UX for Forms

Forms

- Any time the user enters information, whether by typing into a field or clicking on a check box, a form is being used.

- Make it as painless as possible for the user.

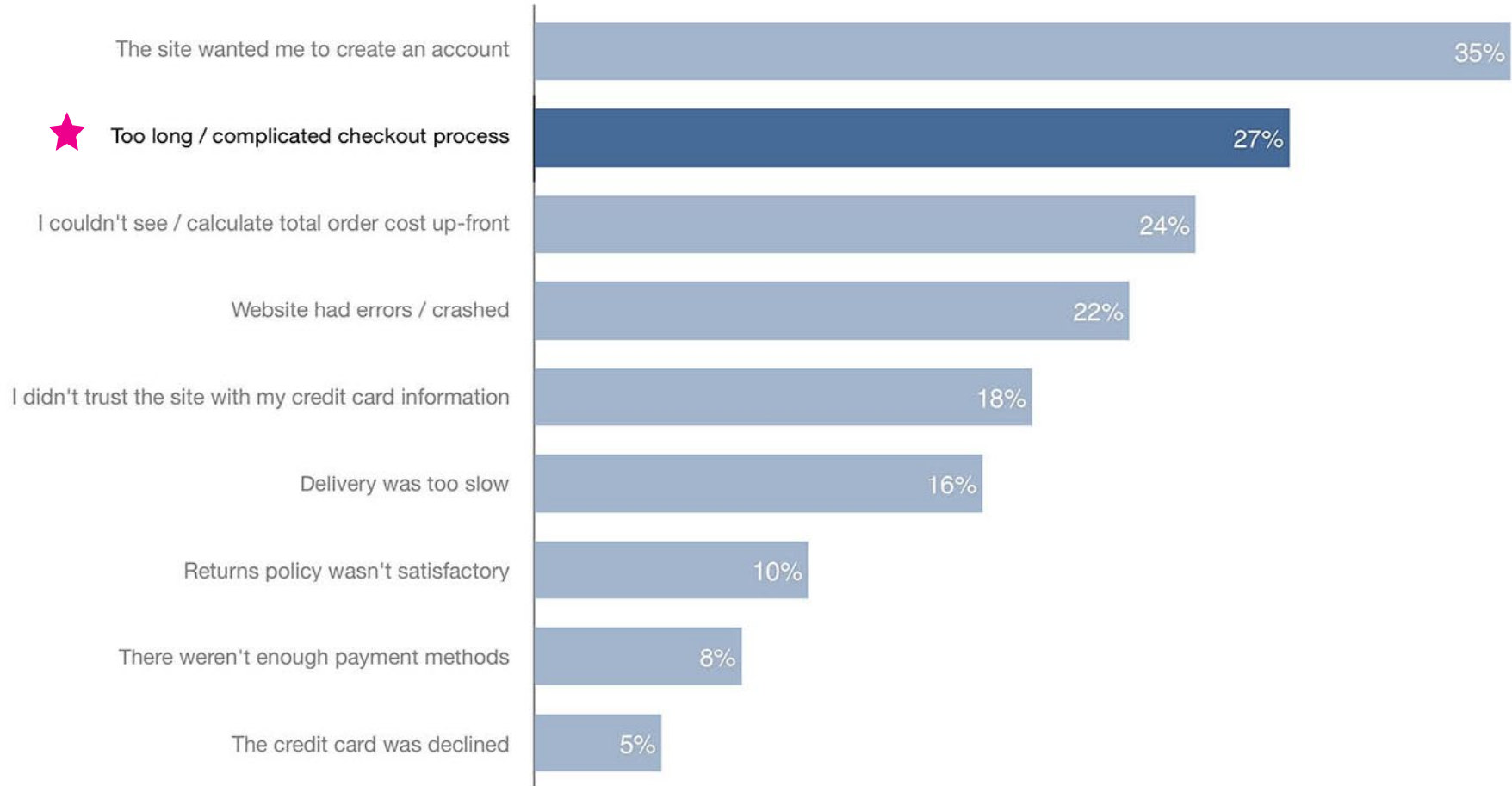- If the user gives up before purchasing, which they do OFTEN, the company gets no $$$$.

