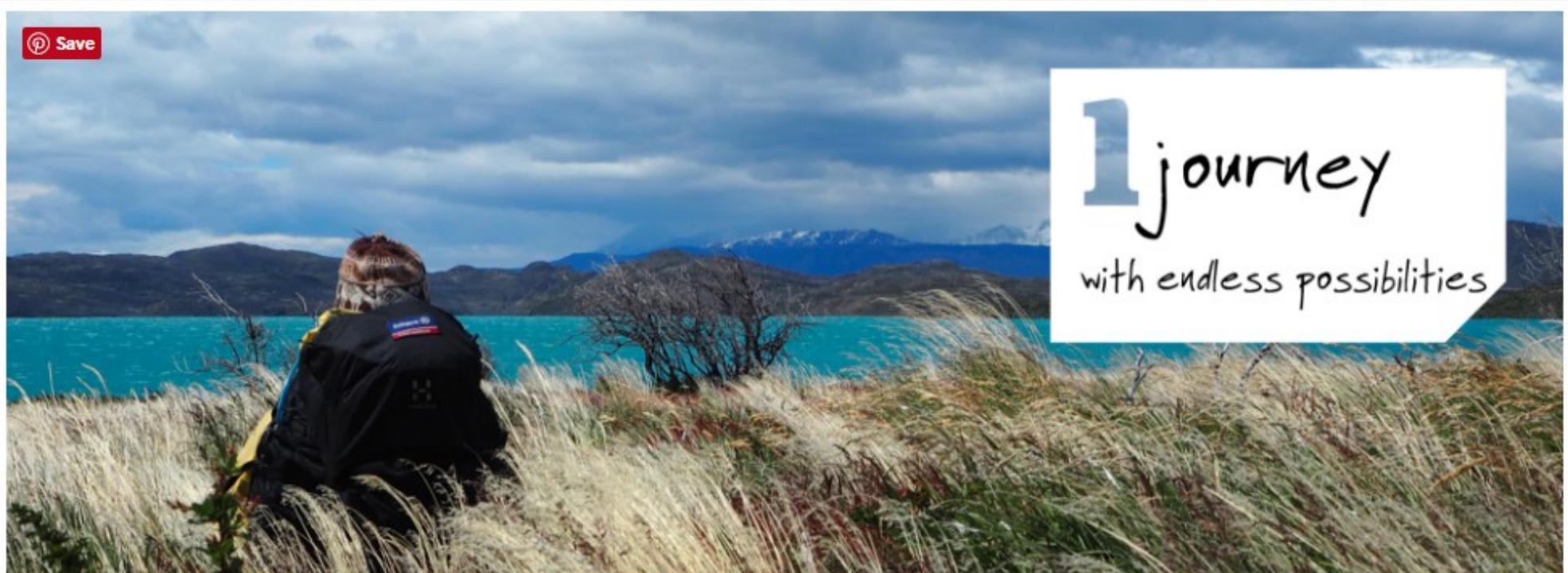
Global Assistance

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Save



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> More news



> 34 countries

13,224 employees across
34 countries speaking 58
languages



> Useful advice

Check out our travel and
auto advice

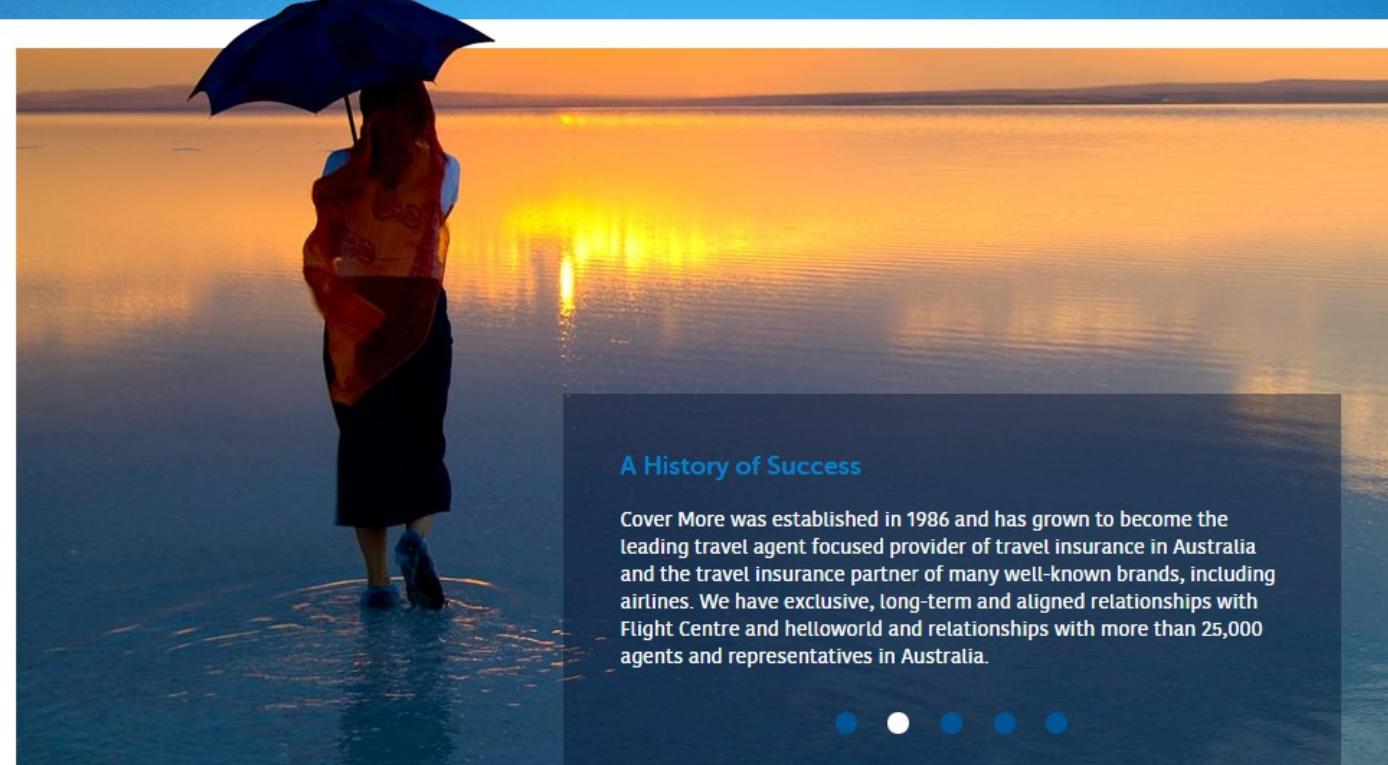


> #HelpMe study

The most discussed travel
topics by web users in 11
countries

≡ A- A+ ⌂ ⌂ ⌂

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A History of Success

Cover More was established in 1986 and has grown to become the leading travel agent focused provider of travel insurance in Australia and the travel insurance partner of many well-known brands, including airlines. We have exclusive, long-term and aligned relationships with Flight Centre and helloworld and relationships with more than 25,000 agents and representatives in Australia.



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MALAYSIA

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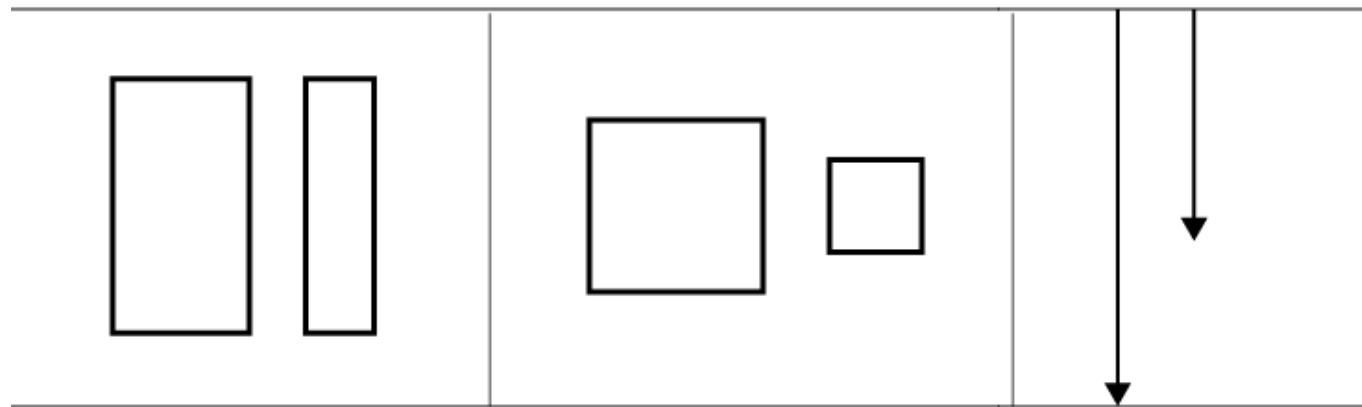
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HTML

CSS

JS/ARIA



Semantic
Layer

Presentation
Layer

Behavioral
Layer

HTML

**HTML is not
a construct.**

**HTML is not
a construct.**

It's a language.

HTML is not
a construct.

It's a language.
And it has

**HTML is not
a construct.**

It's a language.

**And it has
superpowers.**

SGML

(Standard Generalized Markup Language)

HTML

(Hyper Text
Markup Language)

XML

(Extensible Markup
Language)

HTML inputs (pre HTML5)

youGo TRAVEL INSURANCE

WHY YOUGO WHO GOES TRAVEL TIPS

P f t g+ Contact Us • Claims

GET TRAVEL INSURANCE FOR YOU

Age +

GO TO

Select Region

Select Country

WHEN

From To

as low as **\$24.00**
per day (1 adult worldwide)

GET COVERED. GET GOING!

SCROLL TO ROLL YOUGO STYLE

The page features a large cartoon character of a boy with brown hair and a green shirt, smiling and pointing towards the right. Below him is a stylized globe with various travel icons like a first aid kit, a suitcase, a t-shirt, a wallet, and a flag. The background is a light blue sky with white clouds and three small airplane icons.

Unlucky You

Flight delayed due to weather
Flight delayed due to weather
Flight delayed due to weather
Flight delayed due to weather

Delayed by 3 hours

Flight delayed due to weather
Flight delayed due to weather
Flight delayed due to weather
Flight delayed due to weather

Unlucky You

Your flight delayed late at night
Your flight delayed late at night
Your flight delayed late at night
Your flight delayed late at night

Delayed by 3 hours

Your flight delayed late at night
Your flight delayed late at night
Your flight delayed late at night
Your flight delayed late at night

Lucky You!

Get a quote below

The top section shows a cartoon character looking distressed with sweat drops, with a yellow circular overlay. The bottom section shows a cartoon character smiling with sunglasses and a drink, with an orange circular overlay.

Unlucky You



Your fancy new travel wallet was stolen



Your luggage, and all its embarrassing contents, were lost



Your flight is delayed by severe weather.



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```
<fieldset class="walletSet">
  <legend>Your fancy new travel wallet was stolen</legend>
  <ul class="walletStolen">
    <li>
      <label for="wallet2-0">
        "Yes"
        <input id="wallet2-0" type="radio" name="wallet2" value="yes">
      </label>
    </li>
    <li>
      <label for="wallet2-1">
        "No"
        <input id="wallet2-1" type="radio" name="wallet2" value="no">
      </label>
    </li>
  </ul>
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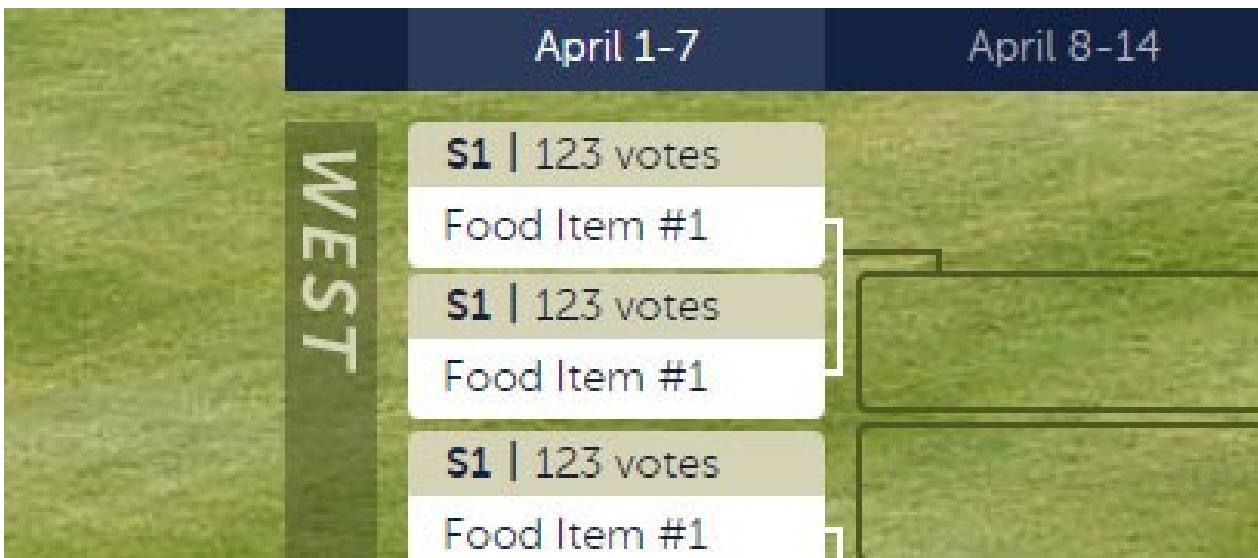
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<http://www.rollcalltasteofamerica.com/>



	April 1-7	April 8-14
WEST	\$1 123 votes Food Item #1	
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```

<!--First Round - West-->
▼<div class="west">
  <h4>West</h4>
  ▼<fieldset class="matchup"> == $0
    <legend>Matchup #1</legend>
    ▼<div class="competitor">
      ▼<label class="md">
        <strong>
          "S1"
          ::after
        </strong>
        <em>123 votes</em>
        <span>Food Item #1</span>
      </label>
      <!-- Important - State Class Added for images - Added 5/2/16 -->
      ▼<span class="selection">
        ▶<strong>...</strong>
        <input name="state_1" type="radio" id="state_1_1" value="0">
      </span>
      <!--Revised 5/2/16-->
      ▼<div class="menu">
        ::before
        ▼<div class="text">
          <h5>Maryland</h5>
          <strong class="foodItem">Crab Cakes</strong>
          <p>Blue crabs are the official state food of Maryland.</p>
        ▼<span class="foodImg">
          
        </span>
        ▼<p class="beerChoice">
          "Beer Pairing: "
          <a href="#" class="beer">Stella Artois</a>
        </p>
      </div>
      ▼<div class="bracketSponsor">
        "
        Bracket Sponsor
        "
      ▼<a href>
        
      </a>
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It's back! Prove which state has the best food in America. Vote with your taste buds and support your state by choosing your favorite regional cuisine. Make your selections then click vote!



Round 1
April 1-7

Round 2
April 8-14

Round 3
April 15-21

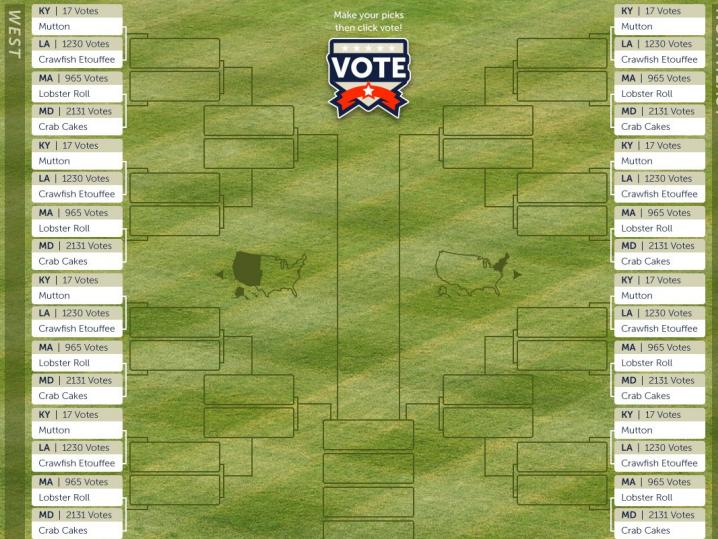
Final Round
April 22-28

Round 3
April 15-21

Round 2
April 8-14

Round 1
April 1-7

WEST



Make your picks
then click vote!

NORTHEAST



MIDWEST



SOUTHEAST



Sponsored by:





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Final Round
April 22-28

Round 3
April 15-21

Round 2
April 8-14

Round 1
April 1-7

WEST

KY 17 Votes	Mutton
LA 1250 Votes	Crawfish Etouffee
MA 965 Votes	Lobster Roll
MD 2131 Votes	Crab Cakes
KY 17 Votes	Mutton
LA 1250 Votes	Crawfish Etouffee
MA 965 Votes	Lobster Roll
MD 2131 Votes	Crab Cakes
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KY 17 Votes	Mutton
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LA 1250 Votes	Crawfish Etouffee
MA 965 Votes	Lobster Roll
MD 2131 Votes	Crab Cakes
KY 17 Votes	Mutton
LA 1250 Votes	Crawfish Etouffee
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Make your picks
then click vote!



SOUTHEAST

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KY 17 Votes	Mutton
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Round 1
April 1-7

Round 2
April 8-14

Round 3
April 15-21

Final Round
April 22-28

Round 3
April 15-21

Round 2
April 8-14

Round 1
April 1-7

WEST

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NORTHEAST

KY 17 Votes	Mutton
LA 3230 Votes	Crawfish Etouffee
MA 965 Votes	Lobster Roll
MD 2131 Votes	Crab Cakes
KY 17 Votes	Mutton
LA 1250 Votes	Crawfish Etouffee
MA 965 Votes	Lobster Roll
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MIDWEST

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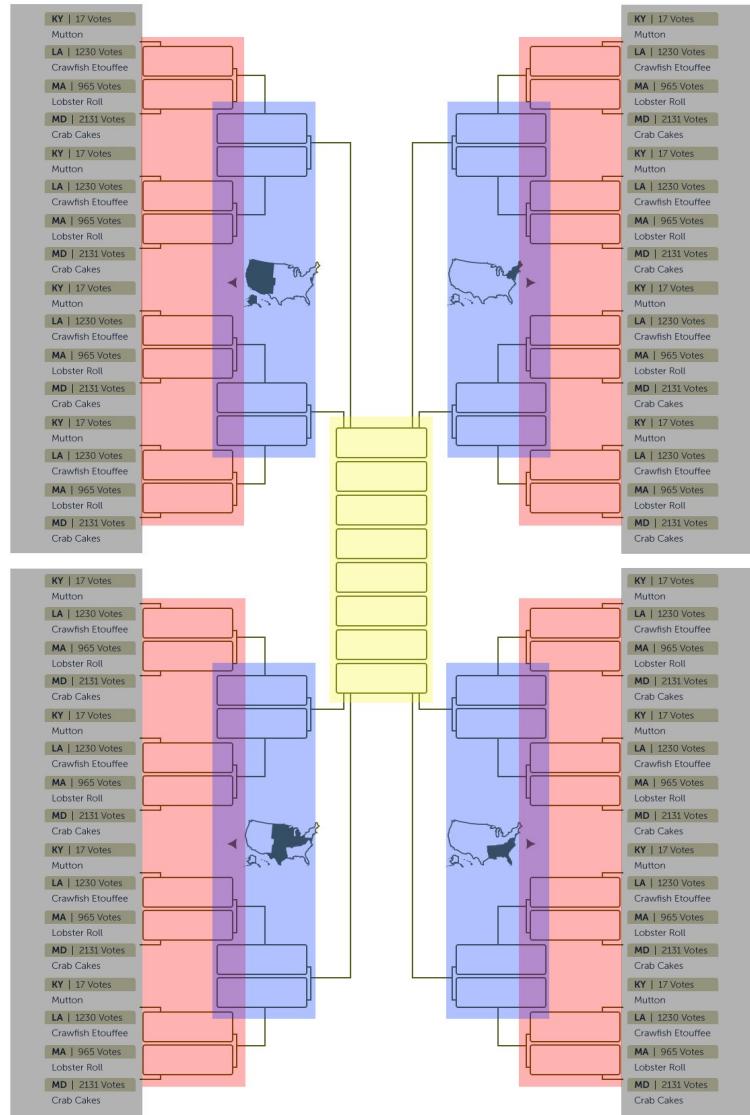


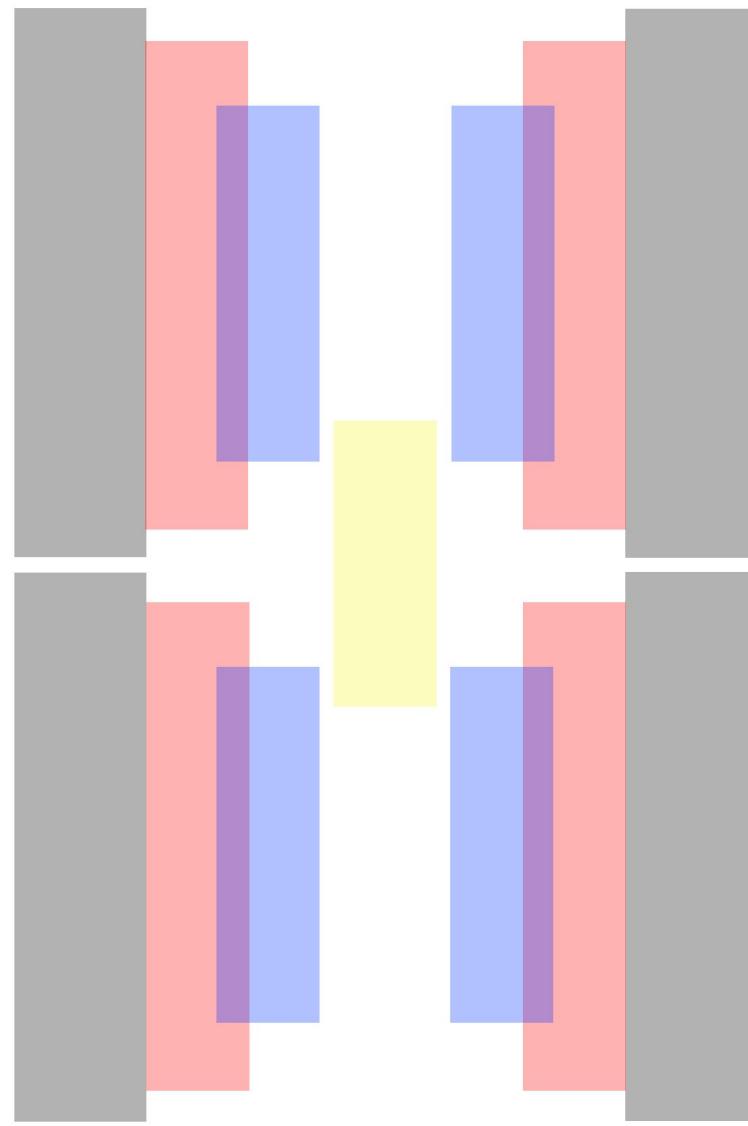
SOUTHEAST

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First Round

Second Round

Third Round

Final Round

**Labels
are
your friends.**

**Labels
are
your friends.**



Explanation of touch area (Luke W) and a11y practices



**Good copywriting is very
important.**



Buena redacción es muy importante.

