

# CS 315 – Intro to Human Computer Interaction (HCI)

Menus, *Form Fill-In*, Dialog Boxes



# Forms

- Forms Suck.
- Forms stand in the way of what we want to accomplish:
  - Vote
  - Apply for a job
  - Make a purchase
  - Join a group
  - ...

# Forms are Necessary

- How could you achieve any of the previous actions without forms?

# Goals

- Get people through them quickly and easily
- Make them invisible in a way that gets organizations the things that they need and people the things that they want
- Design accordingly!

# Where are Web Forms Used

# Ecommerce



Shopping Cart | Wish List | Your Account | Customer Service

Hello! (Sign in or register)

Apparel & Accessories | Books | Computers & Networking | Consumer Electronics | Home & Garden | Jewelry & Watches | Sporting Goods | Holiday Express | More Categories ▾

Apple iPods & MP3 Players

Home > Apple iPods & MP3 Players > 3,093 matches found

**New items only** | Show all items

**Brand**

Apple iPod (693)  
SanDisk (225)  
Creative Labs (185)  
RCA (92)  
[More choices...](#)

**Storage Capacity Range**

Less than 1 GB (425)  
1-9 GB (1,689)  
10-19 GB (6)  
20-39 GB (270)  
[More choices...](#)

**Exact Capacity**

512MB (100 Songs) (208)  
1GB (240 Songs) (449)  
2GB (500 Songs) (834)  
4GB (1000 Songs) (284)  
[More choices...](#)

**Color**

Black (1,253)  
White (559)  
Silver (410)  
Blue (220)  
[More choices...](#)

**More options to browse**

[Features](#) | [Price](#) | [Condition](#) | [See all...](#)

**Narrow this search**

Grid View | List View | Sort by: Best Matches

Page 1 of 86 | 1 2 3 4 5 >

Shipping costs based on: 95008 ([change](#))



**New Slim 2GB MP3 MP4 Media Player 2 GB Video Photo w/FM**

Brand new In GIFT Box. Ship From US POWERSELLER!  
Brand: - Storage Capacity Range: 1-9 GB  
Exact Capacity: **2GB (500 Songs)**  
Features: **Video-Enabled** Color: **Black**  
Condition: **New**  
5 duplicate results have been omitted. [View all](#)

**\$64.99**

Shipping: \$12.95

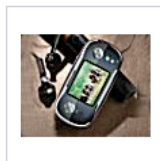


**80GB Neuros Digital Audio Computer 20,000 songs 4020201**

Brand New Neuros Mp3 player Recorder! Very Limited  
Brand: - Storage Capacity Range:  
Exact Capacity: - **Greater than 60 GB**  
Features: - Color: **Black**  
Condition: **New**

**\$245.00**

Shipping: \$11.00



**MP4 512 MB PSP Camera MP3 Game Player 2.5" LCD**

Brand: - Storage Capacity Range: **Less than 1 GB**  
Exact Capacity: **512MB (100 Songs)**  
Features: - Color: **Black**  
Condition: **New**

**\$105.95**

Shipping: \$9.95

# Ecommerce



Customer Service

## Enter Your Information (Already registered? [Sign In](#))

Please enter your U.S. address and email address to create your account.

**First Name**

**Last Name**

**Street Address**

**City**

**State**

**ZIP Code**

**Country or Region**

United States

U.S. addresses only, please.

**Phone Number**

(  )  -  ext.:

Needed if there are questions about your order.

A valid email address is required to communicate with you.

**Email address**

**Re-enter Email address**

**Create Password**

**How secure is your password?**

Check your password strength - the higher, the better.

Must be at least 6 characters, including a number or special character. Example: eXpr3\$\$

**Re-enter Password**

By clicking "Register" you agree to eBay Express's [privacy policy](#) and [terms of use](#). You also agree to be contacted for marketing purposes, but you can change your notification preferences in your account.

Register

# Social Interactions

**bebo** Home Profile Friends Photos Games Video Shop More ▾

## Sign Up For Free

Explore the world around you and share your experiences with anyone, from anywhere at any time. 1 2 3

Your Full Name

Email

Password

You are

Birthdate

Hide My Age

Security Check To guard against automated systems trying to abuse Bebo we have implemented a number of safety measures.

Enter the following:

in over  
my head

Your Answer  **SOLVE** media

By clicking "Sign Up" you accept the [Bebo's Terms of Service](#) and [Privacy Policy](#).



