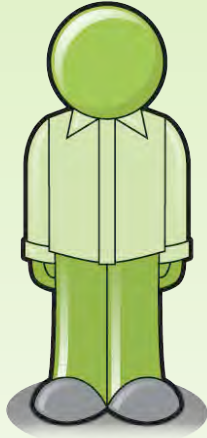


BEST PRACTICES FOR FORM DESIGN

LUKE WROBLEWSKI
IA SUMMIT 2007

LUKEW
INTERFACE DESIGNS

Luke Wroblewski



Yahoo! Inc.

- Senior Principal Designer

LukeW Interface Designs

- Principal & Founder
- Product design & strategy services

Author

- Site-Seeing: A Visual Approach to Web Usability (Wiley & Sons)
- Functioning Form: Web applications, product strategy, & interface design articles

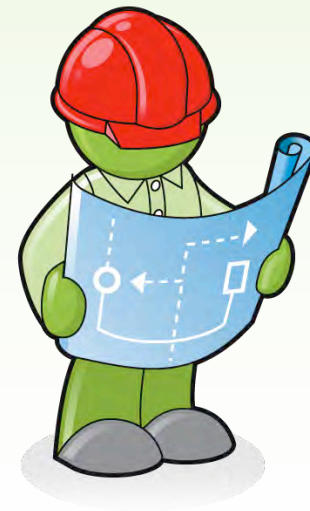
Previously

- eBay Inc., Lead Designer
- University of Illinois, Instructor
- NCSA, Senior Designer

<http://www.lukew.com>



WHY DOES FORM DESIGN MATTER?





SHOPPING



<http://www.flickr.com/photos/stitch/187139723/>



SHOPPING ONLINE

ebay express 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** 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.

Privacy
We respect your [privacy](#). eBay Express will never sell or rent your personal information.

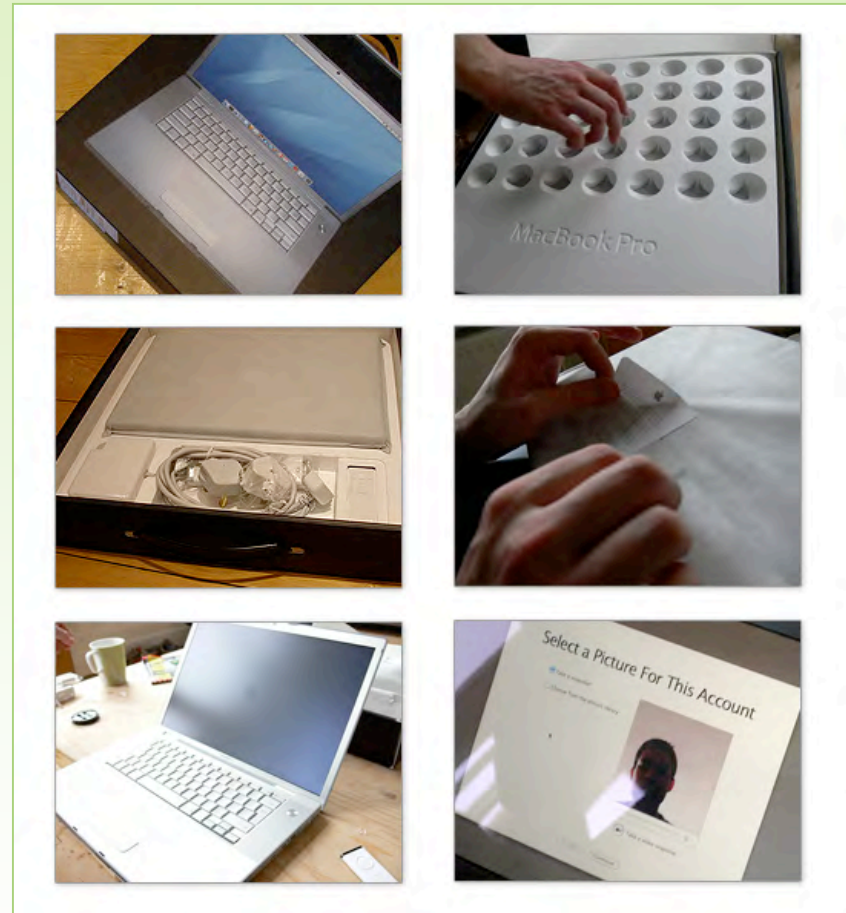
Security
Securing your personal information is one of our top priorities. We use industry-leading technology to safeguard your personal information.