<input type=email>

<input type=tel>

input type="tel"

(1	2	3	.	P(,)
)	4	5	6	,	W(;)
+	7	8	9	-	←
[*	0	#	\$	←





N ☺ ☎ ☰ 50% 3:12 PM

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1

⋮

<input type=tel>

<input type=url>

input type="url"



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1

⋮

RESET

<input type=reset>

<input type=email>

input type="email"





N ☺ ☎ ☰ 50% 3:13 PM

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1

⋮

<input type="number">

(1	2	3	.	P(,)
)	4	5	6	,	W(;)
+	7	8	9	-	←
[*	0	#	\$	←



input type="number"



```
<input type=radio>
```



```
<input type=radio checked>
```



```
<input type=checkbox>
```



```
<input type=checkbox checked>
```



```
<select>
<option></option>
<option>Option 1</option>
</select>
```



```
<select>
<optgroup label="Option group 1">
<option>Option 1</option>
<option>Option 2</option>
```

Chrome Windows 10

Chrome Windows 10

<input type="radio">

<input type="radio checked">

<input type="checkbox">

<input type="checkbox checked">

<select>

<option></option>

<option>Option 1</option>

</select>

Option 1 ▼

Option 1 ▼

<select>

<optgroup label="Option group 1">

<option>Option 1</option>

<option>Option 2</option>

</select>

<input type="radio">

<input type="radio checked">

<input type="checkbox">

<input type="checkbox checked">

<select>

<option></option>

<option>Option 1</option>

</select>

Option 1 ▼

Option 1 ▼

<select>

<optgroup label="Option group 1">

<option>Option 1</option>

<option>Option 2</option>

</optgroup>

<optgroup>

<option>Option 3</option>

</optgroup>

</select>

Chrome Windows 10

<input type=radio>

<input type=radio checked>

<input type=checkbox>

<input type=checkbox checked>

<select>
<option></option>
<option>Option 1</option>
</select>

<select>
<optgroup label="Option group 1">
<option>Option 1</option>
<option>Option 2</option>

Chrome Yosemite

<input type=radio>

<input type=radio checked>

<input type=checkbox>

<input type=checkbox checked>

<select>
<option></option>
<option>Option 1</option>
</select>

<select>
<optgroup label="Option group 1">
<option>Option 1</option>
<option>Option 2</option>
</optgroup>
<optgroup>
<option>Option 3</option>
</optgroup>
</select>

IE 11 Windows 10

<input type=radio>

<input type=radio checked>

<input type=checkbox>

<input type=checkbox checked>

<select>
<option></option>
<option>Option 1</option>
</select>

<select>
<optgroup label="Option group 1">
<option>Option 1</option>
<option>Option 2</option>
</optgroup>
<optgroup>
<option>Option 3</option>
</optgroup>
</select>

No file chosen

No file chosen

<input type=file>

File Input (Chrome/Firefox/Safari)

No file chosen

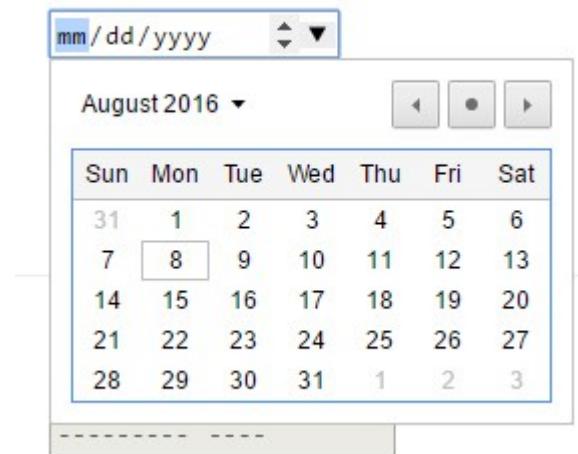
No file chosen

<input type=file>

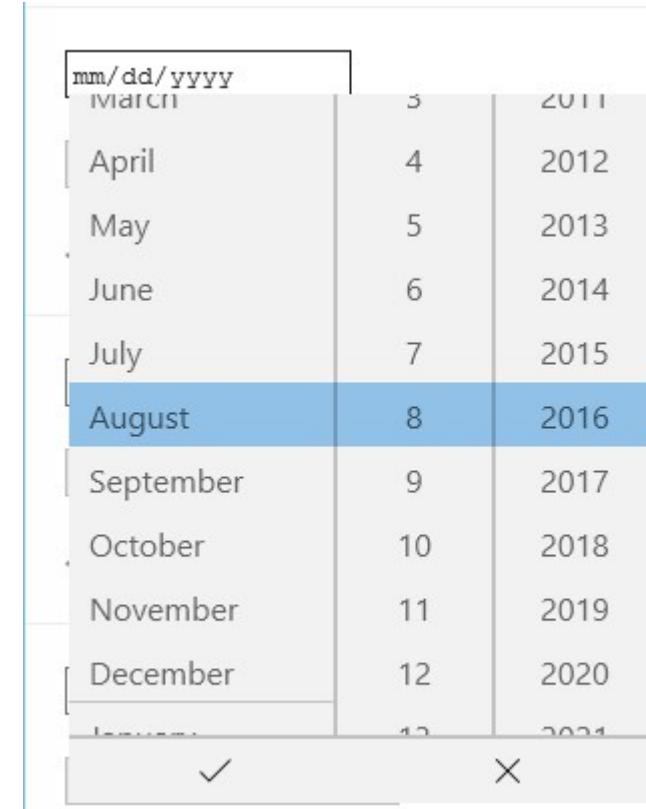
<input type=file>

File Input (Chrome/Firefox/Safari)

File Input (IE/Edge)



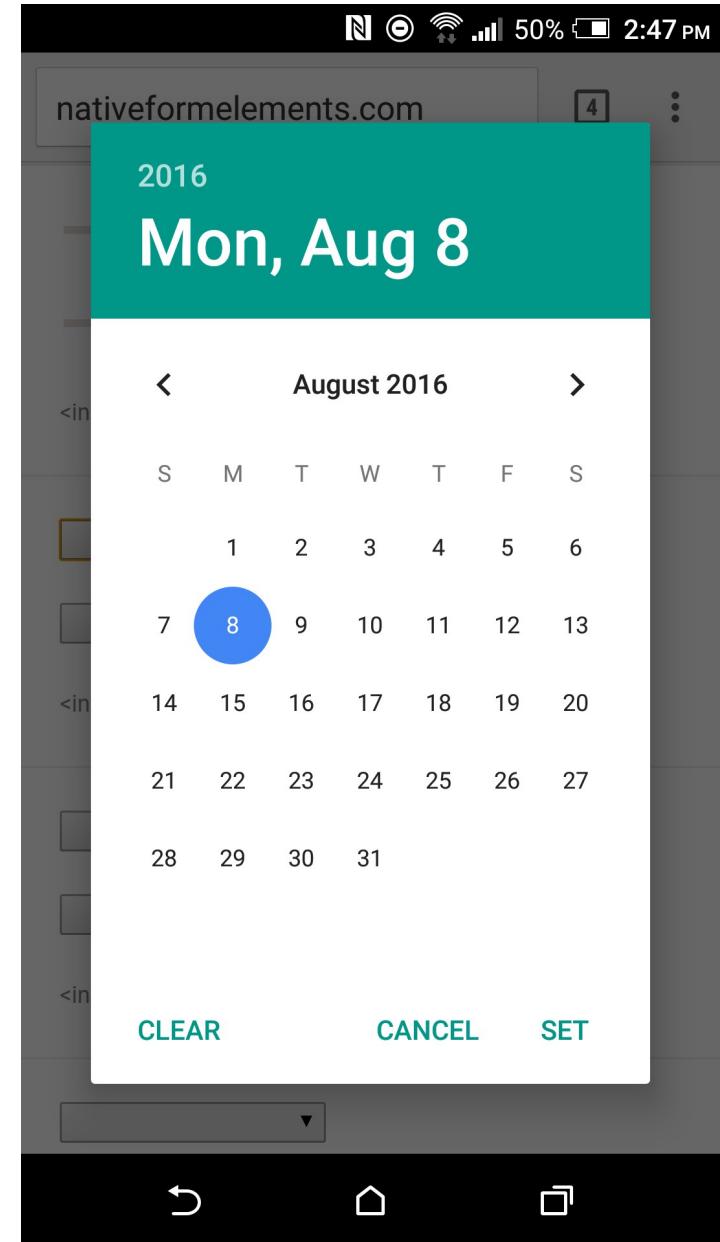
Chrome
Windows 10



Edge
Windows 10



iPhone 6S Plus
iOS 9



HTC One M8
Android Marshmallow (6)

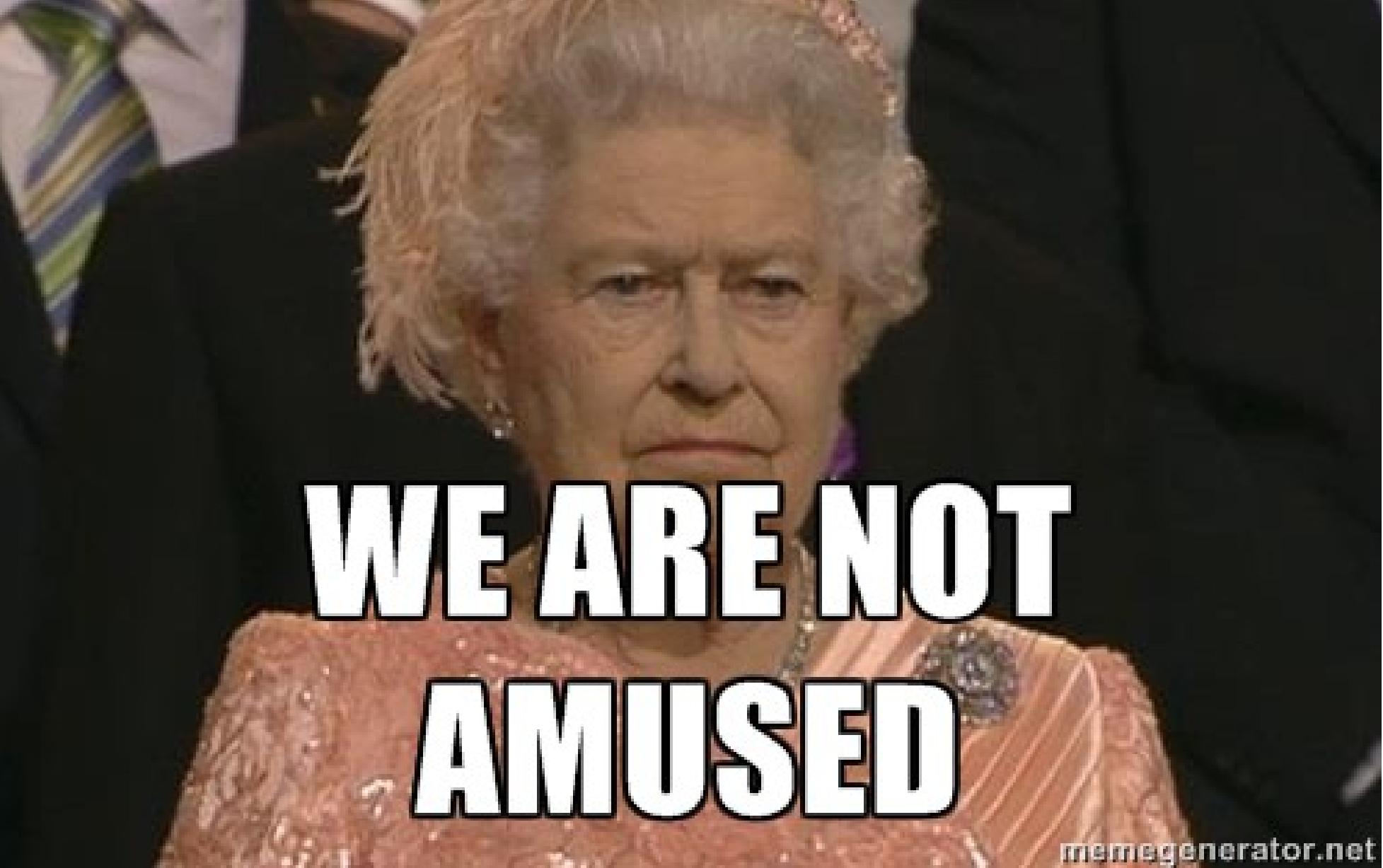
**The hardest thing
[and the easiest to misunderstand]
for people who work with **HTML** is
that it's not a visual language.**

**The hardest thing
[and the easiest to misunderstand]
for people who work with **HTML** is
that it's not a visual language.**

It's an **information language.**

What is
the need
for **CSS**?

To enhance,
Not reproduce
native UI



**WE ARE NOT
AMUSED**



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Andorra

Angola

Armenia

Austria

Azerbaijan

Azores

Bahrain

Bangladesh

Belarus

Belgium

Benin

Bhutan

Bosnia

Botswana

Ethiopia

Faroe Islands

Finland

France

Gabon

Gambia

Georgia

Germany

Ghana

Gibraltar

Greece

Guam

Guinea

Guinea-Bissau

Herzegovina

Hungary

Iceland

Libya

Liechtenstein

Lithuania

Luxembourg

Macau

Macedonia

Madagascar

Malawi

Maldives

Mali

Malta

Mauritania

Mauritius

Moldova

Monaco

Mongolia

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Seychelles

Sierra Leone

Slovakia

Slovenia

Somalia

South Africa

South Korea

Spain

Sri Lanka

Sudan

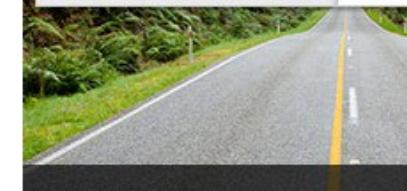
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Worldwide excluding the Americas & Antarctica	Algeria	Finland	Lithuania	Seychelles
UK and Ireland	Andorra	France	Luxembourg	Sierra Leone
South Pacific and Norfolk Islands	Angola	Gabon	Macau	Slovakia
Australia	Armenia	Gambia	Macedonia	Slovenia
New Zealand	Austria	Georgia	Madagascar	Somalia
	Azerbaijan	Germany	Malawi	South Africa
	Azores	Ghana	Maldives	South Korea
	Bahrain	Gibraltar	Mali	Spain
	Bangladesh	Greece	Malta	Sri Lanka
	Belarus	Guam	Mauritania	Sudan
	Belgium	Guinea	Mauritius	Swaziland
	Benin	Guinea-Bissau	Moldova	Sweden
	Bhutan	Herzegovina	Monaco	Switzerland
	Bosnia	Hungary	Mongolia	Syria
	Botswana	Iceland	Montenegro	Taiwan

   
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[Hong Kong, Singapore & Sth East Asia](#)[Worldwide](#)[Worldwide excluding the Americas & Antarctica](#)[UK and Ireland](#)[South Pacific and Norfolk Islands](#)[Australia](#)[New Zealand](#)[Afghanistan](#)[Albania](#)[Algeria](#)[Andorra](#)[Angola](#)[Armenia](#)[Austria](#)[Aruba](#)[Azerbaijan](#)[Bahrain](#)[Bangladesh](#)[Belarus](#)[Belgium](#)[Benin](#)[Bhutan](#)[Bosnia](#)[Botswana](#)[Bolivia](#)[Bosnia and Herzegovina](#)[Brazil](#)[Brunei Darussalam](#)[Bulgaria](#)[Burkina Faso](#)[Burundi](#)[Cambodia](#)[Cameroon](#)[Cabo Verde](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)[Cajamarca](#)



I am a sad panda.

What if?

Two questions / word blocks -

a) validation

→ radio button / label
inside a legend.

b) scrolling ~~multiple~~

→ how to support
iOS / Android legacy
(e) (2.x)

11/27/14

OK - decided to take the
plunge. What do I
need?

i) Accessible - current

form is nightmare -

links to go nowhere,

2 long MA Post does some

much of a purpose beyond
telling ~~regions~~ regions / country
(annoyingly "!!")

2) One code base -

a) limit amount of extra
code needed (performance)

b) ~~case~~ case for
transformed id /
longitude for responses

3) Need to work in small
~~screen~~ screen, not just
in the larger regime

4) Use as little JS as
possible

5) (Optim) use ARIA
for more

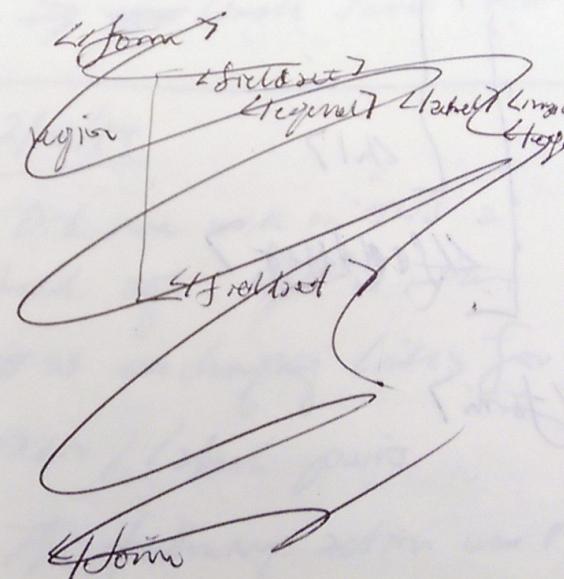
7) (Optim) can use

auto complete, if necessary

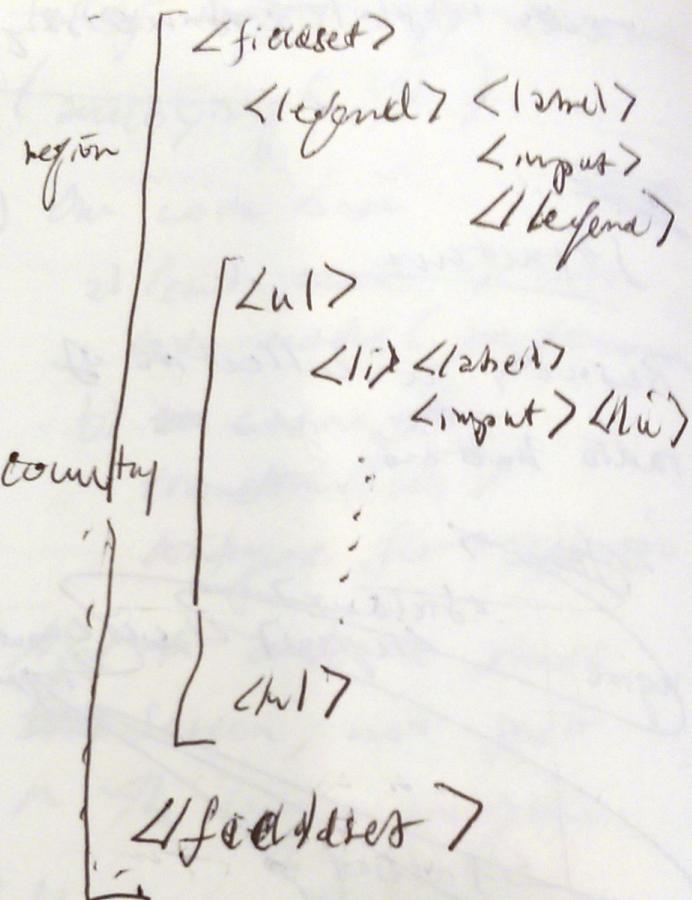
~~Post~~

Structure

Basically a collection of
radio buttons



<form>



📍 Where is your trip? ⓘ

Type a country or region



Worldwide (inc.
Americas and
Africa)

Europe, Asia
and the Middle
East

UK and South
East Asia

Indonesia, NZ
and South West
Pacific

Australia

📍 Where is your trip? ⓘ

Type a country or region

Worldwide (inc.
Americas and
Africa)

Europe, Asia
and the Middle
East

UK and South
East Asia

Indonesia, NZ
and South West
Pacific

Australia

Ascension Island

Azores

Bahamas

Barbados

Belize

Benin

Bermuda

Bolivia

Botswana

Brazil

Burkina Faso

Libya

Madagascar

Malawi

Mali

Martinique

Mauritania

Mauritius

Mexico

Morocco

Mozambique

Namibia

📍 Where is your trip? 

Bahamas



📅 When is your trip? 

Depart



Return



👤 Ages of travellers 

Enter age of the Primary Traveller in the first age field



📍 Where is your trip? ⓘ

Bahamas

Worldwide (inc.
Americas and
Africa)

Europe, Asia
and the Middle
East

UK and South
East Asia

Indonesia, NZ
and South West
Pacific

Australia

Ascension Island

Azores

Bahamas

Barbados

Belize

Benin

Bermuda

Bolivia

Botswana

Brazil

Burkina Faso

Libya

Madagascar

Malawi

Mali

Martinique

Mauritania

Mauritius

Mexico

Morocco

Mozambique

Namibia

📍 Where is your trip? ⓘ

Type a country or region ▾

Worldwide (inc. Americas and Africa)

Europe, Asia and the Middle East

UK and South East Asia

Indonesia, NZ and South West Pacific

Australia

📍 Where is your trip? ⓘ

Type a country or region

Worldwide (inc. Americas and Africa)

Algeria

Angola

Anguilla

Antarctica (Cruising)

Antigua And Barbuda

📍 Where is your trip? ?

Bahamas

Azores

Bahamas

Barbados

Belize

Benin

Bermuda

.ui-countryselector input[type="radio"] + label ~ div.columns { overflow: hidden; float: none; position: absolute; clip: rect(0,0,0,0); width: 100%; height: 0; margin: 0; padding: 0; }

Where is your trip? ?

Type a country or region ▾

- Worldwide (inc. Americas and Africa)
- Europe, Asia and the Middle East
- UK and South East Asia
- Indonesia, NZ and South West Pacific
- Australia

.ui-countryselector input[type="radio"] + label ~ div.columns { overflow: hidden; float: none; position: absolute; clip: rect(0,0,0,0); width: 100%; height: 0; margin: 0; padding: 0; }

Where is your trip? ?