# Productivity

**STATE OF CALIFORNIA  
VOTER REGISTRATION FORM** **IMPORTANT! SEE INSTRUCTIONS ON REVERSE**

ARE YOU A U.S. CITIZEN?  Yes  No If no, don't fill out this form. USE BLACK OR BLUE INK—PLEASE PRINT CLEARLY

DO NOT MAIL

**1** LAST NAME (Only)  Mr.  Mrs.  Miss  Ms.

FIRST NAME (Only) MIDDLE NAME (Only)

ADDRESS where you live: (Number, Street, Ave., Road, Drive, Including N, S, E, W, NO PO BOX) APT #-SP #

**2** CITY STATE ZIP CODE COUNTY

IF NO STREET ADDRESS, describe where you live: (Cross Streets, Route, Section, Range, N, S, E, W)

**3** MAILING ADDRESS: (If different from the address where you live, or PO BOX)

**4** CITY STATE ZIP CODE FOREIGN COUNTRY

DATE OF BIRTH Month Day Year **6** PLACE OF BIRTH - (U.S. State or Foreign Country Only) **7** CA DRIVER'S LICENSE OR CA ID CARD #

**8** TELEPHONE E-MAIL ADDRESS

**9** POLITICAL PARTY - Fill in One Oval

American Independent Party  Democratic Party  Green Party  Libertarian Party  
 Natural Law Party  Reform Party  Republican Party  I Decline to State a Political Party  
 Other \_\_\_\_\_ (Specify)

FOLD HERE  
DO NOT DETACH

HAVE YOU EVER BEEN REGISTERED TO VOTE?  Yes  No If you check "yes", you must complete Item 10 below in order for your registration to be effective.

LAST NAME FIRST NAME MI

**10** STREET ADDRESS CITY

STATE ZIP CODE COUNTY POLITICAL PARTY

INTERNAL DMV USE ONLY

**11** (FOR OFFICE USE)

**12** **WARNING:** It is a felony if you sign this statement even though you know it is untrue; you can be fined and jailed for up to four years.  
**VOTER DECLARATION**—Read and Sign Below.  
 • I am a U.S. Citizen. I will be at least 18 years old on or before the next election. I am not in prison or on parole for a felony conviction.  
 • I certify under penalty of perjury under the laws of the State of California that all the information on this form is true and correct.  
**SIGNATURE**—You must sign and date in box below.

X  
Signature

70 DW262117 Today's Date MMDDYY

If someone helps fill out or keeps this form, see special instructions below.

**13** (a) (b)  
(c) (d) (e) (f) (g)

**14** OPTIONAL SURVEY: Can you help in the following area(s)?  
 Provide a Polling Place Site  
 Polling Place Worker  
 Bilingual Polling Place Worker - Language

200001

Remember to sign and date in Item 12.

# Productivity

## California On-line Voter Registration

[Español](#)

<b>Are you a U.S. citizen?</b> <input type="radio"/> Yes <input type="radio"/> No (If no, don't fill out this form.)		
<b>Will you be at least 18 years of age on or before election day?</b> <input type="radio"/> Yes <input type="radio"/> No (If no, don't fill out this form.)		
<b>Indicate your preferred title:</b> <input type="radio"/> Mr. <input type="radio"/> Mrs. <input type="radio"/> Miss <input type="radio"/> Ms.		
<b>Last Name:</b>	<b>First Name:</b>	<b>Middle Name:</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Address where you live: (Number, Street, Ave., Road, including N, S, E, W, NO PO BOX/BUSINESS ADDRESS): Apt. #:</b> <input type="text"/>		
<b>City:</b>	<b>State:</b>	<b>Zip Code:</b>
<input type="text"/>	CA	<input type="text"/>
<b>County (select from the list):</b> <input type="text" value="Select county..."/>		
<b>If no street address, describe where you live: (Cross Streets, Route, Section, Range, N, S, E, W):</b> <input type="text"/>		
<b>Mailing Address (if different from the address where you live, or PO BOX):</b> <input type="text"/>		
<b>City (or APO/FPO):</b>	<b>State:</b>	<b>Zip Code:</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Date of Birth</b> (Month/Day/Year) <input type="text" value="Month ..."/> , <input type="text"/>		<b>Place of Birth: - (U.S State or Foreign Country Only)</b> <input type="text"/>
<b>CA driver's license or CA ID card # SSN (last 4 digits)</b> <input type="text"/>		
<b>Telephone:</b> ( <input type="text"/> ) <input type="text"/> - <input type="text"/>	<b>E-mail:</b> <input type="text"/>	
<b>Political Party - Select One</b> <input type="radio"/> American Independent Party <input type="radio"/> Democratic Party <input type="radio"/> Green Party <input type="radio"/> Libertarian Party <input type="radio"/> Peace & Freedom Party <input type="radio"/> Republican Party <input type="radio"/> I Decline to State A Political Party <input type="radio"/> Other <input type="text"/> (Specify)		
<b>Have you ever been registered to vote?</b> <input type="radio"/> No <input type="radio"/> Yes If Yes, give information from last voter registration form, including political party.		
<b>Last Name:</b>	<b>First Name:</b>	<b>MI:</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>

