

It's free and always will be.

Web Form

Design

Some UX considerations...

Source: smashingmagazine.com

...

Birthday

Month



Day



Year



Why do I need to provide my birthday?

☐ Female ☐ Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

Sign Up

Forms are
Conversations



Three main reasons for forms

	Commerce	Community	Productivity
User Objective	Obtain Info / Buy	Join Community	Get Things Done
Business Objective	Maximize Sales	Grow & Increase Engagement in the Community	Increase Content & Time Spent on Site
Example of Type of Site	E-Commerce	Social Networks	Online Banking
Example of a Form	Checkout Form	Registration Forms	Transfer of Funds

Fronter

Uses of forms, based on Luke Wroblewski's [Web Form Design: Filling in the Blank](#)

Forms have three main aspects

- Relationship
 - Forms establish a relationship between the user and the organization.
- Conversation
 - They establish a **dialogue** between the user and the organization.
- Appearance
 - By the way they look, they guide what type of relationship and the **tone of voice** in the conversation.



The Relationship



- Relationships are based on **trust**.
 - Can be achieved through the logo, imagery, color, typography and wording.
- Every relationship has a **goal**.
 - Ask yourself, **what is the goal** of your form?
- Base the **name** of the form on its **purpose**.
 - Inform users **what** the form is about and **why** they should fill it in.
- Do **not** ask questions beyond the scope of the form.
 - Consult with relevant stakeholders to see what information *really* is required.
- Get to **know** your users.
 - It will help you craft an interface that **balances** your needs and the user's.
 - It will help you choose appropriate language and remove superfluous text.
- Always **consider** the questions you're asking:
 - Are they **appropriate**?
 - Are they **timely**?
- Sudden **changes** in behavior or appearance.
 - will make users edgy.
 - **Never** introduce sudden changes between forms or between steps in a form.

The Conversation



- A form is a **two-way** communication between two parties.
- A form is a **conversation**, *not* an interrogation...
 - Aggressive wording in labels will make users feel edgy.
- Order the labels **logically**, reflecting the natural flow of a conversation.
 - More involved questions should come towards the end of the form.
- **Group** related information, such as personal details.
 - The flow from one set of questions to the next will better resemble a conversation.
- Address **one** topic at a time.
- Think in “**Natural pauses**”
 - e.g. should you break the form up over multiple pages / steps?
- Remove **clutter**.

One topic at a time...

First, which service do you want to try?

[Why we suggest](#) trying one product at a time.

- I want to try:
- ☐ Email Marketing [What's included?](#) | [Pricing](#)
 - ☐ Online Survey [What's included?](#) | [Pricing](#)
 - ☐ Event Marketing [What's included?](#) | [Pricing](#)

Tell us about yourself.

First Name:

Last Name:

Organization Name:

Country:

State:

Phone Number:

So we can get in touch about our free coaching.

Email:

We'll send you an email to confirm your trial and [verify](#) your address.

Website:

The Appearance

- Input Fields
 - text fields, password fields, check boxes, radio buttons etc.
 - Enables users to provide feedback.
- Labels
 - Tells users what the corresponding input fields mean.
- Actions
 - Links or buttons that perform an action, such as submitting the form.
- Messages
 - **Feedback** to the user based on their input.
 - Positive (e.g. the form was submitted successfully)
 - Negative (e.g. user name is already taken).
- Validation
 - Ensures that the data submitted by the user conforms to acceptable parameters.
- Help
 - Assistance on how to fill out the form.

The Appearance

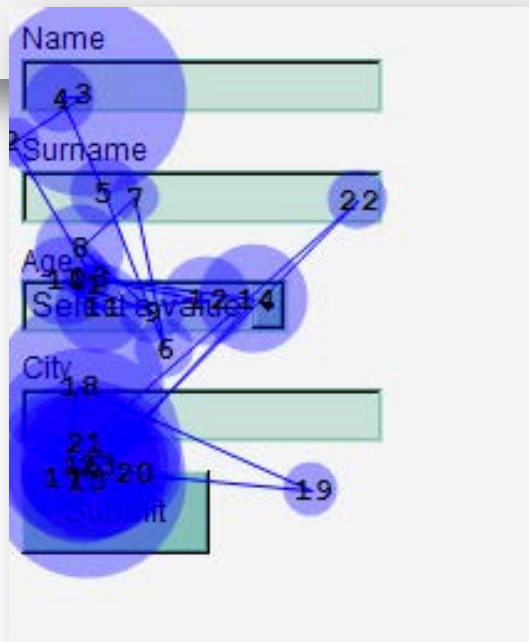
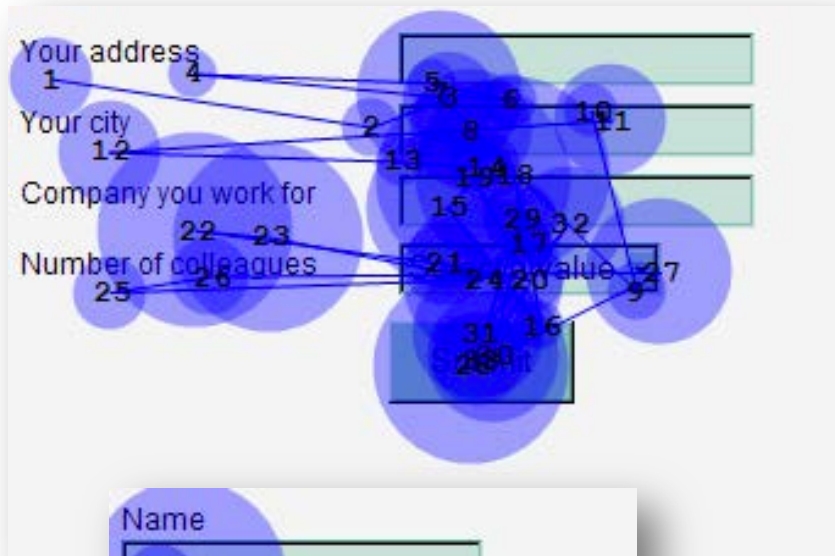
- Alignment of labels.
 - Each style of alignment has its advantages and disadvantages.

