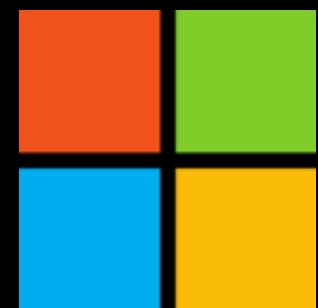


THE FEATURES OF HIGHLY EFFECTIVE **FORMS**



Aaron Gustafson

@AaronGustafson

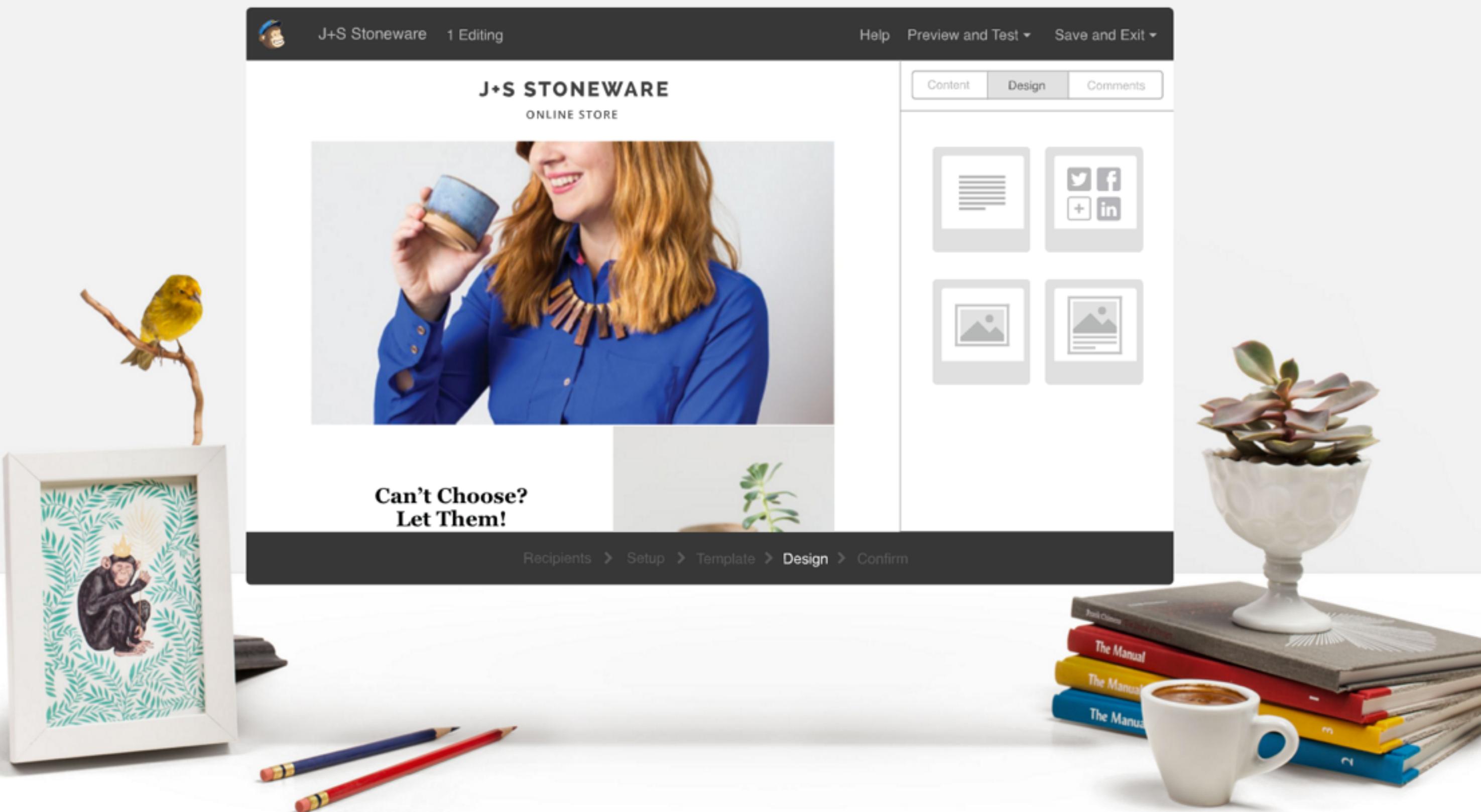
slideshare.net/AaronGustafson



Consider the
conversation

[Features](#)[Pricing](#)[Support](#)[Blog](#)[More](#)[Sign Up Free](#)[Log In](#)

Send Better Email



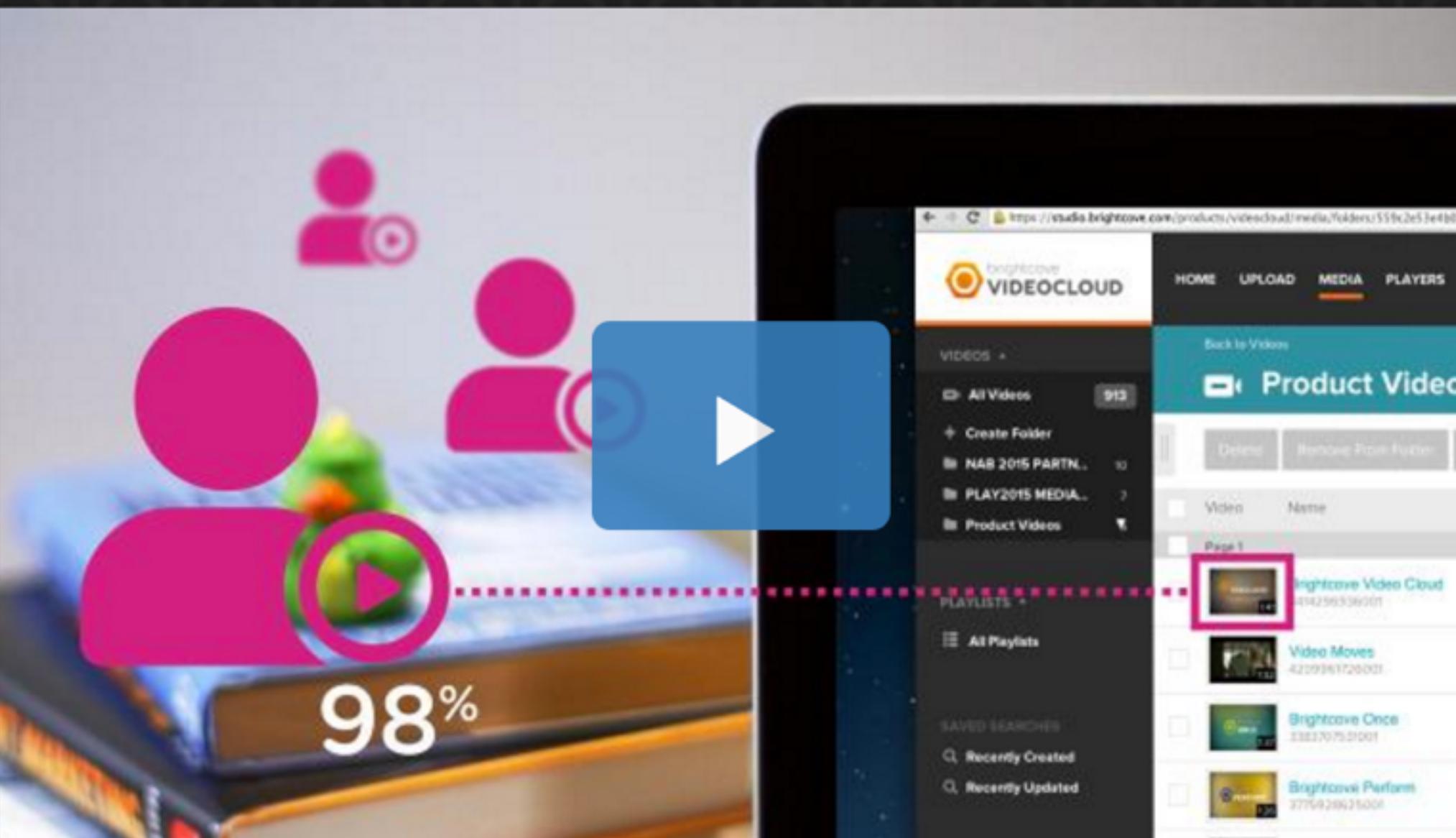
Join more than 10 million people who use MailChimp
to design and send 600 million emails every day.