# Impact of Form Design

# Form Design Impact

- How much of an impact could form redesign have on a business?
  - Increased completion rates of 10-40 percent
  - Substantial increases in revenue

# Form Redesign

- How would you go about a form redesign project?
  - Usability Testing
  - Field Testing
  - Customer Support
  - Site Tracking
  - Eye Tracking
  - Web Conventions

# Case Study - ecommerce

- After the user filled out the shopping cart and pressed ***checkout***, the following form appeared:
- Form:
  - two fields
    - Email address
    - Password
  - two buttons
    - Login
    - Register
  - one link:
    - Forgot password

# Usability Test Observations

- Users did mind registering:
  - “I’m not here to enter into a relationship. I just want to buy something”
- Some first-time shoppers couldn’t remember if they had registered
- Repeat customers were not happy either
  - Couldn’t remember if they had registered before
  - Couldn’t remember which email they used
  - Couldn’t remember their password

# Results

- 45% of all customers had multiple registrations
- 160,000 customers per day requested their passwords
  - 75% of these never completed their purchases
- Fix:
  - Took away the register button
  - Added a **Continue** button and the message: “You do not need to create an account to make purchases on our site. Simply click **Continue** to proceed to checkout. To make your future purchases even faster, you can create an account during checkout”



# Results

- Number of purchasing customers went up by 45%
- Extra purchases resulted in an extra \$1.5 million the first month
- In the first year, the site saw an additional \$300,000,000

What was the Site?



# Designing Forms

# Design Principles


- Minimize the pain
- Illuminate a path to completion
- Consider the context
- Ensure consistent communication

# Minimize the Pain

- What to Include
  
- Have a Conversation

\* Preferred content:  

I prefer content from

\* Birthday:   ,  

Birthday

# Organizing Content



[Yahoo! - Help](#)



## Hi There!

We'll get you set up on Yahoo! in three easy steps! Just answer a few simple questions, select an ID and password, and you'll be all set.

Already have an ID or Mail address?

[Sign In](#)

[Forget your password or Yahoo! ID?](#)

I prefer content from Yahoo! U.S. in English

### 1. Tell us about yourself...

My Name

Gender - Select One -

Birthday - Select Month -

I live in United States

Postal Code

### 2. Select an ID and password

Yahoo! ID and Email  @yahoo.com

Password  Password Strength

Re-type Password

### 3. In case you forget your ID or password...

Alternate Email

Security Question - Select One -

Your Answer

Just a couple more details...

Type the code shown  
[Try a different image](#)

BVA1

Do you agree?  I have read and agree to the [Yahoo! Terms of Service](#) and [Yahoo! Privacy Policy](#), and to receive important communications from Yahoo! electronically.

For your convenience, these documents will be emailed to your Yahoo! Mail account.

[Create My Account](#)

[Cancel](#)



# Group Distinctions

## ■資料送付先

- 現住所に送付する  
 その他住所（勤務先など）に送付する

## ■現住所以外の資料送付先住所

氏名（漢字）	氏 <input type="text"/> 名 <input type="text"/> 例) かもめ 太郎
氏名（フリガナ）	氏 <input type="text"/> 名 <input type="text"/> <small>（全角カタカナ）</small> 例) カモメ タロウ
住所	郵便番号 <input type="text"/> - <input type="text"/> <small>（半角）</small> 例) 000-0000
	都道府県 <input type="text"/> <small>（選択して下さい）</small>
	市区郡 <input type="text"/> <small>（選択して下さい）</small>
	字丁目以降 <input type="text"/> 例) 銀座7-3-5
建物名 <input type="text"/> 例) かもめマンション203号室	
電話番号 <input type="text"/> - <input type="text"/> - <input type="text"/> <small>（半角）</small>	
FAX番号 <input type="text"/> - <input type="text"/> - <input type="text"/> <small>（半角）</small>	

