

Five (5) ways usability can be improved for *Example 1*.

1. Move labels to top of input boxes
2. Add place holders in input boxes
3. 'Subscribe' instead of 'Submit' on button
4. Remove 'click here to close' link
  - add 'opt-out' button instead
5. Remove the 'required field' text
  - make asterisk \* red

Provide a mock-up of a revised version of *Example 1* that incorporates your recommendations.

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First Name

Last Name

\*Email Address

Zip Code