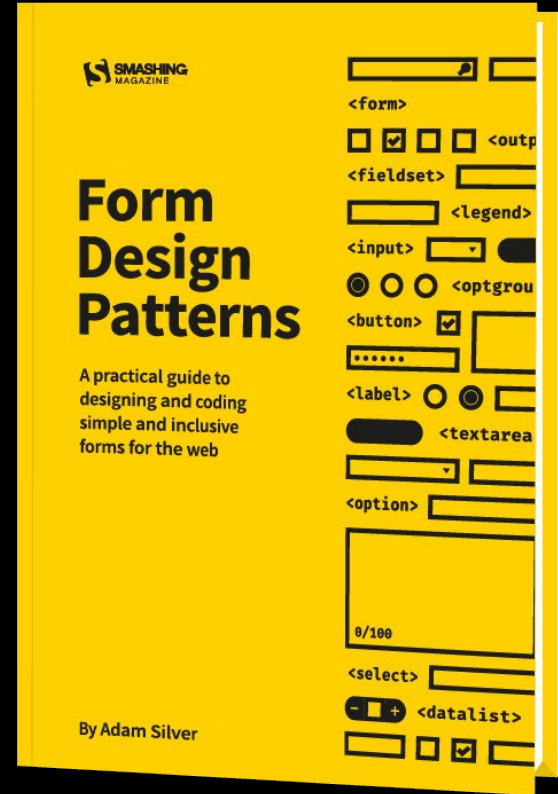


Form Design Patterns

Adam Silver



1. Why forms?

- 1. Why forms?**
- 2. Live redesign**

- 1. Why forms?**
- 2. Live redesign**
- 3. Questions**

**Forms are at the center of
every meaningful
interaction**

**Forms attract lots of
usability and accessibility
issues**

**Nobody wants to
use your form**

**Patterns save time and
create a consistent user
experience**

nostyle.herokuapp.com

**Break down problems like
we do in real life**

Macro



Micro

Macro



Micro

Questions

Flow

Macro



Micro

Questions

Form controls

Flow

Microcopy

Macro



Micro

Questions

Validation

Form controls

Flow

Layout

Microcopy

This is for everyone

1. Why forms?
2. Live redesign
3. Questions

**ASOS is popular,
interesting and typical**

**I'm not privy to ASOS'
constraints**

[NEW TO ASOS?](#)

[ALREADY REGISTERED?](#)

SIGN IN WITH EMAIL

EMAIL ADDRESS:

PASSWORD:

SIGN IN

[Forgot password?](#)

OR

SIGN IN WITH...

FACEBOOK

GOOGLE

TWITTER

WE ACCEPT:



NEW TO ASOS?

ALREADY REGISTERED?

SIGN UP WITH...

 FACEBOOK GOOGLE TWITTER

Signing up with social is super quick. No extra passwords to remember - no brain fail.
Don't worry, we'd never share any of your data or post anything on your behalf #notevil

OR

[CONTINUE TO CHECKOUT](#)

WE ACCEPT:



#1

**Postpone questions you
could ask later**

Do you have an account?

Yes



No — you can create an account at the end if you like

CONTINUE**1 ITEM**[Edit](#)**£18.00**Selected Homme 'The Perfect
Tee' pima cotton t-shirt in white**White M**Qty: **1**

Subtotal

£18.00

TOTAL TO PAY**£18.00**

WE ACCEPT:



#2

**Use form controls for
forms**

Do you have an account?

Yes



No — you can create an account at the end if you like

CONTINUE**1 ITEM**[Edit](#)**£18.00**Selected Homme 'The Perfect
Tee' pima cotton t-shirt in white**White M**Qty: **1**

Subtotal

£18.00

TOTAL TO PAY**£18.00**

WE ACCEPT:



DELIVERY COUNTRY:



UK

PROMO/STUDENT CODE OR VOUCHERS



EMAIL ADDRESS

ADD MY EMAIL

DELIVERY ADDRESS

DELIVERY OPTIONS

PAYMENT

PLACE ORDER

By placing your order you agree to our [Terms & Conditions](#), [privacy](#) and [returns policies](#). You also consent to some of your data being stored by ASOS, which may be used to make future shopping experiences better for you.

