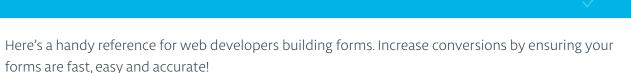
UDACITY

BUILDING HIGH CONVERSION WEB FORMS: CHECKLIST



FORM DESIGN

The best form is no form

Think mobile first. Prioritize, simplify and consolidate questions.

Make fast forms. Remove unnecessary questions or pre-populate fields with existing data.

Forms are a constant process, not a final product. Test, research, iterate and improve conversions over time.

Users feeling lost? Add visual indicators to illuminate their progress.

INPUTS

A well chosen input type attribute goes a long way

Enable autofill with autocomplete and name attributes

Keep your users informed with labels (Just make sure they're visible when the input is in focus)

Don't use dropdowns (unless you really, really have to)

Need to make a suggestion? Try a datalist.

VALIDATION

Provide fast feedback on invalid inputs. Don't wait for the user to submit!

Make inputs required with the required attribute

Give examples with the placeholder attribute

Validate text with the pattern attribute; constrain numbers with min, max and step

Validating complex information? Try the Constraints Validation API.

TOUCHSCREENS

People will touch and feel mobile forms. Keep the human body in mind.

To support all platforms, recognize touch*, mouse* and pointer* events

Make the UI feel snappy with :hover, :active and :focus.

Disable text selection on touchable elements if the text won't be copied

Wanna get fancy? Check out Polymer Gold Elements.

Want to learn more about forms? Check out the free course, <u>Building High Conversion Web Forms</u>, built in collaboration with Google.