# Intro (1-4)

# Travel Insurance (5-12)

What is it? – a form of insurance that protects you during your vacation from various mishaps or emergencies, minor/major ones

For example…

1) Your wallet was stolen, 2) Your flight is delayed, 3) Your luggage was lost, or 4) Hijacked by football fans

And if you have all four – I don’t want to be around you during my vacation

This is a form, not data entry but still uses inputs (radio) for selection of the various choices you see.

I’ll get back to this later in the talk.

Major client - Cover-More (2012 -)

# Forms (13-15)

Work on purchase process/white label sites – data entry

Considerable focus on forms? Design, UX, tracking, research

Well know book by Luke Wroblewski – Web Form Design

Well, for FED, the toolbox is the three familiar layers – Semantic, Presentation, and Behavioral

a) HTML, b) CSS (more focus), c) JS (less talk)

But let’s start with the base, the foundation - HTML

# HTML/Intro (17-22)

What is form?

1. A form is a series of instructions
2. A form is a process
3. A form is a process that contains a series of instructions.

IKEA

Just like IKEA, writing good HTML it takes a bit of cooperation. Two parallel conditions that have to be met…

# HTML/Tool (23-28)

Lots of inputs/select/radio/checkboxes – HTML5

Business requirements vs Data collection

Us – designer/FED

Experience – 1) users/audience and 2) data/information

Zip Codes, Dates (metric)

Context – when to use (select/inputs)

Don’t use a link, use a button(!)

# HTML/Information (29-36)

Quote

Example – Kaiteur Falls, Guyana

Olympic code gymnastics

Labels (legends) are your friends. – describing inputs, more meaning, other things

Foreign – language/legal

# HTML/ARIA (29-36)

What is it (brief)

Landmarks (not HTML5 tags)

Live (DOM/AJAX)

Describedby, labelledby

Ahm – information list (coffee!!!)

# CSS/Intro (43-47)

[Good break – water/refocus]

Story (GEICO) – comps using MacOS inputs in 2008-9 (IE6/7)

CSS has changed in 10yrs (better) – this conference is an example

More than just presentation (unified UI)

Danger (date) – not recognizing different functionality (native)

# CSS/Rule (48-53)

Observation. “The Rule” explain

Direct CSS (hover/focus/active)   
Last time good for mobile

Labels again – surrogates/canvas, for a11y, touch

“Apple 44 Rule” (human fingertip width, unless AtG), “Flintstone fingers”

Code example

# CSS/youGo (54-60)

Link to site, for under 30 (2013)

Labels – touch, CSS animation

Repeat reference to code demo (scaled up)

# CSS/CS Grid (61-78)

Site responsive, UI not (Hell)

What If?

Drawing board/Moleskin

(Explain actions) – all this using CSS only  
JS for only display and on/off

Due to a) adjacent selectors (parent/child) and b) :checked pseudo selector

# CSS/CSS Testing (79-81)

Conditions for CS Grid testing

MUST TEST – not just for what wrong, for how it works, for is works under nonsupport

Return to CS Grid – device testing in 2014, including Android 2.x, dead kittens

# Ending (82-83)

Summary

Ballmer quote – relate forms