[Sign Up Free](#)

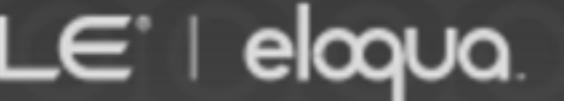
MailChimp Pro: Advanced email marketing for \$199 / month >



Introducing **AUDIENCE** for the Brightcove Video Marketing Suite



- CAPTURE LEADS WITH FORMS
- TRACK INDIVIDUAL ENGAGEMENT
- SEGMENT AND SCORE LEADS
- INTEGRATE WITH MARKETING AUTOMATION PLATFORMS

Get a response today

We love hearing about exciting new ideas. Your message will be confidentially sent to the Littlelines Founder, Matt. It'll be placed to the top of the stack and he'll respond to you today. If you'd prefer to speak to someone right away, call us at **1-877-533-8101**

*We currently have **one** spot open for new client projects*

QUICK MESSAGE

or

KICK START PROJECT

Your Name *

Your Email *



What's happening?

AFC
✓



Media



Location



Poll

140

Buffer



Tweet

- 1 Select parking
- 2 Your details.....
- 3 Select options.....

Contact

Title:
First Name:
Last Name:
Phone Number:
Email:

Address

Address 1:
Address 2:
Address 3:
City:
Postcode

Flight

Return Flight Number:
Destination:
Passengers:

Vehicle 1

Vehicle Type:

Number Plate:
Make:
Model:
Colour:

Standard

Please note that parking and additional services are charged at a higher rate for 4X4's and Van's

Your booking so far

Airport
Edinburgh
Car Park
Flying Scot (Edinburgh)
Departing
6 Jul 2011 00:00
Returning
7 Jul 2011 00:00
Days
2
Parking Cost
£14.99

YOUR TOTAL
£14.99

Book your Airport Parking online

1

Select parking

2

Your details.....

3

Select options.....

Your Details

First Name:

Last Name:

Email:

Phone Number:

Vehicle 1 Details

Select Your Vehicle Type:

Car

Van

4x4

Vehicle Number Plate:

Add another vehicle



Your booking so far

Airport

Edinburgh

Car Park

Flying Scot (Edinburgh)

Departing

6 Jul 2011 00:00

Returning

7 Jul 2011 00:00

Days

2

Parking Cost

£14.99

YOUR TOTAL

£14.99

Make every field
fight for its place in
your forms.



MICHAEL AAGAARD, UNBOUNCE

I finally convinced the client to let me remove three form fields. I wanted to remove more, but I could only get away with removing three. But that's still one third of the form fields – a lot less friction.

The result? 14% drop in conversion.

Prepare for
pushback.

 25% profile completeness

Profile Completion Tips [\(Why do this?\)](#)

- + Add a position (+15%)
- + Add your education (+15%)
- + Add a picture (+5%)
- + Add your summary (+5%)
- + Add your specialties (+5%)
- + Ask for a recommendation (+5%)

Introducing Respond by Buffer

Deliver Exceptionally Responsive Customer Support

Get Started for Free



Sign in with Twitter

Sign in with Facebook

Sign in with LinkedIn

or

Your Email Address

Your Password

Create Account

Sign In

Keep me signed in

[Forgot password?](#)

A better way to manage your social media accounts and engage with your audiences.

Social media management.

DISCOVER BUFFER FOR:

Try Buffer for Business

Log In



Save more time by adding a second social account!

Buffer helps you schedule content to multiple accounts. Connect a second account:

 Twitter

The Web Standa...

 LinkedIn[Skip for now](#)