◀ 戻る

▶ 次へ

氏名    
フリガナ    
（全角カタカナ）

郵便番号  -   
（半角数字）  
（7桁表示が分からない方は、[こちら](#) まで参照ください）

電話番号  -  -   
（半角数字）  
（市外局番から入力してください）  
 直通  呼出し  内線

携帯/PHS番号  -  -   
（半角数字）  
（3桁） （4桁） （4桁）

休暇中の連絡先  現住所と同じ →これ以降は入力せず、「次に進む」  
 現住所と違う →以下の項目を入力してください

郵便番号  -   
（半角数字）  
（7桁表示が分からない方は、[こちら](#) まで参照ください）

電話番号  -  -   
（半角数字）

次に進む



# Group Distinctions

## Backgrounds & Rules

Label:	<input type="text"/>
Longer Label:	<input type="text" value="-- Select Value --"/>
Even Longer Label:	<input type="text"/>
One More Label:	<input checked="" type="radio"/> Value 1 <input type="radio"/> Value 2

## Additional Visual Elements

1 —	Label:	<input type="text"/>	— 9
2 —	Longer Label:	<input type="text" value="-- Select Value --"/>	— 10
3 —	Even Longer Label:	<input type="text"/>	— 11
4 —	One More Label:	<input checked="" type="radio"/> Value 1	— 12
5 —		<input type="radio"/> Value 2	— 13
6 —			— 14
7 —			— 15

8

## Impaired Scanning

↓	Label:	<input type="text"/>
↓	Longer Label:	<input type="text" value="-- Select Value --"/>
↓	Even Longer Label:	<input type="text"/>
↓	One More Label:	<input checked="" type="radio"/> Value 1 <input type="radio"/> Value 2

# Path to Completion

# Name that Form

CHECK AVAILABILITY      SIGN IN

**SIGN IN**  
Enter your Fairmont username and sign in to retrieve all the reservations you made online.

User Name:

Password:

---

[Enroll >>](#)  
[Activate Account >>](#)  
[Forgot Your Password >>](#)  
[Help >>](#)

# Name that Form

## MANAGE YOUR FAIRMONT PRESIDENT'S CLUB PROFILE

If you are already a Fairmont President's Club member and you would like to manage your profile directly so that you can view your stay history, comment on past stays, book special member packages and update your profile; simply enter your Fairmont President's Club number along with month and day of birth. We must verify your personal membership number against your birth date in order to confirm your identity and ensure privacy.

In addition, select a username and password so that you can sign-in directly to Fairmont.com each time you visit. This will allow you to expedite online booking experience and receive email confirmations for your reservations.

If you are having challenges with any of the steps below please feel free to click the "Help" button and complete the form. The form will be sent to the Fairmont President's Club Guest Services Team.

## YOUR FAIRMONT PRESIDENT'S CLUB NUMBER

---

**Fairmont President's  
Club #**



HELP

**Birth Date**

## USER NAME AND PASSWORD

---

Please choose a user name and password

**User Name**

(5-10 letters or numbers, example: "fairman3")

# Clear Scan Lines

Please fill out the information below.

