

Design tips for complex forms 2011

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J.Boye Conference Denmark

This form is beautiful, the questions are simple,
and the task is easy

huffduffer

Sign up

“ I would like to use Huffduffer. I want my username to be _____ and I want my
password to be _____ . My email address is _____ .

By the way, my name is _____ and my website is _____

”

show password

JOIN

But what happens if we have to work with complex forms like this?



Lasting power of attorney for health and personal affairs

“Living will”

What's in this creation pack along with this guidance:

Information sheet



LPA form



Continuation sheets



How to register your LPA



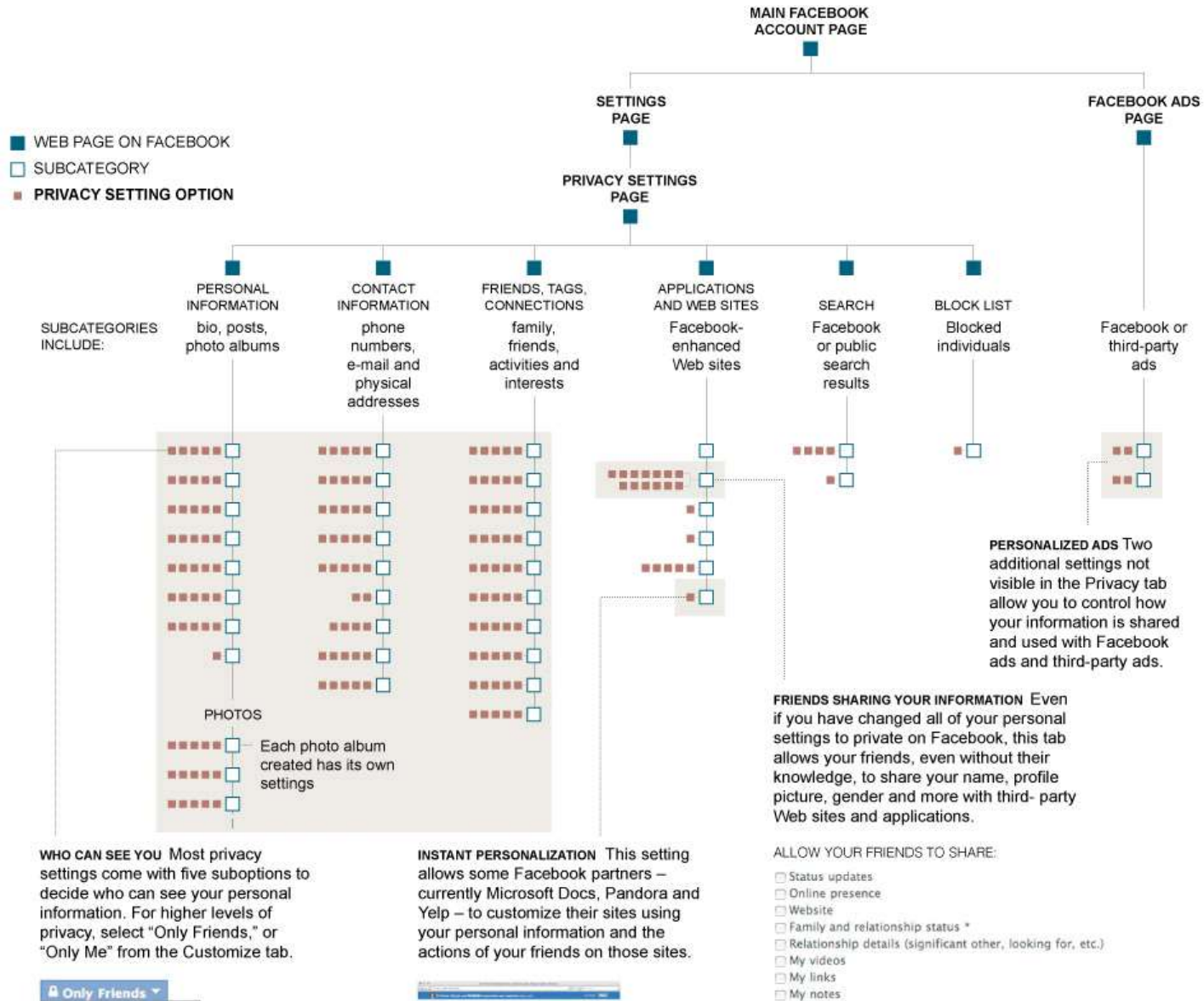
LPA 001 (5 copies)



LPA 002 Registration form and related guidance

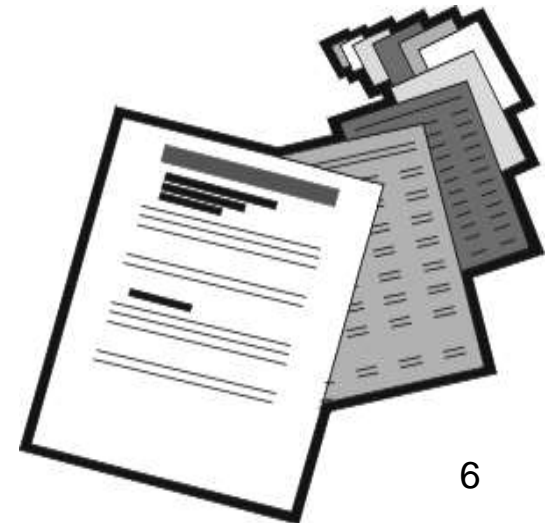


Privacy on Facebook



A form is complex if ...