Type a country or region

Worldwide (inc. Americas and Africa)

Algeria

Angola

Anguilla

Antarctica (Cruising)

Antigua And Barbuda

.ui-countryselector input[type="radio"] + label ~ div.columns { overflow: auto; }

📍 Where is your trip? ⓘ

Type a country or region



Worldwide (inc.
Americas and
Africa)

Europe, Asia
and the Middle
East

UK and South
East Asia

Indonesia, NZ
and South West
Pacific

Australia

.ui-countryselector input[type="radio"]:checked + label ~ div.columns { float: left; height: 384px; }

📍 Where is your trip? ⓘ

Type a country or region

Worldwide (inc.
Americas and
Africa)

Europe, Asia
and the Middle
East

UK and South
East Asia

Indonesia, NZ
and South West
Pacific

Australia

Ascension Island

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Bahamas

Barbados

Belize

Benin

Bermuda

Bolivia

Botswana

Brazil

Burkina Faso

Libya

Madagascar

Malawi

Mali

Martinique

Mauritania

Mauritius

Mexico

Morocco

Mozambique

Namibia

Few bugs exists when starting out two years ago.

**CSS/Adjacent Selector – with early versions of
Android (<4.2) and iOS (7??) to a lesser degree**

But all have disappeared.

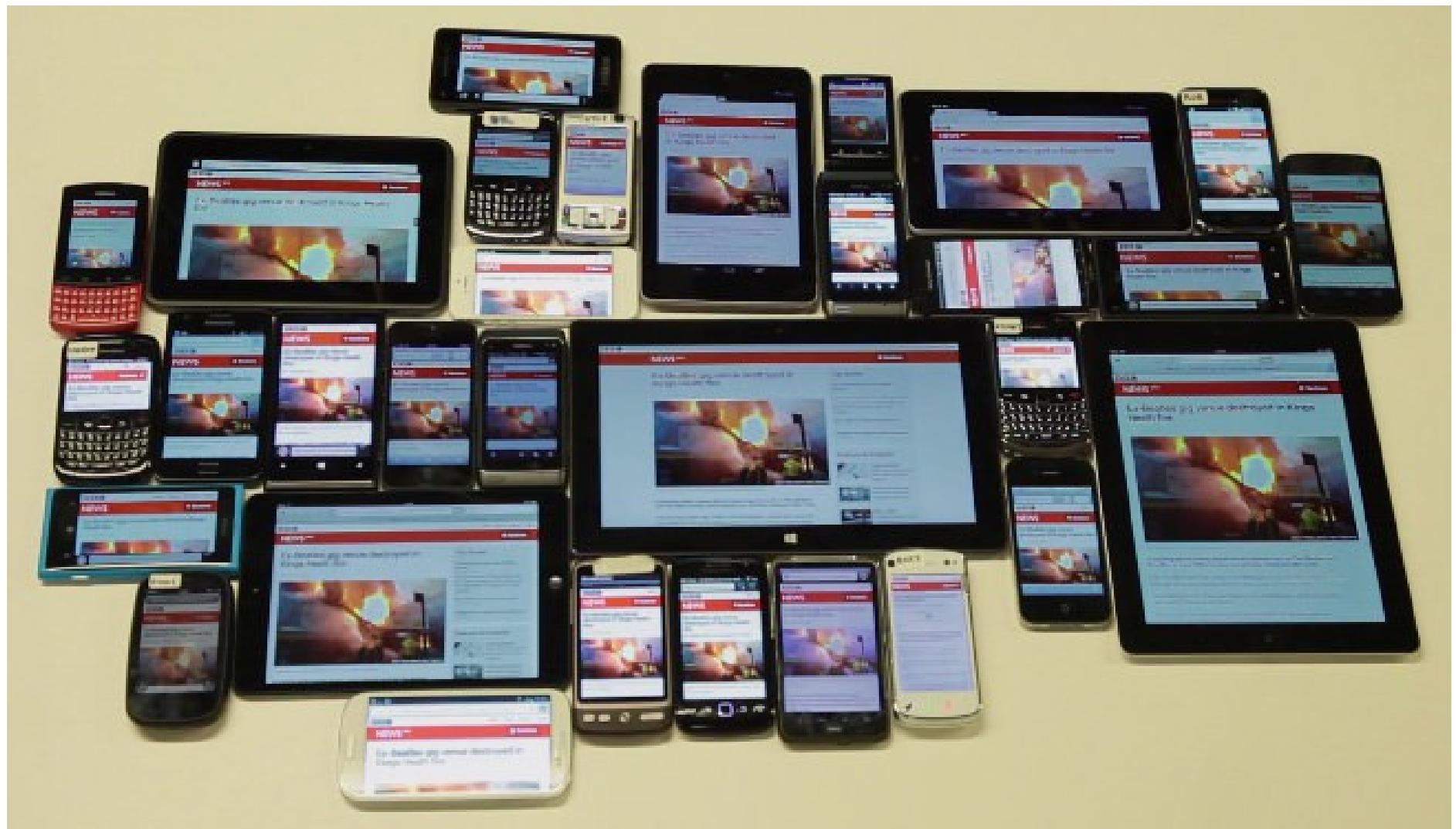
Few bugs exists when starting out two years ago.

**CSS/Adjacent Selector - with early versions of
Android (<4.2) and iOS (7??) to a lesser degree**

But all have disappeared.

Thankfully!

Test!



Memorial for Android 2.x testing

JS / ARIA

WAI-ARIA

WAI-ARIA (*Web Accessibility Initiative – Accessible Rich Internet Applications*) is a technical specification published by the World Wide Web Consortium (W3C) that specifies how to increase the accessibility of web pages, in particular, dynamic content and user interface components developed with Ajax, HTML, JavaScript and related technologies.

- Wikipedia (<https://en.wikipedia.org/wiki/WAI-ARIA>)

ARIA Landmark Roles

aria-live = [off, polite, assertive, rude]

aria-describedby = [element id]

aria-labelledby = [element id]

Trip summaryGermany | 30/06/2015 - 31/07/2016 | Ages: 32 **Total \$175.00**

SAVE10 promo code has been applied (-10%)

10% member discount

Medical Only Single Trip**\$21.60**

(was \$24.00)

Excess \$0 \$100 \$250**Cancellation** (per person) \$3,000 \$6,000 Unlimited**What's included**Overseas medical and dental **\$Unlimited**Additional expenses **\$Unlimited**Luggage and travel documents **\$8,000**

Show all

Select**Comprehensive Single Trip****\$32.40**

(was \$36.00)

Excess \$0 \$100 \$250**Cancellation** (per person) \$3,000 \$6,000 Unlimited**What's included**Overseas medical and dental **\$Unlimited**Additional expenses **\$Unlimited**Luggage and travel documents **\$8,000**

Show all

Select**Comprehensive Annual Multi Trip****\$113.40**

(was \$126.00)

Excess \$0 \$100 \$250**Cancellation** (per person) \$3,000 \$6,000 Unlimited**Duration** 30 days 45 days 60 days**What's included**Overseas medical and dental **\$Unlimited**Additional expenses **\$Unlimited**Luggage and travel documents **\$8,000**

Show all

Select

Trip summaryGermany | 30/06/2015 - 31/07/2016 | Ages: 32 **Total \$175.00**

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Show all

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Show all

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Show all

Select

Trip summaryGermany | 30/06/2015 - 31/07/2016 | Ages: 32 **Total \$175.00**

Overseas medical and dental	\$Unlimited	Overseas medical and dental	\$Unlimited	<input checked="" type="checkbox"/> 10% member discount and dental	\$Unlimited
Additional expenses	\$Unlimited	Additional expenses	\$Unlimited	Additional expenses	\$Unlimited
Luggage and travel documents	\$8,000	Luggage and travel documents	\$8,000	Luggage and travel documents	\$8,000
	▼ Show all		▼ Show all		▼ Show all
	Select				Select

Need additional cover?

Increase Rental Car Insurance ?
+\$9.00

+ Add



Winter Sports Coverage ?

+ Add



Motorcycle & Moped Riding ?

+ Add



Increase Luggage Cover ?
+\$14.00

+ Add

< Back**Next >**

```

<form action="#">
  <!-- Carousel -->
  <div class="row small-collapse">
    ::before
  <div class="carousel small-12 columns owl-carousel owl-loaded owl-text-select-on owl-theme">
    <!--First Plan-->
    <!-- / First Plan -->
    <!--Second Plan-->
    <!-- / Second Plan -->
    <!--Third Plan-->
    <!-- / Third Plan -->
  <div class="owl-stage-outer">
    <div class="owl-stage" style="transform: translate3d(0px, 0px, 0px); transition: 0s; width: 950.001px;">
      <div class="owl-item active" style="width: 296.667px; margin-right: 20px;">...</div>
      <div class="owl-item active" style="width: 296.667px; margin-right: 20px;">
        <section class="plans row selected" id="plan-2"> = $0
          ::before
          <div class="intro small-12 columns">...</div>
          <div class="options small-12 columns">...</div>
          <!--Benefits-->
          <div class="benefits small-12 columns" id="benefits-2a" aria-describedby="plan-2">...</div>
          <!--/Benefits-->
          ::after
        </section>
      </div>
      <div class="owl-item active" style="width: 296.667px; margin-right: 20px;">...</div>
      ::after
    </div>
    </div>
    <div class="owl-controls">...</div>
  </div>
  ::after
</div>
<!-- /Carousel -->
<!--Add-ons-->
<div class="extras" aria-describedby="plan-2">
  <h2>Need additional cover?</h2>
  <ol class="purchaseList">...</ol>
</div>
<!--/Add-ons-->
<div class="buttonWellContainer row column small-collapse">...</div>
</form>

```

Trip summary

Germany | 30/06/2015 - 31/07/2016 | Ages: 32 

SAVE10 promo code has been applied (-10%)

Medical Only Single Trip

\$21.60

(was \$24.00)

Best fit Comprehensive Single Trip

\$32.40

(was \$36.00)

Excess

\$0 \$100 \$250

Cancellation (per person)

\$3,000 \$6,000 Unlimited

Excess

\$0 \$100 \$250

Cancellation (per person)

\$3,000 \$6,000 Unlimited

What's included

Overseas medical and dental **\$Unlimited**

Additional expenses **\$Unlimited**

Luggage and travel documents **\$8,000**

 Show all

Select

What's included

Overseas medical and dental **\$Unlimited**

Additional expenses **\$Unlimited**

Luggage and travel documents **\$8,000**

 Show all

Select

```

<form action="#">
  <!-- Carousel -->
  <div class="row small-collapse">
    ::before
    <div class="carousel small-12 columns owl-carousel owl-loaded owl-text-select-on owl-theme">
      <!--First Plan-->
      <!-- / First Plan -->
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      <!-- / Second Plan -->
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      <!-- / Third Plan -->
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      <div class="owl-stage" style="transform: translate3d(0px, 0px, 0px); transition: 0s; width: 950.001px;">
        <div class="owl-item active" style="width: 296.667px; margin-right: 20px;">...</div>
        <div class="owl-item active" style="width: 296.667px; margin-right: 20px;">
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            <div class="intro small-12 columns">...</div>
            <div class="options small-12 columns">...</div>
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            <div class="benefits small-12 columns" id="benefits-2a" aria-describedby="plan-2">...</div>
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            ::after
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        </div>
        <div class="owl-item active" style="width: 296.667px; margin-right: 20px;">...</div>
        ::after
      </div>
      <div class="owl-controls">...</div>
    </div>
    ::after
  </div>
  <!-- /Carousel -->
  <!--Add-ons-->
  <div class="extras" aria-describedby="plan-2" style="background-color: #0070C0; color: white; padding: 5px; text-align: center;">= $0
```

Trip summary

Germany | 30/06/2015 - 31/07/2016 | Ages: 32 

Overseas medical and dental	\$Unlimited	Overseas medical and dental	\$Unlimited
Additional expenses	\$Unlimited	Additional expenses	\$Unlimited
Luggage and travel documents	\$8,000	Luggage and travel documents	\$8,000
 Show all			 Show all
Select			

Need additional cover?


Increase Rental Car Insurance 
 + \$9.00
[+ Add](#)


Winter Sports Coverage 
[+ Add](#)


Motorcycle/Moped Rider Cover 
[+ Add](#)

Jet Lag/CallCodes Demo
(5mins max)

HTML

CSS

JS/ARIA

**It's not just about
making forms easier to use.**

**It's not just about
making forms easier to use.**

**It's also about
managing expectations.**

Thank You!

Ivan Wilson
Innate

CSS Dev Conference
San Antonio, Texas
October 17-19, 2016

The Secret Life of Forms

Ivan Wilson
Innate

CSS Dev Conference
San Antonio, Texas
October 17-19, 2016

Greetings/additional statements - Title

Stack of forms – financial (house/loans), government programs, shopping carts

Question to audience – What is the most important thing you did that involved an online form (doesn't have to be a purchase)?



How do we design forms to work best? What are the best patterns/ones that work the best?
Well know book by Luke Wroblewski

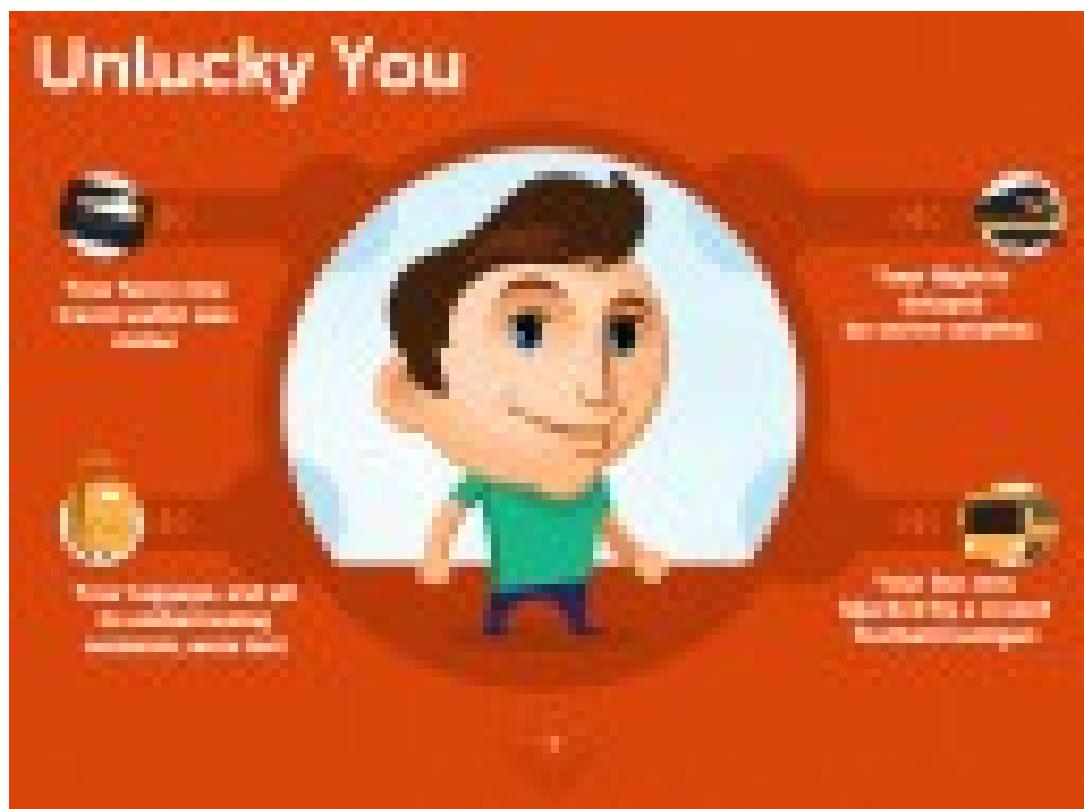


The \$300 Million Button

In late 2013, Microsoft announced the acquisition of LinkedIn for \$26.2 billion. In addition, Microsoft purchased GitHub for an undisclosed amount. The purchase of GitHub was described by Microsoft as "the most significant strategic acquisition in our company's history." The reason behind this acquisition was to "empower developers."

\$300 Million Button story – referencing more UX
Needless to say, we have a lot of work around the experience of using/building forms.

Unfortunately, reality says otherwise. (no shaming)
But forms aren't just about data entry. Lots of stuff can be done with forms that we don't think about.



Project youGo – form used as demo/animation
(Go to <http://yougotravelinsurance.com.au/>, use the following slides as backup)

Travel insurance – funny demo displaying bad things happening on a vacation

Cute animations (Rachel would love this 9)

Unlucky You



• • •

• • •
• • •
• • •

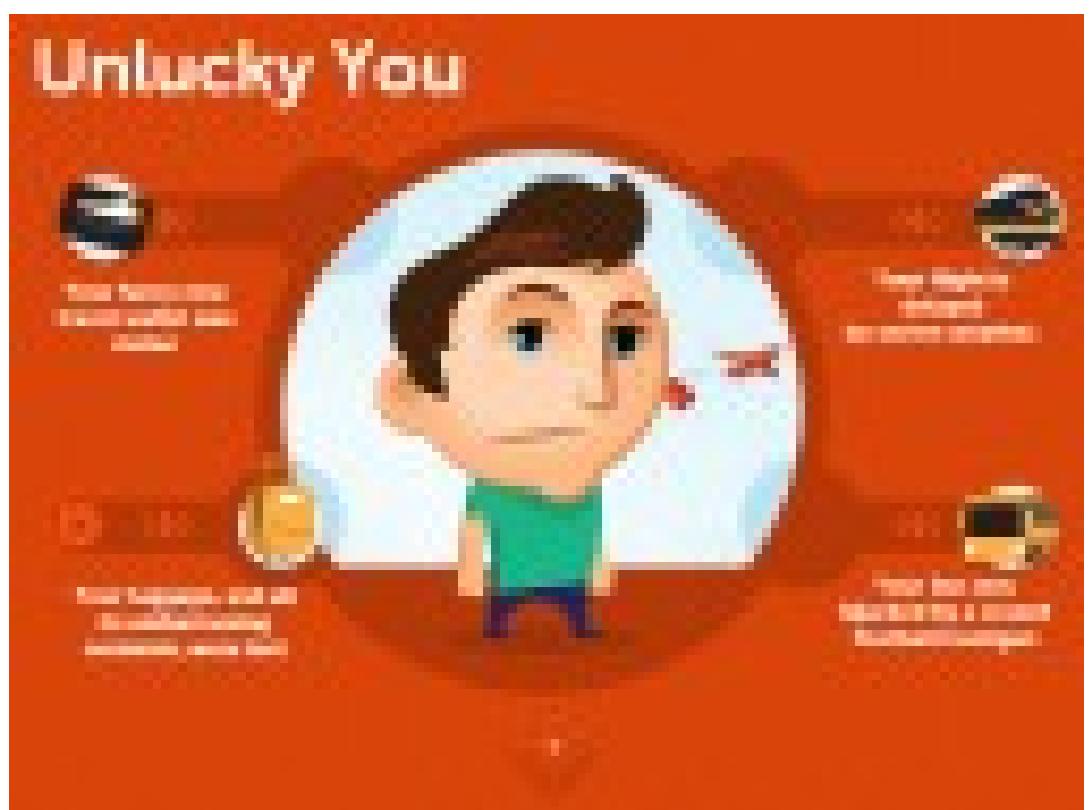
• • •
• • •
• • •

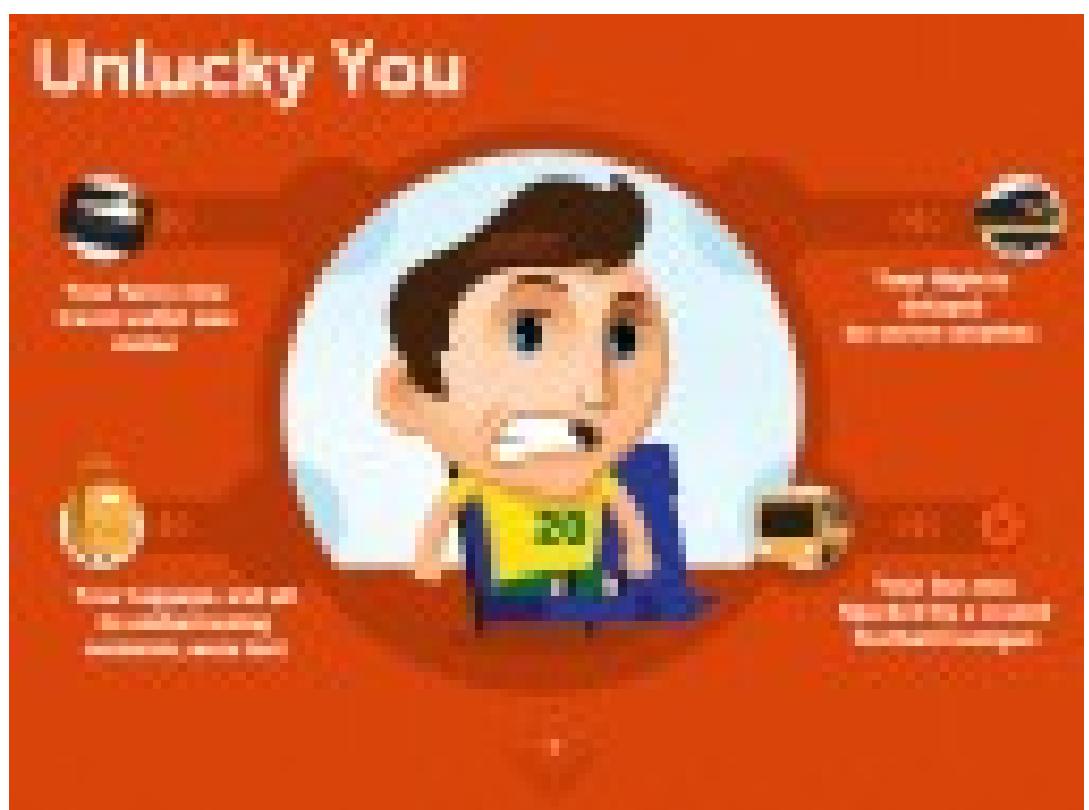
• • •
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• • •

• • •
• • •
• • •

Unlucky You





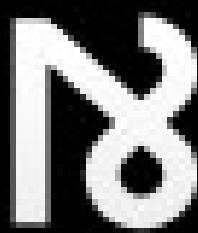




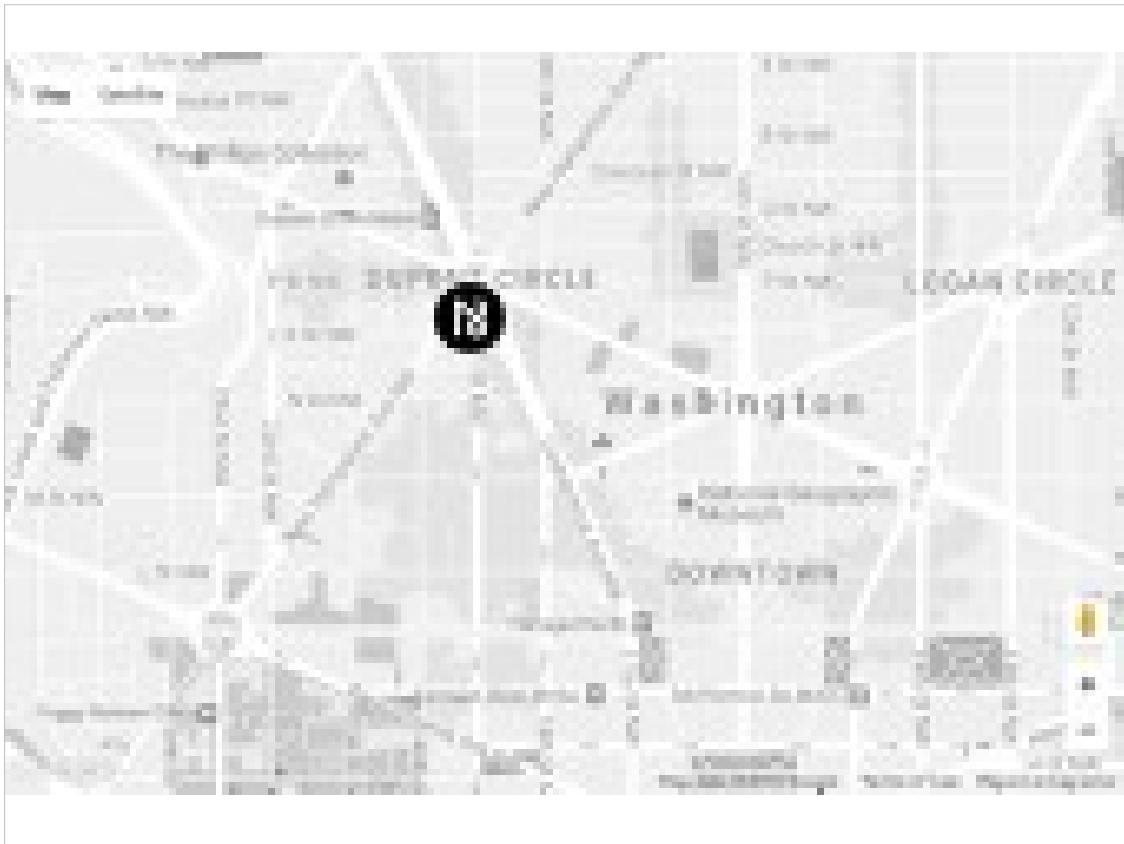
(If you have all four – I don't want to be around you during my vacation ☺)

I'll get back to this later.