A screenshot of a web form with a light blue background. At the top, there are two tabs: 'General Comment' (selected) and 'New Project Request'. Below the tabs, there are three input fields with labels 'Your Name:', 'Your Email Address:', and 'Subject:'. Each label is left-aligned, and each input field has a red 'REQUIRED' label at the end. Below the input fields, there is a note: 'Please use **this form** for project requests.' and a 'Send' button with an envelope icon.

A screenshot of a 'Contact Us Form' on a dark background. The form has a title 'Contact Us Form' and a subtitle 'Fields marked with * are mandatory'. There are five input fields with yellow labels: 'Name', 'E-mail', 'Mobile/Phone', 'Service Required' (with a dropdown menu), and 'Comments'. Each label is left-aligned, and each input field has a red asterisk at the end.

A screenshot of a 'ASSINE A NEWSLETTER' form. The form has a title 'ASSINE A NEWSLETTER' and a blue envelope icon. There are three input fields with labels 'Seu Nome', 'Seu E-mail', and 'Sua Empresa'. Each label is left-aligned. Below the input fields, there is a green 'OK' button.

The Appearance



Alignment of labels

	Top	Right	Left
Speed of Completion	Fastest	→	Slowest
Horizontal Space Needed	Least	→	Most
Vertical Space Needed	Most	→	Least
Space Available For Label Text	Most	→	Least
Proximity To Input	Closest	→	Least Close
User Eye Movement	Down	Down & Right	Down & Right
Time To Move From Label To Input (*)	50ms	240ms	500ms
Ideal For	Simple Forms	Less Simple Forms	Complex Forms

*Times retrieved from "[Label Placement in Forms](#)" by Matteo Penzo.

The Appearance

- Keep long forms to a single column (scrolling)
 - Mostly better than breaking it up into columns

FILL OUT THE FORM FOR A CHANCE TO WIN!

Enter your information below to enter the contest.

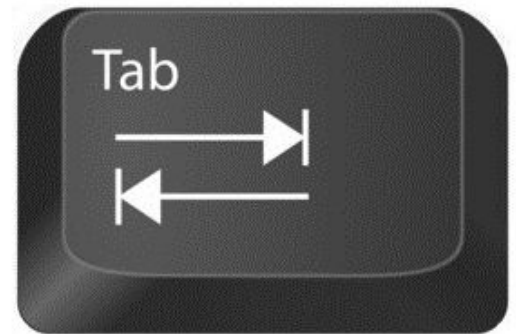
First name: <input type="text" value="Ian"/>	Address: <input type="text" value="12345 Main St"/>	Province: <input type="text" value="Ontario"/>	E-mail address: <input type="text" value="ian@everdell.com"/>
Last name: <input type="text" value="Everdell"/>	City: <input type="text" value="Hamilton"/>	Profession: <input type="text" value=""/>	Confirm e-mail address: <input type="text" value="ian@everdell.com"/>
Phone number: <input type="text" value="905-555-1234"/>	Postal code: <input type="text" value="L8N 1A1"/>	Hobby: <input type="text" value=""/>	Age: <input type="text" value="26 - 30 years"/>

Tell us what you drive!	Do you own:	What do you check most often?	ARE YOU A CAA MEMBER?
Year: <input type="text" value="Select..."/>	<input type="radio"/> A motorcycle?	<input type="radio"/> Newspapers	<input type="radio"/> Yes <input type="radio"/> No
Make: <input type="text" value="Select..."/>	<input type="radio"/> A boat?	<input type="radio"/> Flyers	Gender: Preferred language:
	<input type="radio"/> An RV?	<input type="radio"/> Online flyers	<input type="radio"/> Man <input checked="" type="radio"/> English
	<input type="radio"/> A snowmobile?	<input type="radio"/> Other	<input type="radio"/> Woman <input type="radio"/> French
	<input type="radio"/> An ATV?		
	<input type="radio"/> Other		

<input type="radio"/> I have read and understood the Contest Rules and Regulations .
<input type="radio"/> I agree to receive special offers from NAPA Auto Parts and its partners.