  (Design forms well = stay employed)

Reasons for abandonments during checkout

1,044 responses · US adults · 2016 · © baymard.com/checkout-usability

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"
Answers normalized without the *'I was just browsing'* option, and with *'Extra Costs'* removed.

Reason	Percentage
The site wanted me to create an account	35%
Too long / complicated checkout process	27%
I couldn't see / calculate total order cost up-front	24%
Website had errors / crashed	22%
I didn't trust the site with my credit card information	18%
Delivery was too slow	16%
Returns policy wasn't satisfactory	10%
There weren't enough payment methods	8%
The credit card was declined	5%

The Form Elements

The `<form> </form>` tag wraps around the whole set of elements.

Text Fields

- **Label**
- **Input**
- **Textarea**

`<label>First Name:</label>`

First name: [   ]

`<input type="text" name="firstname">`

[****]

`<input type="password" name="password">`

[   ]

(For use with multi-line text)   `<textarea></textarea>`

Radio Buttons

Only one can be selected at a time

○ Chocolate
○ Vanilla

```
<input type="radio" name="flavor" value="Chocolate">
```

Checkboxes

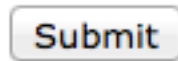More than one could be selected at a time

☐ I have a bike
☐ I have a car

```
<input type="checkbox" name="vehicle" value="Bike">
```
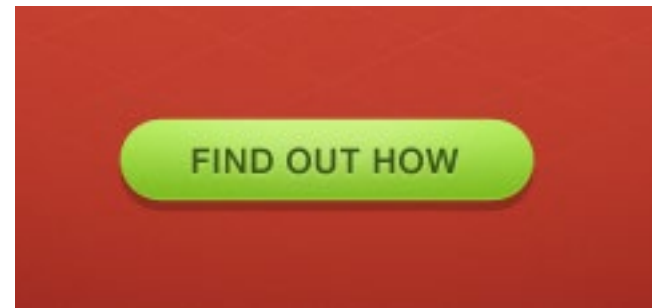
Drop-down Menus / Select Menus

Volvo ⬍
Volvo
Saab
Fiat
Audi

```
<select name="cars">
  <option value="volvo">Volvo</option>
  <option value="saab">Saab</option>
  <option value="fiat">Fiat</option>
  <option value="audi">Audi</option>
</select>
```

- The language of the link/button should clearly predict the content of the destination page Don't make users guess!

Submit

`<input type="submit" value="Submit">`

FIND OUT HOW

Break it up into sections

- Break it into manageable sections, but don't spread it onto more pages than needed.
- Similar fields should be grouped together.

- Mind the spacing.

Name *

Email *

🔒 We don't send spam to our users.

Password *

🔒 We suggest using a long password for security reasons.

❌

Name *

Email *

🔒 We don't send spam to our users.

Password *

🔒 We suggest using a long password for security reasons.

✅

- **If you have a long form**, be clear up front about the length of the form with breadcrumbs or progress indicators.