### Personal Information

First Name

Last Name

### Contact Information

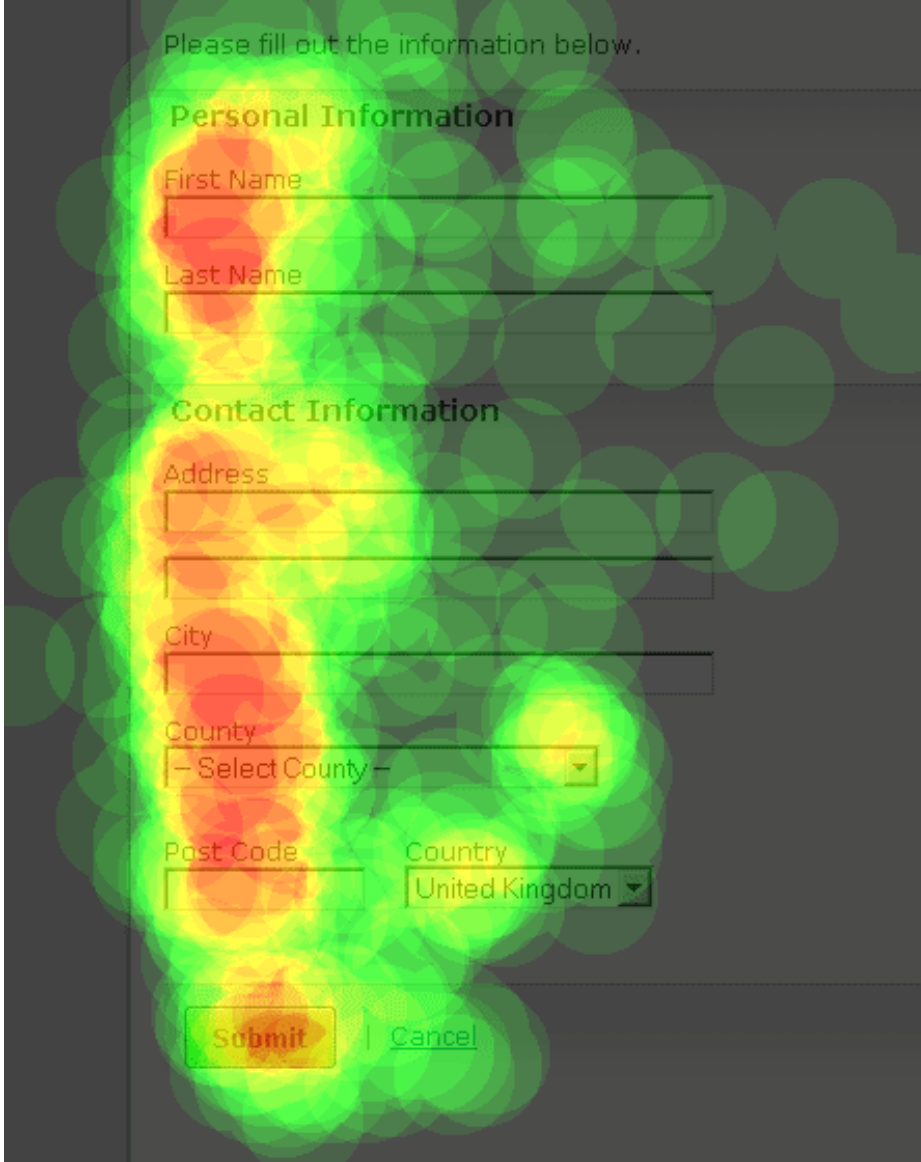
Address

City

County

Post Code  Country

| [Cancel](#)

A heatmap overlay is applied to the form, showing areas of high user interaction. The color scale ranges from green (low interaction) to red (high interaction). The highest interaction is concentrated in the 'First Name' and 'Last Name' input fields, as well as the 'Submit' button. Other areas of moderate interaction are seen in the 'Address' fields, 'City', and 'Country' dropdown. The 'County' dropdown and 'Post Code' field show lower interaction levels.

# Clear Scan Lines



[Log Out](#) | [Help](#)

My Account

Send Money

Request Money

Merchant Tools

Auction Tools

Jason, please confirm this secure transaction

**You're about to send**  
**\$37**

To: lucky@37signals.com (a [verified member](#))

Source: \$7 from your PayPal balance ([pay another way](#))

## Email

**Email subject:** Here's the cash I owe ya

**Note:** Thanks for bailing me out! I also included \$7 for the cab ride. Thanks again!

## Shipping Information

**Ship to:** 400 N. May Street, #301, Chicago, IL 60622, USA (Confirmed)

or [add a new address](#)

I'm not shipping anything, no address required.

Send the \$37

Edit transaction

Cancel transaction



[Log Out](#) | [Help](#)

My Account

Send Money

Request Money

Merchant Tools

Auction Tools

## Check Payment Details

Secure Transaction

### Payment Details

**Pay To:** paypal.jf@spinfree.com (a [verified member](#))

**Amount:** \$37.00

**Source of Funds:** PayPal balance [more funding options](#)

**Email Subject:** Here's the cash I owe ya

**Note:** Thanks for bailing me out! I also included \$7 for the cab ride. Thanks again!

### Shipping Information

**Ship to:** 400 North May Street, #301, Chicago, IL 60622, USA [Add Address](#)

No shipping address required

Send the \$37


[Edit Transaction](#)

[Cancel Transaction](#)



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# Minimal Distractions

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Gift Certificates/Cards | International | Hot New Releases | Bestsellers | Today's Deals | Sell Your Stuff

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- Books, Movies & Music**
    - Books
    - Textbooks
    - Magazines & Newspapers
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    - Unbox Movie & TV Downloads
    - Music
    - MP3 Downloads
  - Clothing & Accessories**
    - Apparel & Accessories
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Don't miss Oprah's latest selection, [Love in the Time of Cholera](#), by Gabriel García Márquez, which asks the eternal question: What is true love? [Save 40% on Love in the Time of Cholera.](#)

Create the  
Ring of Your Dreams  
at Amazon.com



# Minimal Distractions

amazon.com.