Tabbing

- Many users interact with a form by “tabbing” between fields.
- Proper HTML markup can ensure tabbing works as expected.
- Multi-column form layouts may conflict with tabbing behavior.



The Appearance

- Individual words vs. sentences in labels.
 - **Short** is good.
 - But a phrase or sentence might be necessary to eliminate **ambiguity**.
 - Tone of voice.
- Mandatory vs. optional fields ^{*}
 - Make it **clear**.

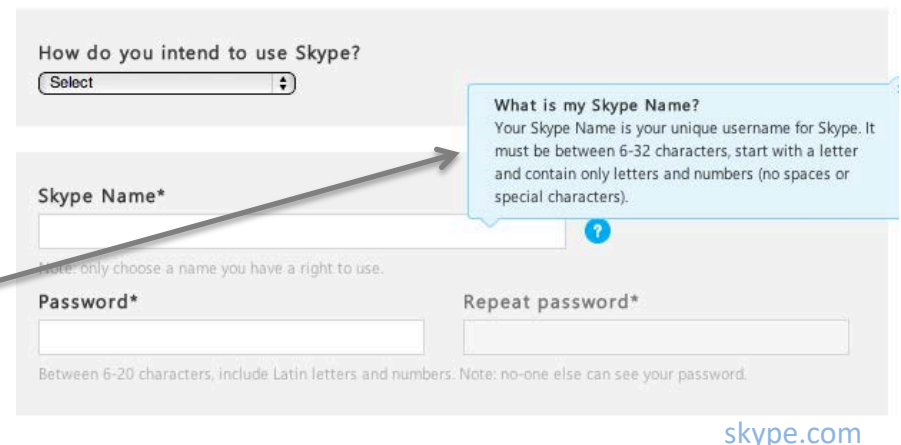
The image shows a screenshot of the Amazon.com registration page. At the top left is the Amazon logo and 'amazon.com'. At the top right are links for 'Your Account' and 'Help'. The main heading is 'Registration' in orange, followed by 'New to Amazon.com? Register Below.' in orange. The form contains several input fields: 'My name is:', 'My e-mail address is:' (which is highlighted with a blue border), 'Type it again:', and 'My mobile phone number is:' (with '(Optional)' next to it). Below the phone number field is a 'Learn more' link. The next section is 'Protect your information with a password' in orange, followed by 'This will be your only Amazon.com password.' in black. It then has 'Enter a new password:' and 'Type it again:' fields. At the bottom of the form is a yellow 'Create account' button. At the very bottom of the page is a footer with links for 'Conditions of Use' and 'Privacy Notice', and a copyright notice: '© 1996-2011, Amazon.com, Inc. or its affiliates'.

The Appearance

- You should **never** have to explain to users how to fill out a form!
- Accompanying text should be used **only where needed**, such as to explain why credit card data is being requested or how a birth date will be used.
- If you need to **restrict** the format of data inputted by users, **use drop-down fields or alike**.
- **User-triggered** and dynamic help.



This image shows a section of the Facebook.com registration form titled "Birthday". It contains three drop-down menus labeled "Month", "Day", and "Year". To the right of these fields is a text label: "Why do I need to provide my birthday?". A blue arrow points from the "Month" field to the text label, and another blue arrow points from the text label to the "Year" field. The text "Facebook.com" is visible in the bottom right corner.



This image shows a section of the Skype.com registration form. It includes a "How do you intend to use Skype?" section with a "Select" drop-down menu. Below this is the "Skype Name*" field, which has a text input box and a blue question mark icon. To the right of the "Skype Name*" field is a light blue tooltip box containing the text: "What is my Skype Name? Your Skype Name is your unique username for Skype. It must be between 6-32 characters, start with a letter and contain only letters and numbers (no spaces or special characters)." Below the "Skype Name*" field is a "Password*" field and a "Repeat password*" field. At the bottom, there is a note: "Between 6-20 characters, include Latin letters and numbers. Note: no-one else can see your password." The text "skype.com" is visible in the bottom right corner.

Validation

- Only where **needed!**
- Use smart defaults.
 - e.g. pre-select the user's city based on their zip code.
 - Use with **caution**. users tend to leave pre-selected fields as they are!