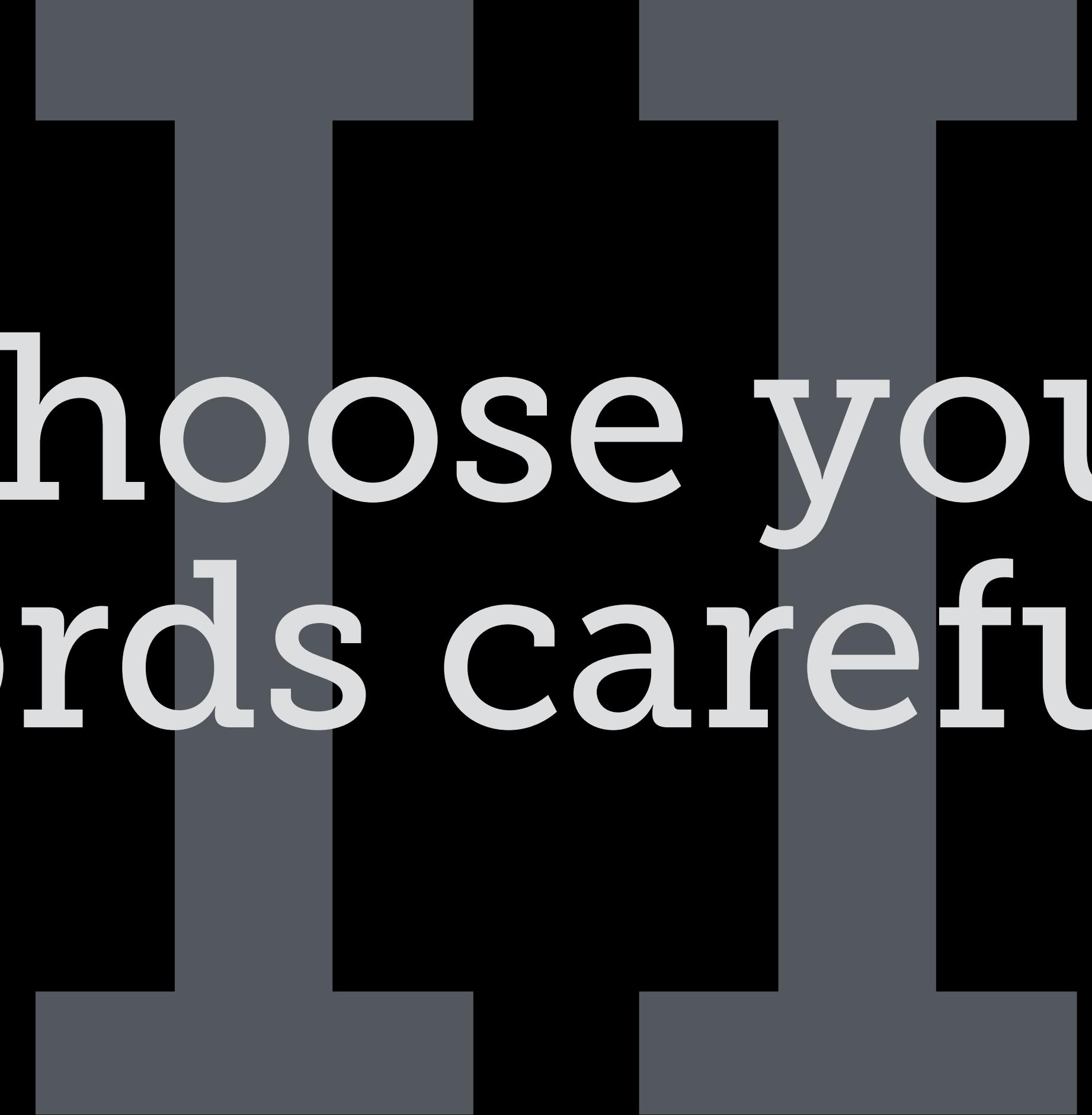


Your Buffer account is ready!

Head on to your dashboard to start sharing...

[Go to my Dashboard](#)

AH YEAH!



Choose your
words carefully

HARASSMENT





HATE SPEECH

How does this photo make you feel?

- Embarrassing
- Upsetting
- Saddening
- Bad Photo
- Other

How does this photo make you feel?

- Embarrassing**
- Upsetting**
- Saddening**
- Bad Photo**
- Other** it's embarrassing

Please describe the photo

- It's embarrassing
- It's a bad photo of me
- It makes me sad

Talk to your users
like they talk
to one another.

**Ask higher value
questions.**

**Make it clear users
need to respond**

“What’s your first name?”

*“Without your first name, I won’t
know how to address you.
Could you please provide it?”*

“Reserve your spot”



Make good
markup choices

Label every field

What's your first name?

```
<input name="first_name">
```

```
<label>What's your first name?</label>
<input name="first_name">
```

```
<label for="first_name">What's your first name?</label>
<input id="first_name" name="first_name">
```

<Label>

What's your first name?

<input name="first_name">

</Label>

```
<Label for="first_name">  
  What's your first name?  
<input id="first_name" name="first_name">  
</Label>
```

```
<label for="first_name">What's your first name?</label>
<input id="first_name" name="first_name">
```

Use **real** buttons

Sign In



Sign In

```
<input type="submit" value="Sign In">
```



Sign In

```
<button type="submit">Sign In</button>
```



Sign In

```
<a href="#" class="button">Sign In</a>
```



Sign In

```
<div class="button">Sign In</div>
```



Sign In

```
<input type="submit" value="Sign In">
```

Appearance	Seen As	Focusable	Activates	Submits Forms
Button	Button	Yes	Yes	Yes



Sign In

```
<button type="submit">Sign In</button>
```

Appearance	Seen As	Focusable	Activates	Submits Forms
Button	Button	Yes	Yes	Yes

Sign In

```
<a href="#" class="button" role="button">Sign In</a>
```

css dependency

JS dependency

Appearance	Seen As	Focusable	Activates	Submits Forms
Inline Text	Link	Yes	Kinda	No

ARIA dependency

JS dependency

Sign In

```
<div class="button" role="button" tabindex="0">Sign In</div>
```

Appearance	Seen As	Focusable	Activates	Submits Forms
Block Text	Generic	No	No	No

CSS dependency ↗ *HTML dependency* ↗ *JS dependency* ↗ *ARIA dependency* ↗ *JS dependency* ↗

**Everyone has
CSS & JavaScript,
why should I
be concerned?**

POTENTIAL BLOCKERS TO CSS

- Browser doesn't support CSS
- CSS is disabled for performance
- User has altered CSS (via a user style sheet) for accessibility or some other personal preference
- A networking issue caused the CSS to be unavailable
- Selector is too advanced for the browser
- Rules are in a media query and the browser doesn't support them

POTENTIAL BLOCKERS TO JS

- Browser doesn't support JavaScript
- JavaScript is disabled
- A networking issue caused the JavaScript to be unavailable
- A firewall blocked requests for JavaScript
- A browser plugin blocked the JavaScript download or execution

POTENTIAL BLOCKERS TO JS

- 3rd party JavaScript error caused JavaScript execution to stop
- A bug in the code caused the JavaScript to stop executing
- The browser failed a feature detection test and exited the script early

POTENTIAL BLOCKERS TO ARIA

- The browser does not support ARIA
- The assistive technology does not support ARIA



Sign In

```
<button type="submit">Sign In</button>
```

Appearance	Seen As	Focusable	Activates	Submits Forms
Button	Button	Yes	Yes	Yes

Use the right
field type

Free Response

```
<label for="first_name">What's Your First Name?</label>
<input type="text" id="first_name" name="first_name">
```

Free Response (is the default)

```
<label for="first_name">What's Your First Name?</label>
<input id="first_name" name="first_name">
```

Free Response: Email

```
<label for="email">What's Your Business Email Address?</label>
<input type="email" id="email" name="email">
```

Appearance	Native Validation	Custom Keyboard
Text Field	Maybe	Maybe

Free Response

<label for="email">
<input type="text" name="email" />

Your Email

We will only use your email address to respond to your message.

Purpose of Your Message

Question/Comment

...
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
↑ ← → ←
&123 ☺ .com @ . ←

Mail

<label for="email">
<input type="text" name="email" />

REQUIRED

Your Name

Your Email

We will only use your email address to respond to your message.