  (But **only** do this if the form *NEEDS* to be long in the first place.)
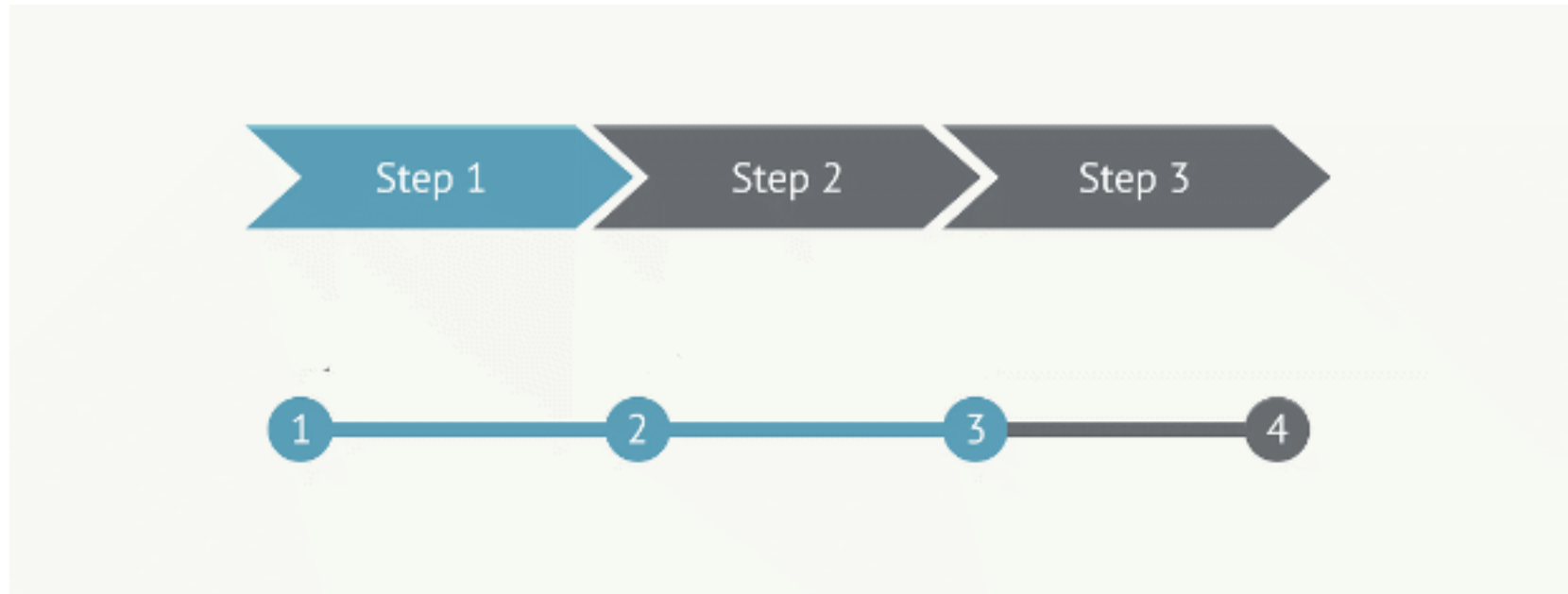
Placement of Labels (3 possibilities)

Above

Sign Up

Name *

Email *

🔒 We don't send spam to our users.

Password *   ☐ Show password

🔒 Password must be at least 6 characters long

* Required fields

Sign Up

Already have an account? Log in to your account

Left

Information about your employment

Type of employment	Working ▼
Main source of income	Select ▼
Company name	
Kind of activity	Select ▼
Position	Select ▼
Work phone number of the company	+38 (xxx) xxx xx xx
Work experience	No data ▼
Monthly income (UAH)	

Or...

In the Field, as a Placeholder

Call back request

Your name
Alexander

Phone
+1 (205) 258 5898

Date 📅 ▾

Time 🕐 ▾

What can we help you with?

[SUBMIT]

Name of the customer

Company

The contact person

Phone

Email address

Placeholders in Form Fields

Allowing Users to Sign In Through Social Media is Popular

Email *

☐ We don't send spam to our users.

Password *

☐ The password must contain 6 symbols min.

Confirm password *

Name *

City

Mobile phone
+1 xxx-xxx-xxxx

* Required field

☐ Remember me

Sign Up

Your privacy is important to us. View our Privacy Policy.
By using Home Alliance, you agree to our Terms & Conditions.

or

Save you time.

f   Sign Up with Facebook

G+ Sign Up with Google

🐦 Sign Up with Twitter

☐ We don't publish anything in user profiles
without permission

Also, **explain all of the requirements for the data and its format.** If a user's password has to include six symbols, mention this. Don't make users guess. Make the process handy and understandable.