- More than one page
- Answers come from another:
 - Form
 - Document
 - Page
 - Person
- The consequences are important:
 - Money
 - Stress
 - Prison?



Mat's lost his job, no income, has to pay rent.
Can he get some government money?



Which of these statements is most important for Mat?

That form was easy because...

1. I liked the way it looked and it was easy to read
2. I understood the questions and could answer them
3. I knew exactly what I had to do and I got the money



Users experience a form in three layers

Appearance

Can't
read it

Conversation

Can't answer
it

Relationship

Can't achieve
my goal

A good form works well across all three layers

Appearance

Lovely and legible

Conversation

Easy questions, obvious answers

Relationship

Goals achieved (mine and yours)

- > Arbejde, dagpenge, orlov
- > Bolig og flytning
- > Danskere i udlandet
- > Familie og børn
- > Samfund og rettigheder
- > Skole og uddannelse
- > Sundhed og sygdom
- > Til unge

borger.dk er din indgang til hele det offentlige Danmark. Her kan du finde information og betjene dig selv over for det offentlige.




Min Side 

Selvbetjening

Firework safety

This weekend enjoy firework parties safely with these tips

- > Find out about using fireworks safely
- > Watch our firework safety videos 



Most popular

- > Job search
- > Student finance
- > SORN
- > Income Support
- > Car tax **11**
- > Driving theory test
- > Attendance

Task: find the right form

Subtask: look for 'unemployment'

Directgov

Public services all in one place

Cymraeg | Accessibility | Help | Site index | **A A A**

Search this site **Go** 


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Sunday, November 06, 2011

 HM Government

Firework safety

This weekend enjoy firework parties safely with these tips

- ▶ Find out about using fireworks safely
- ▶ Watch our firework safety videos 



Your way into work

Find a job now 

Search for jobs, plus tips and advice for jobseekers

- ▶ Find a job

Straight to...

- ▶ **Motoring**
Car tax, Learners, Driving licence...
- ▶ **Education and learning**
Student finance, University, 14-19s...
- ▶ **Money, tax and benefits**
Benefits, Taxes, Benefits adviser...
- ▶ **Home and community**
Housing, Council Tax, Flooding...
- ▶ **Parents**
Preschool, Schools, Childcare...
- ▶ **Employment**
Jobs, Redundancy, Holidays, Pay...
- ▶ **Young people**
Money, Work and careers, Leisure...
- ▶ **Disabled people**
Financial support, Housing, Rights...

Most popular

- ▶ Job search
- ▶ Student finance
- ▶ SORN
- ▶ Income Support
- ▶ Car tax
- ▶ Driving theory test
- ▶ Attendance allowance
- ▶ Housing benefit
- ▶ Jobseekers Allowance
- ▶ Passports
- ▶ More online services

Where is 'unemployment'?

Directgov

Public services all in one place

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Sunday, 6 November 2011

Browse by subject

- ▶ Crime and justice
- ▶ Education and learning
- ▼ Employment
 - ▶ **Redundancy and leaving your job**
- ▶ Environment and greener living
- ▶ Government, citizens and rights
- ▶ Health and well-being
- ▶ Home and community
- ▶ Money, tax and benefits
- ▶ Motoring
- ▶ Pensions and retirement planning
- ▶ Travel and transport


Employment

Redundancy and leaving your job



Financial healthcheck

Take 5-10 minutes on a free, confidential money healthcheck

- ▶ [Money Advice Service - healthcheck](#) 

▶ Redundancy

- ▶ [Your rights if made redundant](#)
- ▶ [Coping with redundancy](#)
- ▶ [Entitlement to redundancy pay](#)
- ▶ [More about redundancy](#)

▶ Resigning or retiring

- ▶ [Resigning from a job](#)

▶ Dismissals

- ▶ [Being dismissed by your employer](#)
- ▶ [Unfair dismissal](#)
- ▶ [Constructive dismissal](#)
- ▶ [More about dismissals](#)

National Minimum Wage rates



Find out what the new rates are

- ▶ [The National Minimum Wage rates](#)

Do it online

- ▶ [Search for a job](#) 
- ▶ [Calculate your statutory redundancy payment](#) 
- ▶ [Personalised help on your maternity, paternity or adoption rights](#)



- | | |
|--|---------------------------------------|
| Work, unemployment benefits, leave | Society and Rights |
| Housing and relocation | School and Education |
| Danes abroad | Health and disease |
| Family and Children | For young people |
| Consumption, money, insurance | Transport and travel |
| Disability | Foreigners in Denmark |
| Environment and energy | Older |
| Pension and retirement | Economy, tax, SU |
| Police, justice, defense | |

borger.dk is your gateway to the entire public sector in Denmark. Here you can find information and serve yourself to the public.



My Side

Your personal view:

Digital post - NemKonto

Property - Tax - SU - Pension

Health - Family - School

My Side

Self-service

- [Report moving the population register](#)
- [Continued payment of child support](#)
- [Send Declaration on Child](#)

Search borger.dk

SPAR PÅ PAPIRET
SKÅN MILJØET
FÅ DIN POST DIGITALT PÅ
WWW.BORGER.DK

Did you know ...

... To receive your letters from the public digitally?

From first January 2011 to 1 October 2011, the public sent 14.9 million letters digitally to the public. You can also sign up.

Read more and register here



What can we help?

- [I must move](#)
- [I want to find housing](#)
- [I must seek SU](#)
- [I will order new health cards \(medical card\)](#)
- [I want to change doctor](#)
- [I must marry](#)
- [I must renew my passport](#)



Your opinion counts!

We hope you will spend a few minutes to answer 10 short questions about your experience of borger.dk and self-service online.