SIGN IN

SHIPPING & PAYMENT

GIFT-WRAP

PLACE ORDER

## Enter a new shipping address.

When finished, click the "Continue" button.

Full Name:

Address Line1:

Street address, P.O. box, company name, c/o

Address Line2:

Apartment, suite, unit, building, floor, etc.

City:

State/Province/Region:

ZIP/Postal Code:

Country:

Phone Number:

Is this address also your billing address (the address that appears on your credit card or bank statement)?

Yes

No (If not, we'll ask you for it in a moment.)

Continue



# Progress Indicators

## Offer Wizard Pages

1. [Offer Information](#)
2. **Buyer Information**
3. [Initial Deposit](#)
4. [Contingencies](#)
5. [Inspections](#)
6. [Closing](#)
7. [Confirm and Submit](#)

## Redfin Direct Resources

- [How Redfin Direct Works](#)
- [Frequently Asked Questions](#)
- [Terms and Conditions](#)

[Previous: Offer Information](#)

**Offer status:** Draft  
**Last saved:** 12/11/06, 10:18 AM

[Save My Offer](#)

## Step 2. Buyer information

The buyers listed in the purchase and sale agreement will become the owners of the property at closing.

### Personal Information

#### Who is buying the property?

Buyer 1 name

Buyer 2 name  (optional)

#### Where do the buyer(s) currently live?

Street address  Unit #

# Labels, Input Fields, and Actions

Labels

# Alignment

## Left-aligned Labels

Label

Longer Label

Even Longer Label

One More Label  Value 1  
 Value 2

**Primary Action**

## Right-aligned Labels

Label

Longer Label

Even Longer Label

One More Label  Value 1  
 Value 2

**Primary Action**

## Top-aligned Labels

Label

Longer Label

Even Longer Label

One More Label  Value 1  
 Value 2

**Primary Action**

**Advantage:**  
Adjacent Label and corresponding Input field

**Advantage:**  
Rapid Processing

Label

Longer Label

-- Select Value --

Even Longer Label

One More Label

Value 1

Value 2

**Primary Action**

**Disadvantage:**  
Increased vertical space

### Billing Address:

First Name  Last Name

Address

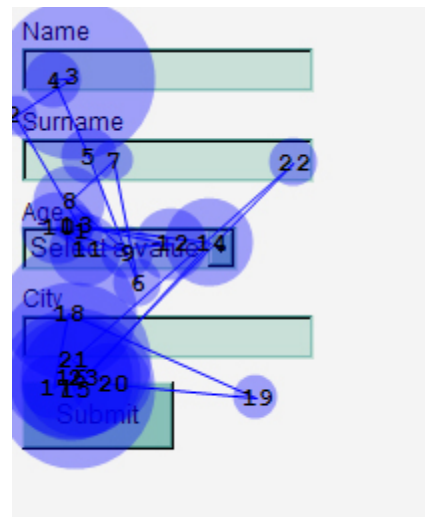
Town/City  State  Zip Code

Country

US

Daytime Phone   Ext.

Evening Phone



**Disadvantage:**  
Reduced readability

**Advantage:**  
Adjacent Label and corresponding Input field

Label

Longer Label

Even Longer Label

One More Label  Value 1  
 Value 2

**Primary Action**

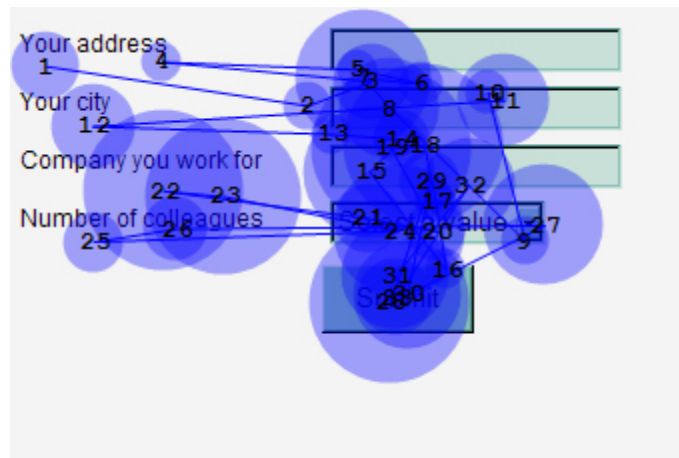
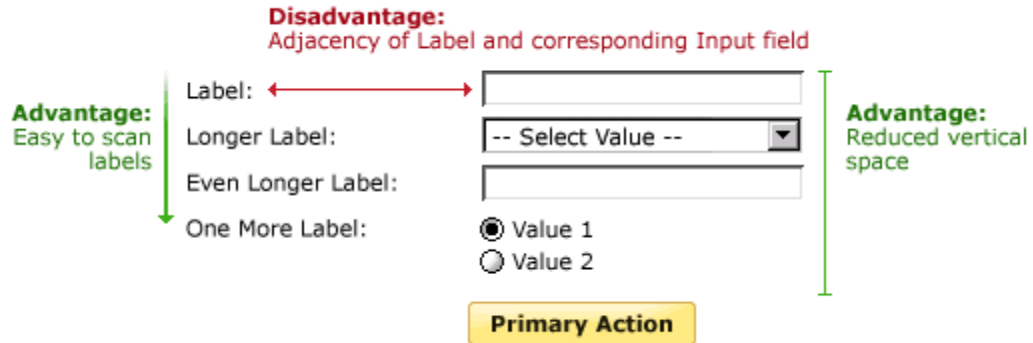
**Advantage:**  
Reduced vertical space