< > Done

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
↑ ← → ←
_123 space @ . Go

Browsers ignore
what they don't
understand

Progressive Enhancement

Free Response: URL

```
<label for="url">What's Your Website's URL?</label>
<input type="url" id="url" name="url">
```

Appearance	Native Validation	Custom Keyboard
Text Field	Maybe	Maybe

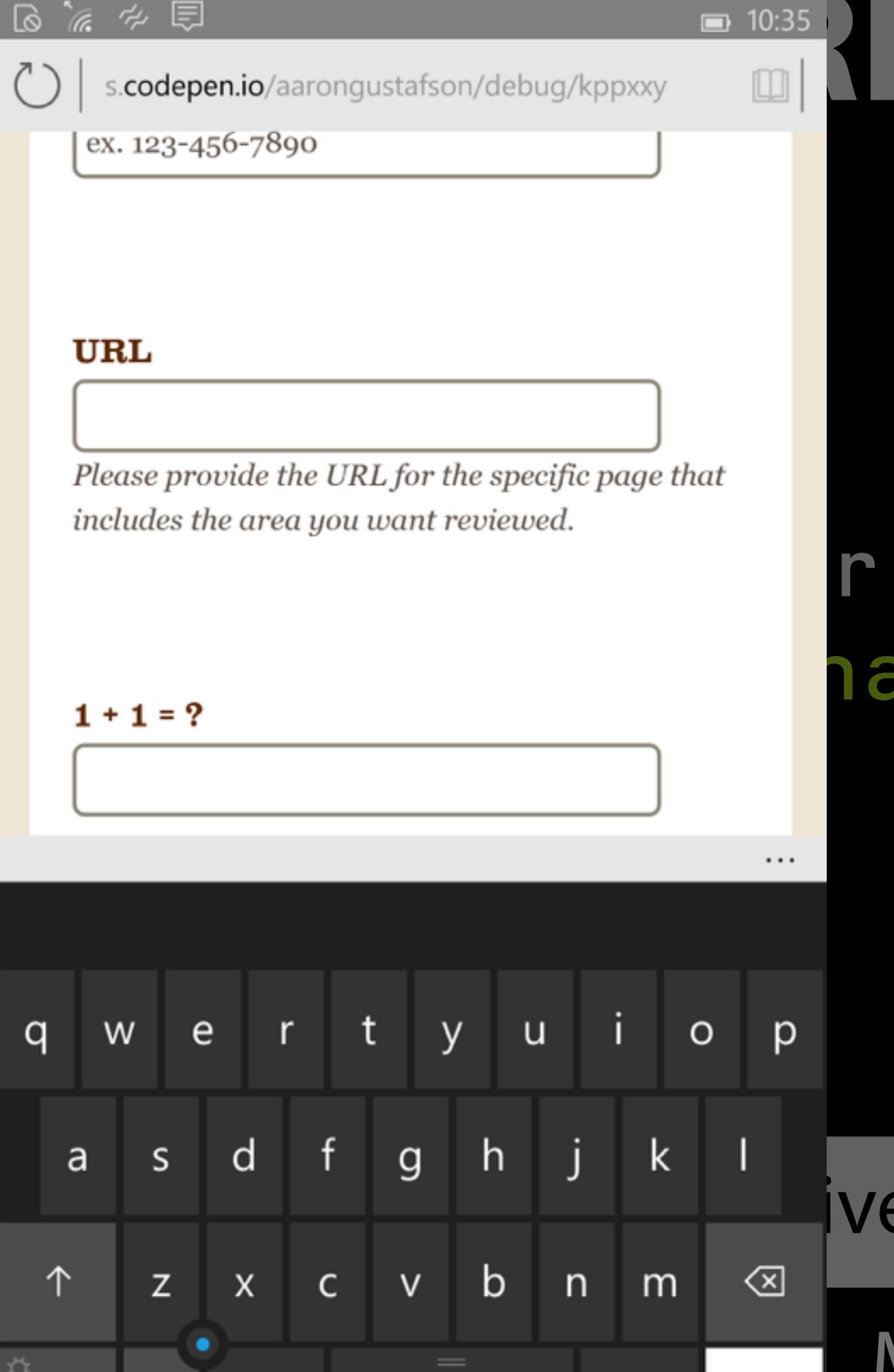
Free Response URL

label for
<input type="text"

URL

Please provide the URL for the specific page that includes the area you want reviewed.

1 + 1 = ?

...


Live Validation
 Maybe



Carrier ⌘ 12:42 PM local.webstandardssherpa.com

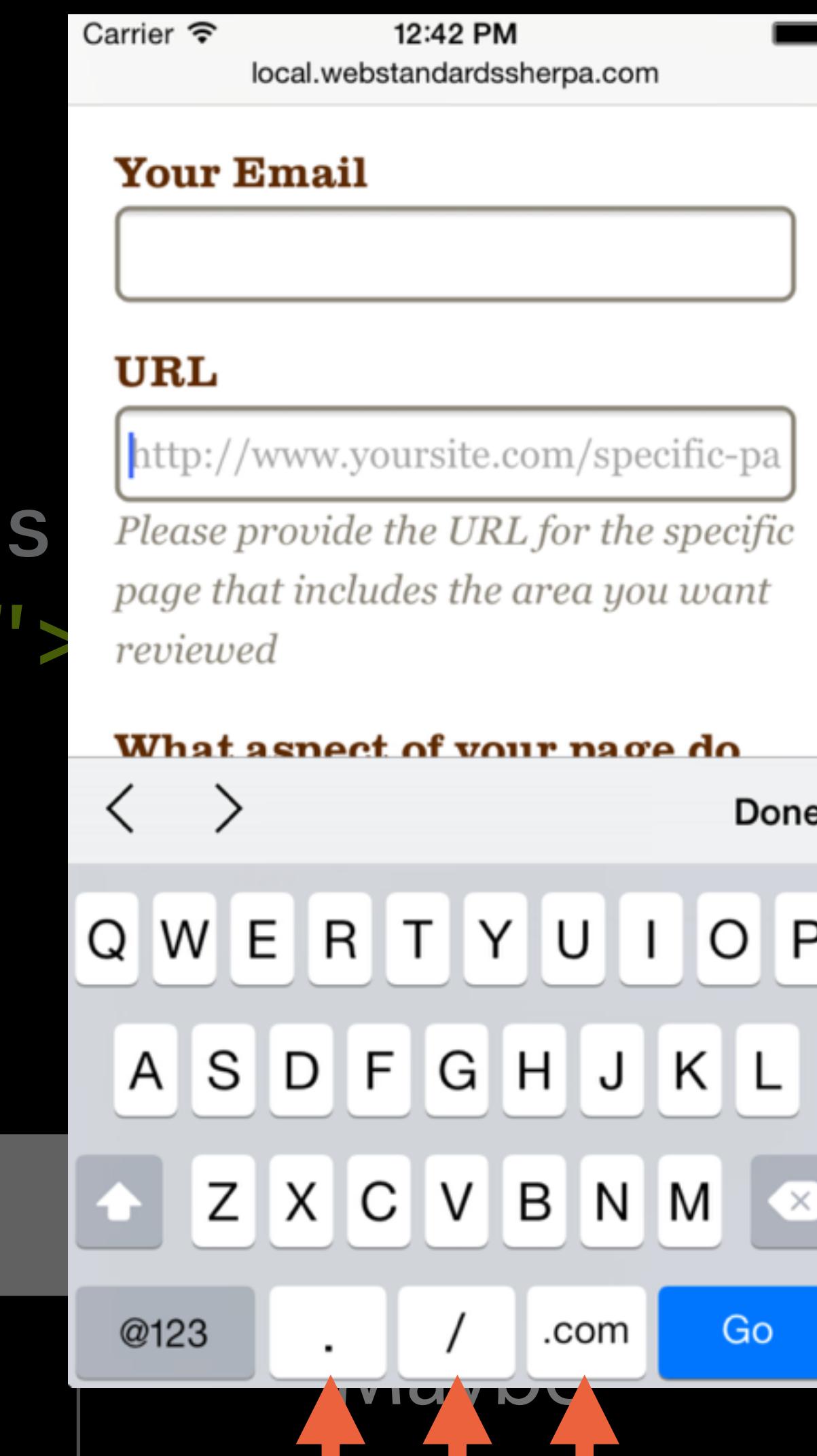
Your Email

URL

Please provide the URL for the specific page that includes the area you want reviewed