The image shows a Twitter account creation form with the following elements:

- Name field:** Contains "Justin Mifsud". A green checkmark and the text "✓ Name looks great." are to the right.
- Email field:** Contains "justinmifsud@gmail.com". A red X and the text "✗ This email is already registered. Want to login or recover your password?" are to the right.
- Password field:** Contains a masked password ".....". A green progress bar is to the right of the field, and a green checkmark with the text "✓ Password is perfect!" is to the right of the progress bar.
- Username field:** Contains "justinmifsud". A red X and the text "✗ This username is already taken!" are to the right.
- Suggestions:** Below the username field, it says "Suggestions: MifsudJustin · MifsudJustin · justin_mifsud".
- Remember me:** A checked checkbox with the text "Keep me logged-in on this computer."
- Terms of Service:** A section titled "By clicking the button, you agree to the terms below:" followed by the text "These Terms of Service ('Terms') govern your access to and use of the services and Twitter's websites (the 'Services'), and any information, text, graphics, photos or other materials".
- Printable versions:** Links for "Terms of Service" and "Privacy Policy" are on the right.
- Create account button:** A large yellow button with the text "Create my account".

The Appearance



The Appearance



PROVE IT!

OUR INTENTION — ~~BUILD US A SITE SHOWING OFF YOUR~~
SEND YOUR PORTFOLIO SHOWING YOUR
LOVE OF TYPE

NAME: URL:

EMAIL: **SUBMIT →**

TWOPAPERDOLLS
Calligraphy and design house

MAYBE YOU'RE THE ONE ★

The Appearance



 **created**
201 studios

name :

e-mail :

comments :

P.O. Box 93392
Atlanta, GA 30309
USA
866.240.789

The Appearance

CONTACT:

name:

email:

message:

A whimsical illustration of a treehouse on a tree with a tire swing, set against a green sky and rolling hills. The treehouse is a small, white, box-like structure with a dark roof and a small window. It is built into the branches of a tree with a thick, brown trunk and several green, rounded canopies. A tire swing hangs from a branch to the right of the treehouse. The background is a bright green sky with soft, white clouds. At the bottom, there are rolling green hills with some small, yellow flowers.

The Appearance



GET ON YOUR SOAPBOX

We'd love to hear from you. Tell us your story, ask a question, or just connect with us to see how we can help you reach your audience.

NAME

EMAIL

PHONE

COMPANY

MESSAGE

ENTER THIS CODE

RS93

SUBMIT

EMAIL info@thesoapboxgroup.com

PHONE 855-4-SOAPBOX

820 North Thornton Avenue | Orlando, FL 32803

The Appearance

- Pay extra attention to the **gestalt laws!**
- Pay extra attention to the **typography!**

FILL OUT THE FORM FOR A CHANCE TO WIN!

Enter your information below to enter the contest.

First name: <input type="text" value="Ian"/>	Address: <input type="text" value="1234 Main St."/>	Province: <input type="text" value="Ontario"/>	E-mail address: <input type="text" value="ian@napa.com"/>
Last name: <input type="text" value="Everdell"/>	City: <input type="text" value="Hamilton"/>	Profession: <input type="text" value=""/>	Confirm e-mail address: <input type="text" value="ian@napa.com"/>
Phone number: <input type="text" value="905-555-1234"/>	Postal code: <input type="text" value="L8P 4R7"/>	Hobby: <input type="text" value=""/>	Age: <input type="text" value="26 - 30 years"/>

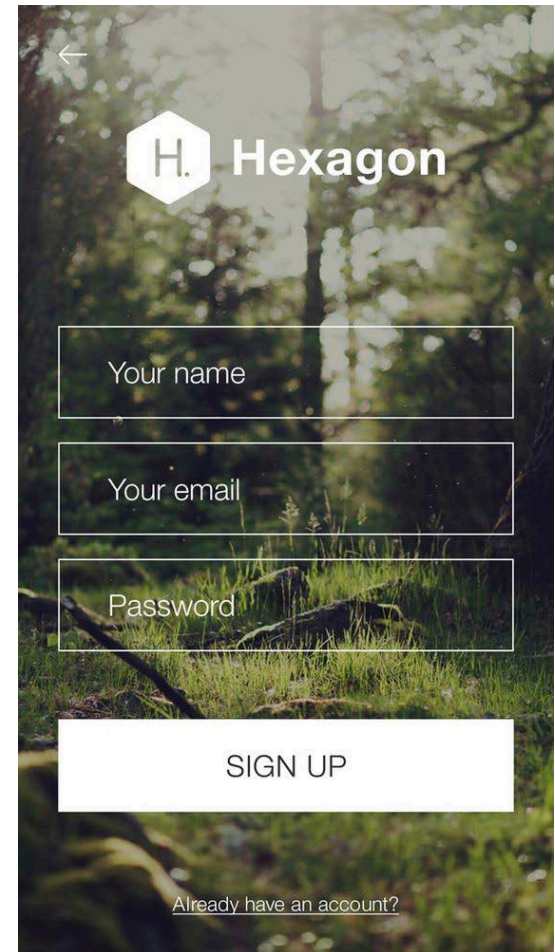
Tell us what you drive! Year: <input type="text" value="Select..."/> Make: <input type="text" value="Select..."/>	Do you own: <input type="radio"/> A motorcycle? <input type="radio"/> A boat? <input type="radio"/> An RV? <input type="radio"/> A snowmobile? <input type="radio"/> An ATV? <input type="radio"/> Other	What do you check most often? <input type="radio"/> Newspapers <input type="radio"/> Flyers <input type="radio"/> Online flyers <input type="radio"/> Other	ARE YOU A CAA MEMBER? <input type="radio"/> Yes <input type="radio"/> No Gender: <input type="radio"/> Man <input type="radio"/> Woman Preferred language: <input checked="" type="radio"/> English <input type="radio"/> French
--	---	--	--

☐ I have read and understood the [Contest Rules and Regulations](#).
☐ I agree to receive special offers from NAPA Auto Parts and its partners.