Your address

Your city

Company you work for

n° of colleagues



# Labels Within Inputs

Mark as Private

**Add to List**

[Cancel](#)

# Labels, Input Fields, and Actions

Input Fields



# Types of Input Fields

**Text Box**

**Radio Buttons**

**Drop-down Menu**

**List Box**

**Checkbox**

**Button**

First name

Gender  
 Male  
 Female

Country

Interests  
  
Jazz Guitar  
Mountain Biking  
Water Polo

Include me in your survey.

# Selecting Form Elements

## TICKET QUANTITY

General:  x \$10.00 = \$0.00

Senior:  x \$7.00 = \$0.00

Child:  x \$7.00 = \$0.00

# Selecting Form Elements

## Select Tickets

\*per ticket

Ticket Type	Ticket Quantity	Service* Charge	Ticket* Price	Total*
ADULT	<input type="text" value="0"/> ▼	\$1.00	\$10.25	\$0.00 USD
CHILD	<input type="text" value="0"/> ▼	\$1.00	\$7.25	\$0.00 USD
SENIOR	<input type="text" value="0"/> ▼	\$1.00	\$8.25	\$0.00 USD
<b>Total</b>	<b>0</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00 USD</b>

# Selecting Form Elements

Select Tickets						*per ticket		
Ticket Type	Ticket Quantity					Ticket* Price	Service* Charge	Total
ADULT	<input checked="" type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	\$10.25	\$1.00	\$0.00 USD
CHILD	<input checked="" type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	\$7.25	\$1.00	\$0.00 USD
SENIOR	<input checked="" type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	\$8.25	\$1.00	\$0.00 USD
Total						\$0.00	\$0.00	\$0.00 USD

# Field Lengths

**Street Address**

**City**

**State**

**ZIP Code**

**Country or Region**

United States

**Phone Number**

(  )  -  ext.:  Needed if there are questions about your order.

---

A valid email address is required to communicate with you.

**Email address**

**Re-enter Email address**

# Field Lengths

<b>* FIRST NAME:</b>	<input type="text"/>	
<b>MIDDLE NAME/INITIAL:</b>	<input type="text"/>	
<b>* LAST NAME:</b>	<input type="text"/>	
<b>ATTENTION:</b>	<input type="text"/>	
<b>* ADDRESS:</b>	<input type="text"/>	
	<input type="text"/>	
<b>* CITY:</b>	<input type="text"/>	
<b>* STATE:</b>	<input type="text" value="Select"/>	
<b>* ZIP CODE:</b>	<input type="text"/>	<i>xxxxx (5 digits only)</i>
<b>* AREA CODE &amp; PHONE:</b>	<input type="text"/>	<i>xxx-xxx-xxxx</i>
<b>* EMAIL:</b>	<input type="text"/>	<i>username@hostname.com</i>

# Field Lengths

## Account settings

---

Your company name

Select your time zone

Create your Tick web address (Letters and numbers only please. No spaces.)

http://

.tickspot.com

## Create the account owner

---

First name

Last name

Email address

# What does an asterisk next to an input field mean?

Participant Name	<input type="text"/> First
	<input type="text"/> Middle initial
	<input type="text"/> Last
Employee ID / SSN	<input type="text"/>
Age	<input type="text" value="0"/> *
Gender	<input type="text"/> *
Ethnicity	<input type="text" value="Not indicated"/>
Others	<input type="text"/>
User ID	CC810775
Please Create a Personal Password	<input type="text"/>
Confirm Password	<input type="text"/>

