



LAUGHLIN CONSTABLE
FULL CIRCLE BRANDING™
CHI / MKE / NYC / NJ
LAUGHLIN CONSTABLE
FORM STANDARDS
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PROJECT REQUIREMENTS

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Overview

This document outlines the LC form standards for field labels, field validations and error state handling/messaging. The requirements are written based upon the boilerplate form located at <http://boilerplate.laughlinreview.com/contact-form.php>. However, additional form fields and validations will be added as new forms are run through the best practice team.

Form Field Definition

1. Required fields verbiage at the top of the form will be black font as red font should be reserved for error state display and messaging.
2. First Name:
 - 2.1. Label= First Name
 - 2.2. Input= Text box
 - 2.3. 50 character maximum.
 - 2.4. Valid characters are alpha-numeric, dash, comma, period, apostrophe and space.
3. Last Name:
 - 3.1. Label= Last Name
 - 3.2. Input= Text box
 - 3.3. 100 character maximum.
 - 3.4. Valid characters are alpha-numeric, dash, comma, period, apostrophe and space.
4. Address Line 1:
 - 4.1. Label= Address Line 1
 - 4.2. Input= Text box
 - 4.3. 200 character maximum
 - 4.4. Valid characters are alpha-numeric, space, comma and period.
5. Address Line 2:
 - 5.1. Label=Address Line 2
 - 5.2. Input=Text box
 - 5.3. 200 character maximum
 - 5.4. Valid characters are all alpha-numeric and special characters.
 - 5.5. A tool tip shall be available with the following copy:
"This field should include a suite or apartment number if necessary".
6. City
 - 6.1. Label= City
 - 6.2. Input= Text box
 - 6.3. 100 character maximum
 - 6.4. Valid characters are alpha-numeric, space, dash, comma, period and apostrophe.
7. State:
 - 7.1. Label= State
 - 7.2. Input= Drop down selection
 - 7.3. Default= "Please Select"

8. ZIP Code:

- 8.1. Label= ZIP Code (Postal Code for Canadian sites).
- 8.2. Input= Text box
- 8.3. 5 character maximum
- 8.4. Valid characters are integers 0-9.

9. Phone number:

- 9.1. Label= Phone Number
- 9.2. Input= Text box
- 9.3. 10 character maximum
- 9.4. 10 character minimum.
 - 9.4.1. If the field is optional and the user enters data, they must enter 10 digits.
 - 9.4.2. If the field is required the user must enter 10 digits.
- 9.5. Valid characters are integers 0-9.
- 9.6. Field shall be a masked single field input modeled after the input on the Laughlin.com contact us form. Default state is a text box with the format masking displayed when the field is active (see below images).
- 9.7. Cursor shall auto advance to the next field when the current field is complete. Ex: After entering the area code, the cursor will auto advance to the first position in the prefix field.

* Phone Number

* Phone Number

10. Email Address:

- 10.1. Label= Email Address
- 10.2. Input= Text box
- 10.3. Standard email address format

11. Company Name:

- 11.1. Label= Company Name
- 11.2. Input= Text box
- 11.3. 100 character maximum
- 11.4. Valid characters are alpha-numeric, dash, comma, period, apostrophe, ampersand and space.

12. Radio button selections used for selecting a topic shall default to unselected.

- 12.1. An “Other” category shall be available.
- 13. Date fields shall be text box with a calendar icon.
 - 13.1. Default= mm/dd/yyyy
 - 13.2. Upon activation, the calendar shall open, defaulted to the current date.
 - 13.3. User shall be able to manually type the date.
 - 13.4. Valid characters are alpha-numeric and /. User shall not be able to enter any other type of character.
- 14. Comments:
 - 14.1. Label= Comments / Questions?
 - 14.2. Input= Text box
 - 14.3. Maximum characters= 500
 - 14.4. Valid characters= All
 - 14.5. Field shall display the remaining characters count down on the top right of the input.
 - 14.6. Field shall stop accepting characters when the maximum count has been reached.
- 15. E-marketing opt-ins shall default to unchecked (checkboxes) or unselected (radio button).
- 16. Submit button:
 - 16.1. Label= “Submit”
 - 16.2. If a privacy policy or other acknowledgement is required, the submit button shall be greyed out and inactive with no hover state and a text cursor.

Validation Error Handling

- 17. Upon submitting a form, any field that fails validation shall be highlighted red.
- 18. The first field (starting from the top of the form) that has an error shall be the active, in focus field.
- 19. Error messaging shall display in line or in a call out alongside each failed field.

Null Field Messaging

- 20. Messaging for a null value in a required field is (by field):
 - 20.1. First Name: “Please enter a First Name”
 - 20.2. Last Name: “Please enter a Last Name”
 - 20.3. Address Line 1: “Please enter an Address Line 1”
 - 20.4. Address Line 2: “Please enter an Address Line 2”
 - 20.5. City: “Please enter a City”
 - 20.6. State: “Please select a State”
 - 20.7. ZIP Code: “Please enter a ZIP Code”
 - 20.8. Phone Number: “Please enter a Phone Number”
 - 20.9. Email Address: “Please enter an Email Address”

- 20.10. Company Name: “Please enter a Company Name”
- 20.11. Radio button selection (for selecting from a range of options): “Please make a selection.”
- 20.12. Check box selections (if required for privacy policy or other disclaimer type content): “Your acknowledgement is required”.
- 20.13. Comments: “Please enter a comment”

21. At the bottom of the form, shall contain the message:

“Errors in {n} fields have occurred. Please resolve the issue above.”

Invalid Data Messaging

22. Messaging for a field that contains invalid characters is (by field):

- 22.1. First Name: “Please enter a First Name using only letters, numbers , . ‘ and spaces”
- 22.2. Last Name: Please enter a Last Name using only letters, numbers , . ‘ and spaces”
- 22.3. Address Line 1: “Please enter an address using only letters, numbers , . ‘ and spaces. Apartment numbers should be entered in Address Line 2.”
- 22.4. City: “Please enter a City using only letters, numbers , . ‘ and spaces”
- 22.5. ZIP Code: “Please enter a 5-digit ZIP Code using only numbers”
- 22.6. Phone Number: “Please enter a phone number using only numbers”
- 22.7. Email Address: “Please enter a valid email address”
- 22.8. Company Name: “Please enter a valid Company Name”
- 22.9. Date fields: “Please enter a date in the format of mm/dd/yyyy”

Mobile Considerations

23. Force the proper keyboard based on field types. Examples

- 23.1. The phone field should only allow integers.
- 23.2. The email address field should contain characters for the email address (@ as an example).

24. Radio buttons and checkboxes should be padded by 40px for touch functionality.

25. Native date pickers will be used for date fields.

26. Error messaging shall be a stacked display and not inline like the desktop messaging.

Form Submission

27. Upon successful submission, the user shall be taken to a thank you page with the default verbiage of:

“Thank you for contacting us. A representative will contact you shortly. You may also contact us at (xxx) xxx-xxxx.”

28. Thank you page shall be a separate page or use a hash tag for analytic tracking purposes to register a page view.

Form Email

29. When the form is submitted, all fields and content should render in human-readable format. Field property names shall be rendered in proper format. Example (from the new estimate form): “PMHoursLow” should read as “PM Hours Low”.

Revision History

Date	Change Made	Author
5/13/2014	Added form email requirement for readability of fields.	R. Streicher