We look forward to hearing your opinion, and if you have suggestions on how we can improve borger.dk, you much like to include them.

Try also

- [Digital post](#)
- [NemSMS](#)
- [Frequent questions](#)
- [Known Bugs](#)
- [Search public addresses](#)
- [Find on map](#)
- [Legislation](#)
- [About borger.dk](#)
- [Sitemap](#)
- [Vote and debate](#)
- [Other Languages](#)



Work, unemployment benefits, leave

[Print](#) [Permalink](#)

Employment

Participation at work

Work

Flex, wage subsidies for pensioners, rehabilitation

Daily and cash

Unemployment

Holidays

Leave
(Family and Children)

Early retirement
(pension and retirement)

Working abroad
(Danes Abroad)

Working conditions for foreigners
(Foreigners in Denmark)

Time job
(For Youth)



See films about NemID

What NemID? How do you get hold of it and what can it be used? The questions can get answers to the small film about NemID.

[Movies about NemID](#)

Help to find information or self service on borger.dk, ring on telephone 7010 1881st
Phones are open Mon-on from 9 to 11.30 and from 12.15 to 16, two 11 to 11.30
and from 12.15 to 16 and from 9 to 11.30 and from 12.15 to 16 fr. Find more
contact information under [Contact Us](#) . [The chat is closed](#).

Borger.dk is your gateway to the public. At borger.dk find information and
self-service from municipalities, regions and state.

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| [About borger.dk](#) | [Partner Forums](#) | [The Joint Public Address Database](#) |
[Consultation Portal](#) | [Newsletter](#)

OK, I'll click "Unemployment" for the 3rd time

borger.dk
din indgang til det offentlige

Log in
No municipal elected

Home > My Side > Post > Search >

Borger.dk > Work, unemployment benefits, leave > **Unemployment**

Unemployment

[Print](#) [Permalink](#)

- Find a Job
- Jobcentre and jobnet.dk
- Unemployment
- Cash
- Activation when you get unemployment benefits
- Benefits Abroad
- Vacation Benefits

Help to find information or self service on borger.dk, ring on telephone 7010 1881st
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[Consultation Portal](#) | [Newsletter](#)

Ah, I know two clear things that I have to do

Unemployment

[Print](#) [Permalink](#)

Written by the Center for borger.dk

To get unemployment benefits, you must be a member of an unemployment insurance fund and be enrolled in your local job center

Read this page about:

- › Rules for getting unemployment benefits
- › How much can you get in unemployment?
- › Registration for the job center
- › Withdrawal from job center
- › Being available for work
- › You will be invited for interviews in the unemployment insurance fund
- › 6-week self-chosen training
- › Education Performance
- › To lose unemployment benefits
- › Valid reasons to speak up and reject offers of work
- › Quarantine
- › G-Day (Daily Allowances)
- › Graduates

Self-service

Choose your municipality to see the solutions that apply to you

- › AR 239 - Application for a training allowance for unemployed participation in vocational adult and continuing education
- › AR 272 - Benefits Card - Monthly
- › AR 265 - Availability Statement - for graduates and draftees
- › AR 237 - Application for a training allowance for unemployed education at primary and secondary level
- › Review of benefit fraud *

View all

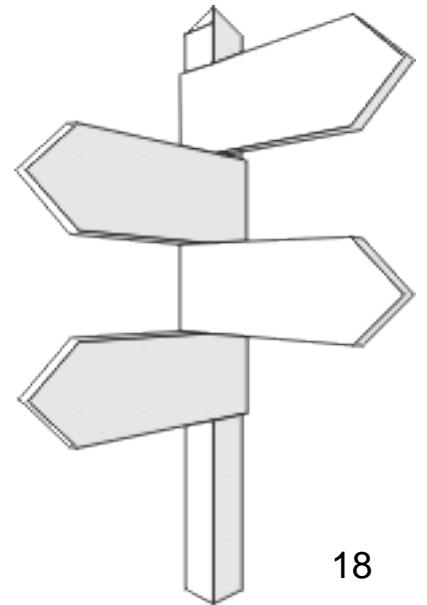
* Requires election of municipality

Contacts

Visiting address:
Arbejdsmarkedsstyrelsen
Holmen's Canal 20

Relationship Tip

Make it easy to find
the form by using
your users' words



But maybe I need to read the whole page



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View all

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Holmen's Canal 20

Or maybe not

borger.dk
din indgang til det offentlige

Home >

My Side 

Post >

Borger.dk > Work, unemployment benefits, leave > Benefits and social as

Unemployment

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- > Valid reasons to speak up and reject offers of work
- > Quarantine
- > G-Day (Daily Allowances)
- > Graduates



Relationship Tip

Cut irrelevant topics

(or at least move them out of the main flow)



Back to the UK. After lots of clicks and a search, finally we can get started.

Directgov

Public services all in one place

Cymraeg | Accessibility | Help | Site index | **A** **A** **A**

Search this site **Go** 

[Home](#) | [Contacts](#) | [Do it online](#) | [Newsroom](#) | [Video](#)

Sunday, 6 November 2011

Browse by subject

- ▶ Crime and justice
- ▶ Education and learning
- ▶ Employment
- ▶ Environment and greener living
- ▶ Government, citizens and rights
- ▶ Health and well-being
- ▶ Home and community
- ▶ Money, tax and benefits
- ▶ Motoring
- ▶ Pensions and retirement planning
- ▶ Travel and transport

Browse by people

- ▶ Young people
- ▶ Britons living abroad

Do it online

Apply for Jobseeker's Allowance online

Apply online for Jobseeker's Allowance (JSA), the main benefit for people of working age. If you're eligible, it's paid while you're looking for work. Please read all the information about eligibility on this page before applying.