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal

£18.00

TOTAL TO PAY**£18.00**

Welcome

Delivery

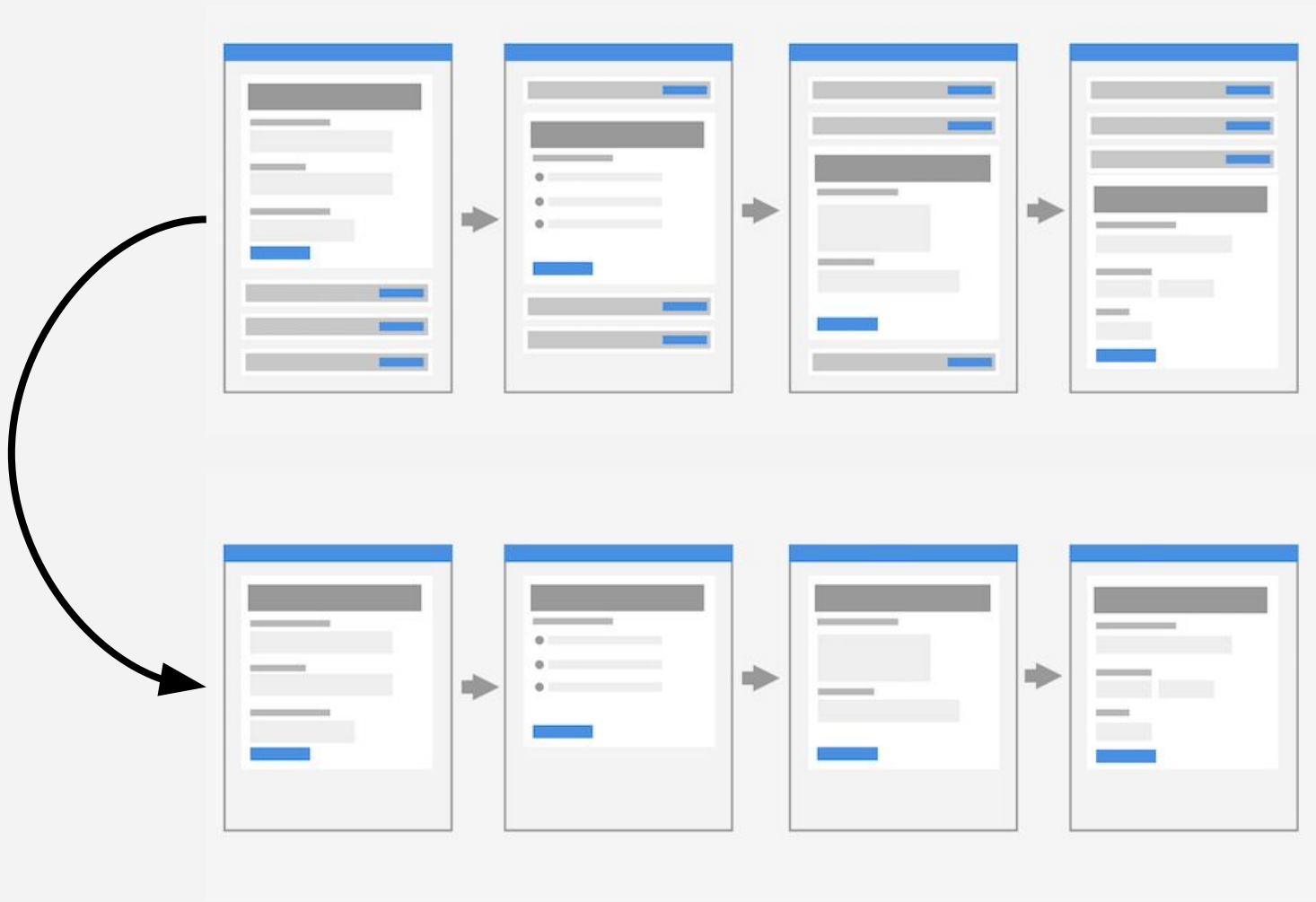
Payment

Confirm



#3

**Start without a progress
bar**



**2 million extra orders per
year**

#4

**Start with one thing per
page**

1. Helps focus on the specific task

- 1. Helps focus on the specific task**
- 2. Works better on mobile**

- 1. Helps focus on the specific task**
- 2. Works better on mobile**
- 3. Handles branching well**

“[...] questions that naturally ‘go together’ from the point of view of designers... don’t need to be on the same page to work for users.”