Anyways, let me start over with the introduction...



My name is Ivan Wilson, FED at Innate, a digital agency



(Innate location) In Washington, DC (national capital)
in Dupont Circle district



10th Anniversary in April



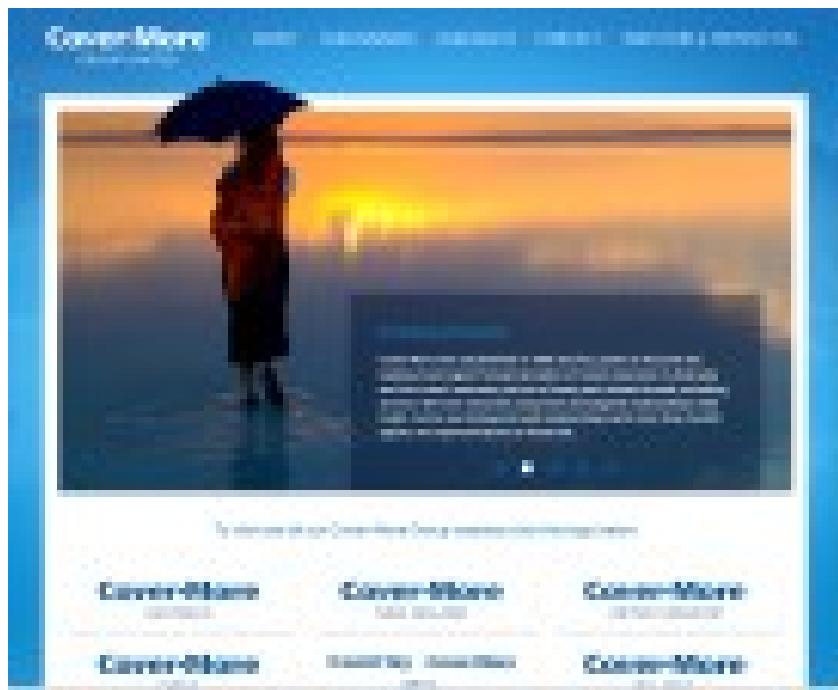
Travel Insurance

Travel Insurance

What is travel insurance? (Ask audience)



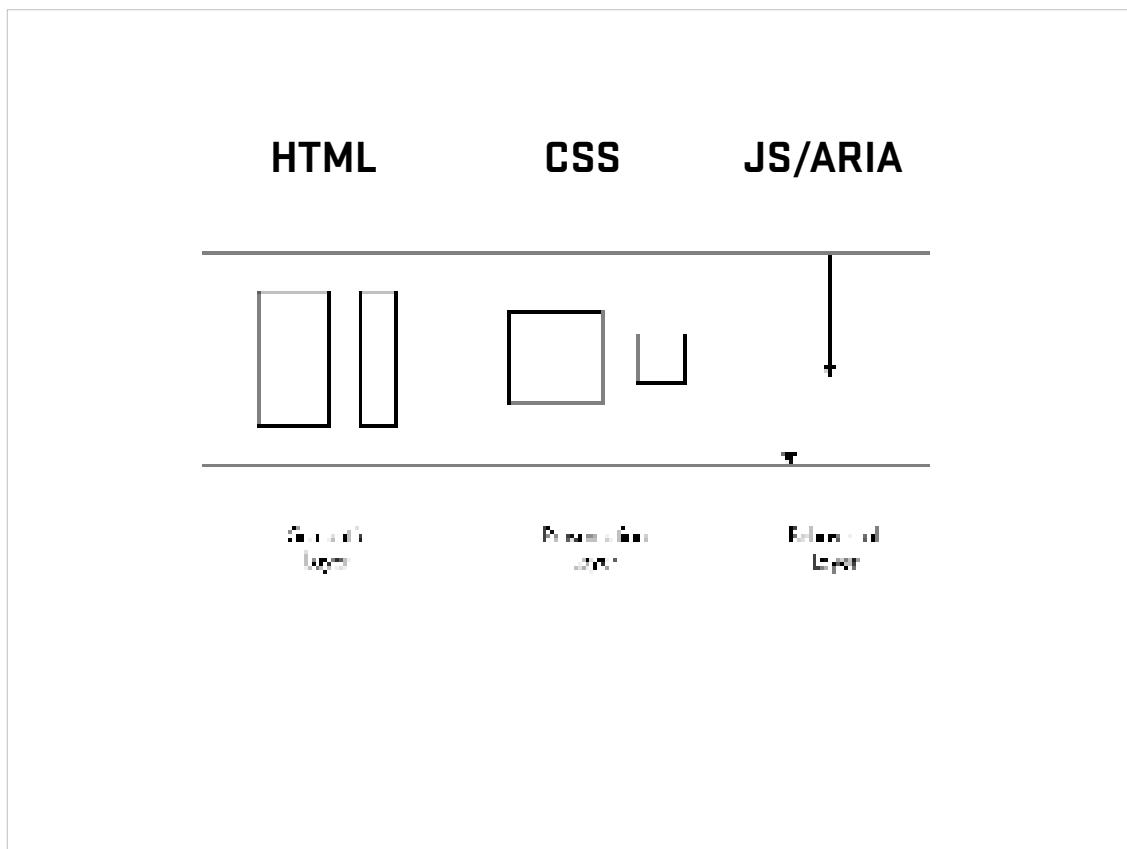
Mondial Assistance/Allianz (2008-2012)



Cover-More (2012 -)
Australia, NZ, UK, China, (India?) and recently to US

Explain experience with forms/job

- 1) Data
 - 2) Policies
 - 3) eCommerce
 - 4)
- Some good/bad



Referencing Project Ottawa – three layers, translated
into a) HTML, b) CSS, c) JS/ARIA
The FED toolbox for building experiences.

HTML

Referencing Project Ottawa – three layers, translated
into a) HTML, b) CSS, c) JS/ARIA
The FED toolbox for building experiences.

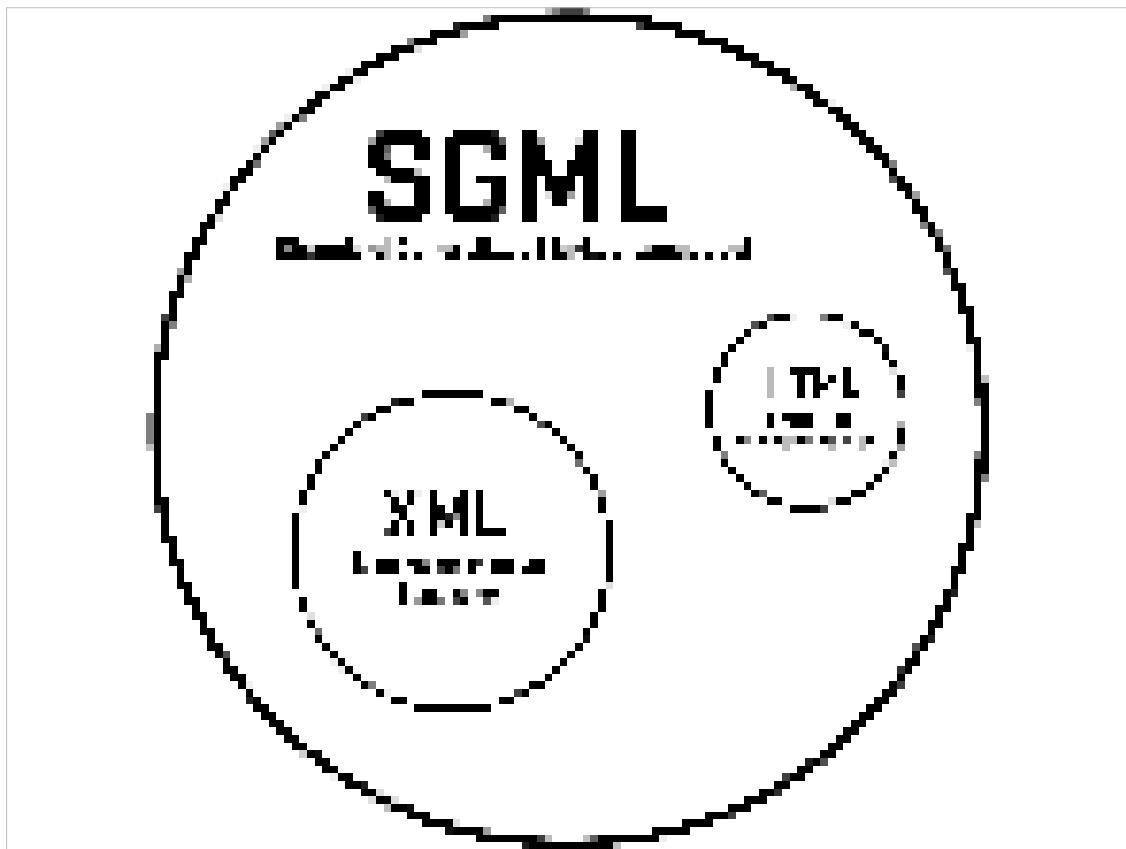
**HTML is not
a construct.**

**HTML is not
a construct.
It's a language.**

**HTML is not
a construct.
It's a language.
And it has**

**HTML is not
a construct.
It's a language.
And it has
superpowers.**

What sort of superpowers?



Diversion – History of HTML

Reminders – Tim, markup, HTML, XML

SGML – 30th anniversary, WWW – 25th anniversary

(No. You don't want to read SGML.)

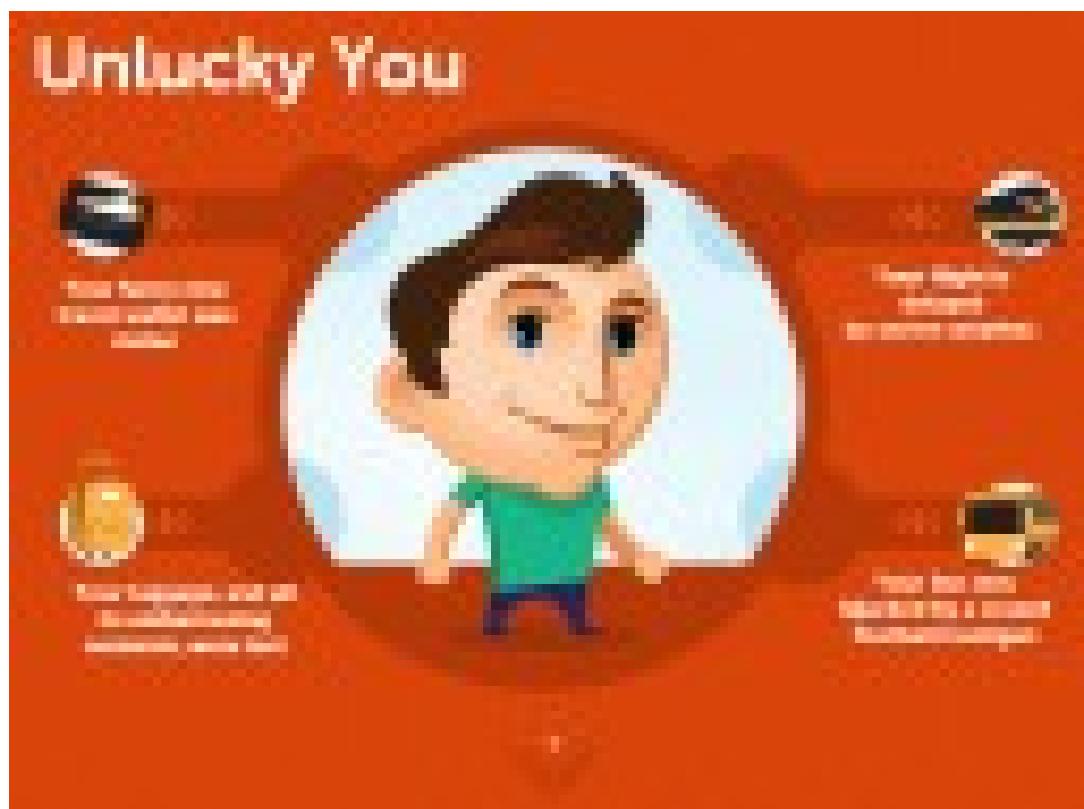
HTML – more relaxed, checkered past cousin of XML

Basic to forms...

HTML inputs (pre HTML5)

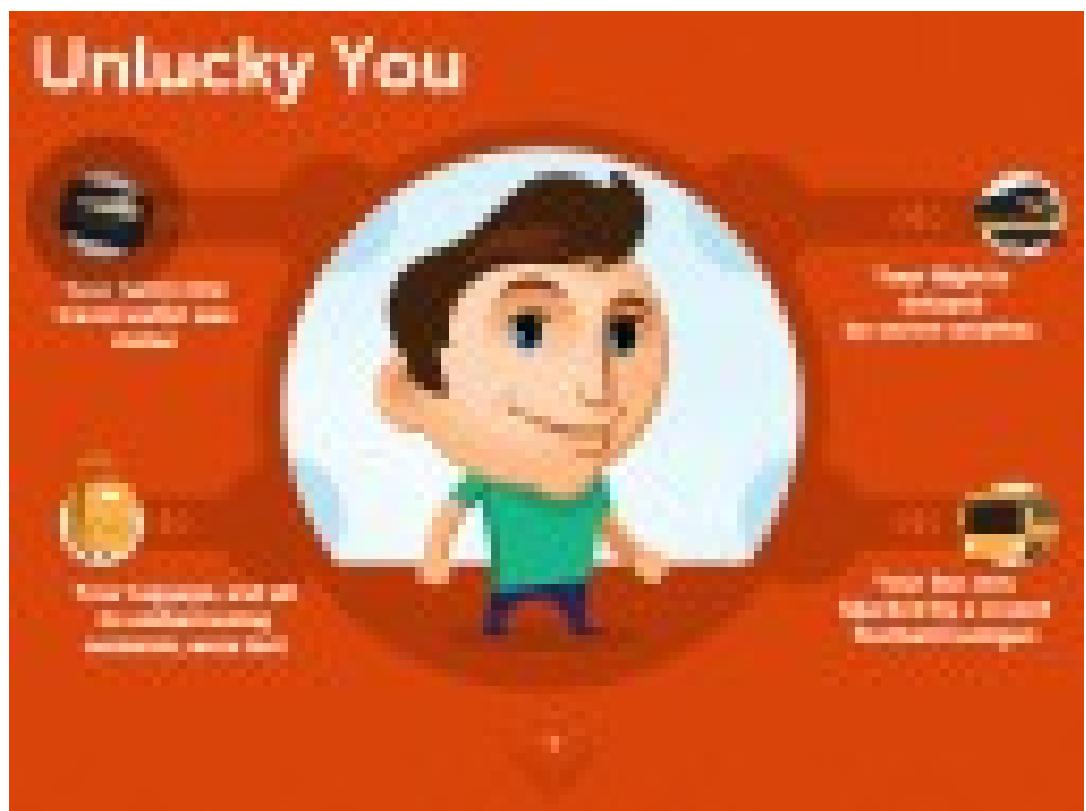


youGo – travel insurance for under 30 crowd/Cover-More



youGo/unlucky explanation – Visual (Choice #1)
Form with four set of radio buttons – no submit
(demo form)

Go to youGo site for demo -
<http://yougotravelinsurance.com.au/>



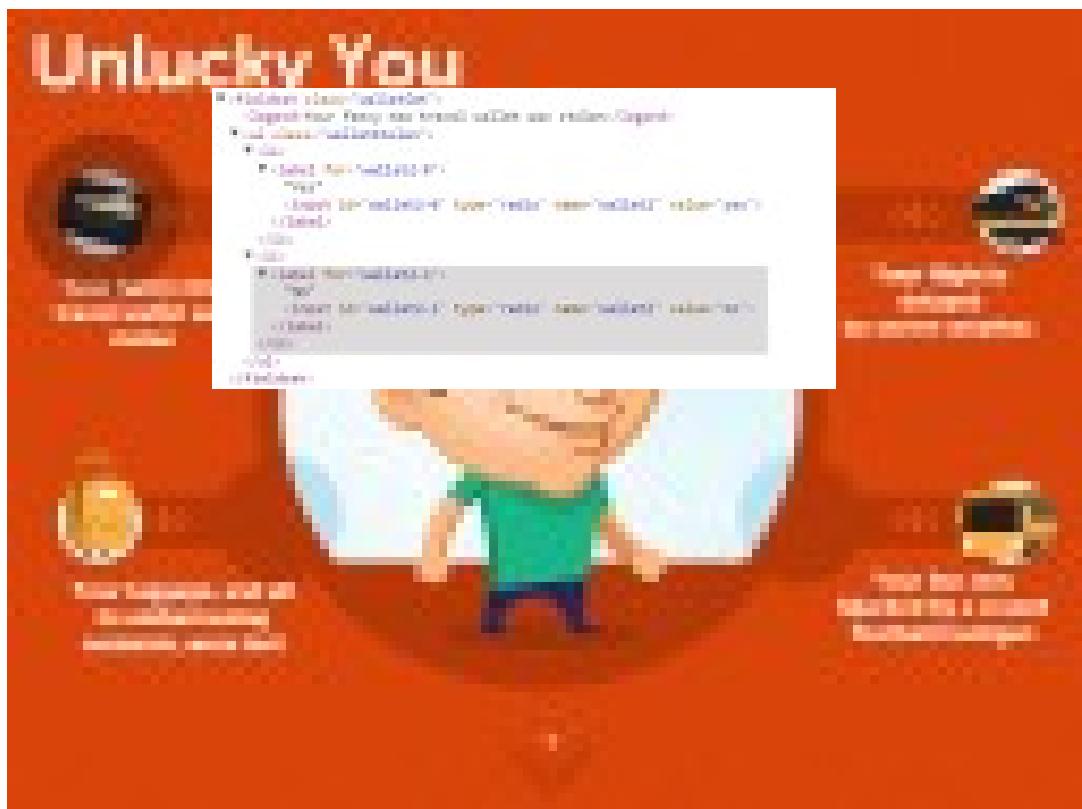
youGo/unlucky explanation – Visual/Code (Choice #1)



youGo/unlucky explanation – Visual/Code (Choice #1)



youGo/unlucky explanation – Visual/Code (Choice #1) – switch on



youGo/unlucky explanation – Visual/Code (Choice #1) – switch off

Picture in the middle controlled via JS (lots of logic...
Christmas tree logic!!!)