SUBMIT **CANCEL**

More about form design...

- http://static.lukew.com/webforms_lukew.pdf
- <https://mono.company/journal/design-practice/the-10-commandments-of-good-form-design-on-the-web/>
- <http://www.uxmatters.com/mt/archives/2006/07/label-placement-in-forms.php>
- <https://www.smashingmagazine.com/web-form-design-showcases-and-solutions/>



A mobile application sign-up form for 'Hexagon' is displayed against a blurred background of a sunlit forest. The form includes a back arrow in the top left, the 'Hexagon' logo (a hexagon with an 'H' inside) and name, and three input fields labeled 'Your name', 'Your email', and 'Password'. Below these fields is a white 'SIGN UP' button. At the bottom, there is a link that says 'Already have an account?'.

Forms are *also* Code

```
mirror_mod = modifier_obj.mirror_mod  
mirror_mod.mirror_object = mirror_obj
```

```
operation = "MIRROR_X"  
mirror_mod.use_x = True  
mirror_mod.use_y = False  
mirror_mod.use_z = False  
operation = "MIRROR_Y"  
mirror_mod.use_x = False  
mirror_mod.use_y = True  
mirror_mod.use_z = False  
operation = "MIRROR_Z"  
mirror_mod.use_x = False  
mirror_mod.use_y = False  
mirror_mod.use_z = True
```

```
selection at the end - add  
obj.select=1  
obj.select=1  
context.scene.objects.active  
obj("Selected" + str(modifier_obj.mirror_mod.mirror_object))  
obj.select = 0  
obj.context.selected_objects[0].name  
print("Please select exactly one object")
```

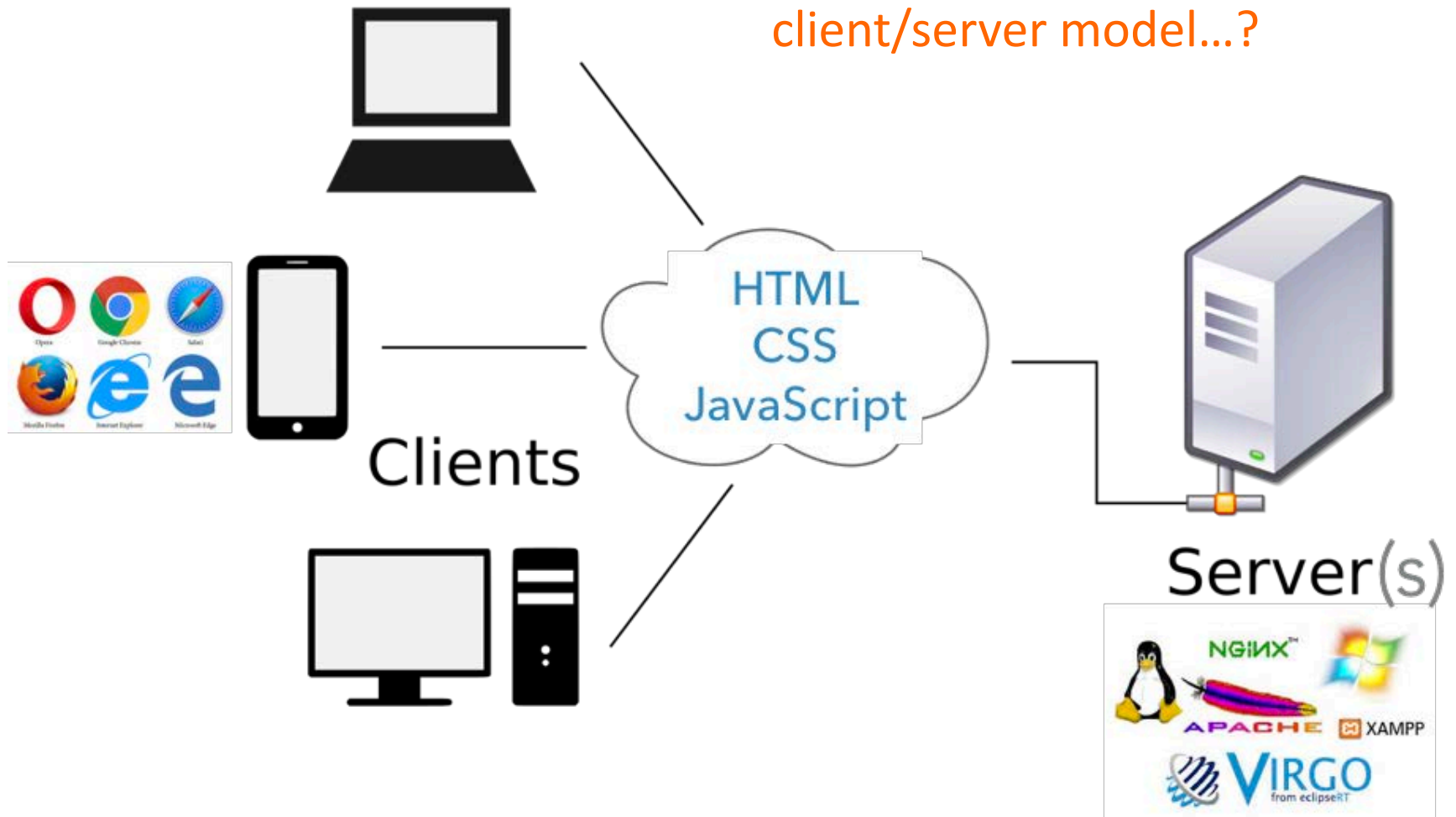
OPERATOR CLASSES

```
types.Operator()  
X mirror to the selected  
object.mirror_mirror_x  
"X"
```