“But that’s a lot of clicks”

DELIVERY COUNTRY:



UK

PROMO/STUDENT CODE OR VOUCHERS



EMAIL ADDRESS

ADD MY EMAIL

DELIVERY ADDRESS

DELIVERY OPTIONS

PAYMENT

PLACE ORDER

By placing your order you agree to our [Terms & Conditions](#), [privacy](#) and [returns policies](#). You also consent to some of your data being stored by ASOS, which may be used to make future shopping experiences better for you.

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal

£18.00

TOTAL TO PAY**£18.00**

DELIVERY ADDRESS



POSTAL ADDRESS



CLICK & COLLECT

ADD ADDRESS

FIRST NAME:

LAST NAME:

MOBILE (For delivery updates):

ADDRESS FINDER:

COUNTRY:

UK

Enter address manually

DELIVERY OPTIONS

PAYMENT

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal

£18.00

TOTAL TO PAY

£18.00

DELIVERY ADDRESS

ADD ADDRESS

FIRST NAME:

LAST NAME:

MOBILE (For delivery updates):

ADDRESS:

CITY:

COUNTY:

POSTCODE:

COUNTRY:

Botswana

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal

£18.00

TOTAL TO PAY

£18.00

#5

**Ask questions in a
sensible order**

- 1. Email address**
- 2. Country and delivery**
- 3. Promo codes and payment**

DELIVERY COUNTRY:



UK

PROMO/STUDENT CODE OR VOUCHERS



EMAIL ADDRESS

ADD MY EMAIL

DELIVERY ADDRESS

DELIVERY OPTIONS

PAYMENT

PLACE ORDER

By placing your order you agree to our [Terms & Conditions](#), [privacy](#) and [returns policies](#). You also consent to some of your data being stored by ASOS, which may be used to make future shopping experiences better for you.

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal

£18.00

TOTAL TO PAY**£18.00**



- Trinidad and Tobago
- Tunisia
- Turkey
- Turkmenistan
- Turks and Caicos Islands
- Tuvalu
- Uganda
- UK
- Ukraine
- United Arab Emirates
- United States
- United States Minor Outlying Islands
- Uruguay
- Uzbekistan
- Vanuatu
- Vietnam
- Virgin Islands, British
- Virgin Islands, U.S.
- Wallis and Futuna
- Western Sahara
- Zambia
- Zimbabwe

DEL



PRO

EMA

DEL

DELIVERY OPTIONS

PAYMENT

CHECKOUT



1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal

£18.00

TOTAL TO PAY

£18.00

SEND BY EMAIL

PLACE ORDER

By placing your order you agree to our [Terms & Conditions](#), [privacy](#) and [returns policies](#). You also consent to some of your data being stored by ASOS, which may be used to make future shopping experiences better for you.

DELIVERY COUNTRY:



UK

PROMO/STUDENT CODE OR VOUCHERS



EMAIL ADDRESS

ADD MY EMAIL

DELIVERY ADDRESS

DELIVERY OPTIONS

PAYMENT

PLACE ORDER

By placing your order you agree to our [Terms & Conditions](#), [privacy](#) and [returns policies](#). You also consent to some of your data being stored by ASOS, which may be used to make future shopping experiences better for you.

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal

£18.00

TOTAL TO PAY**£18.00**

#6

Use select boxes as a last resort

[◀ Back](#)**Select country**

Start typing to find your country quickly

CONTINUE**1 ITEM**[Edit](#)**£18.00**

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal **£18.00****TOTAL TO PAY £18.00**

WE ACCEPT:



[◀ Back](#)**Select country**

Start typing to find your country quickly

Unit ▼
United Arab Emirates
United Kingdom
United States

1 ITEM[Edit](#)**£18.00**

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White MQty: **1**Subtotal **£18.00****TOTAL TO PAY £18.00**

WE ACCEPT:



DELIVERY COUNTRY:



UK

PROMO/STUDENT CODE OR VOUCHERS



EMAIL ADDRESS

ADD MY EMAIL

DELIVERY ADDRESS

DELIVERY OPTIONS

PAYMENT

PLACE ORDER

By placing your order you agree to our [Terms & Conditions](#), [privacy](#) and [returns policies](#). You also consent to some of your data being stored by ASOS, which may be used to make future shopping experiences better for you.