Start a Jobseeker's Allowance application

To apply online you must be:

- aged 18 years or over and below State Pension age
- in Great Britain
- available for, capable and actively seeking work
- working less than 16 hours per week on average

If this applies to you, you may be eligible for Jobseeker's Allowance.

[Start a Jobseeker's Allowance online application](#) 

If you're a higher education student

Full time higher education students can't usually claim Jobseeker's Allowance during the summer holidays. Follow the link below to find out what benefits you may be able to claim.

Popular services

- ▶ Find a job now
- ▶ Get a Pension Credit estimate
- ▶ Benefits adviser
- ▶ Search for Ofsted school reports
- ▶ Claim an energy grant

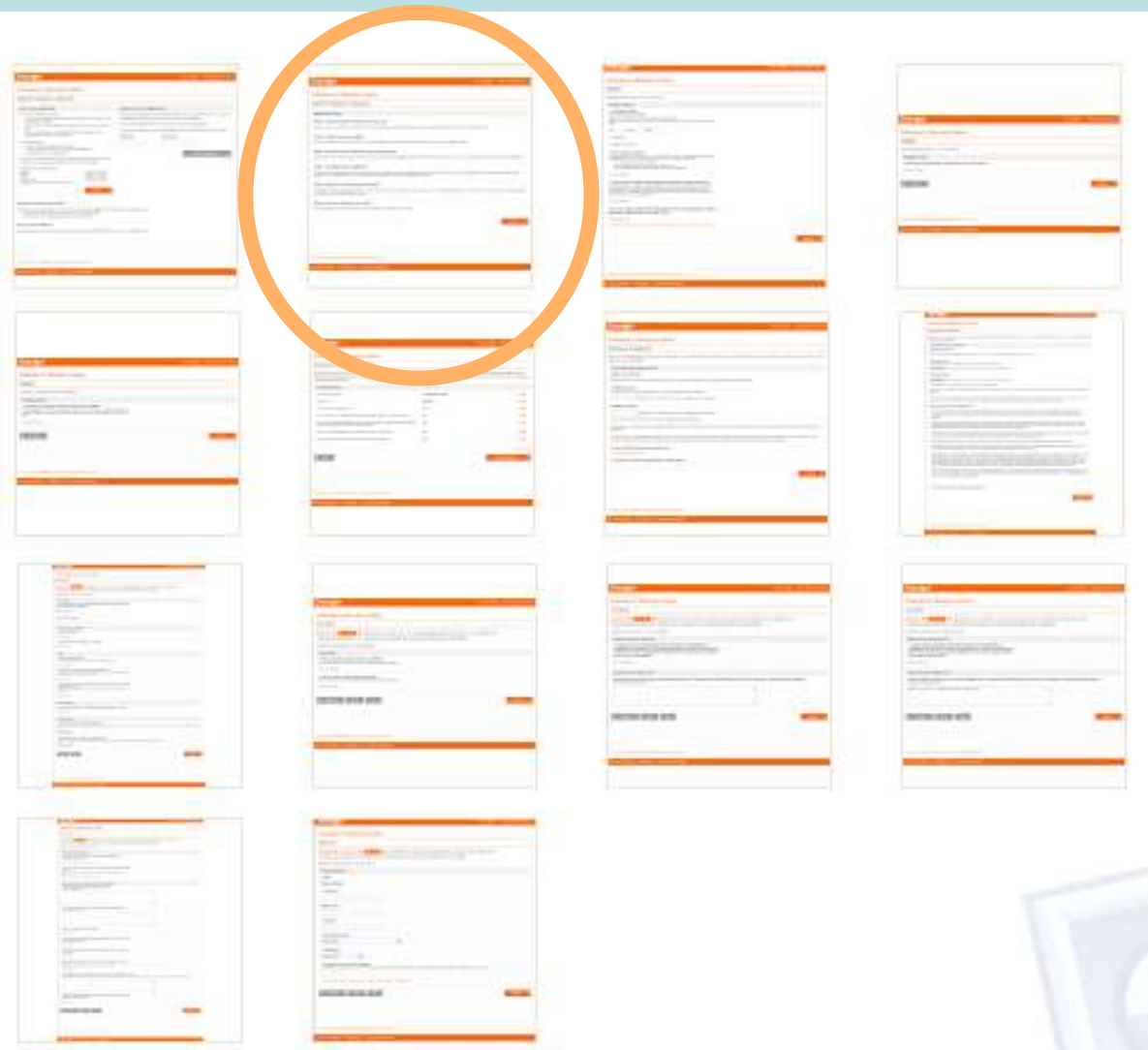
Online benefits advice



If you need advice on benefits, pensions and credits, see what you might get by using the online calculator

- ▶ [Benefits advice service](#) **22**

Screenshots up to National Insurance number (equivalent to Danish CPR-nummer)



This page is an overview but...

Jobseeker's Allowance Online

Apply for Jobseeker's Allowance

Application Steps

Step 1. Find the documentation you may need

Make sure you have the documentation ready that you'll need to refer to, eg: bank account details, last six months of payslips.

Step 2. Check if you are eligible

Answer questions to check whether you are eligible for Jobseeker's Allowance (JSA) and if you can apply online.

Step 3. Note down your online ID and your password

Note down your online ID and a password you can easily remember. You'll need these if you want to save your application and submit it at a later date.