\* Option Information for EEO Research Only



# When should you indicate required or optional input fields at all?

## Form with Optional Fields

---

Label

Long Label (optional)

Longer Label

Even Longer Label

One More Label

- Value 1  
 Value 2

---

Primary Action

[Secondary Action](#)

## Form with Required Fields

---

Label

Long Label \*required

Longer Label \*required

Even Longer Label

One More Label

- Value 1  
 Value 2

---

Primary Action

[Secondary Action](#)

\* Required Field

\* CARD TYPE:

\* CARD NUMBER:

\* CARD VERIFICATION NUMBER:  [What is this?](#) Required for Visa/MC/Amex.

\* EXPIRATION DATE:   Required for Visa/MC/Amex.

**USE MY SHIPPING ADDRESS FOR MY BILLING ADDRESS**

Please enter your full name and address exactly as it appears on your statement, and enter your credit card number as it appears on your credit card. Please check your statement for accuracy to avoid delays in processing your order.

If you are unable to enter your billing information in the section below, please call customer service at **1-800-BUY-MACY**.

\* FIRST NAME:

MIDDLE NAME/INITIAL:

\* LAST NAME:

ATTENTION:

\* ADDRESS:

\* CITY:

\* STATE:

\* ZIP CODE:  *xxxxx (5 digits only)*

\* AREA CODE & PHONE:  *xxx-xxx-xxxx*

\* EMAIL:  *username@hostname.com*

## Enter Shipping Address

---

Enter the name and address you'd like for us to ship your order.

We do not currently ship to Canada or other destinations outside of the U.S. [Learn More](#)

**First Name**

**Last Name**

**Address Line 1** (or company address)

**Address Line 2** (optional)

**City**

[Address Instructions for APO/FPO](#)

**State**

**ZIP Code**

**Phone Number**

**Is this address also your billing address?**

- Yes**
- No** (If not, we'll ask you for it in an moment.)

to send all items to this address only

## Create a Barnes & Noble.com Account

Required \*

To complete your purchase, you must create a Barnes & Noble.com account. Fill in the fields below.

**Email address \***

neper00@yahoo.com

**Password \***

(6-12 characters; letters, numbers or Shift/numeric characters; no spaces; case sensitive.)

**Confirm Password \***

**First Name \***

**Last Name \***

**Security Question \***


What's your pet's name? ▾

[About Security Questions](#)

**Security Answer \***

(6-15 characters; spaces allowed; case sensitive.)

See our [safe shopping guarantee](#).

 Continue

## BARNES & NOBLE.COM ACCOUNT

---

Fill in the fields below to create a Barnes & Noble.com account. You'll be able to shop and check out faster on your next visit; check your order status online and receive updates on special offers and events.

---

Email Address:\*

Re-Enter Email Address:\*

First Name:\*

Last Name:\*

Password:\*

(Use 6-12 letters, numbers, or numeric symbols.  
CaSe SeNsiTive. No spaces.)

Confirm Password:\*

Select Security Question \*

Security Answer:\*

(Use 6-15 characters, including spaces.)

CREATE ACCOUNT & CONTINUE >

# Labels, Input Fields, and Actions

Actions

# Primary and Secondary Actions

Primary & Secondary Actions	
	<b>Disadvantage:</b> Potential Errors
	<b>Advantage:</b> Clear Action
	

## Sell Your Item: Add Subtitle

Add Subtitle (\$0.50)

Add a subtitle (searchable by item description only) to give buyers more information. [See example.](#)

---

Cancel

Confirm

## Sell Your Item: Add Subtitle

Add Subtitle (\$0.50)

Add a subtitle (searchable by item description only) to give buyers more information. [See example.](#)

---

Confirm

[Cancel](#)



# Usability Test

**A**

Post Code  Country

| [Cancel](#)

**B**

Post Code  Country

**C**

Post Code  Country

**D**

Post Code  Country

**E**


Post Code  Country

**F**

Post Code  Country

# Actions in Progress

**Attach a file** (each file should be under 10MB)

 ap\_beyond\_...rames.pdf

Attaching files . . •

[Associate this message with a milestone...](#)

**Notify people of this message via email**

- All of IxDA Board
- Frank Ramirez
- Luke W
- Robert Reimann



# References

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<http://doi.acm.org/10.1145/985921.986078>
- <http://www.uxmatters.com/mt/archives/2006/07/label-placement-in-forms.php>
- Web Form Design by Luke Wroblewski