Back to the site -



<http://www.rollcalltasteofamerica.com/>

CQ RollCall/Taste of America – a “friendly” contest among states for the best food, in the form of a NCAA bracket

<http://www.rollcalltasteofamerica.com/>

Go to site to display the whole bracket – 64 entries.
How do I deal with this? No coding –
sketching/drawing

<https://www.flickr.com/photos/thewilsonproject/albums/72157626919870575>



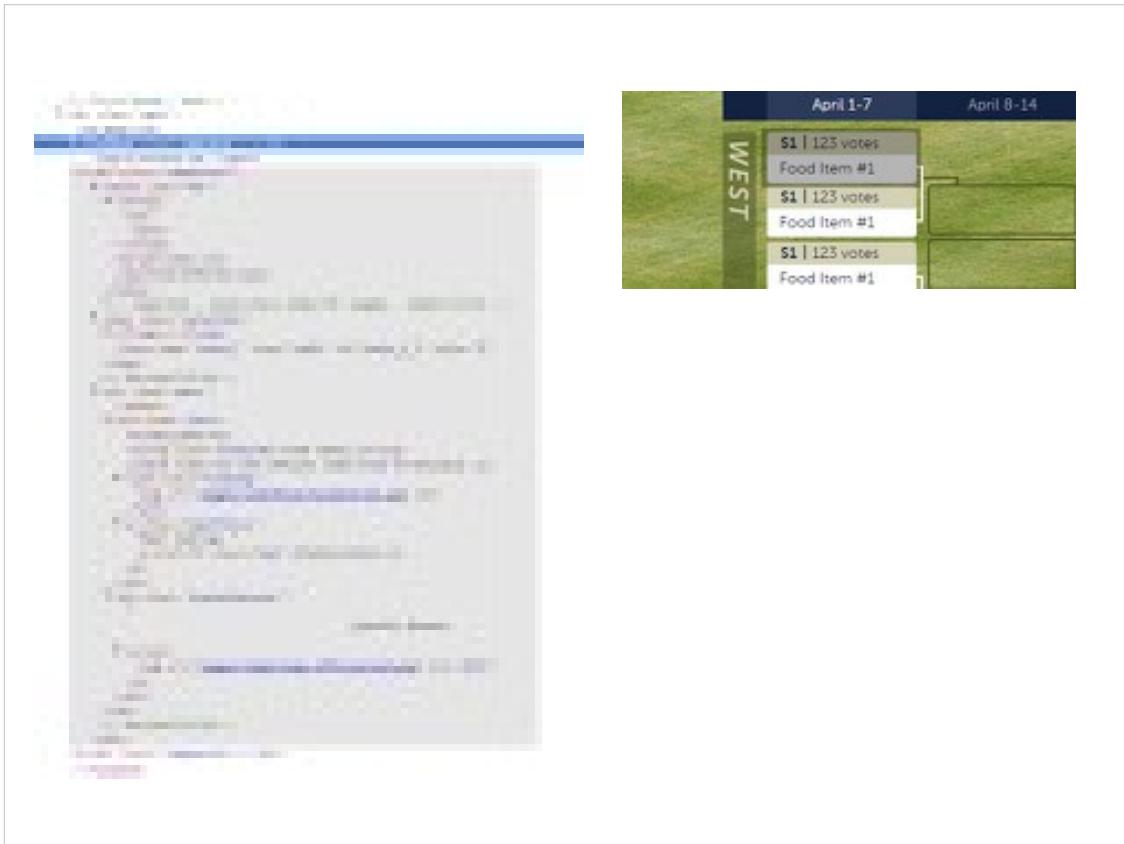
One matchup - visual

	April 1-7	April 8-14
WEST	\$1 123 votes Food Item #1	
	\$1 123 votes Food Item #1	
	\$1 123 votes Food Item #1	

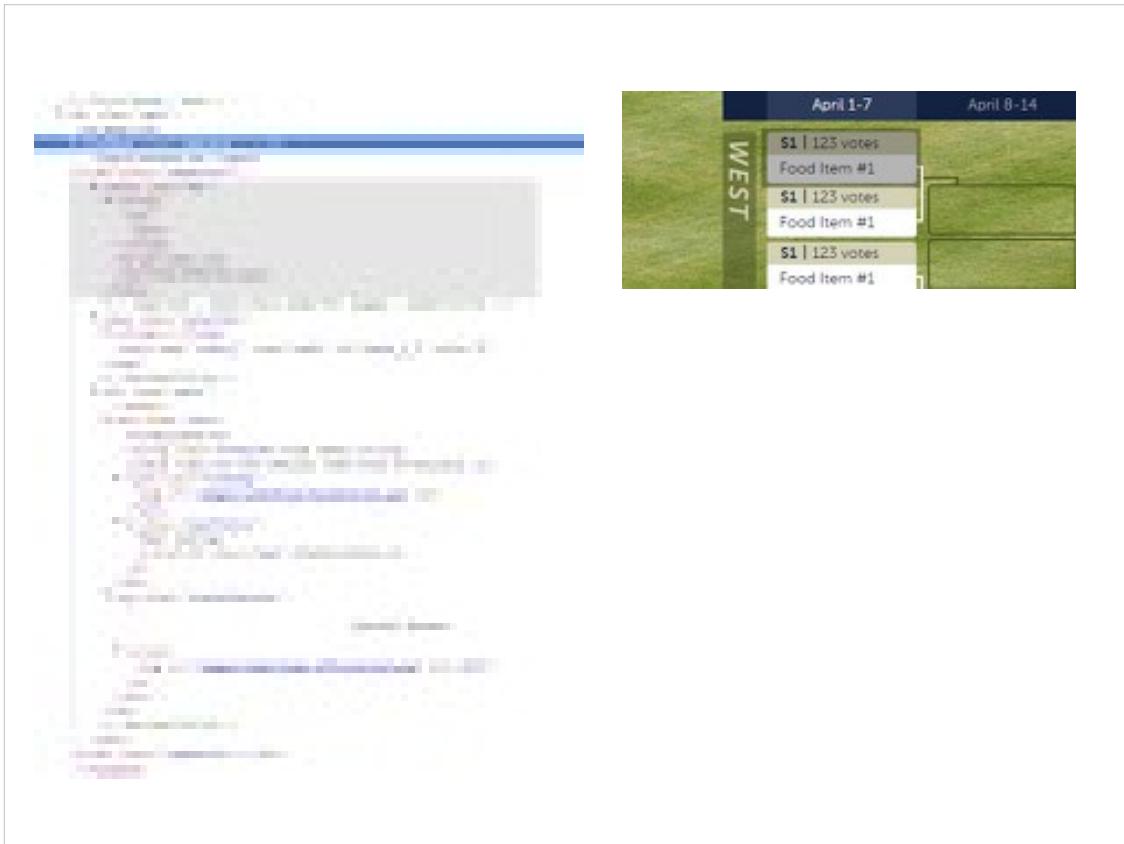
One matchup – visual, take a look at a competitor



One matchup – HTML code
Each fieldset contains two competitors

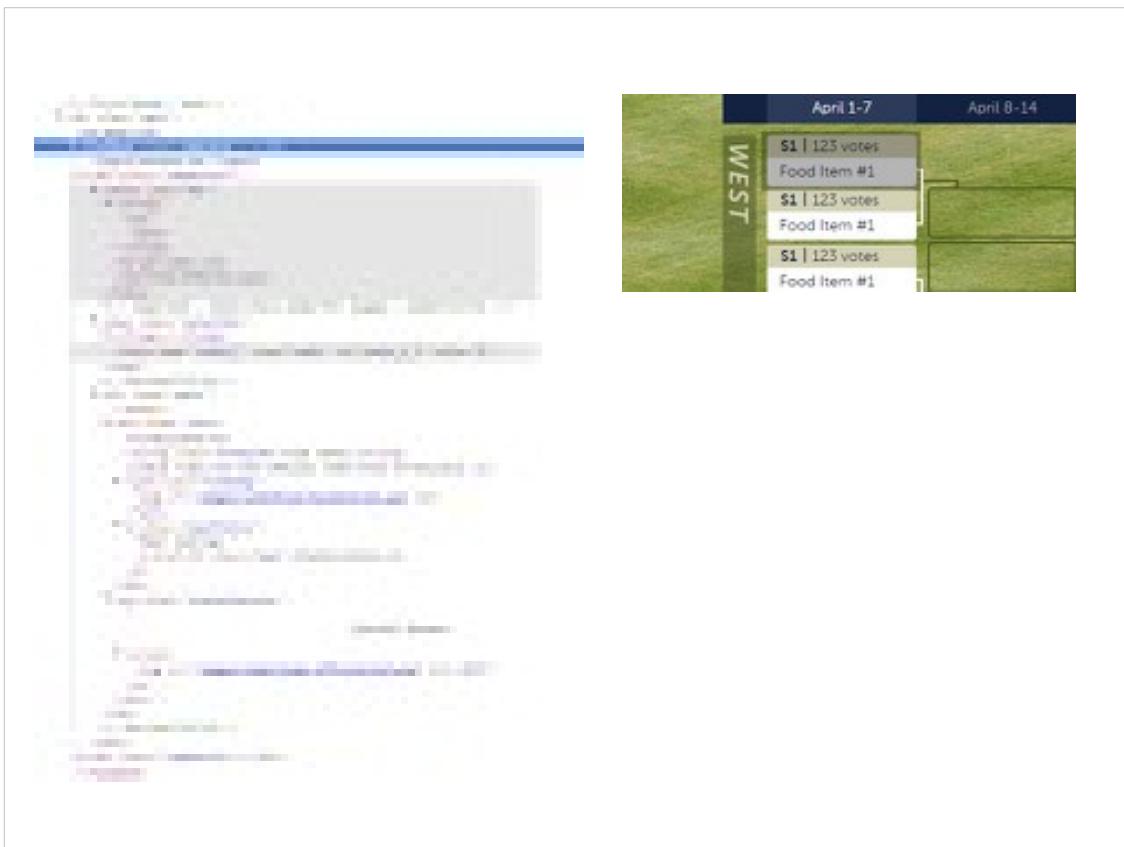


One matchup – HTML code
Highlighted is code for one competitor
(Explanation of what is a fieldset/legend?)



One matchup – HTML code

What you see highlighted in both is the form label,
the part which you interact (click), contains all the
pertaining information for describing the input

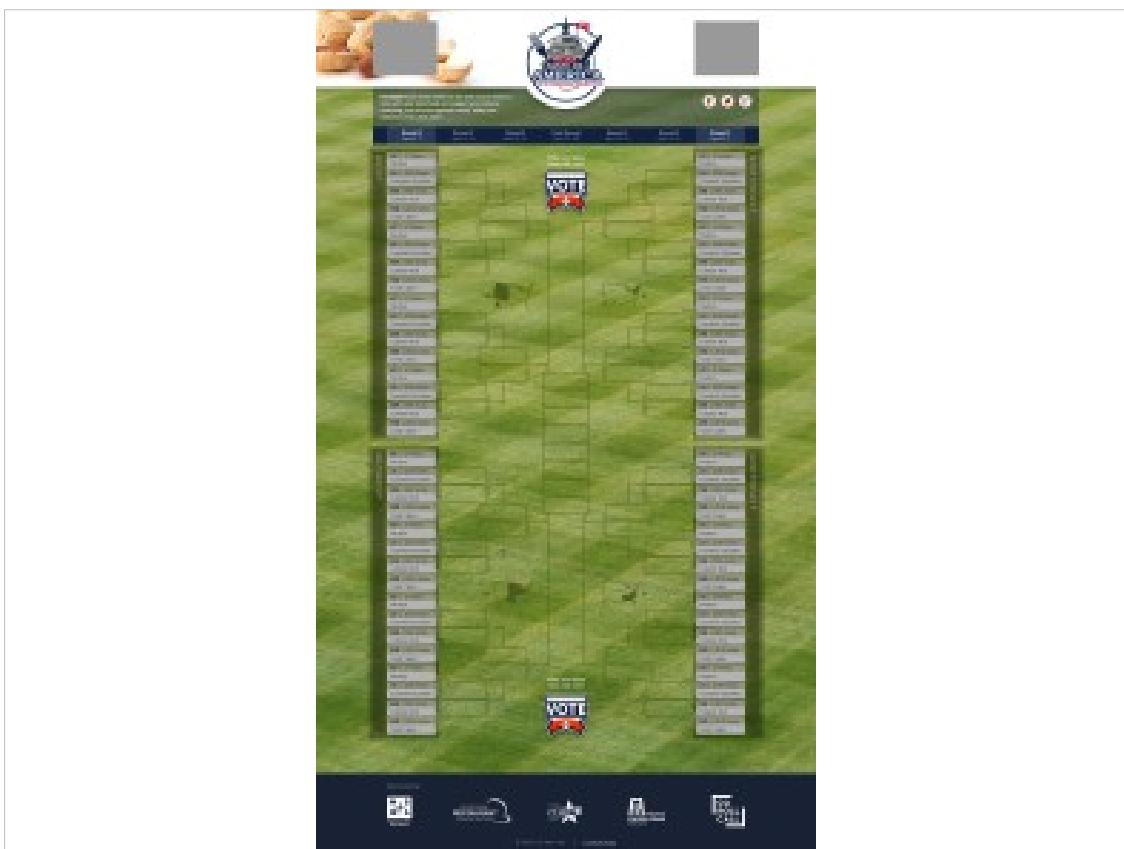


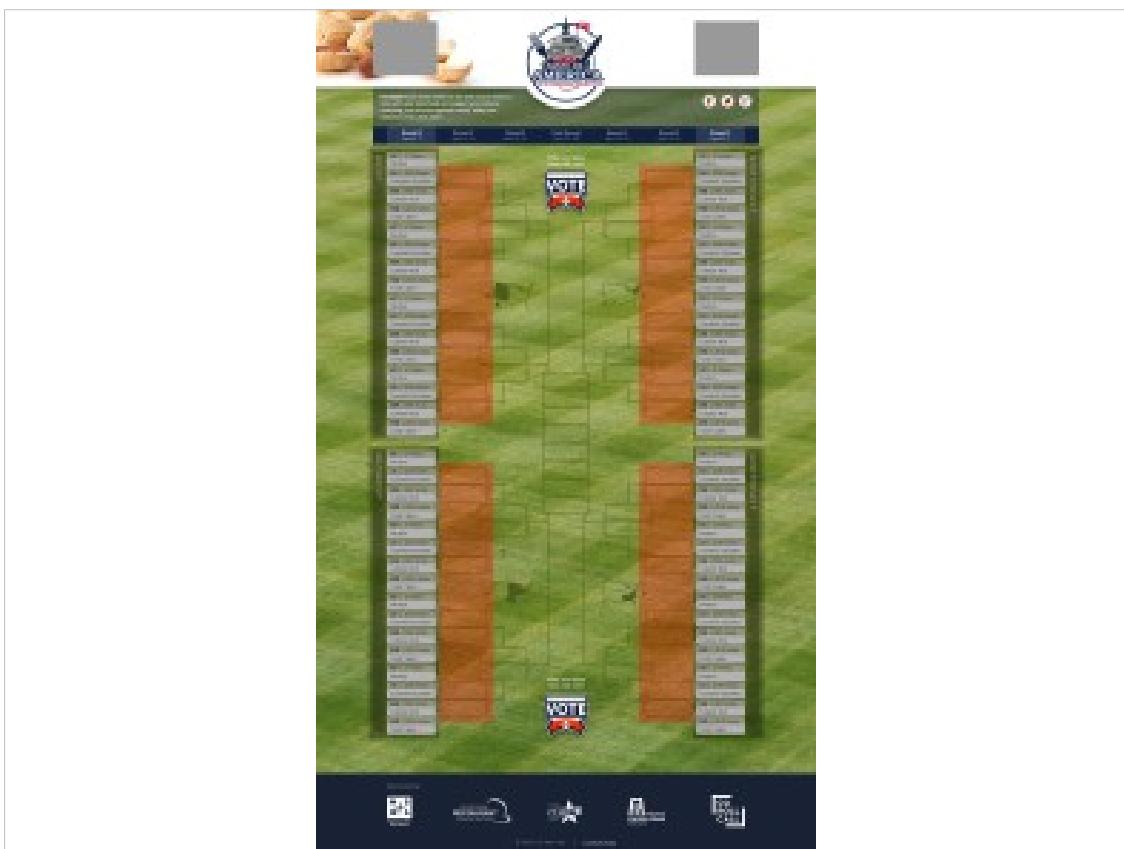
One matchup – HTML code

Input is below, hidden unless no js

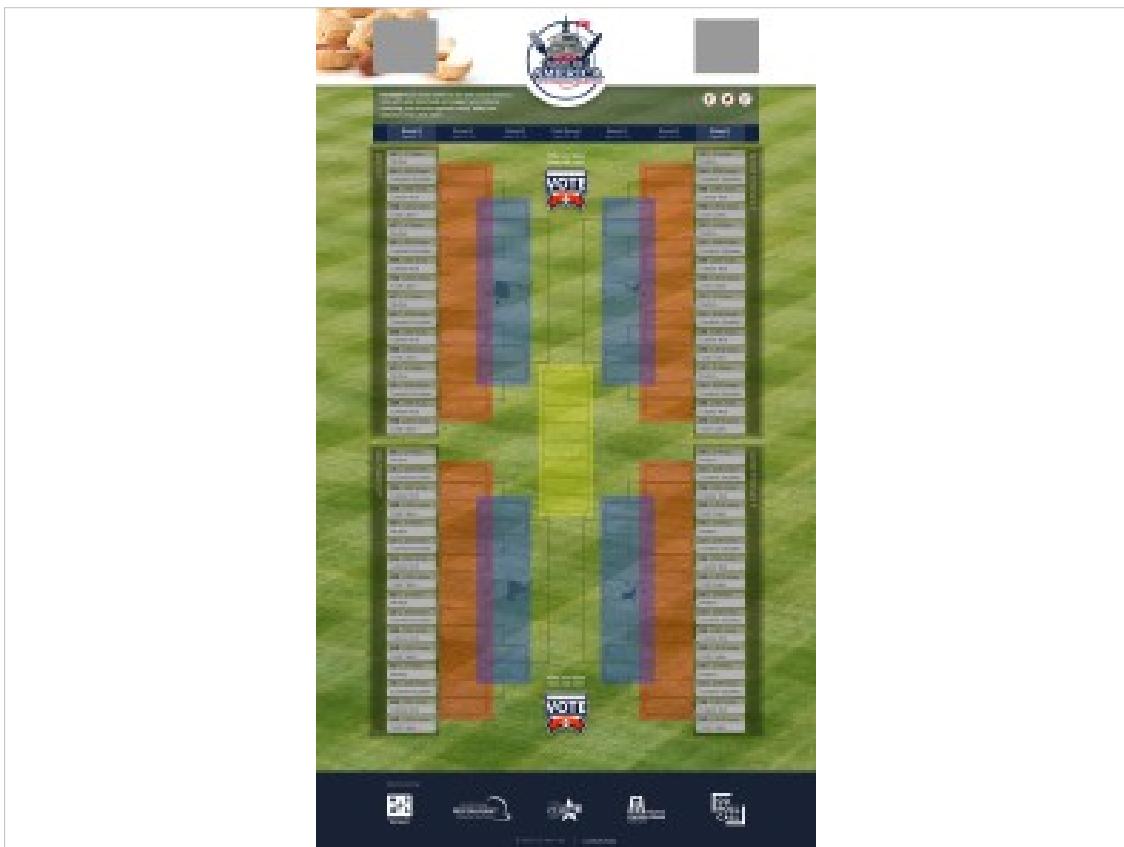
Go to (live) code example to show the working model

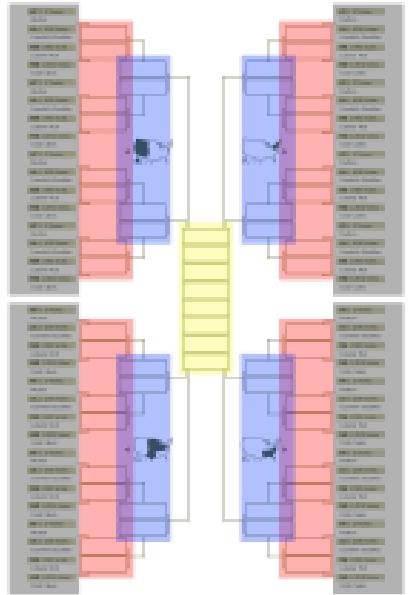


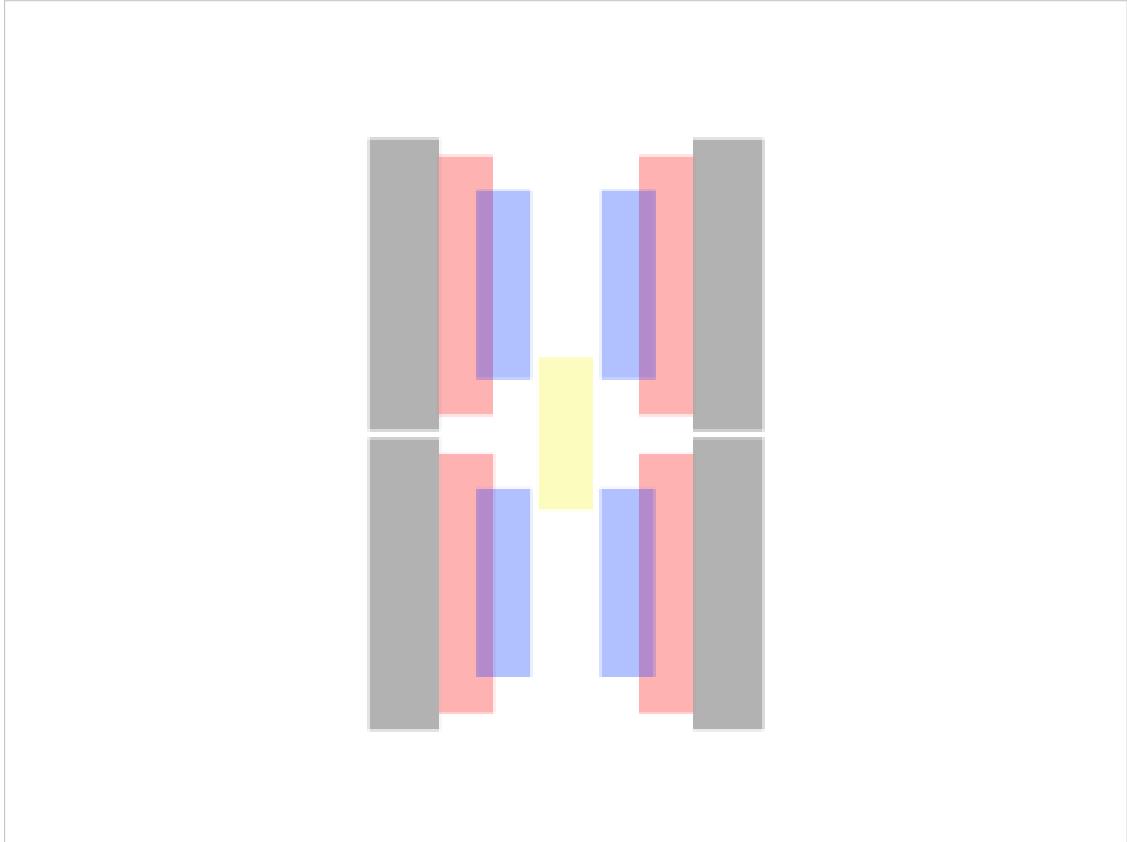


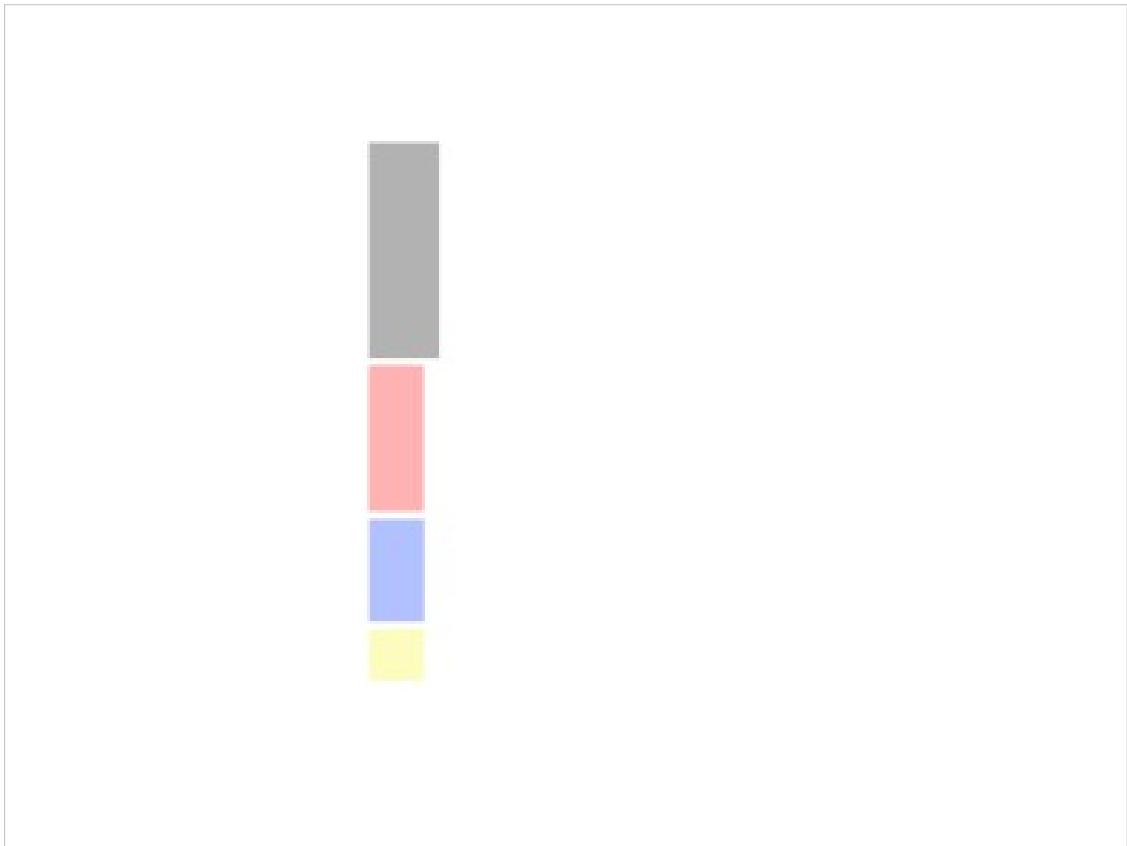






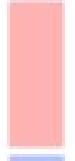








First Round



Second Round



Third Round



Final Round

**Labels
are
your friends.**

Before going further – 1) explain what labels are and
2) what is that difference between placeholder and
labels (and why that is important)

Labels are your friends.