What aspect of your page do you want reviewed?
 < > Done

Q W E R T Y U I O P
 A S D F G H J K L
 Z X C V B N M
 @123 . / .com Go





Free Response: Number

```
<label for="time_at_job">How Many Years Have You Been  
in Your Current Position?</label>  
<input type="number" id="time_at_job" name="time_at_job">
```

Appearance	Native Validation	Custom Keyboard
Text Field+	Maybe	Maybe

Free Response: Number

<Label for="time_at_job">How Many Years Have You Been
in Your Current Job?</Label>
<input type="number" id="time_at_job"/>

A screenshot of a web browser showing a numeric input field. The field contains the equation "1 + 1 = ?" in orange text, indicating a math puzzle or CAPTCHA challenge before the user can enter a response.

Appearance	Native Validation	Custom Keyboard
Text Field+	Maybe	Maybe

Choose One

Please describe the photo

- It's embarrassing
- It's a bad photo of me
- It makes me sad

Choose One

Please describe the photo

<label>

 <input type="radio" name="reason" value="embarrassing">

 It's embarrassing

</label>

<label>

 <input type="radio" name="reason" value="bad photo">

 It's a bad photo of me

</label>

<label>

 <input type="radio" name="reason" value="saddening">

 It makes me sad

</label>

Choose One

```
<label for="reason">Please describe the photo</label>
<select id="reason" name="reason">
  <option value="embarrassing">It's embarrassing</option>
  <option value="bad photo">It's a bad photo of me</option>
  <option value="saddening">It makes me sad</option>
</select>
```

Choose One

```
<label for="reason">Please describe the photo</label>
<select id="reason" name="reason">
  <option>It's embarrassing</option>
  <option>It's a bad photo of me</option>
  <option>It makes me sad</option>
</select>
```

Radio controls can
outperform select
dropdowns by
as much as 15%

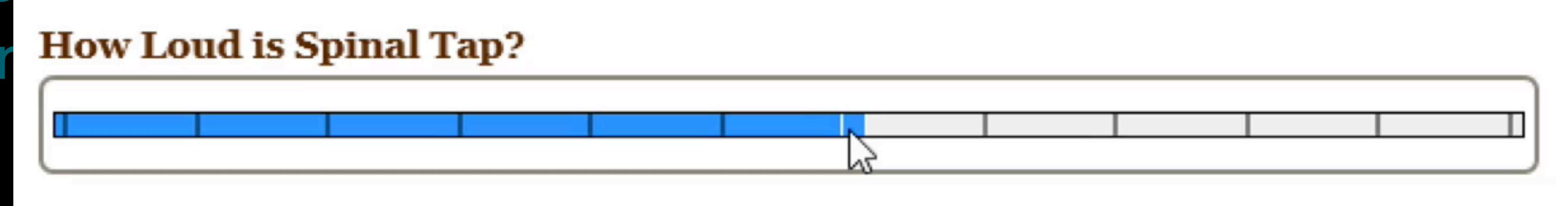
Choose One: Number

```
<label for="volume">How Loud is Spinal Tap?</label>
<input type="range" id="volume" name="volume"
min="0" max="11" step="1"
>
```

Appearance	Native Validation	Custom Keyboard
Slider (Maybe)	Maybe	No

Choose One: Number

```
<label for="volume">How Loud is Spinal Tap?</label>
<input type="range" id="volume" name="volume"
```



How Loud is Spinal Tap?

How Loud is Spinal Tap?

Appearance	Native Validation	Custom Keyboard
Slider	Maybe	No

Choose One or More

▼ Gaming Systems (4 available)

Nintendo DS Lite

PlayStation Vita

Nintendo Wii

XBox 360

Choose One or More

Gaming Systems (4 available)

<label>

 <input type="checkbox" name="reserve[]" value="DS Lite">

 Nintendo DS Lite

</label>

<label>

 <input type="checkbox" name="reserve[]" value="Wii">

 Nintendo Wii

</label>

<label>

 <input type="checkbox" name="reserve[]" value="Vita">

 PlayStation Vita

</label>

Choose One or More

```
<label for="gaming">Gaming Systems (4 available)</label>
<select id="gaming" name="reserve[]" multiple>
  <option value="DS Lite">Nintendo DS Lite</option>
  <option value="Wii">Nintendo Wii</option>
  <option value="Vita">PlayStation Vita</option>
  <option value="360">Xbox 360</option>
</select>
```

Choose One or More

```
<label for="gaming-systems">▼ Gaming Systems (4 available)<br>
<select id="gaming-systems">
  <option value="ds-lite">Nintendo DS Lite
  <option value="wii">Nintendo Wii
  <option value="ps-vita">PlayStation Vita
  <option value="xbox-360">Xbox 360
  <option value="360">Xbox 360</option>
</select>
```

Choose One or More

Gaming Systems (4 available)

<label>

 <input type="checkbox" name="reserve[]" value="DS Lite">

 Nintendo DS Lite

</label>

<label>

 <input type="checkbox" name="reserve[]" value="Wii">

 Nintendo Wii

</label>

<label>

 <input type="checkbox" name="reserve[]" value="Vita">

 PlayStation Vita

</label>

Group related fields.

Group related fields

```
<fieldset>
  <legend>Please describe the photo</legend>
  <ul>
    <li>
      <label>
        <input type="radio" name="reason" value="embarrassing">
        It's embarrassing
      </label>
    </li>
    ...
  </ul>
</fieldset>
```

Group related fields

```
<fieldset>
  <legend>Please describe the photo</legend>
  <ul>
    <li>
      <label>
        <input type="radio" name="reason" value="embarrassing">
        It's embarrassing
      </label>
    </li>
    ...
  </ul>
</fieldset>
```

Group related fields

```
<fieldset>
  <legend tabindex="0">Please describe the photo</legend>
  <ul>
    <li>
      <label>
        <input type="radio" name="reason" value="embarrassing">
        It's embarrassing
      </label>
    </li>
    ...
  </ul>
</fieldset>
```

All about you

First Name

Last Name

Gender

Select One

Birthday (Optional)

MM

DD

Email Address

Confirm Email Address

Your address

Heads up: this address will be your primary account address and default billing address.

Address Type

US

Address / P.O. Box

Address 2 (Optional)

City

State

Select One

Zip Code

Phone Number

Numbers only

Don't introduce
unnecessary
complexity.