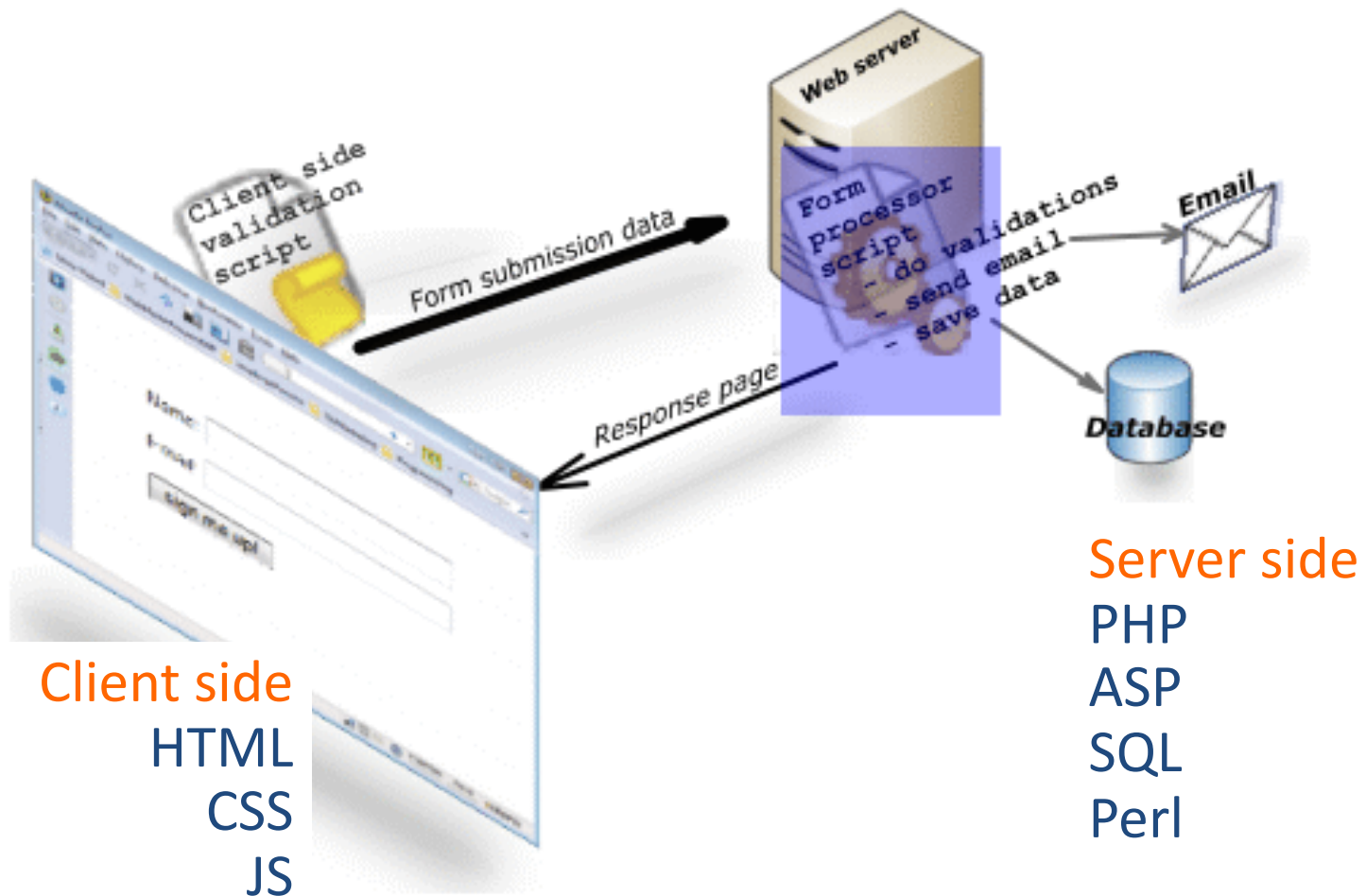
```
context:  
context.active_object is not None
```

How does it work?