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal

£18.00

TOTAL TO PAY**£18.00**

[◀ Back](#)**Do you have promo/student code or voucher?** Yes No**CONTINUE****1 ITEM**[Edit](#)**£18.00**Selected Homme 'The Perfect
Tee' pima cotton t-shirt in white**White M**

Qty: 1

Subtotal £18.00

TOTAL TO PAY £18.00

WE ACCEPT:



#7

Use sensible defaults

DELIVERY COUNTRY:



UK

PROMO/STUDENT CODE OR VOUCHERS



EMAIL ADDRESS

ADD MY EMAIL

DELIVERY ADDRESS

DELIVERY OPTIONS

PAYMENT

PLACE ORDER

By placing your order you agree to our [Terms & Conditions](#), [privacy](#) and [returns policies](#). You also consent to some of your data being stored by ASOS, which may be used to make future shopping experiences better for you.

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

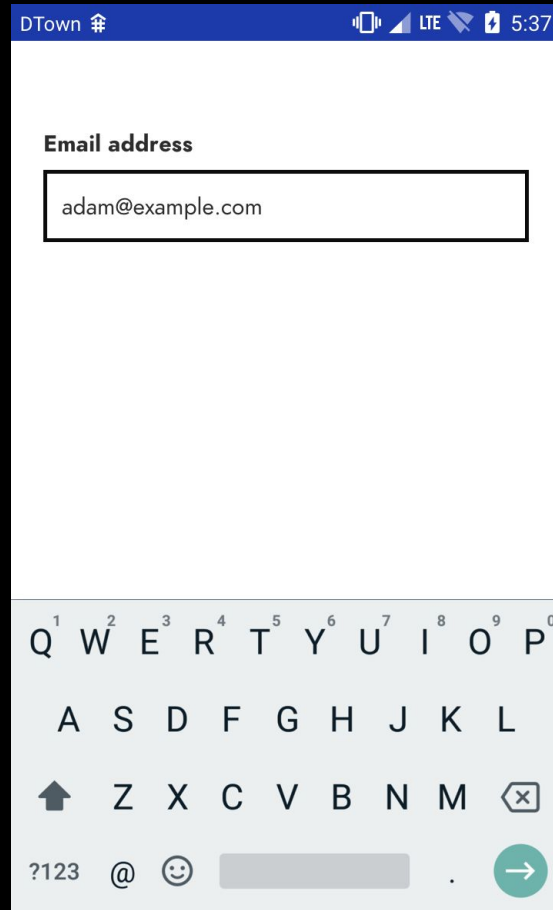
Subtotal

£18.00

TOTAL TO PAY

£18.00

```
<input  
  type="email"  
  autocorrect="off"  
  spellcheck="false"  
>
```



DELIVERY COUNTRY:



UK

PROMO/STUDENT CODE OR VOUCHERS



EMAIL ADDRESS

ADD MY EMAIL

DELIVERY ADDRESS

DELIVERY OPTIONS

PAYMENT

PLACE ORDER

By placing your order you agree to our [Terms & Conditions](#), [privacy](#) and [returns policies](#). You also consent to some of your data being stored by ASOS, which may be used to make future shopping experiences better for you.

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal

£18.00

TOTAL TO PAY**£18.00**

[◀ Back](#)**Email address**

We'll send a receipt to this address

CONTINUE**1 ITEM**[Edit](#)**£18.00**

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White MQty: **1**Subtotal **£18.00****TOTAL TO PAY £18.00**

WE ACCEPT:



#8

**Provide help in context of
the question**

DELIVERY ADDRESS



POSTAL ADDRESS



CLICK & COLLECT

ADD ADDRESS

FIRST NAME:

LAST NAME:

MOBILE (For delivery updates):

ADDRESS FINDER:

COUNTRY:

UK

Enter address manually

DELIVERY OPTIONS

PAYMENT

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White L

Qty: 1

Subtotal

£18.00

TOTAL TO PAY

£18.00

[◀ Back](#)**How shall we send your order?** Deliver to me I'll collect it**CONTINUE****1 ITEM**[Edit](#)**£18.00**Selected Homme 'The Perfect
Tee' pima cotton t-shirt in white**White M**Qty: **1**Subtotal **£18.00****TOTAL TO PAY £18.00**

WE ACCEPT:



DELIVERY ADDRESS



POSTAL ADDRESS



CLICK & COLLECT

ADD ADDRESS

FIRST NAME:

LAST NAME:

MOBILE (For delivery updates):

ADDRESS FINDER:

COUNTRY:

UK

Enter address manually

DELIVERY OPTIONS

PAYMENT

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White L

Qty: 1

Subtotal

£18.00

TOTAL TO PAY

£18.00

[◀ Back](#)**Mobile phone (optional)**

We'll use this to send you delivery updates

CONTINUE**1 ITEM**[Edit](#)**£18.00**

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White MQty: **1**Subtotal **£18.00****TOTAL TO PAY £18.00**

WE ACCEPT:



[◀ Back](#)

Do you want to get delivery updates by text?

Yes

No

CONTINUE

1 ITEM

[Edit](#)



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: **1**

Subtotal £18.00

TOTAL TO PAY £18.00

WE ACCEPT:



#9

**Avoid optional fields
wherever possible**

DELIVERY ADDRESS



POSTAL ADDRESS



CLICK & COLLECT

ADD ADDRESS

FIRST NAME:

LAST NAME:

MOBILE (For delivery updates):

ADDRESS FINDER:

COUNTRY:

UK

Enter address manually

DELIVERY OPTIONS

PAYMENT

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White L

Qty: 1

Subtotal

£18.00

TOTAL TO PAY

£18.00

DELIVERY ADDRESS



POSTAL ADDRESS



CLICK & COLLECT

ADD ADDRESS

FIRST NAME:

LAST NAME:

MOBILE (For delivery updates):

ADDRESS FINDER:

COUNTRY:

UK

Enter address manually

DELIVERY OPTIONS

PAYMENT

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White L

Qty: 1

Subtotal

£18.00

TOTAL TO PAY

£18.00

#10

**Leave space for the
answer**

DELIVERY ADDRESS



POSTAL ADDRESS



CLICK & COLLECT

ADD ADDRESS

FIRST NAME:

LAST NAME:

MOBILE (For delivery updates):

ADDRESS FINDER:

COUNTRY:

UK

Enter address manually

DELIVERY OPTIONS

PAYMENT

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White L

Qty: 1

Subtotal

£18.00

TOTAL TO PAY

£18.00

LAST NAME:

Oops! You need to enter your last name before you can continue.

MOBILE (For delivery updates):

Oops! We need your mobile number so we can tell you when your order is on its way.

ADDRESS FINDER:

ADDRESS:

1 Bells Hill, The Craig Road
Downpatrick
County Down
BT30 9BD
UK

Edit

COUNTRY:

UK

DELIVER TO THIS ADDRESS

DELIVERY OPTIONS

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal

£18.00

TOTAL TO PAY

£18.00

#11

**Don't hide (or disable) the
submit button**

[◀ Back](#)**First name****Last name****Address**

Start typing your address

CONTINUE**1 ITEM**[Edit](#)**£18.00**Selected Homme 'The Perfect
Tee' pima cotton t-shirt in white**White M**

Qty: 1

Subtotal **£18.00****TOTAL TO PAY** **£18.00**

WE ACCEPT:





PREMIER DELIVERY UK

Get unlimited free Next-Day Delivery for a whole year for only £9.95. Ts&Cs apply




DELIVERY OPTIONS

£4.00 Standard Delivery:

Delivered on or before Monday, 23 December, 2019



 BFPO delivery is available on Standard Delivery. Delivery is excluded on Public Holidays.