Phone Number:

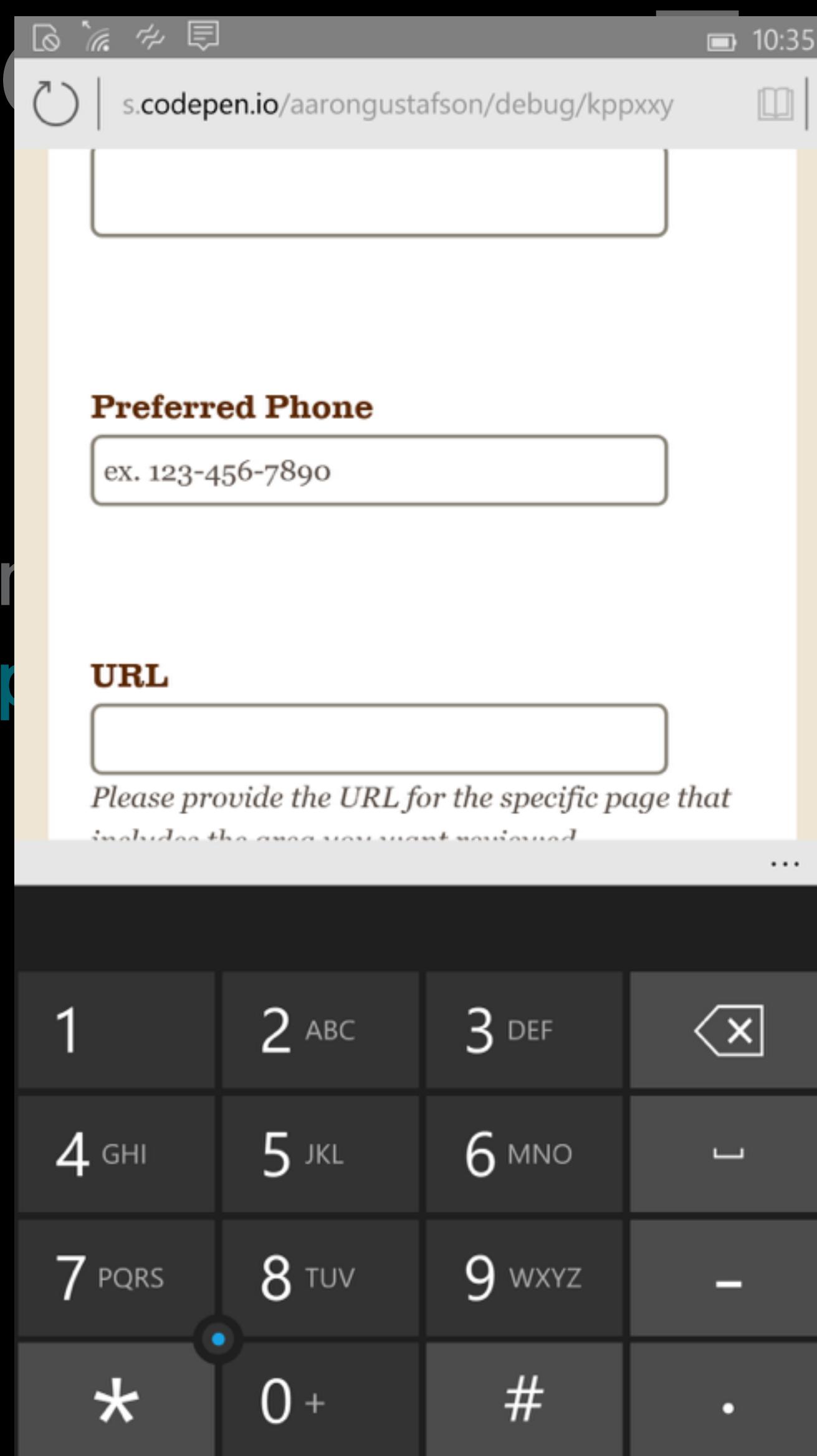
Free Response: Telephone

```
<label for="tel">What's Your Business Phone Number?</label>
<input type="tel" id="tel" name="business_phone">
```

Appearance	Native Validation	Custom Keyboard
Text Field	No	Maybe

Free Range Telephone

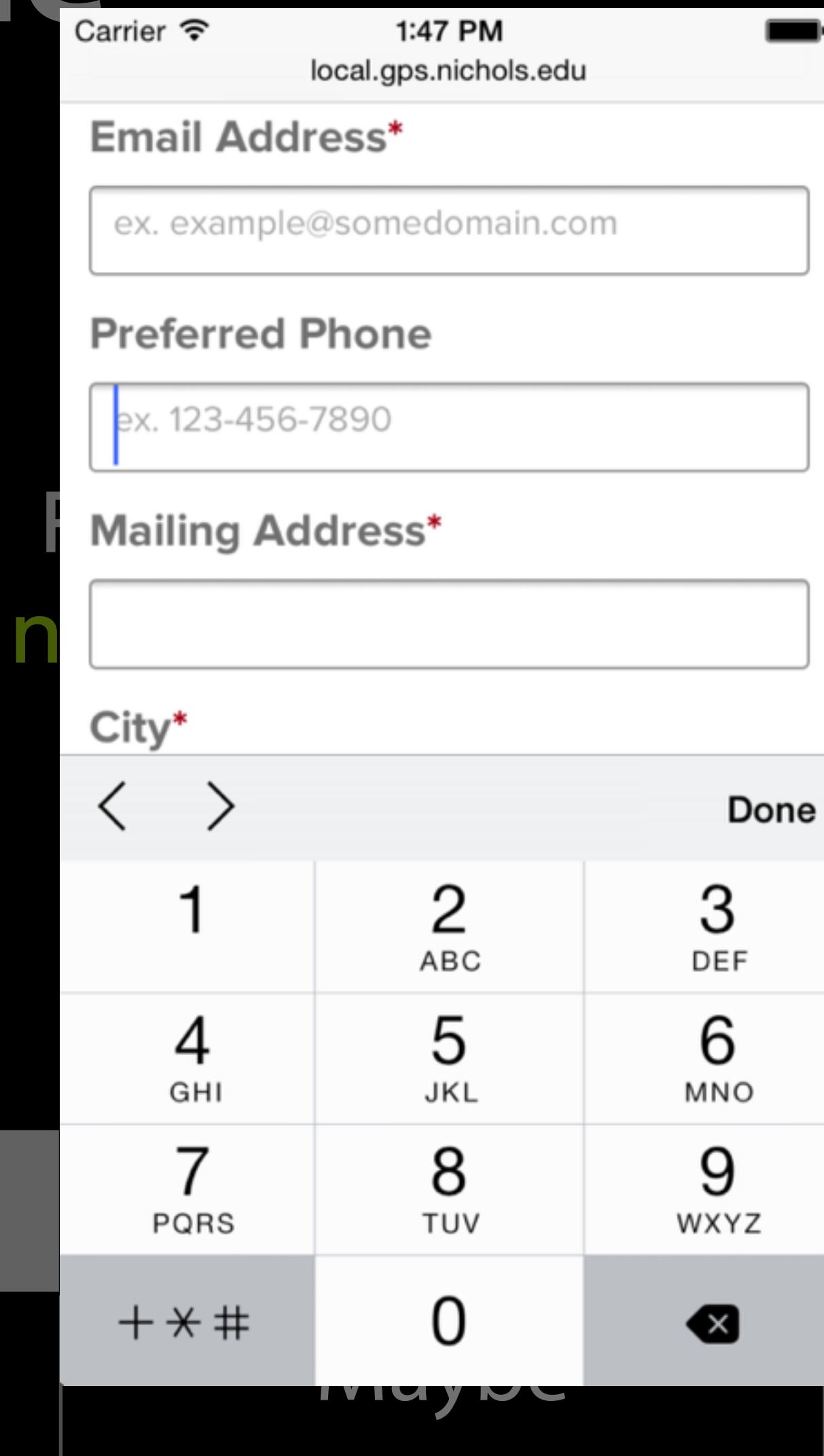
<label for="phone">
 <input type="text" name="phone" value="123-456-7890" />