Do you remember the client/server model...?



How does it work?



We will be focusing on

Marking up forms in HTML & CSS

Registration

Frist name

Last name

e-mail

Marking up forms in HTML


Registration




<input type="text"/>	Frist name
<input type="text"/>	Last name
<input type="text"/>	e-mail
<input type="submit" value="Submit"/>	

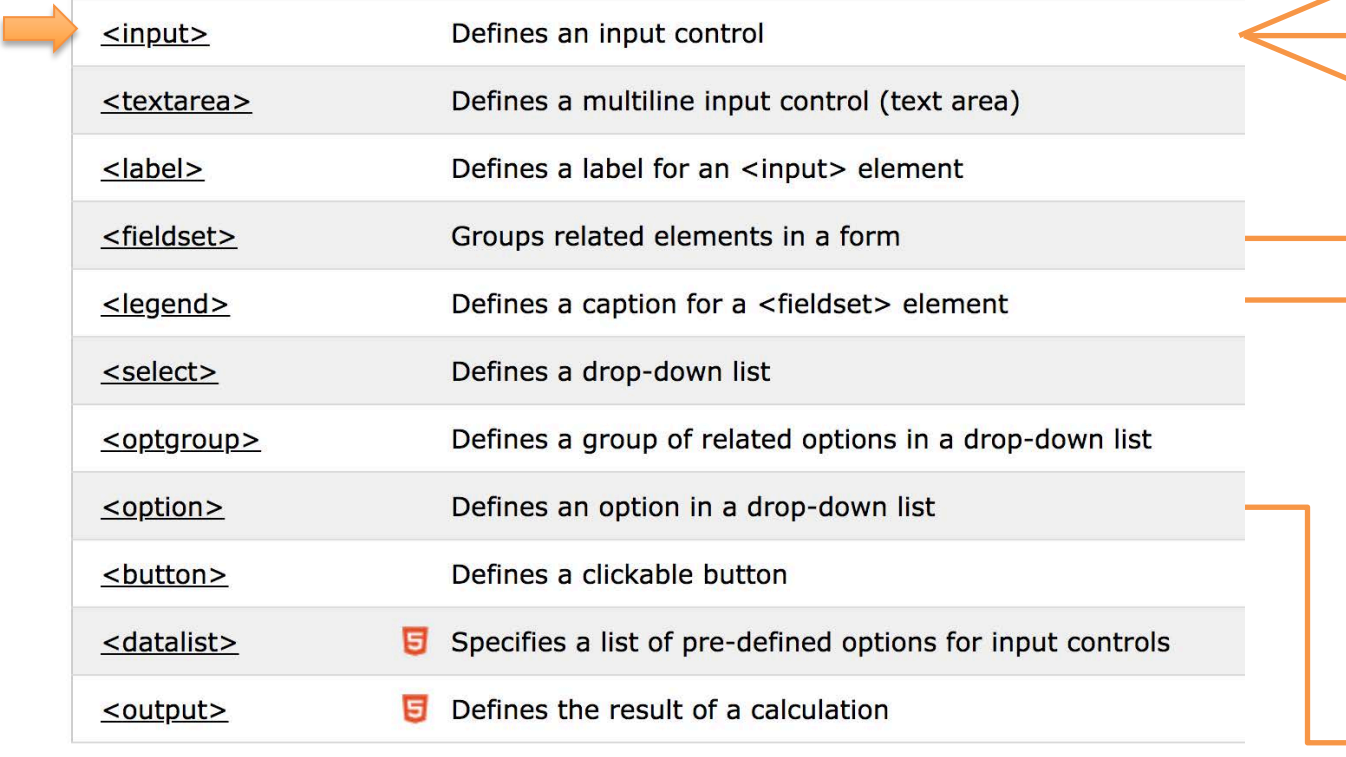
```
<form>
  <input type="text"> Frist name
  <input type="text"> Last name
  <input type="email"> E-mail
  <input type="submit">
</form>
```

- The HTML <form> element
 - Defines a **form** that is used to collect user input.
 - **An HTML form** contains **form elements**.
 - Form elements are **different types** of **input elements**, like text fields, checkboxes, radio buttons, submit buttons, and more.
- The <input> Element
 - The <input> element is the **most important** form element.
 - The <input> element can be displayed in several ways, depending on the **type** attribute.

HTML Form Elements

 = new in HTML5.