Step 4. Complete your application

Complete your application by answering questions about your circumstances, current and previous work, other benefits and training. Your application may be delayed if you give incorrect or incomplete answers.

Step 5. Attend a new jobseeker interview

A customer service agent will phone or text you within two working days to arrange a new jobseeker interview. The interview will discuss your application and what you should do to find work.

Step 6. Receive a decision in writing

Your application will be assessed and you'll receive a decision in writing.

14 screens

???

Continue →

How is Mat expected to know what questions are coming up?

Jobseeker's Allowance Online

Apply for Jobseeker's Allowance

Application Steps

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Make sure you have the documentation ready that you'll need to refer to, eg: bank account details, last six months of payslips.

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Complete your application by answering questions about your circumstances, current and previous work, other benefits you claim and education and training. Your application may be delayed if you give incorrect or incomplete answers.

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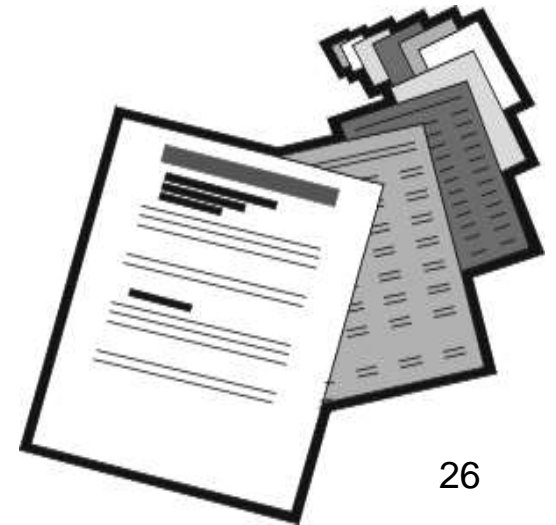
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Continue →

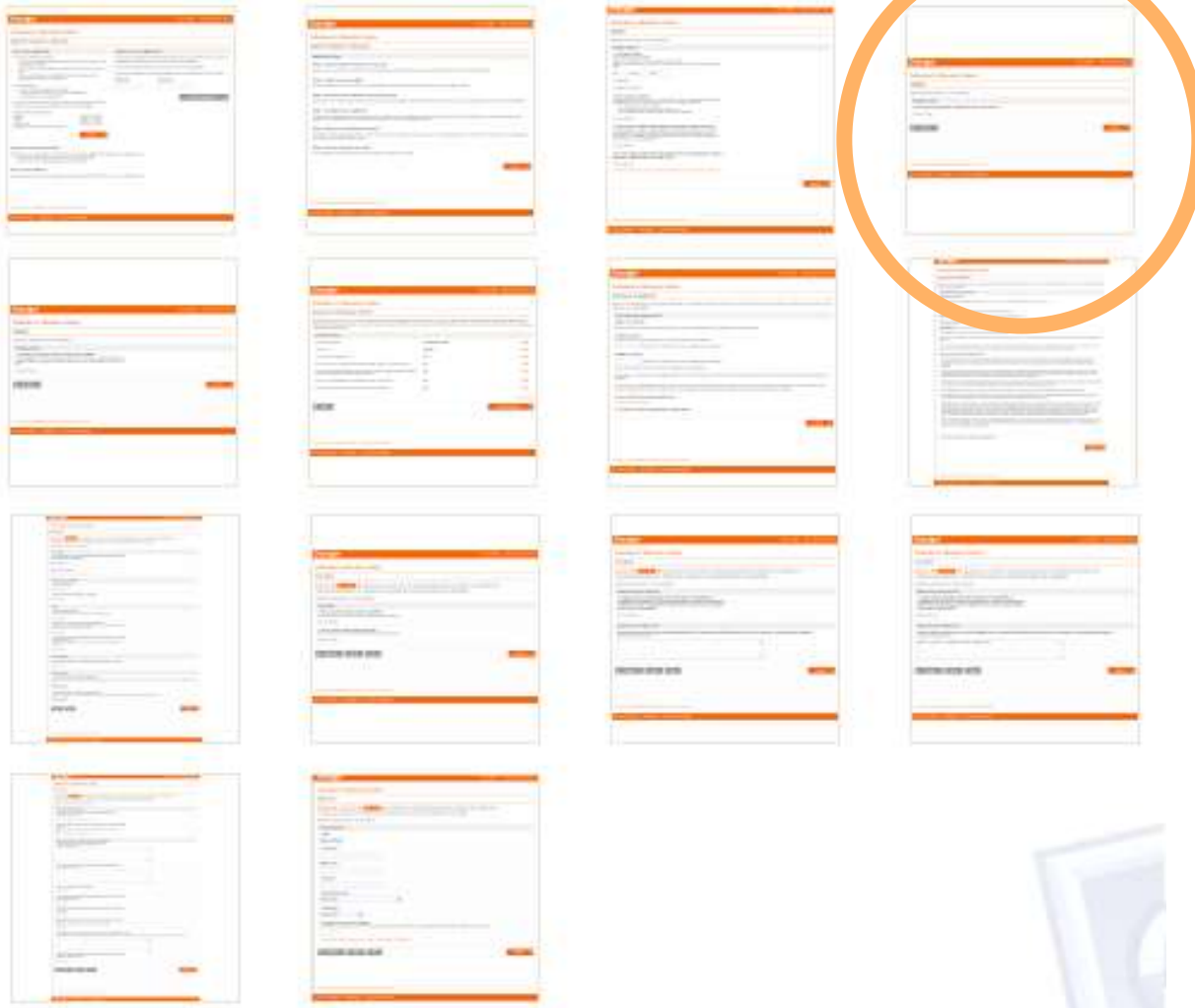
Relationship Tip

Explain clearly:

- How long it will take
- What documents I need



Let's skip forward



Possible answers to this question?