A screenshot of a mobile web browser displaying a form field for a phone number. The URL in the address bar is `s.codepen.io/aarongustafson/debug/kppxy`. The phone number `123-456-7890` is entered into the input field. The browser interface includes standard navigation icons and a status bar showing the time as 10:35.

Business Name
`name="business"`

Live Validation
 No



A screenshot of an iPhone displaying a numeric keypad for entering text. The screen shows several form fields: "Email Address*", "Preferred Phone", "Mailing Address*", and "City*". The "City*" field is currently active, showing the placeholder "ex. example@somedomain.com". Below the form is a numeric keypad with standard digits, symbols, and a backspace key. The top of the screen shows "Carrier", signal strength, "1:47 PM", and the URL "local.gps.nichols.edu".

/Label>

We should work
harder so our users
don't have to.

Structured Data: Dates & Times

- `input[type=date]`
- `input[type=datETIME]` (global)
- `input[type=datETIME-local]` (local)
- `input[type=month]` (year & month)
- `input[type=week]` (year & week)
- `input[type=time]`

Structured Data: Dates & Times

• **input**

• **input**

• **input**

• **input**

• **input**

• **input**

Preferred Date to Visit*

mm / dd / yyyy

September 2014 ▾

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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	3	4

—Friday at 9:30am, 11:00am,

--- : ---

Structure

• `input[`

• `input[`

• `input[`

• `input[`

• `input[`

• `input[`

Preferred Date to Visit

mm/dd/yyyy



Structured Data: Dates & Times

- `input[type=date]`

The screenshot shows a mobile browser interface with the following details:

- Carrier: WiFi
- Time: 2:18 PM
- URL: local.nichols.edu

The main content area displays a form field for "Preferred Date to Visit". Below it is a descriptive note: "The best time to visit campus is Monday–Friday from early September through early May when classes are in session." A date input field is shown with the value "Sep 4, 2014".

Below the date input is a section titled "Tour Time Requested" with the note "Tours are offered Monday–Friday at 9:30am".

A date picker modal is open, showing a grid of months and years. The visible portion of the grid includes:

Month	Year
June	1 2011
July	2 2012
August	3 2013
September	4 2014
October	5 2015
November	6 2016
December	7 2017

Navigation arrows and "Clear" and "Done" buttons are visible at the top of the date picker.

- `input[type=datetime]`
- `input[type=datetimelm]`
- `input[type=month]`
- `input[type=week]` (with example)
- `input[type=time]`

Structured Data: Dates & Times

- `input[type=date]`
- `input[type=datetim`
- `input[type=datetim`
- `input[type=month]`
- `input[type=week]` (y
- `input[type=time]`

Carrier 2:18 PM local.nichols.edu

Sep 4, 2014 ▾

Tour Time Requested

Tours are offered Monday–Friday at 9:30am, 11:00am, 1:30pm, and 3:00pm.

9:30 AM ▾

SUBMIT FORM

< > Clear Done

6	27
7	28
8	29
9	30 AM
10	31 PM
11	32
12	33

Structured Data: Custom

```
<label for="flight">What flight are you looking for?</label>
<input id="flight" name="flight"
       pattern="DL\d{2,}"
       placeholder="e.g. DL5407"
>
```



Lay out fields
with purpose

Field & Label Layouts

Label

Label

Label

Label

Label

Field & Label Layouts

Label

A diagram illustrating a field and label layout. It consists of a large black rectangular container with a thin white border. Inside, there are two horizontal white rectangles representing fields. To the left of these fields, the word "Label" is written in white text. The entire arrangement is centered within the black container.

Label

A diagram illustrating a field and label layout. It consists of a large black rectangular container with a thin white border. Inside, there are two horizontal white rectangles representing fields. Above each field, the word "Label" is written in white text. A thick green oval is drawn around the top section containing the labels and the first field. The entire arrangement is centered within the black container.

Label

Label

Label

Field & Label Layouts

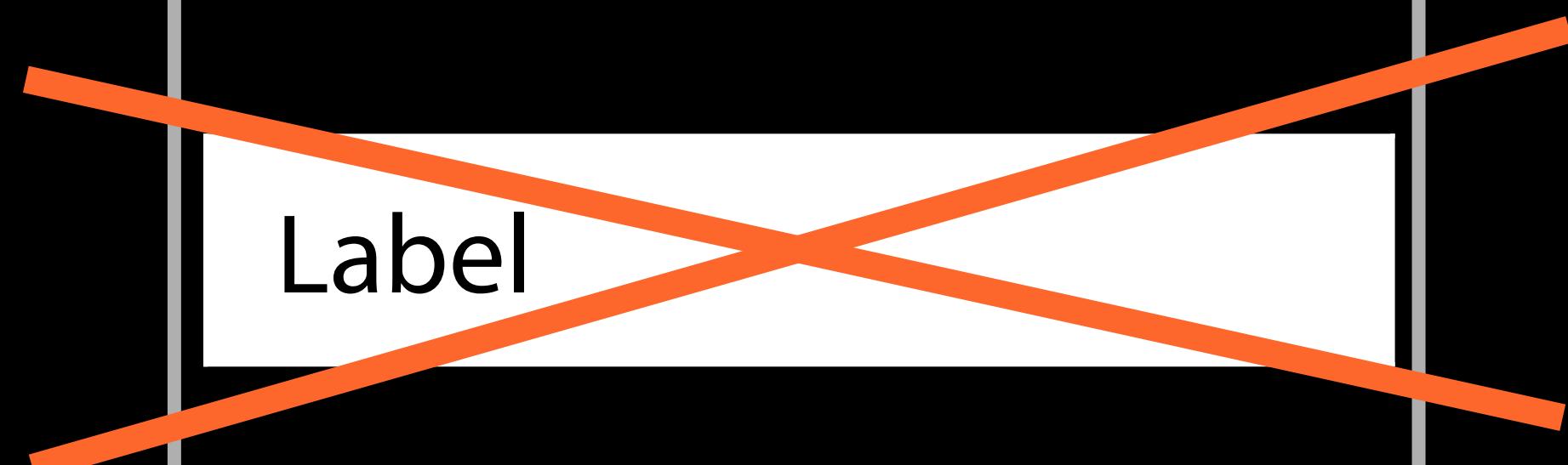
Label

Label

Label

Label

Label



Checkboxes & Radio Controls

- Embarrassing**
- Upsetting**
- Saddening**
- Bad Photo**
- Other**

Checkboxes & Radio Controls

- Embarrassing
- Upsetting
- Saddening
- Bad Photo
- Other

Checkboxes & Radio Controls

```
<fieldset class="grouped radios">  
...  
  <label>  
    <input type="radio"  
          name="reason"  
          value="embarrassing">  
    It's embarrassing  
  </label>  
...  
</fieldset>
```