Email *	
	🔒 We don't send spam to our users.
Password *	
	🔒 The password must contain 6 symbols min.
Confirm password *	
Name *	
City	
Mobile phone	+1 xxx-xxx-xxxx

Use Meaningful Verbs in Your CTAs
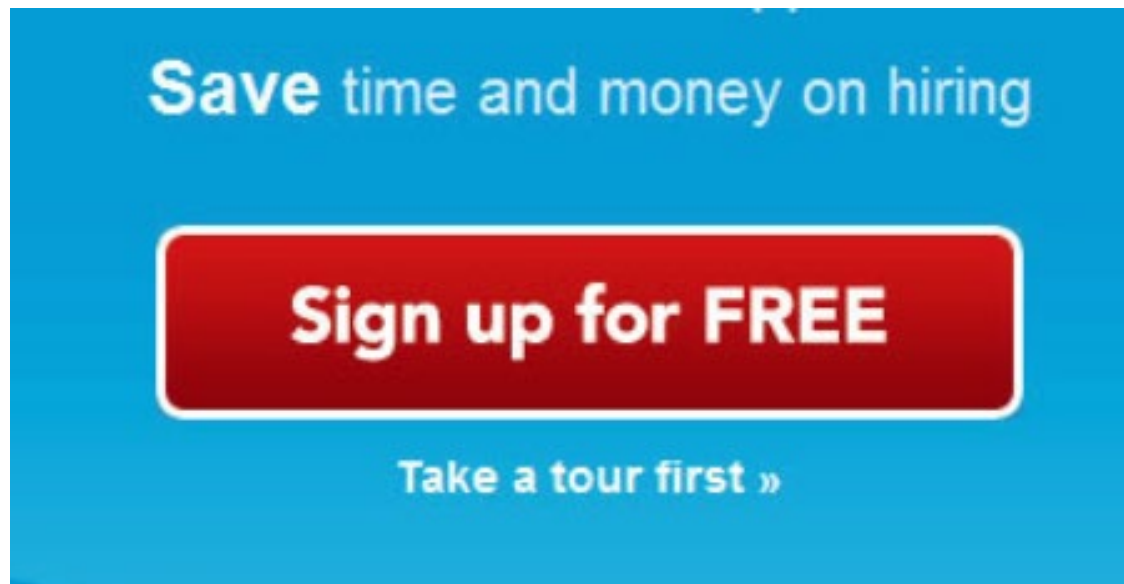
Ensure the user knows what will happen after a given action.

Separate Primary Actions From Secondary Ones

Validation

Help & Error Messages

- Help/clarification should be available right in the form.

- Required fields should be noted with an asterix.

- Error messages should be helpful and specific. Don't use the word "invalid." Explain _how_ it is invalid.

- Error messages should highlight the field where the error exists and the message should be placed nearby, not at the top of the form).

- Messages should be polite and user-friendly.
  (Users don't know code-speak.)

Sign Up

Name *

Mary

Email *

mymail@g

Incorrect email format. Please try again.

🔒 We don't send spam to our users.

Password * ☐ Show password

•••••••••

🔒 Password must be at least 6 characters long

* Required fields

Sign Up

SIGN THIS PETITION

First Name   Paula

Last Name   Swisher

Email
can't be blank

Address
can't be blank

City

State   Select ▾

Zip Code   19562

Why are you signing? Add a reason (optional)

SIGN

☑ Display my signature publicly

By signing, you accept Change.org's terms of service

Help / Feedback · Press Inquiries

Justin Mifsud	✓ Name looks great.
justinmifsud@gmail.com	✗ This email is already registered. Want to login or recover your password?
•••••••••••••••••••••••••• ▬	✓ Password is perfect!
justinmifsud	✗ This username is already taken!

Suggestions: MifsudJustin · MifsudJustin · justin_mifsud ·

☑ Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

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:
Terms of Service · Privacy Policy

Create my account

A Typical Form Layout with Typical Fields

(for use as a guide)

PERSONAL INFO

Name*

First Name | Last Name

Address*

Address Line 1

Address Line 2

City | State | ZIP Code

Phone*

Email*

Number of Tickets*

1

PAYMENT INFO

Name on Credit Card*

First Name | Last Name

Credit Card Number* | Expiration* | CVV Code*

MM / YY

CHECKOUT