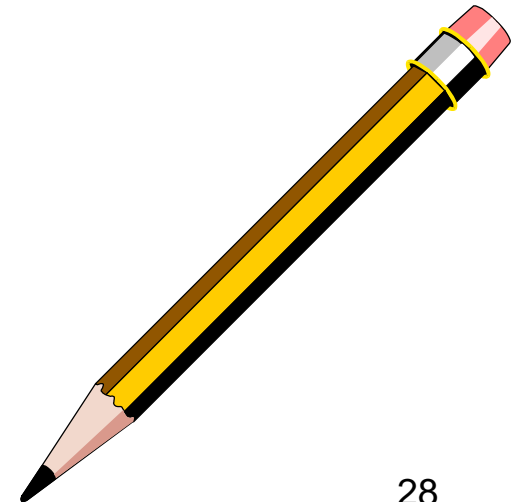
Jobseeker's Allowance Online

Eligibility

Questions marked with a * are mandatory

Getting started

* Have you had Jobseeker's Allowance since 7 May 2011 ?



That exact date? Continuously or with a break? Never had Jobseeker's Allowance?

Jobseeker's Allowance Online

Eligibility

Questions marked with a * are mandatory

Getting started

* Have you had Jobseeker's Allowance since 7 May 2011 ?

Options available do not match all the answers

Jobseeker's Allowance Online

Eligibility

Questions marked with a * are mandatory

Getting started

* Have you had Jobseeker's Allowance since 7 May 2011 ?

Yes No

← Previous

Continue →

▶ Give us your feedback to help us improve this service

Conversation Tip

Design for all the possible users' answers, even if you consider that some of them are irrelevant



A quick look at buttons. This is the first page with a button aligned with the questions

Jobseeker's Allowance Online

Eligibility

Questions marked with a * are mandatory

Getting started

* Have you had Jobseeker's Allowance since 7 May 2011 ?

Yes No

← Previous

Continue →

▶ Give us your feedback to help us improve this service

Typical eye-movement when reading a form: Look for field, turn left for label, look for field

The diagram illustrates a form with the following fields and labels:

- Title* (dropdown menu with "(Choose)" selected)
- Other title (text input field)
- First name* (text input field)
- Last name* (text input field)
- Gender* (dropdown menu with "(Choose)" selected)
- OU Personal identifier (if known) (text input field)
- Date of birth (DD-MM-YYYY) (text input field with dashes)

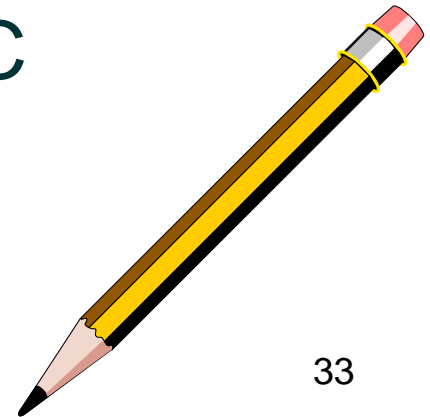
Red arrows indicate the eye-tracking path: a vertical arrow points down from the top to the first dropdown menu. From there, horizontal arrows point left to the label "Title*", then right to the dropdown. This pattern repeats for each subsequent field: horizontal arrows point left to the label, then right to the input field. A final vertical arrow points down from the last field to the label "Date of birth".