Tag	Description
<u><form></u>	Defines an HTML form for user input
 <u><input></u>	Defines an input control
<u><textarea></u>	Defines a multiline input control (text area)
<u><label></u>	Defines a label for an <input> element
<u><fieldset></u>	Groups related elements in a form
<u><legend></u>	Defines a caption for a <fieldset> element
<u><select></u>	Defines a drop-down list
<u><optgroup></u>	Defines a group of related options in a drop-down list
<u><option></u>	Defines an option in a drop-down list
<u><button></u>	Defines a clickable button
<u><datalist></u>	 Specifies a list of pre-defined options for input controls
<u><output></u>	 Defines the result of a calculation



fieldset/legend

checkbox

color

date

datetime-local

number

radio

search

fieldset/legend

text

textarea

time

url

week

select/option

Submit Reset

Input Types

- checkbox
- color
- date
- email
- number
- radio
- reset
- range
- submit
- search
- tel
- text
- time
- url
- week

```
<form>
  <fieldset>
    <legend>fieldset/legend</legend>
    <input type="checkbox">
    <input type="color">
    <input type="date">
    <input type="datetime-local">
    <input type="number">
    <input type="radio">
    <input type="search">
  </fieldset>
  <fieldset>
    <input type="text">
    <legend>fieldset/legend</legend>
    <textarea></textarea>
    <input type="time">
    <input type="url">
    <input type="week">
    <select>
      <option value="volvo">Volvo</option>
      <option value="saab">Saab</option>
      <option value="opel">Opel</option>
      <option value="audi">Audi</option>
    </select>
    <input type="submit">
    <input type="reset">
  </fieldset>
</form>
```



fieldset/legend

checkbox



color



date

26/11/2018

November 2018

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

fieldset/legend

text



textarea



time

--:--

url

nourl

! Please enter a URL.

select/option

option 1

Submit

Reset

Input attributes



```
<input type="email" placeholder="Enter Email" name="email" required>
```

- **autocomplete**
- **autofocus**
- **disabled**
- form
- formaction
- formenctype
- formmethod
- formnovalidate
- formtarget
- height and width
- list
- maxlength
- min and max
- multiple
- pattern (regexp)
- **placeholder**
- readonly
- **required**
- step
- **value**

Sign Up form example

```
<form action="handleForm.php">
  <h1>Sign Up</h1>
  <p>Please fill in this form to create an account.</p>
  <fieldset id="data-area">
    <legend>Your data</legend>
    <label for="email">Email</label>
    <input type="email" placeholder="Enter Email" name="email" required>
    <label for="psw">Password</label>
    <input type="password" placeholder="Enter Password" name="psw" required>
    <label for="psw-repeat">Repeat Password</label>
    <input type="password" placeholder="Repeat Password" name="psw-repeat" required>
    <label>
      <input type="checkbox" checked="checked" name="remember">Remember me
    </label>
  </fieldset>
  <fieldset id="button-area">
    <legend>Actions</legend>
    <button type="button" class="cancelbtn">Cancel</button>
    <button type="reset" class="resetbtn">Reset form</button>
    <button type="submit" class="signupbtn">Sign Up</button>
  </fieldset>
</form>
```

Attributes

Sign Up

Please fill in this form to create an account.

Email

Password

Repeat Password

☒ Remember me

By creating an account you agree to our [Terms & Privacy](#).

Styling forms with CSS

- Styling your HTML forms are **crucial** for their usability!
- **Most of the CSS rules you already know applies to forms and form elements.**
- Compound selectors like `input[type=text]` are very useful here.
- Styling forms are often tedious and cumbersome... ;-)

Styling forms with css

```
<form action="action_page.php">
  
  <div class="container">
    <label for="uname"><b>Username</b></label>
    <input type="text" placeholder="Enter Username"
      name="uname" required>
    <label for="psw"><b>Password</b></label>
    <input type="password" placeholder="Enter Password"
      name="psw" required>
    <input type="submit" value="Login">
    <label>
      <input type="checkbox" checked="checked"
        name="remember"> Remember me
    </label>
  </div>
  <div class="container">
    <button type="button" class="cancelbtn">Cancel</button>
    <span class="psw">Forgot <a href="some.php">password?</a>
  </span>
  </div>
</form>
```



Same form
without css

Username Password ☒ Remember me

Forgot [password?](#)

Username

Enter Username

Password

Enter Password

Login

☒ Remember me

Cancel

Forgot [password?](#)

Further help and inspiration

- https://www.w3schools.com/html/html_form_elements.asp
- https://www.w3schools.com/howto/howto_css_login_form.asp
- https://www.w3schools.com/howto/howto_css_responsive_form.asp

Sign Up

Please fill in this form to create an account.

Email

Password

Repeat Password

☒ Remember me

By creating an account you agree to our [Terms & Privacy](#).

Cancel

Sign Up

Go do it!

Hand in to Fronter @11:45

1. Create a sign up form with some options for the user, using e.g. *radio* and *checkbox* input types for *gender*, *interests* and alike.
2. Create a login form for the same (imaginary) site / app.
 - **Do NOT copy the w3school example!**
 - Style both forms with CSS according to the **principles** in this presentation.