1. Greetings/additional statements - Title
2. 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)?
3. How do we design forms to work best? What are the best patterns/ones that work the best?  
   Well know book by Luke Wroblewski
4. $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.
5. 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 J)



10. (If you have all four – I don’t want to be around you during my vacation J)   
    I’ll get back to this later.  
    Anyways, let me start over with the introduction…
11. My name is Ivan Wilson, FED at Innate, a digital agency
12. (Innate location) In Washington, DC (national capital) in Dupont Circle district
13. 10th Anniversary in April
14. Travel Insurance  
    What is travel insurance? (Ask audience)
15. Mondial Assistance/Allianz (2008-2012)
16. Cover-More (2012 -)  
    Australia, NZ, UK, China, (India?) and recently to US
17. Explain experience with forms/job  
    Data, Policies, eCommerce  
    Some good/bad
18. Referencing Project Ottawa – three layers, translated into a) HTML, b) CSS, c) JS/ARIA  
    The FED toolbox for building experiences.



23. What sort of superpowers?
24. 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…
26. youGo – travel insurance for under 30 crowd/Cover-More
27. 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/
28. youGo/unlucky explanation – Visual/Code (Choice #1)
30. youGo/unlucky explanation – Visual/Code (Choice #1) – Switch on
31. 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 -
32. 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
33. One matchup – visual
34. One matchup – visual, take a look at a competitor
35. One matchup – HTML code   
    Each fieldset contains two competitors
36. One matchup – HTML code  
    Highlighted is code for one competitor  
    (Explanation of what is a fieldset/legend?)
37. One matchup – HTML code  
    What you see highlighted in both is the form label, the part which you interact (click), contains all the pertain information for describing the input





44. Before going further – 1) explain what labels are and 2) what is that difference between placeholder and labels (and why that is important)
45. Before going further –   
    explain what labels are  
    what is that difference between placeholder and labels (and why that is important)
46. Touch area/mobile, a11y, Language
47. Diversion – side note about good writing for labels (copywriting)
48. Diversion – side note about good writing for labels (copywriting) – foreign language mention (CM China)



53. Differences of form UI’s among browsers/platforms

56. Differences of form UI’s among browsers/platforms (mobile) – file input
58. Another example – Date input (different look/functionality/UI) – Desktop  
    Go to nativeformelements.com for brief demo
59. Why are HTML tags so important?  
    Tags are descriptions themselves, that are independent of rendering.
61. 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.
62. What is the need for CSS? – Common problem
63. To enhance, Not reproduce native UI – Explanation - GEICO Story (2008-09)
64. (yup)
65. Start story on adding grid from Air NZ to landing page   
    <http://www.airnewzealand.co.nz/travel-insurance/>

68. The problem: is the client insisted that we added the grid to our new (responsive) purchase process. But…
69. Yup.
70. 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.
71. If I had a chance, what would I do…/So I wrote some notes…lots of sketches
72. First thing, change the codebase (responsive/reduced JS/a11y?), Allowed for direct data input (no JS), Single code base (responsive)
73. Going back to the base – information language
74. Start revised CS (Medibank)




80. No JS in data entry – used for display/toggle
81. Code

84. 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.
85. I found out during QA testing and was able to remove or work around some of the barriers.
87. 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….
88. Memorial for Android 2.x testing
89. JS/ARIA
90. 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….
91. Quick explanation of landmark roles. Using in combination with HTML (not duplicating)
92. Three used ARIA
93. Ahm- plan options/describedby



98. Demo (CallCodes/JetLag) Description
100. It’s not just about making forms easier to use. It’s also about managing expectations.
102. Thank You!