£5.95 Next-Day Delivery:

Delivered between 7am and 10pm on Friday, 20 December, 2019



£7.95 Evening Next Day Delivery:

Delivered between 6pm and 10pm on Friday, 20 December, 2019



PAYMENT

BILLING ADDRESS

a b
1 Thomas Paine Avenue
Thetford
Norfolk
IP24 1AE
UK

CHANGE

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal £18.00

Delivery £4.00

TOTAL TO PAY £22.00

 **FREE STANDARD DELIVERY TO UK WHEN YOU SPEND OVER £30.00**



PREMIER DELIVERY UK

Get unlimited free Next-Day Delivery for a whole year for only £9.95. Ts&Cs apply



DELIVERY OPTIONS

£4.00 Standard Delivery:

Delivered on or before Monday, 23 December, 2019



£5.95 Next-Day Delivery:

Delivered between 7am and 10pm on Friday, 20 December, 2019



 Delivery is on the next day (Monday-Sunday) if ordered before the website cut-off. Delivery is excluded on Public ...[View more](#)



PREMIER DELIVERY



Hold up... Premier Delivery is just **£4.00** more and you'll get **next-day delivery all year!**

By signing up, you're agreeing to the [Ts&Cs](#).

ADD TO BAG

TELL ME MORE

£7.95 Evening Next Day Delivery:

Delivered between 6pm and 10pm on Friday, 20 December, 2019



1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal £18.00

Delivery £5.95

TOTAL TO PAY £23.95



FREE STANDARD DELIVERY TO UK WHEN YOU SPEND OVER £30.00



PREMIER DELIVERY UK

Get unlimited free Next-Day Delivery for a whole year for only £9.95. Ts&Cs apply



DELIVERY OPTIONS

£4.00 Standard Delivery:

Delivered on or before Monday, 23 December, 2019



£5.95 Next-Day Delivery:

Delivered between 7am and 10pm on Friday, 20 December, 2019



 Delivery is on the next day (Monday-Sunday) if ordered before the website cut-off. Delivery is excluded on Public
...[View more](#)



PREMIER DELIVERY



Hold up... Premier Delivery is just **£4.00** more and you'll get **next-day delivery all year!**

By signing up, you're agreeing to the [Ts&Cs](#).

ADD TO BAG

TELL ME MORE

£7.95 Evening Next Day Delivery:

Delivered between 6pm and 10pm on Friday, 20 December, 2019



1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal £18.00

Delivery £5.95

TOTAL TO PAY £23.95

 **FREE STANDARD DELIVERY TO UK WHEN YOU SPEND OVER £30.00**



PREMIER DELIVERY UK

Get unlimited free Next-Day Delivery for a whole year for only £9.95. Ts&Cs apply



DELIVERY OPTIONS

£4.00 Standard Delivery:


Delivered on or before Monday, 23 December, 2019



£5.95 Next-Day Delivery:

Delivered between 7am and 10pm on Friday, 20 December, 2019



 Delivery is on the next day (Monday-Sunday) if ordered before the website cut-off. Delivery is excluded on Public Holidays.

[View less](#)



PREMIER DELIVERY



Hold up... Premier Delivery is just **£4.00** more and you'll get **next-day delivery all year!**

By signing up, you're agreeing to the [Ts&Cs](#).

ADD TO BAG

TELL ME MORE

£7.95 Evening Next Day Delivery:

Delivered between 6pm and 10pm on Friday, 20 December, 2019



1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal £18.00

Delivery £5.95

TOTAL TO PAY £23.95

 **FREE STANDARD DELIVERY TO UK WHEN YOU SPEND OVER £30.00**

[◀ Back](#)**Delivery options****Standard delivery (£4.00)**

Delivered on or before Monday 23 December 2019

**Next-day delivery (£5.95)**

Delivered between 7am and 10pm on Friday 20 December 2019

**Evening next-day delivery (£7.95)**

Delivered between 6am and 10pm on Friday 20 December 2019

CONTINUE**1 ITEM**[Edit](#)**£18.00**

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White MQty: **1**Subtotal **£18.00****TOTAL TO PAY £18.00**

WE ACCEPT:



PAYMENT

BILLING ADDRESS

[CHANGE](#)

a b
1 Thomas Paine Avenue
Thetford
Norfolk
IP24 1AE
UK
07713111111

PAYMENT TYPE



ADD CREDIT/DEBIT
CARD

OR



PAYPAL

Klarna.