A

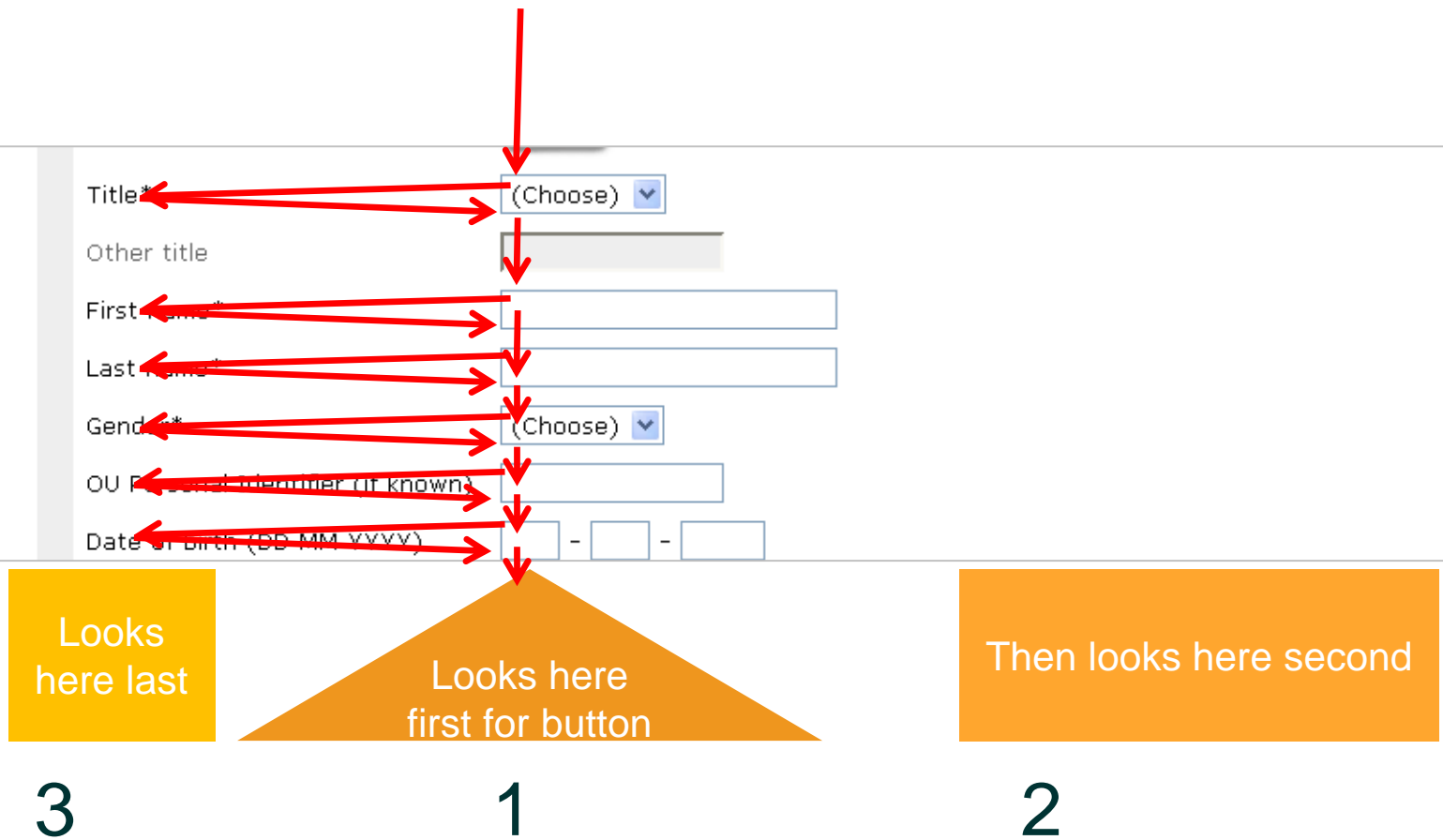
B

C

Where to put the button?



In eye-tracking studies, I observed this

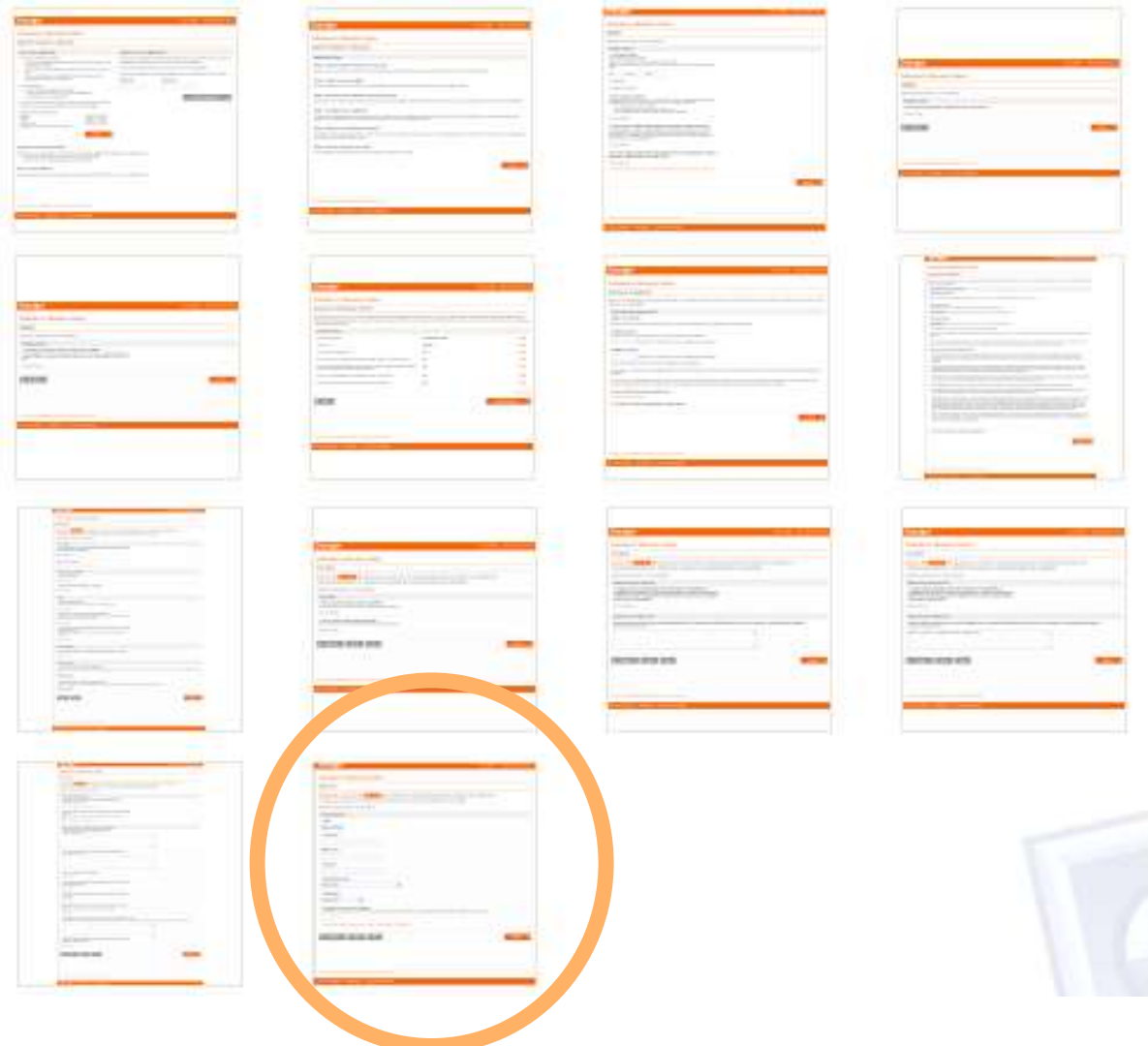


Appearance Tip

Best place for a button:
aligned with left-hand end
of text entry boxes



Let's skip forward again



Many more steps. But what documents will I need?