Before going further –

- 1) explain what labels are
- 2) what is that difference between placeholder and labels (and why that is important)
- 3) Touch area/mobile, a11y
- 4) Language

Explanation of touch area (Luke W) and a11y practices

Touch area (Luke W, Apple “44” rule), a11y practices



Good copywriting is very important.

Diversion – side note about good writing for labels
(copywriting)



Buena redacción es muy importante.

Diversion – side note about good writing for labels
(copywriting) – foreign language mention

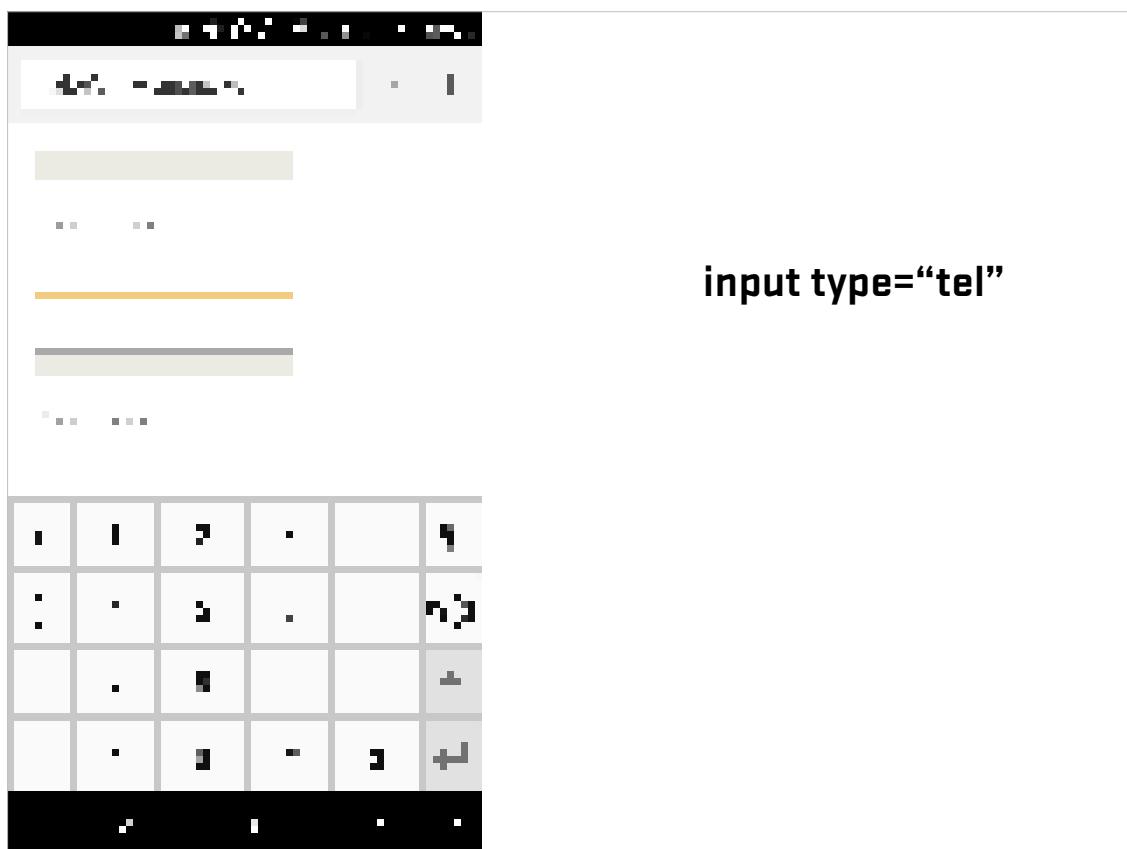
Examples –

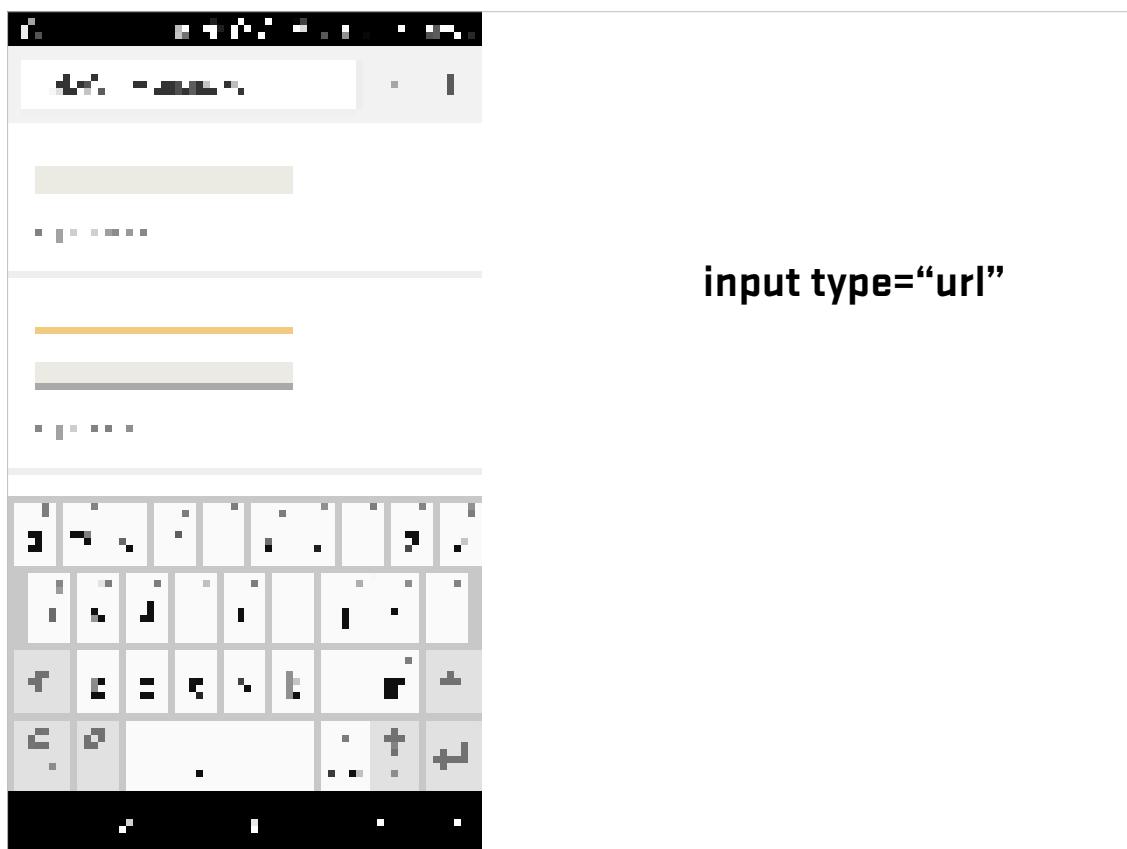
Polish - <http://www.mondial-assistance.pl/content/23/pl/oblicz-skladke-ubezpieczenia-turystycznego.html>

Romanian - <https://www.mondial-assistance.ro/content/23/ro/asigurare-calatorie-achizitie-online>

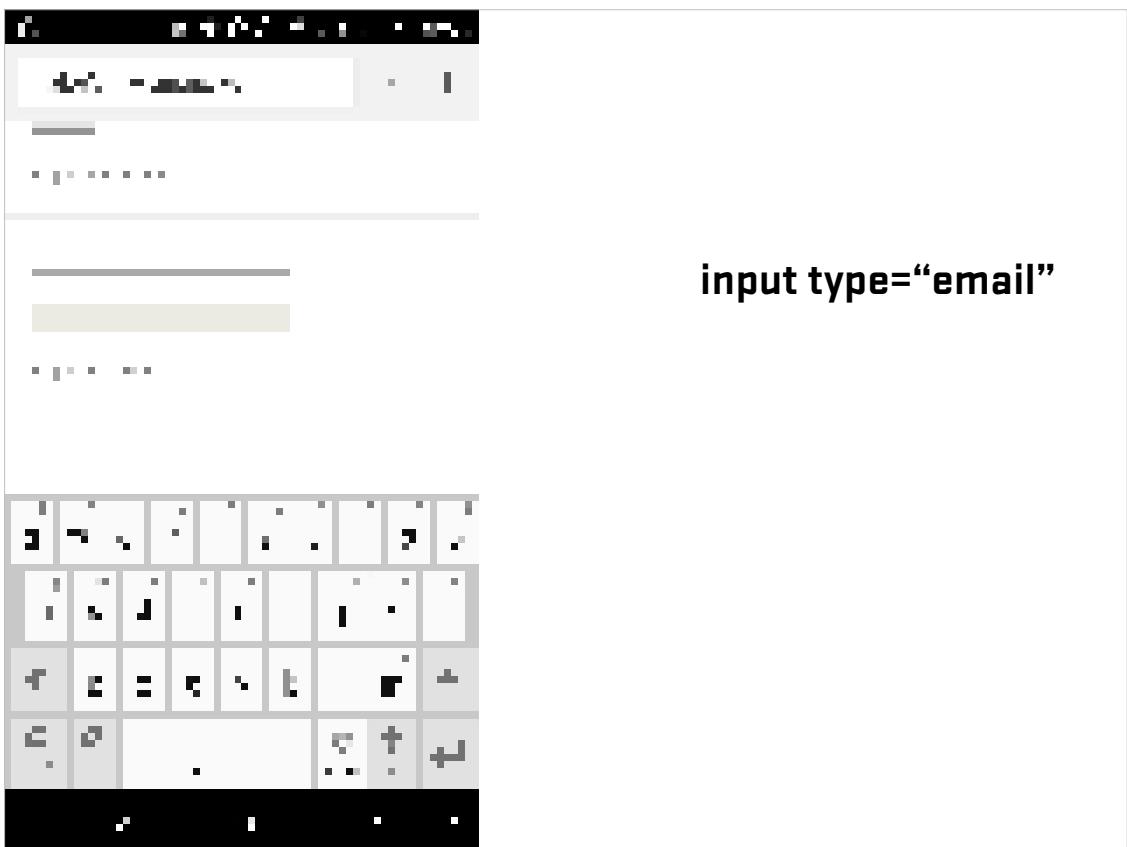
Greek - <http://www.mondial-assistance.gr/content/23/el/protasi>

Hungarian - <https://www.mondial-assistance.hu/content/23/hu/biztositas-kalkulator>

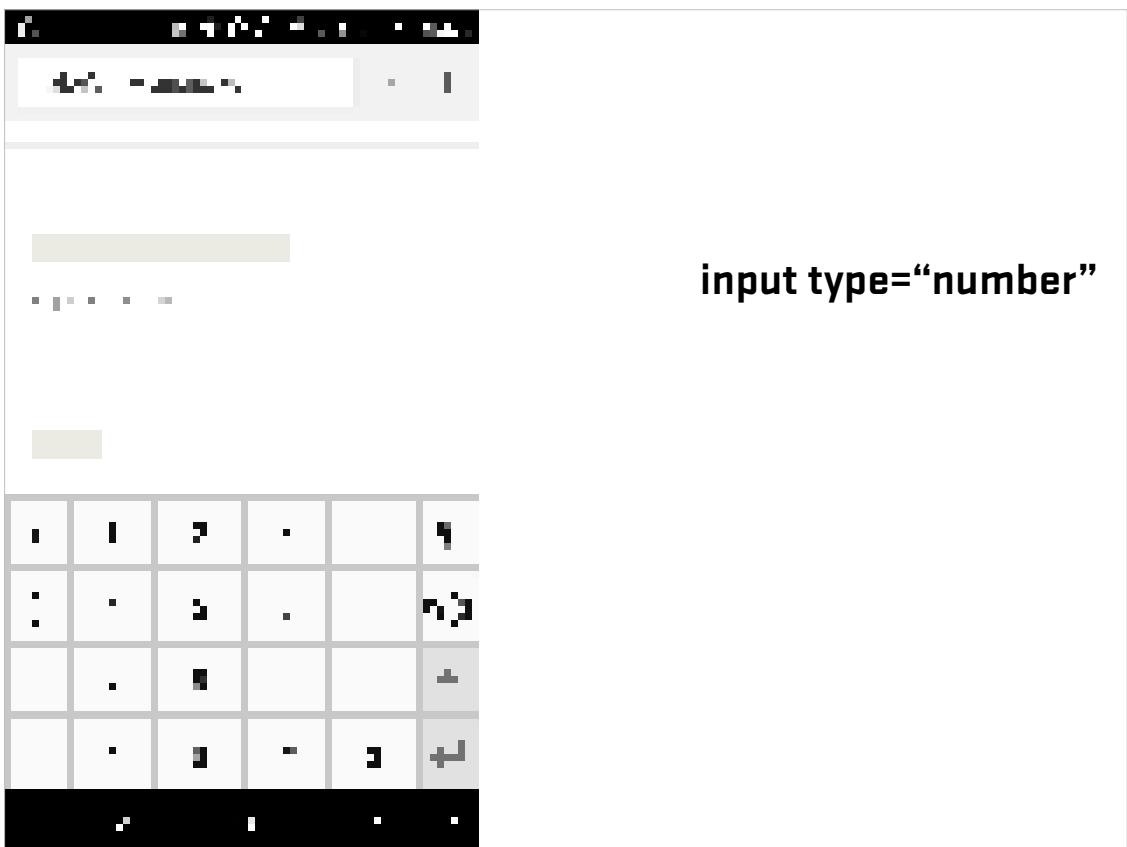




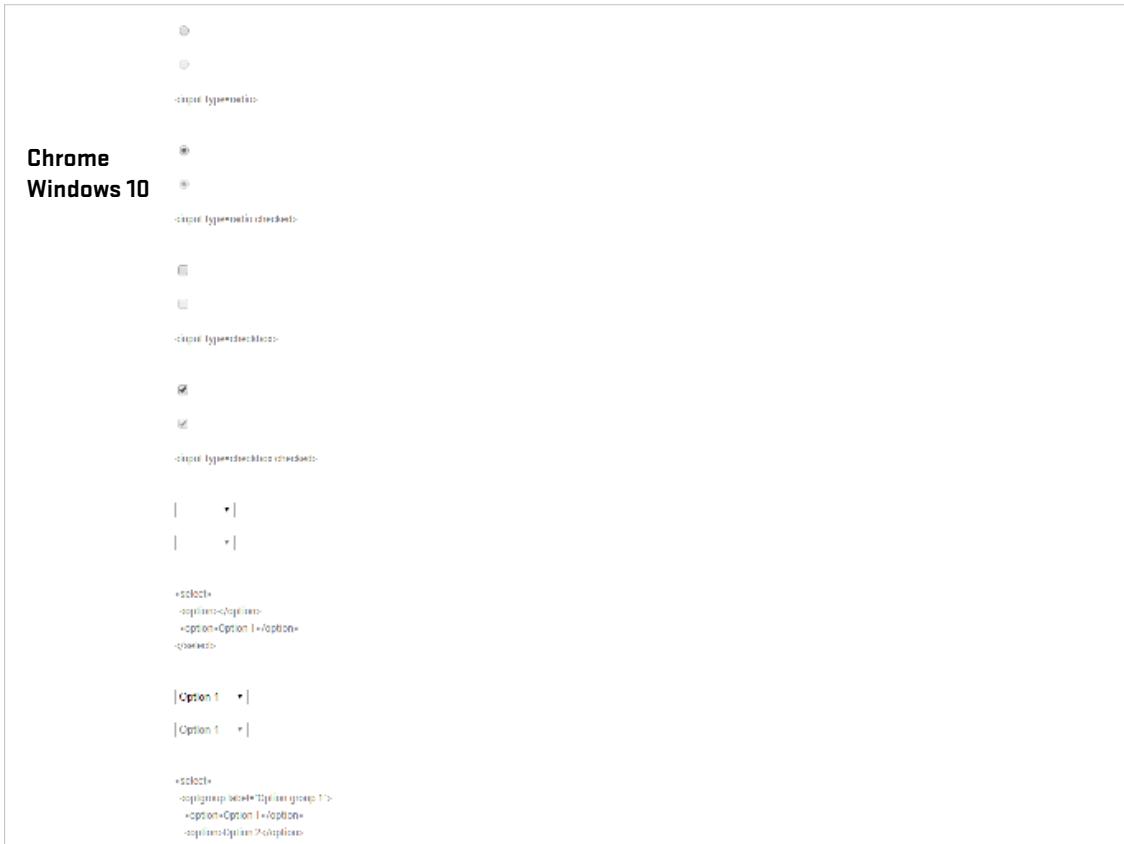
input type="url"



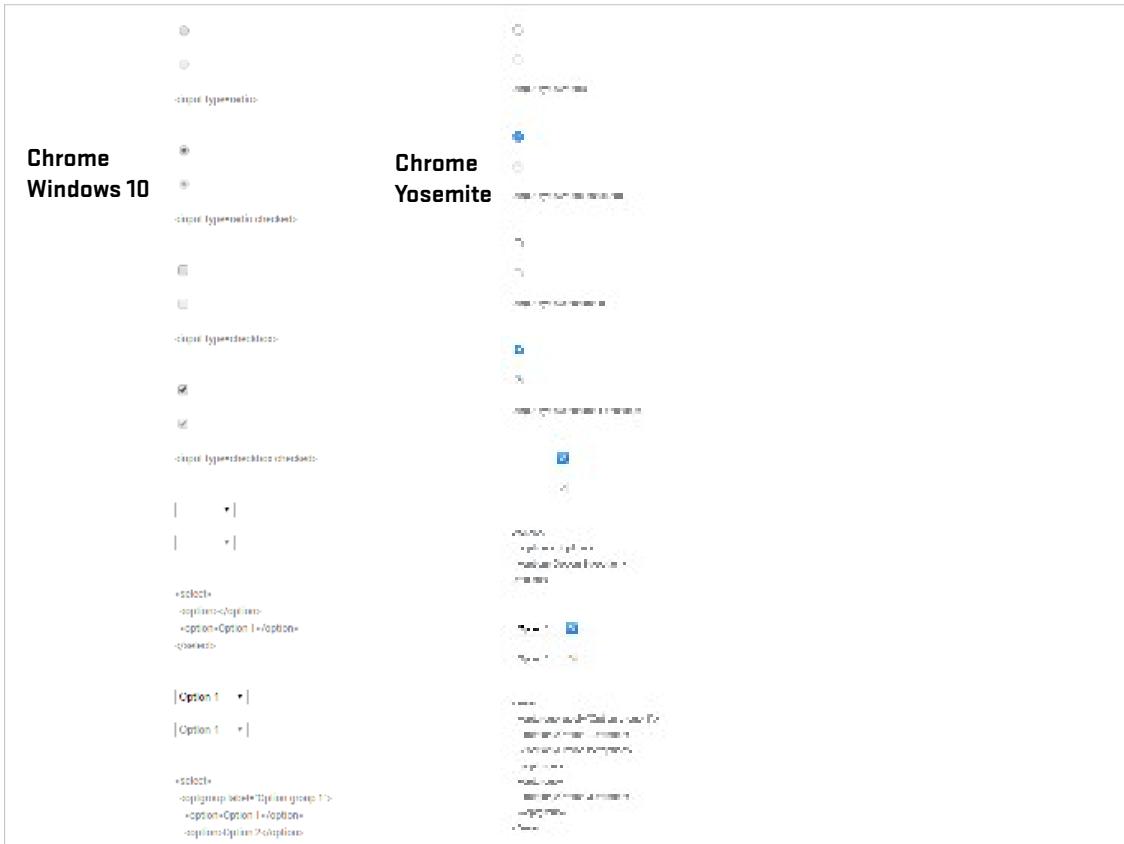
input type="email"