PAY LATER
with Klarna

Klarna.

PAY IN 3
with Klarna

Pay In 3 with Klarna is only available for orders above £25.00 and below £800.00



CLEARPAY

Clearpay is only available for orders above £25.00 and below £800.00

1 ITEM

[Edit](#)

£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal £18.00

Delivery £7.95

TOTAL TO PAY £25.95

**FREE STANDARD DELIVERY TO UK
WHEN YOU SPEND OVER £30.00**

WE ACCEPT:



[◀ Back](#)**Payment options**

Credit or debit card



PayPal



Pay later with Klarna

CONTINUE**1 ITEM**[Edit](#)**£18.00**

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White MQty: **1**Subtotal **£18.00****TOTAL TO PAY £18.00**

WE ACCEPT:



PAYMENT TYPE

ADD CREDIT/DEBIT CARD

CANCEL

CARD NUMBER:

EXPIRY DATE:

MM YYY

NAME ON CARD:

CVV:

Save card details for next time

USE THIS CARD

WE ACCEPT:



PLACE ORDER

By placing your order you agree to our [Terms & Conditions](#), [privacy](#) and [returns policies](#). You also consent to some of your data being stored by ASOS, which may be used to make future shopping experiences better for you.

1 ITEM

Edit



£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal £18.00

Delivery £7.95

TOTAL TO PAY £25.95

**FREE STANDARD DELIVERY TO UK
WHEN YOU SPEND OVER £30.00**

[◀ Back](#)

Payment card details

Card number

Expiry date

MMYY

Name on card

Card security code

The last 3 digits on the back of your card

Is your billing address the same as delivery?

Yes, my billing address is the same

CONTINUE

1 ITEM

[Edit](#)

£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal £18.00

TOTAL TO PAY £18.00

#12

**Make the width of the field
match the expected value**

[◀ Back](#)

Payment card details

Card number

Expiry date

MMYY

Name on card

Card security code

The last 3 digits on the back of your card

Is your billing address the same as delivery?

Yes, my billing address is the same

CONTINUE

1 ITEM

[Edit](#)

£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal £18.00

TOTAL TO PAY £18.00

WE ACCEPT:



[◀ Back](#)

Payment card details

Card number

Expiry date

MMYY

Name on card

Card security code

The last 3 digits on the back of your card

Is your billing address the same as delivery?

Yes, my billing address is the same

PLACE ORDER

1 ITEM

[Edit](#)

£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal £18.00

TOTAL TO PAY £18.00

WE ACCEPT:



#13

**Let users check their
answers**

[◀ Back](#)

Payment card details

Card number

Expiry date

MMYY

Name on card

Card security code

The last 3 digits on the back of your card

Is your billing address the same as delivery?

Yes, my billing address is the same

CONTINUE

1 ITEM

[Edit](#)

£18.00

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal £18.00

TOTAL TO PAY £18.00

[◀ Back](#)

Check and place order

Email address

adam@example.com

[Edit](#)**Country**

United Kingdom

[Edit](#)**Delivery method**

Deliver to me

[Edit](#)**Delivery address**

1 The Road, Barnet, London, United Kingdom

[Edit](#)**Payment method**

Debit or credit card

[Edit](#)**Payment card details**

Card number: xxxx xxxx xxxx x465

Expiry date: 11/19

[Edit](#)**PLACE ORDER****1 ITEM**[Edit](#)**£18.00**

Selected Homme 'The Perfect Tee' pima cotton t-shirt in white

White M

Qty: 1

Subtotal £18.00

TOTAL TO PAY £18.00

WE ACCEPT:



- 1. Postpone questions you could ask later**
- 2. Use form controls inside forms**
- 3. Start without a progress bar**
- 4. Start with one thing per page**
- 5. Ask questions in a sensible order**
- 6. Use select boxes as a last resort**
- 7. Use sensible defaults**
- 8. Provide help in context of the question**
- 9. Avoid optional fields wherever possible**
- 10. Leave space for the answer**
- 11. Don't hide (or disable) the submit button**
- 12. Make the width of the field match the expected value**
- 13. Let users check their answers**

1. Why forms?
2. Live redesign
3. Questions