○ **Embarrassing**

Checkboxes & Radio Controls

```
.confirmation label,  
.radios label,  
.checkboxes label {  
  margin: -1em 0;  
  padding: 1em 0;  
}
```

○ **Embarrassing**

Checkboxes & Radio Controls

```
.confirmation label,  
.radios label,  
.checkboxes label {  
  margin: -1em 0;  
  padding: 1em 0;  
}
```

 **Embarrassing**

Checkboxes & Radio Controls

```
.confirmation label,  
.radios label,  
.checkboxes label {  
  margin: -1em 0;  
  padding: 1em 0;  
}
```



○ **Embarrassing**



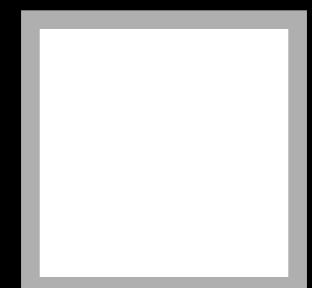
Checkboxes & Radio Controls

```
.confirmation label,  
.radios label,  
.checkboxes label {  
  margin: -1em 0;  
  padding: 1em 0;  
}
```

○ **Embarrassing**

**Don't fall into the
custom control trap.**







Helps users avoid
(and fix) errors

Let users know when
a field is **required**.

Required Fields

```
<p>Fields marked with a * are  
<strong id="required">required</strong>.</p>
```

...

```
<label for="first_name">What's Your First Name?  
  <b role="presentation" class="required">*</b>  
</label>  
<input id="first_name" name="first_name"  
      required  
      aria-required="true"  
      >
```

Required Fields

<p>All of the fields are required.</p>

...

```
<label for="first_name">What's Your First Name?</label>
<input id="first_name" name="first_name"
       required
       aria-required="true"
       >
```

Required Fields

```
<p><strong>All of the fields are required.</strong></p>
```

...

```
<label for="first_name">What's Your First Name?</label>
<input id="first_name" name="first_name"
      required
      aria-required="true"
      >
```

**Provide useful hints
as to the type of
response you're
expecting.**

Suggesting a response

```
<label for="pattern">Enter three numbers followed by  
two letters</label>  
<input id="pattern" name="pattern"  
pattern="\d{3}[a-zA-Z]{2}"  
placeholder="e.g. 123ab"  
>
```

Enter three numbers followed by two letters

e.g. 123ab

*(The placeholder is not
a substitute for a label.)*

**Validate
in the browser.**

LUKE WROBLEWSKI

Our participants were faster, more successful, less error-prone, and more satisfied when they used the forms with inline validation.

LUKE WROBLEWSKI

22% increase in success rates
22% decrease in errors made
31% increase in satisfaction rating
42% decrease in completion times
47% decrease in the number of eye fixations

Indicate Required Fields

```
<label for="first_name">What's Your First Name?</label>
<input id="first_name" name="first_name"
required
aria-required="true"
>
```

Use Native Validation

```
<label for="email">What's Your Business Email Address?</label>
<input type="email" id="email" name="email">
```

Use Custom Validation Schema

```
<label for="flight">What flight are you looking for?</label>
<input id="flight" name="flight"
      pattern="DL\d{2,}"
      placeholder="e.g. DL5407"
      >
```

Enter three numbers followed by two letters

1234444hshshs|



Please match the requested
format.

Provide Inline Error Messages

```
<Label for="email">Your Email Address</Label>
<input id="email" type="email" name="email"
    required aria-required="true"
    aria-invalid="true"
    aria-describedby="email-error"
    >
<strong id="email-error" class="validation-error-message">
    Your email address is required</strong>
```

**Validate
on the server.**





<input type="hidden" name="price" value="399.99">



<input type="hidden" name="price" value="1">

**Never trust
the client.**

**Summarize
server-side errors.**

There were errors with your form submission:

- Message is a required field
- Name is a required field
- Email is a required field

```
<div role="alert">
  <p>There were errors with your form submission:</p>
  <ol>
    <li><a href="#message">Message</a> is a required field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```

```
<div role="alert">
  <p>There were errors with your form submission:</p>
  <ol>
    <li><a href="#message">Message</a> is a required field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```

```
<div role="alert">
  <p>There were errors with your form submission:</p>
  <ol>
    <li><a href="#message">Message</a> is a required field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```

```
<div role="alert">
  <p>There were errors with your form submission:</p>
  <ol>
    <li><a href="#message">Message</a> is a required field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```

Provide Inline Error Messages

```
<Label for="email">Your Email Address</Label>
<input id="email" type="email" name="email"
    required aria-required="true"
    aria-invalid="true"
    aria-describedby="email-error"
    >
<strong id="email-error" class="validation-error-message">
    Your email address is required</strong>
```

Provide Visual Feedback of Errors

```
<li class="text validation-error">  
  <!-- field with an error -->  
</li>
```

x Email *

Your email address is required

Provide Visual Feedback of Errors

```
li.validation-error {  
    color: #922026;  
}  
  
li.validation-error input, li.validation-error select,  
li.validation-error textarea {  
    border-color: #922026;  
}
```

x Email *

Your email address is required

Provide Visual Feedback of Errors

```
.validation-error label::before {  
  content: "x ";  
  font-family: Verdana, sans-serif;  
  speak: none; /* The future! */  
}
```

x Email *

Your email address is required

The Features of Highly Effective Forms

- Consider the conversation
- Choose your words carefully
- Make good markup choices
- Lay out fields with purpose
- Help users avoid (and fix) errors

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Further Reading

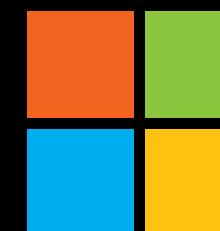
- “Web Form Design” by Luke Wroblewski (Rosenfeld Media)
- “An Extensive Guide To Web Form Usability” by Justin Mifsud
<https://www.smashingmagazine.com/2011/11/extensive-guide-web-form-usability/>
- “Optimizing forms for greater conversions” by Maya Nix
<http://blog.usabilla.com/optimizing-forms-greater-conversions/>
- “The Definitive Guide to Form Label Positioning” by Jessica Enders
<http://www.sitepoint.com/definitive-guide-form-label-positioning/>

Thank you!

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