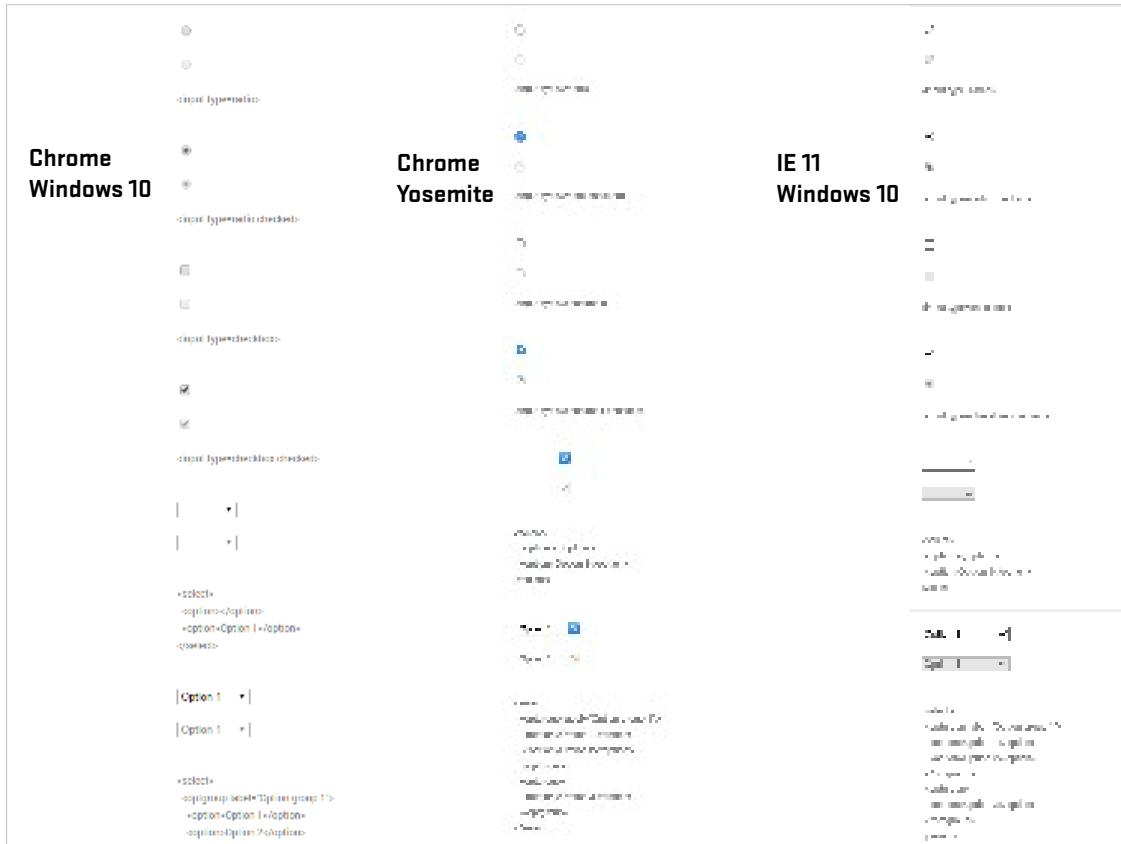
`input type="number"`



Differences of form UI's among browsers/platforms



Differences of form UI's among browsers/platforms



Differences of form UI's among browsers/platforms

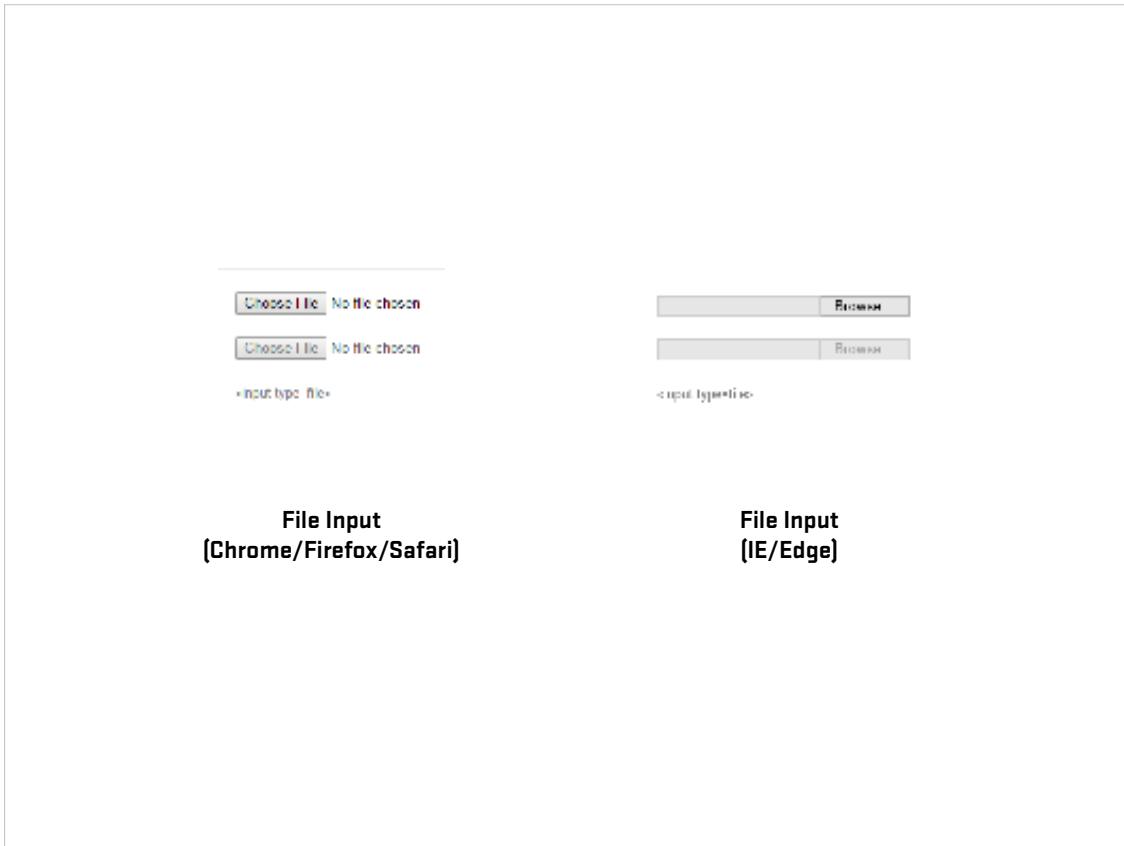
Choose File No file chosen

Choose File No file chosen

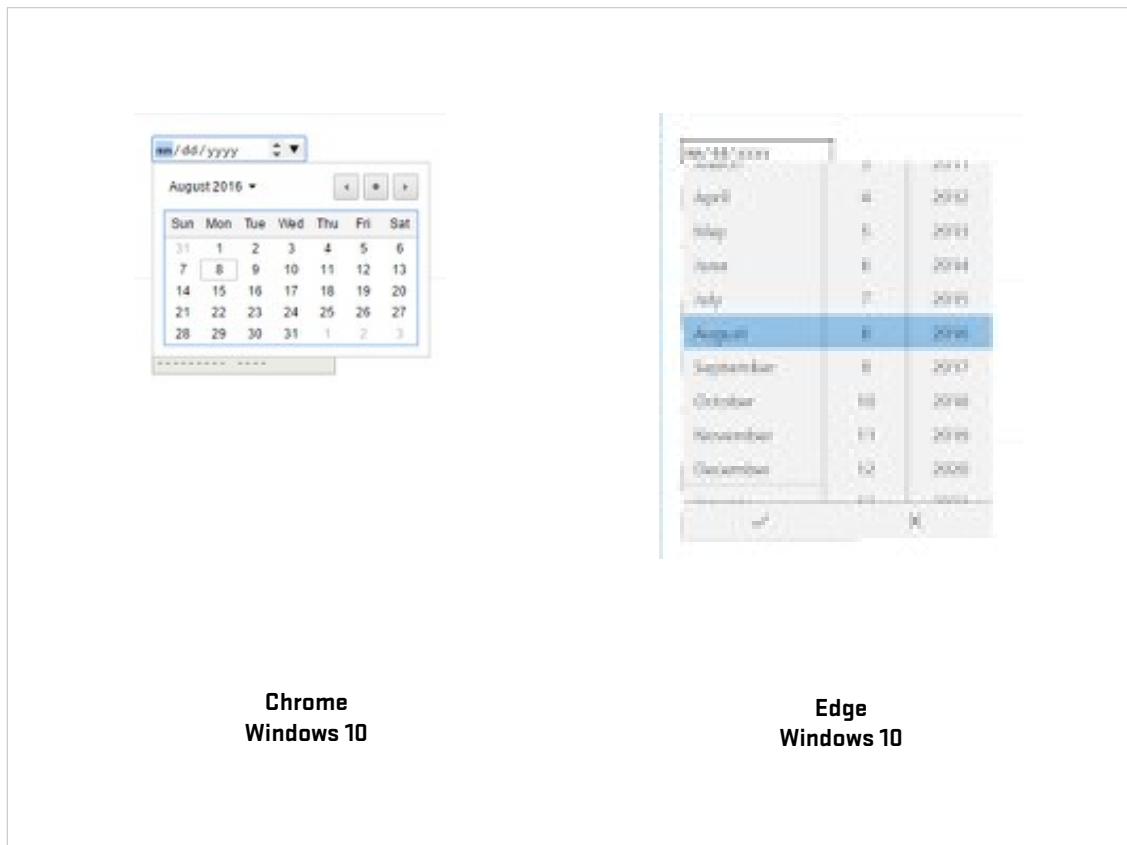
<input type='file'>

File Input
(Chrome/Firefox/Safari)

Differences of form UI's among browsers/platforms
(mobile)



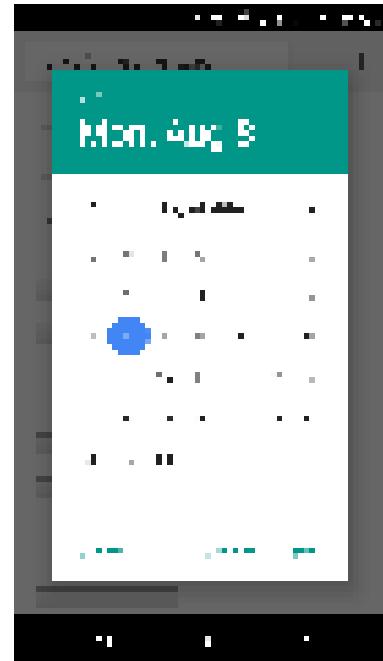
Differences of form UI's among browsers/platforms
(mobile)



Another example – Date input (different look/functionality/UI) – Desktop
Go to nativeformelements.com for brief demo



iPhone 6S Plus
iOS 9



HTC One M8
Android Marshmallow (6)

Another example – Date input (different look/functionality/UI) - Mobile

**The hardest thing
[and the easiest to misunderstand]
for people who work with **HTML** is
that it's not a visual language.**

Why are HTML tags so important?
Tags are descriptions themselves, that are
independent of rendering.

**The hardest thing
[and the easiest to misunderstand]
for people who work with **HTML** is
that it's not a visual language.**

It's an **information language.**

Why are HTML tags so important?

Tags are descriptions themselves, that are independent of rendering.

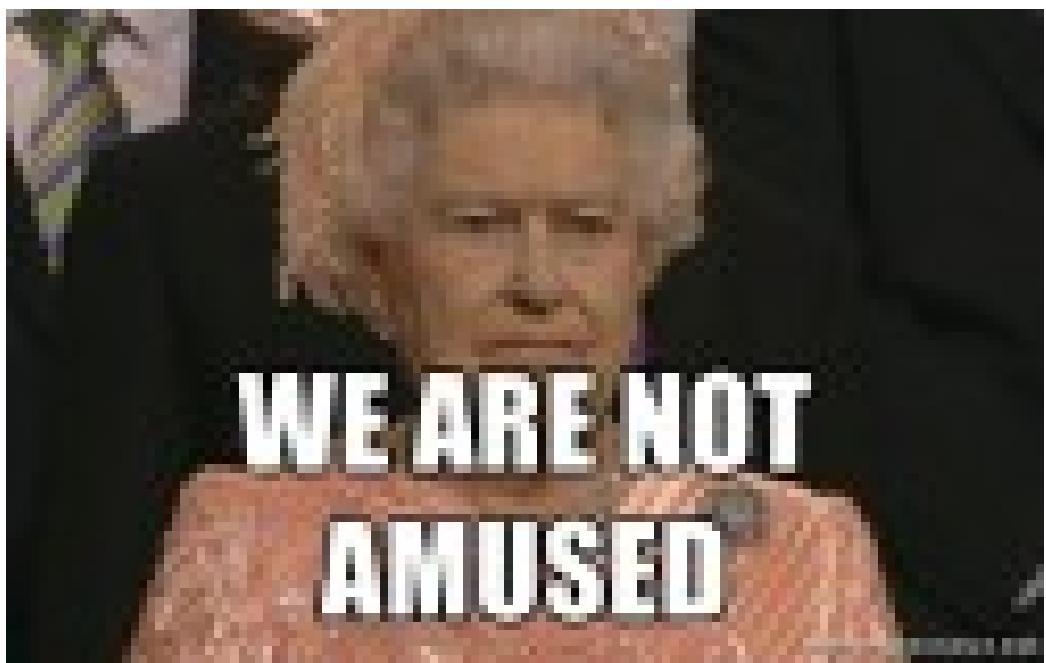
Detailed explanation – refer to divs/spans

The end point being that

**What is
the need
for CSS?**

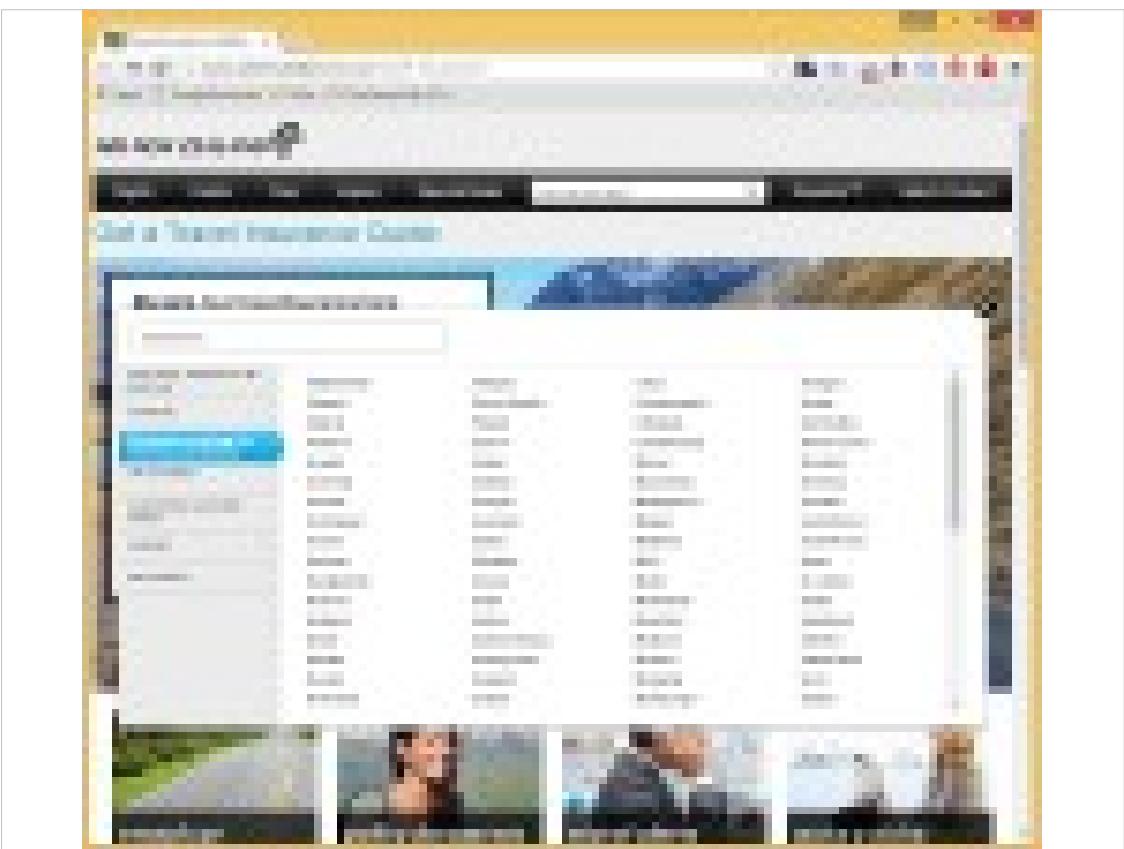
**To enhance,
Not reproduce
native UI**

Explanation
GEICO Story (2008-09)



The screenshot shows a web browser window for Air New Zealand's travel insurance. The URL is www.airnewzealand.co.nz/travel-insurance/. The page features a search bar and navigation links for Flights, Hotels, Cars, Inspire, Special Deals, Airpoints™, and Help & Contact. A prominent feature is a 'Get a Travel Insurance Quote' form asking for destination (Madagascar), depart date, return date, ages of adult travellers, number of Accompanied Children (0), and whether all live in New Zealand (Yes or No). Below the form is a large image of a winding road through a mountainous landscape with the text 'Stay safe with rental car cover from only \$15 per day'. At the bottom are four smaller images: 'rental car', 'policy documents', 'travel alerts', and 'make a claim'.

Start story on adding grid from Air NZ to landing page
<http://www.airnewzealand.co.nz/travel-insurance/>



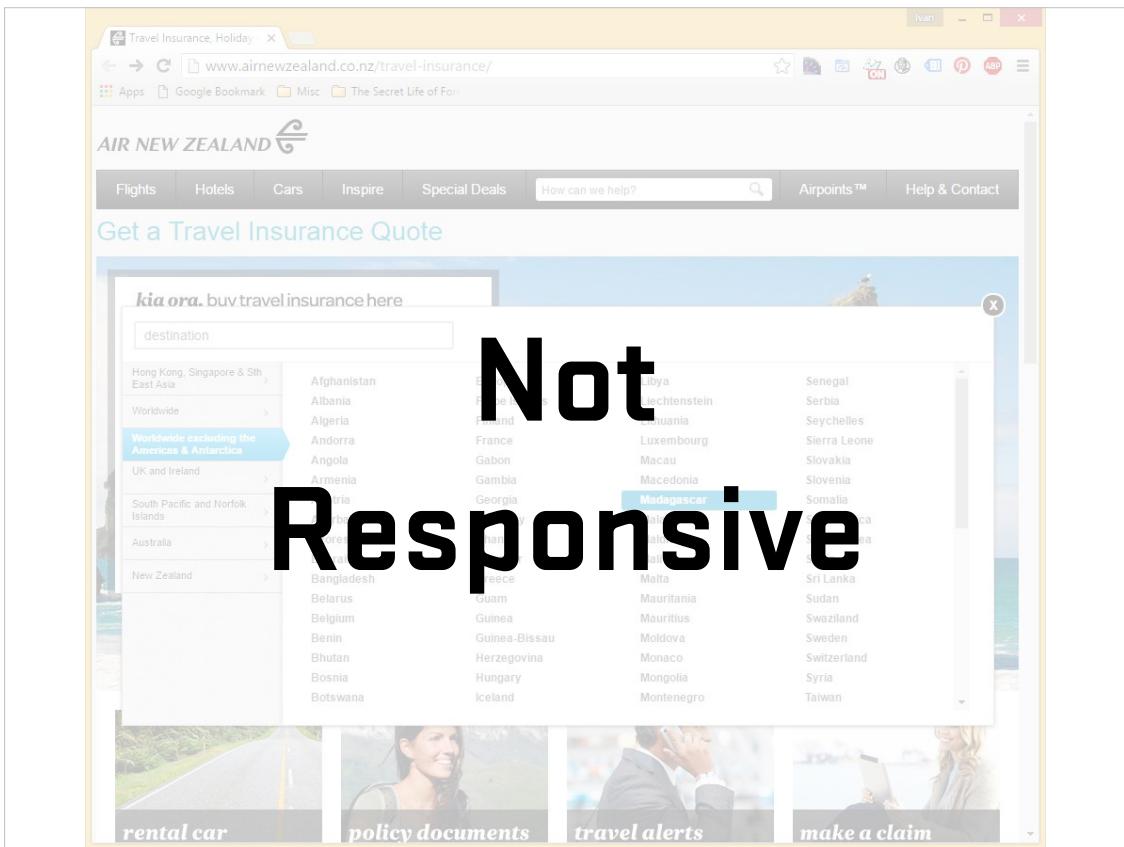


The screenshot shows a web browser window for Air New Zealand's travel insurance page. The URL is www.airnewzealand.co.nz/travel-insurance/. The page features a prominent 'AIR NEW ZEALAND' logo at the top left. A navigation bar includes links for Flights, Hotels, Cars, Inspire, Special Deals, a search bar labeled 'How can we help?', Airpoints™, and Help & Contact.

The main content area is titled 'Get a Travel Insurance Quote'. It contains a form with fields for destination (Madagascar), depart date, return date, ages of adult travellers (with input boxes for four people), number of Accompanied Children (0), and a question about living in New Zealand (Yes or No). A large orange 'Get Quote' button is centered below these fields.

To the right of the form is a large promotional image of a winding road through a mountainous landscape. Text overlay on this image reads: 'Stay safe with rental car cover from only \$15 per day'. Below this text is an orange 'See more' button. At the bottom of the main content area are four smaller images with labels: 'rental car' (a road), 'policy documents' (a woman smiling), 'travel alerts' (a man on a phone), and 'make a claim' (a woman holding a tablet).

The problem: is the client insisted that we added the grid to our new (responsive) purchase process.
But...



Yup.



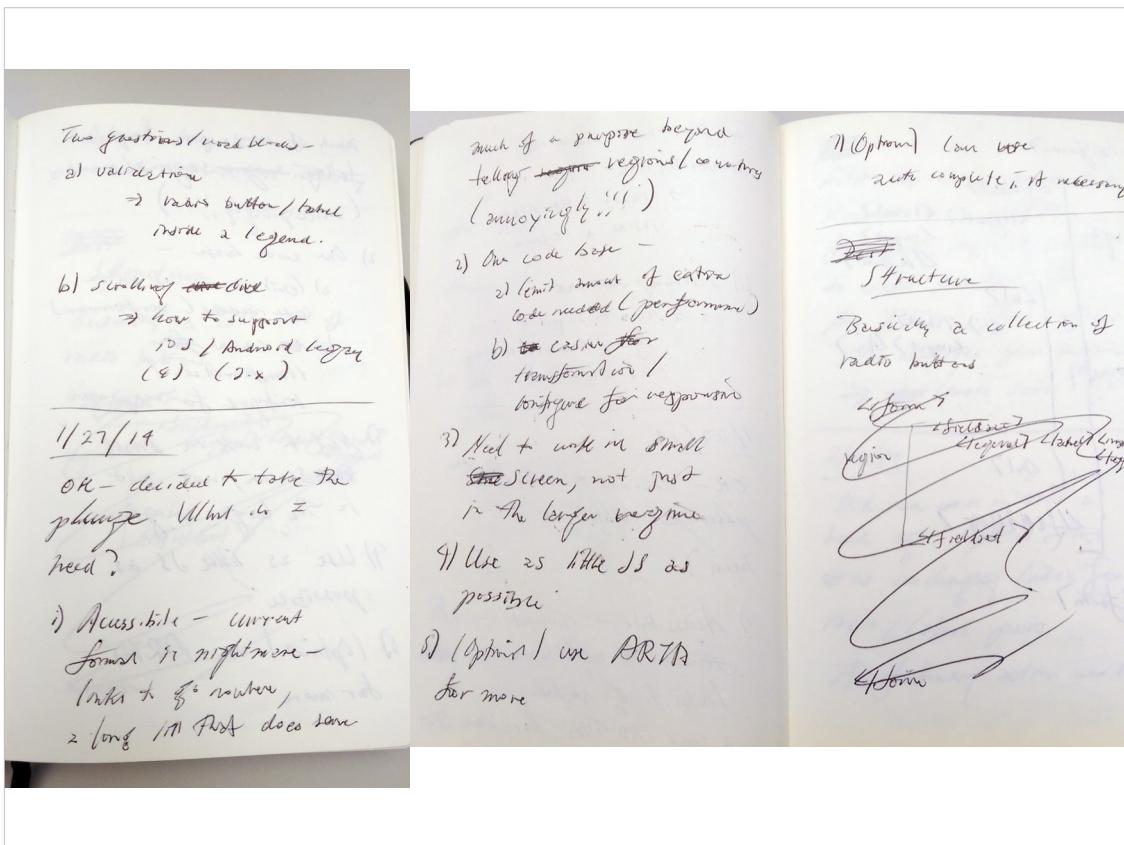
I am a sad panda.

