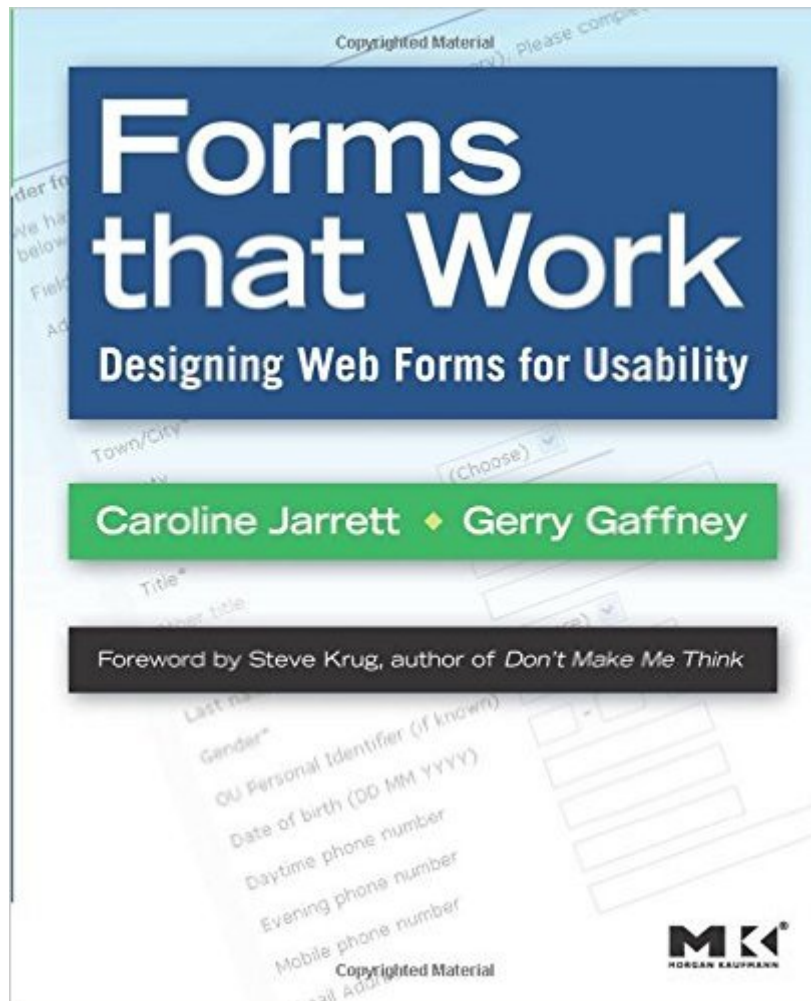


The book was found

# Forms That Work: Designing Web Forms For Usability (Interactive Technologies)



## Synopsis

Forms are everywhere on the web â “ for registration and communicating, for commerce and government. Good forms make for happier customers, better data, and reduced support costs. Bad forms fill your organizationâ™s databases with inaccuracies and duplicates and can cause loss of potential consumers. Designing good forms is trickier than people think. Jarrett and Gaffney come to the rescue with *Designing Forms that Work*, clearly explaining exactly how to design great forms for the web. Liberally illustrated with full-color examples, it guides readers on how to define requirements, how to write questions that users will understand and want to answer, and how to deal with instructions, progress indicators and errors. \*Provides proven and practical advice that will help you avoid pitfalls, and produce forms that are aesthetically pleasing, efficient and cost-effective. \*Features invaluable design methods, tips, and tricks to help ensure accurate data and satisfied customers. \*Includes dozens of examples -- from nitty-gritty details (label alignment, mandatory fields) to visual designs (creating good grids, use of color). \*Foreword by Steve Krug, author of the best selling *Don't Make Me Think!*

## Book Information

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## Customer Reviews

The web design world has been lacking in a books focusing on forms for a long time, then along come two: "Forms that Work: Designing Web Forms for Usability" and Luke Wroblewski's *Web Form Design: Filling in the Blanks*. Both books are truly good but if you had to choose just one, I

would recommend "Forms that Work", for two reasons. Firstly, while Wroblewski comes from a general web interface design perspective, Jarrett has a forms background. This is important because as anyone who's read texts like Asking Questions: The Definitive Guide to Questionnaire Design -- For Market Research, Political Polls, and Social and Health Questionnaires and Measurement Errors in Surveys (Wiley Series in Probability and Statistics) will know, the exercise of collecting quality data is not a trivial one. In my opinion, someone with data collection expertise can apply that to the web medium more easily and effectively than someone with expertise in the web medium can learn the complexities of collecting data. Secondly, in addition to specific advice about key aspects of a form's design, "Forms that Work" gives clear overall models for thinking about forms. These models enable the reader to make informed design decisions for cases beyond those covered in the book.

I was really disappointed in this book. I thought this book would get into more complex "data input" issues using forms. This book is very basic and anyone already who has a good sense of usability will not get much from this. The case study in the final pages basically sums up the entire book. It shows a form that the author/author's company redesigned. The form has misaligned textfields and the labels are to the right of the textfields. Their redesign moves the labels to the left, marks required fields with (\*) and aligns the textfields. The developers creating these horrible forms don't need to read a book on usability - they need to find a different career. This is basic common sense. I thought this book would shed some light onto some of the "data input" issues I encountered while recently developing a complex web-based school information system. At minimum, I would have expected it to cover date input thoroughly. Instead, on one page it shows a date input form with three comboboxes (for date, month, and year) and says "a calendar plus type-in box would be easier". Then it shows a happy face next to an example which has a date combobox, month combobox, and a calendar picker (and no type-in box!). And that's about it for coverage on date input. There's no mention of internationalization for dates, time input, etc. Meanwhile on a previous page it says credit card expiration dates should be "type-in" but gives no example of how the user should actually type it in (I personally think the way most websites do it is the most user friendly - two comboboxes - one for month, one for year). Besides date input, I was hoping it would cover more complex form-related data input issues.

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