Jobseeker's Allowance Online

Your claim



Questions marked with a * are mandatory

Your claim

If you would like an email acknowledgement when you submit your claim, please enter your email address

Email address

Confirm email address

Pregnancy and childbirth

* Are you pregnant?

Yes No

* Have you had a baby in the last 12 months?

This is part of the most difficult form ever.
But at least it has a summary menu.

Registration Tools	
Instructions	View TPP
Show Errors	Delete Profile
CCR Help	Renew Profile
Handbook	Quit CCR

Registration Menu	
Required Information	Status
General Information	✓
Corporate Info	✓
Goods / Services	✓
Financial	✓
Points of Contact	!
Optional Information	Status
EDI	NR
DUNS +4	NR
D&B Monitoring	NR

Registration Status
Incomplete Registration

Corporate Information

! Missing or Invalid Data * Required Data V View-Only Data (Edits not allowed)

*** Type of Relationship with U.S Federal Government** (Required information, check one)

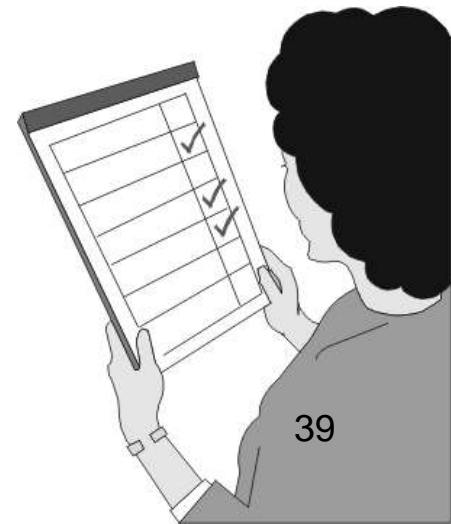
- Contracts
- Grants
- Both (Contracts & Grants)

*** Type of Organization** (As defined by the IRS) (Required information, check one)

- Corporate Entity, Not Tax Exempt
- Corporate Entity, Tax Exempt
- Partnership
- Sole Proprietorship
- U.S. Government Entity (If selected, then choose one subgroup below)
 - Federal Government (If selected, choose all subgroups that apply.)
 - Federal Agency
 - Federally Funded Research and Development Corporation
 - State Government
 - Local Government (If selected, choose all subgroups that apply.)
 - City
 - County
 - Inter-municipal
 - Local Government Owned
 - Municipality
 - School District

Conversation Tip

If users need to gather answers from many sources then a summary menu works better than a progress indicator



Complexity affects all three layers of the form

- Relationship
 - Get users to the right form, quickly
 - Explain what users have to do
- Conversation
 - Design for all real-world options
 - If the user has to gather many answers, use a summary menu
- Appearance
 - Put clearly labelled buttons in the right place



Ideally, all three layers work together.
This button in is the right place (appearance).



JOBSØGER ↙

↘ **INFO**

| [FIND JOB](#) | [MIN SIDE](#) | [MIT CV](#) | [GODE RÅD TIL JOBSØGNINGEN](#) |

MELD DIG LEDIG

Mine ansøgninger

Indbakke (0)

Skift brugernavn

Skift adgangskode

Slet CV'et

Vilkår

Log ud

Du er ikke tilmeldt som jobsøgende i jobcentret.
Hvis du vil tilmelde dig, kan du gøre det fra denne side.
CV'et vil samtidig blive gjort tilgængeligt.

Mit CV med CV nummer 72905731 er ikke færdigt.

Meld dig ledig

Bekræft aktiv jobsøgning

Du er ikke tilmeldt og skal ikke bekræfte jobsøgning. Hvis du er ledig kan du tilmelde dig ovenfor.

Angiv **navn og adresse** og **hvilke job**, du ønsker,
så finder Jobnet de 10 nyeste job, der matcher jobønskerne i dit CV.

[Hvor kommer jobbene fra?](#)

“Join free” is clear (conversation) and appropriate to task (relationship) (Unfortunately, it’s not an accurate translation)



JOB SEEKER

INFO

- [FIND A JOB](#)
- [MY PAGE](#)
- [MY CV](#)
- [TIPS FOR JOB HUNTING](#)

JOIN FREE

[My applications](#)

[Inbox \(0\)](#)

[Change username](#)

[Change Password](#)

[Delete CV](#)

[Terms](#)

[Log out](#)

You are not registered as job seekers at the job center.

To sign up, you can do it from this page.
CV will also be made available.

My CV with CV number 72905731 is not finished.

[Join free](#)

[Confirm the active job search](#)

You are not registered and do not confirm the job search. If you are unemployed you can sign up above.

Enter the [name and address](#) and [what jobs](#) you want, then find Jobnet the 10 newest jobs that match job requirements in your resume.

[Where do jobs come from?](#)

More resources on
<http://www.slideshare.net/cjforms>



*Design tips
for complex forms*

Caroline Jarrett
Clarity 2010 Lisbon



*Labels and buttons on forms
and other time-consuming forms controversies*

Caroline Jarrett

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CJ0 2012, May 7-12, 2011, Vancouver, BC, Canada
ACM 11.01

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