Solved problem with two prong/server page approach
– one desktop/one mobile. Which is an viable
option (see McGrane/adaptive solutions). But at the
time, it had hiccups (serving wrong page, etc.). Not
a mess but not an ideal (responsive) solution.

What if?

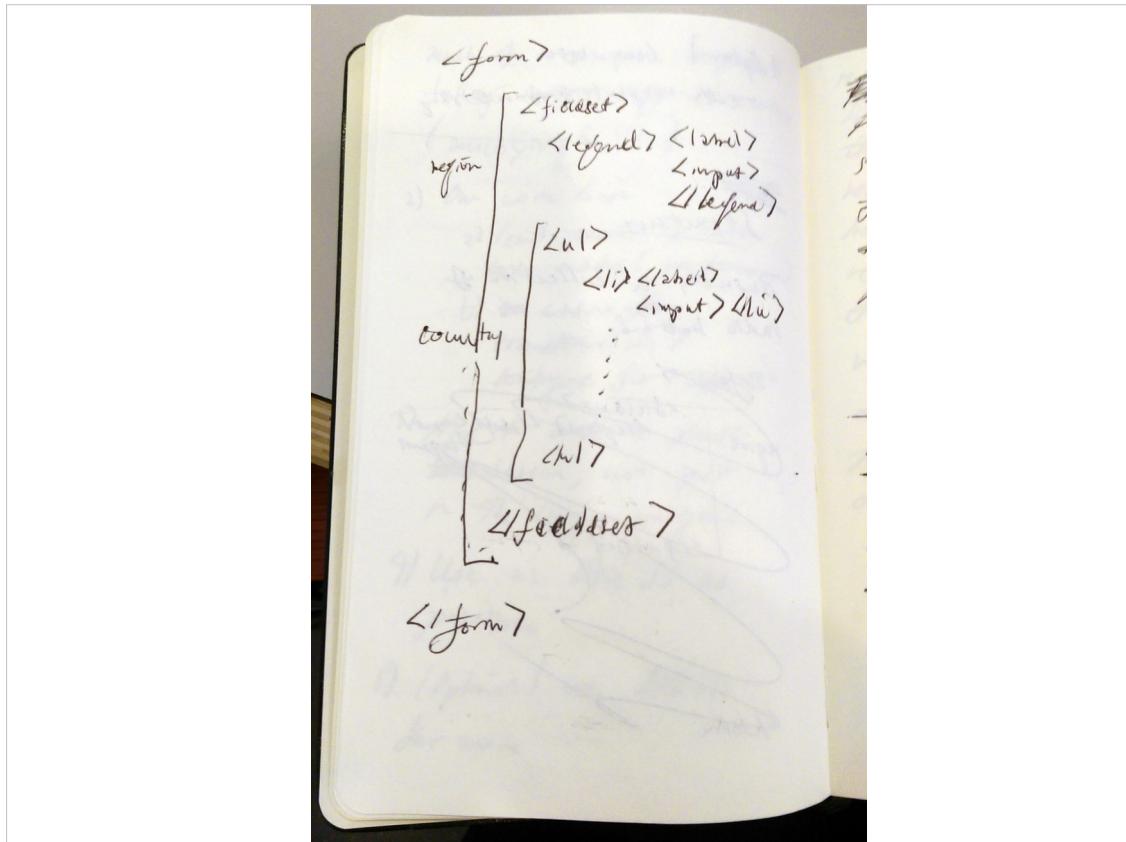
If I had a chance, what would I do...

So I wrote some notes...



First thing, change the codebase (responsive/reduced JS/a11y?)

- 1) Allowed for direct data input (no JS)
- 2) Single code base (responsive)
- 3) A11y???



Going back to the base – information language

📍 Where is your trip? ⓘ

Type a country or region



Worldwide (inc.
Americas and
Africa)

Europe, Asia
and the Middle
East

UK and South
East Asia

Indonesia, NZ
and South West
Pacific

Australia

📍 Where is your trip? ⓘ

Type a country or region

Worldwide (inc.
Americas and
Africa)

Europe, Asia
and the Middle
East

UK and South
East Asia

Indonesia, NZ
and South West
Pacific

Australia

Ascension Island

Azores

Bahamas

Barbados

Belize

Benin

Bermuda

Bolivia

Botswana

Brazil

Burkina Faso

Libya

Madagascar

Malawi

Mali

Martinique

Mauritania

Mauritius

Mexico

Morocco

Mozambique

Namibia

📍 Where is your trip? ⓘ

Bahamas



📅 When is your trip? ⓘ

Depart



Return



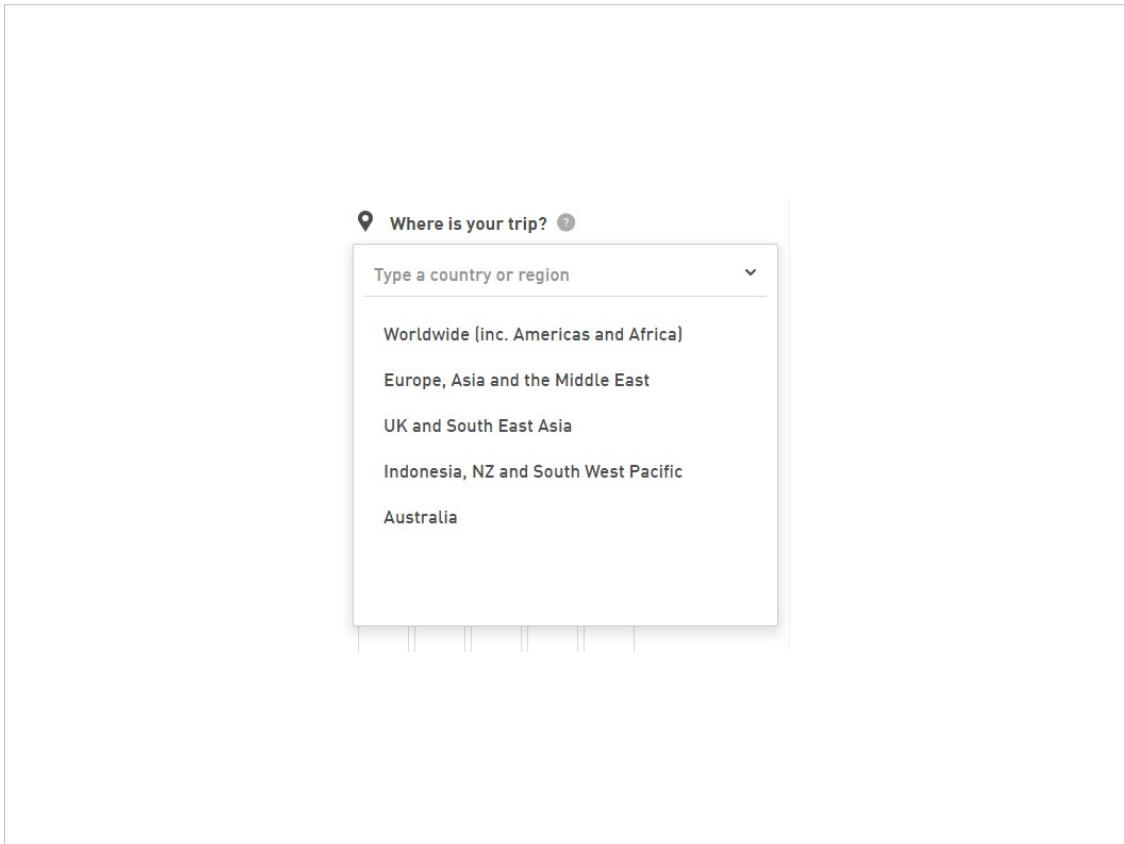
👤 Ages of travellers ⓘ

--	--	--	--	--	--	--	--	--

Enter age of the Primary Traveller in the first age field

📍 Where is your trip? ⓘ

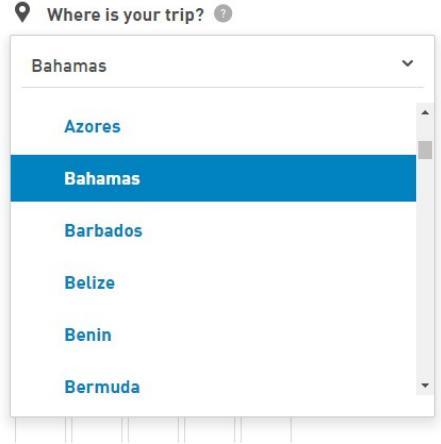
Bahamas	
Worldwide (inc. Americas and Africa)	Ascension Island
Europe, Asia and the Middle East	Azores
UK and South East Asia	Bahamas
Indonesia, NZ and South West Pacific	Barbados
Australia	Belize
	Benin
	Bermuda
	Bolivia
	Botswana
	Brazil
	Burkina Faso
	Libya
	Madagascar
	Malawi
	Mali
	Martinique
	Mauritania
	Mauritius
	Mexico
	Morocco
	Mozambique
	Namibia



Where is your trip? [?](#)

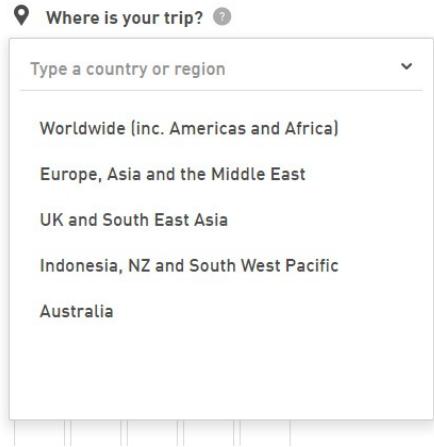
Type a country or region

- Worldwide (inc. Americas and Africa)
- Algeria
- Angola
- Anguilla
- Antarctica (Cruising)
- Antigua And Barbuda

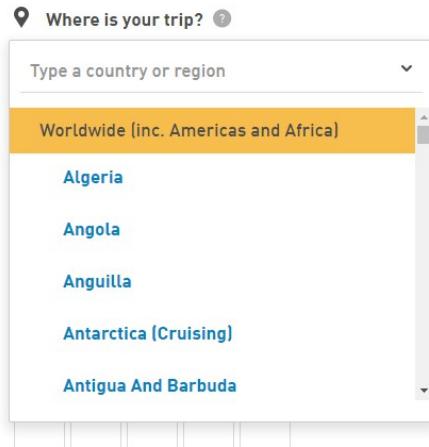


No JS in data entry – used for display/toggle

```
.ui-countryselector input[type="radio"] + label ~ div.columns { overflow: hidden; float: none; position: absolute; clip: rect(0,0,0,0); width: 100%; height: 0; margin: 0; padding: 0; }
```



```
.ui-countryselector input[type="radio"] + label ~ div.columns { overflow: hidden; float: none; position: absolute; clip: rect(0,0,0,0); width: 100%; height: 0; margin: 0; padding: 0; }
```



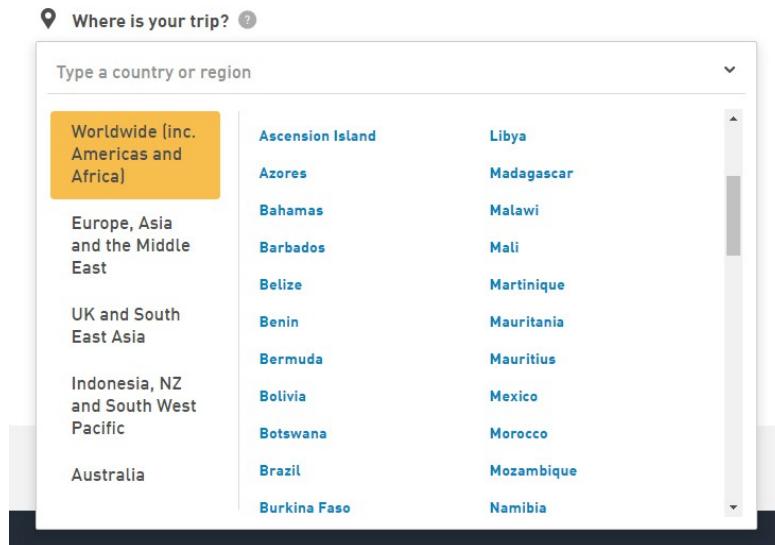
.ui-countryselector input[type="radio"] + label ~ div.columns { overflow: auto; }

📍 Where is your trip? ⓘ

▼

- Worldwide (inc. Americas and Africa)
- Europe, Asia and the Middle East
- UK and South East Asia
- Indonesia, NZ and South West Pacific
- Australia

```
.ui-countryselector input[type="radio"]:checked + label ~ div.columns { float: left; height: 384px; }
```



Note – hard to do due to bugs. Adjacent bug in both iOS (“+” didn’t work) and Android (needed fix). Thankfully, fixed in more recent versions.

Few bugs exists when starting out two years ago.

**CSS/Adjacent Selector – with early versions of
Android (<4.2) and iOS (7??) to a lesser degree**

But all have disappeared.

I found out during QA testing and was able to remove or work around some of the barriers.

Few bugs exists when starting out two years ago.

**CSS/Adjacent Selector – with early versions of
Android (<4.2) and iOS (7??) to a lesser degree**

But all have disappeared.

Thankfully!

I found out during QA testing and was able to remove or work around some of the barriers.

Test!



No excuse for not testing – getting problems out of the way. For the initial work, even had to test for Android 2.3...But the way, a moment of silence....

Memorial for Android 2.x testing

JS / ARIA

WAI-ARIA

WAI-ARIA (*Web Accessibility Initiative - Accessible Rich Internet Applications*) is a technical specification published by the World Wide Web Consortium (W3C) that specifies how to increase the accessibility of web pages, in particular, dynamic content and user interface components developed with Ajax, HTML, JavaScript and related technologies.

- Wikipedia (<https://en.wikipedia.org/wiki/WAI-ARIA>)

Brief overview of history/explanation. Go further if needed – refer to W3C.

Need list of resources for audience

ARIA Landmark Roles

Quick explanation of landmark roles. Using in combination with HTML (not duplicating)

aria-live = [off, polite, assertive, rude]

aria-describedby = [element id]

aria-labelledby = [element id]

Trip summary

Germany | 30/06/2015 - 31/07/2016 | Ages: 32 | [Edit](#)

Total **\$175.00** ▼

SAVE10 promo code has been applied (-10%) ✓ 10% member discount

Medical Only Single Trip

\$21.60
(was \$24.00)

Best fit Comprehensive Single Trip

\$32.40
(was \$36.00)

Comprehensive Annual Multi Trip

\$113.40
(was \$126.00)

Excess ?

\$0 \$100 \$250

Cancellation (per person) ?

\$3,000 \$6,000 Unlimited

Excess ?

\$0 \$100 \$250

Cancellation (per person) ?

\$3,000 \$6,000 Unlimited

Excess ?

\$0 \$100 \$250

Cancellation (per person) ?

\$3,000 \$6,000 Unlimited

What's included

Overseas medical and dental	\$Unlimited
Additional expenses	\$Unlimited
Luggage and travel documents	\$8,000

[▼ Show all](#)

Select

What's included

Overseas medical and dental	\$Unlimited
Additional expenses	\$Unlimited
Luggage and travel documents	\$8,000

[▼ Show all](#)

Select

What's included

Overseas medical and dental	\$Unlimited
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Luggage and travel documents	\$8,000

[▼ Show all](#)

Select

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[▼ Show all](#)

Select

What's included

Overseas medical and dental	\$Unlimited
Additional expenses	\$Unlimited
Luggage and travel documents	\$8,000

[▼ Show all](#)

✓

What's included

Overseas medical and dental	\$Unlimited
Additional expenses	\$Unlimited
Luggage and travel documents	\$8,000

[▼ Show all](#)

Select

Trip summary

Germany | 30/06/2015 - 31/07/2016 | Ages: 32 [Edit](#)

	Total \$175.00
Overseas medical and dental	\$Unlimited
Additional expenses	\$Unlimited
Luggage and travel documents	\$8,000
Show all	
Select	

	Total \$175.00
Overseas medical and dental	\$Unlimited
Additional expenses	\$Unlimited
Luggage and travel documents	\$8,000
Show all	
Select	

	Total \$175.00
Overseas medical and dental	\$Unlimited
Additional expenses	\$Unlimited
Luggage and travel documents	\$8,000
Show all	
Select	

Need additional cover?



Increase Rental Car Insurance ?
+ \$9.00

+ Add



Winter Sports Coverage ?

+ Add



Motorcycle & Moped Riding ?

+ Add



Increase Luggage Cover ?
+ \$14.00

+ Add

< Back **Next >**

= Medical cover will not exceed 12 months from the onset of the illness or injury.

```

<form action="#">
  <!-- Carousel -->
  <div class="row small-collapse">
    ::before
  <div class="carousel small-12 columns owl-carousel owl-loaded owl-text-select-on owl-theme">
    <!--First Plan-->
    <!-- / First Plan -->
    <!--Second Plan-->
    <!-- / Second Plan -->
    <!--Third Plan-->
    <!-- / Third Plan -->
  <div class="owl-stage-outer">
    <div class="owl-stage" style="transform: translate3d(0px, 0px, 0px); transition: 0s; width: 950.001px;">
      ><div class="owl-item active" style="width: 296.667px; margin-right: 20px;"></div>
      ><div class="owl-item active" style="width: 296.667px; margin-right: 20px;">
        <section class="plans row selected" id="plan-2"> == $0
          ::before
          <div class="intro small-12 columns">...</div>
          <div class="options small-12 columns">...</div>
          <!--Benefits-->
          <div class="benefits small-12 columns" id="benefits-2a" aria-describedby="plan-2">...</div>
          <!--/Benefits-->
        </section>
      </div>
    </div>
  </div>
  <div class="owl-controls">...</div>
</div>
::after
</div>
<!-- / Carousel -->
<!--Add-ons-->
<div class="extras" aria-describedby="plan-2">
  <h2>Need additional cover?</h2>
  <ol class="purchaseList">...</ol>
</div>
<!--/Add-ons-->
<div class="buttonWellContainer row column small-collapse">...</div>
</form>

```

Trip summary

Germany | 30/06/2015 - 31/07/2016 | Ages: 32 [Edit](#)

SAVE10 promo code has been applied (-10%)

Medical Only Single Trip

\$21.60
(was \$24.00)

Best fit Comprehensive Single Trip

\$32.40
(was \$36.00)

Excess [?](#)

<input type="radio"/> \$0	<input type="radio"/> \$100	<input type="radio"/> \$250
---------------------------	-----------------------------	-----------------------------

Cancellation (per person) [?](#)

<input type="radio"/> \$3,000	<input type="radio"/> \$6,000	<input type="radio"/> Unlimited
-------------------------------	-------------------------------	---------------------------------

What's included

Overseas medical and dental	\$Unlimited
Additional expenses	\$Unlimited
Luggage and travel documents	\$8,000

Show all

Select

What's included

Overseas medical and dental	\$Unlimited
Additional expenses	\$Unlimited
Luggage and travel documents	\$8,000

Show all

Select

```

<form action="#">
  <!-- Carousel -->
  <div class="row small-collapse">
    ::before
    <div class="carousel small-12 columns owl-carousel owl-loaded owl-text-select-on owl-theme">
      <!--First Plan-->
      <!-- / First Plan -->
      <!--Second Plan-->
      <!-- / Second Plan -->
      <!--Third Plan-->
      <!-- / Third Plan -->
    </div>
    <div class="owl-stage-outer">
      <div class="owl-stage" style="transform: translate3d(0px, 0px, 0px); transition: 0s; width: 950.001px;">
        <div class="owl-item active" style="width: 296.667px; margin-right: 20px;"></div>
        <div class="owl-item active" style="width: 296.667px; margin-right: 20px;"></div>
      </div>
    </div>
    <section class="plans row selected" id="plan-2">
      ::before
      <div class="intro small-12 columns">...</div>
      <div class="options small-12 columns">...</div>
      <!--Benefits-->
      <div class="benefits small-12 columns" id="benefits-2a" aria-describedby="plan-2">...</div>
      <!--/Benefits-->
      ::after
    </section>
    </div>
    <div class="owl-controls">...</div>
  </div>
  ::after
</div>
<!-- / Carousel -->
<!--Add-ons-->
<div class="extras" aria-describedby="plan-2"> == $0
  <h2>Need additional cover?</h2>
  <ol class="purchaseList">...</ol>
</div>
<!--/Add-ons-->
<div class="buttonWellContainer row column small-collapse">...</div>
</form>

```

Trip summary

Germany | 30/06/2015 - 31/07/2016 | Ages: 32 [Edit](#)

Overseas medical and dental	\$Unlimited	Overseas medical and dental	\$Unlimited
Additional expenses	\$Unlimited	Additional expenses	\$Unlimited
Luggage and travel documents	\$8,000	Luggage and travel documents	\$8,000

[Show all](#)

[Select](#)

Need additional cover?

Increase Rental Car Insurance ⓘ + \$9.00

[+ Add](#)

Winter Sports Coverage ⓘ

[+ Add](#)

Motorcycle/Moped Rider Cover ⓘ

[+ Add](#)

= Medical cover will not exceed 12 months from the onset of the illness or injury.

Jet Lag/CallCodes Demo
(5mins max)

HTML

CSS

JS/ARIA

Referencing Project Ottawa – three layers, translated
into a) HTML, b) CSS, c) JS/ARIA
The FED toolbox for building experiences.

**It's not just about
making forms easier to use.**

**It's not just about
making forms easier to use.**

**It's also about
managing expectations.**

Thank You!

Ivan Wilson
Innate

CSS Dev Conference
San Antonio, Texas
October 17-19, 2016