[Home](#) | [About eBay Express](#) | [Sell on eBay Express](#) | [eBay](#) | [Comment on eBay Express](#) | [Customer Service](#) | [eBay Express Pulse](#)

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ACCESS



Images from Flickr users katielips, pealco, and *nathan



ACCESS ONLINE

VOX™ Already a member? [Sign in](#)

Create your Vox account

Email address:

Password:

Confirm password:

Your Vox address: http:// .vox.com

Display name:

Birthday:

First name:

Last name:

Gender:

Country:

Postal code:

Enter code:

I agree to the Vox [terms of service](#).

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DATA INPUT

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

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

1 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
CA

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

5 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)

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.*

10 LAST NAME FIRST NAME MI
STREET ADDRESS CITY
STATE ZIP CODE COUNTY POLITICAL PARTY

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
 Today's Date MMDDYY
 70 DW262117

13 If someone helps fill out or keeps this form, see special instructions below.
 (a) (b)
 (c) (d)
 (e) (f)

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.



DATA INPUT ONLINE

Approval Routing Data Purchasing/Payables > Requisitions > Approval Routing > Data

Approval Routing:

Certifying Officer:

Step	User	Amount Limit	Acct Days	Always Req.	Vendor	Required Data	Note	Chg-Rescnd
1	<input type="text" value=""/> <input type="button" value="⏪"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input checked="" type="radio"/> Y <input type="radio"/> N	<input type="text" value="0"/>	Agent <input type="text" value="Y"/> COM CD <input type="text" value="Y"/> Item <input type="text" value="N"/> Dist <input type="text" value="Y"/>	<input type="text" value=""/>	Item <input type="text" value=""/> Dist <input type="text" value=""/>
2	<input type="text" value=""/> <input type="button" value="⏪"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input checked="" type="radio"/> Y <input type="radio"/> N	<input type="text" value="0"/>	Agent <input type="text" value="Y"/> COM CD <input type="text" value="Y"/> Item <input type="text" value="N"/> Dist <input type="text" value="Y"/>	<input type="text" value=""/>	Item <input type="text" value=""/> Dist <input type="text" value=""/>
3	<input type="text" value=""/> <input type="button" value="⏪"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input checked="" type="radio"/> Y <input type="radio"/> N	<input type="text" value="0"/>	Agent <input type="text" value="Y"/> COM CD <input type="text" value="Y"/> Item <input type="text" value="N"/> Dist <input type="text" value="Y"/>	<input type="text" value=""/>	Item <input type="text" value=""/> Dist <input type="text" value=""/>
4	<input type="text" value=""/> <input type="button" value="⏪"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input checked="" type="radio"/> Y <input type="radio"/> N	<input type="text" value="0"/>	Agent <input type="text" value="Y"/> COM CD <input type="text" value="Y"/> Item <input type="text" value="N"/> Dist <input type="text" value="Y"/>	<input type="text" value=""/>	Item <input type="text" value=""/> Dist <input type="text" value=""/>
5	<input type="text" value=""/> <input type="button" value="⏪"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input checked="" type="radio"/> Y <input type="radio"/> N	<input type="text" value="0"/>	Agent <input type="text" value="Y"/> COM CD <input type="text" value="Y"/> Item <input type="text" value="N"/> Dist <input type="text" value="Y"/>	<input type="text" value=""/>	Item <input type="text" value=""/> Dist <input type="text" value=""/>
6	<input type="text" value=""/> <input type="button" value="⏪"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input checked="" type="radio"/> Y <input type="radio"/> N	<input type="text" value="0"/>	Agent <input type="text" value="Y"/> COM CD <input type="text" value="Y"/> Item <input type="text" value="N"/> Dist <input type="text" value="Y"/>	<input type="text" value=""/>	Item <input type="text" value=""/> Dist <input type="text" value=""/>

Special Functions

Next Approval Routing [PF5]
Delete Row [PF2]

Active Sessions

Save this session

Why Forms Matter



- How customers “talk” to companies online
- Commerce (\$)
 - User: Enable purchasing
 - Business: Maximize sales
- Access (membership)
 - User: Enable participation
 - Business: Increase customers & grow communities
- Engagement
 - User: Enable information entry & manipulation
 - Business: Accumulate content & data

Design Principles



- **Minimize the pain**
 - No one likes filing in forms
 - Smart defaults, inline validation, forgiving inputs
- **Illuminate a path to completion**
- **Consider the context**
 - Familiar vs. foreign
 - Frequently used vs. rarely used
- **Ensure consistent communication**
 - Errors, Help, Success
 - Single voice despite many stakeholders

Analyzing Performance



- **Usability Testing**
 - Errors, issues, assists, completion rates, time spent per task, satisfaction scores
- **Eye Tracking**
 - Completion times, fixations, saccades
- **Customer Support**
 - Top problems, number of incidents
- **Best Practices**
 - Common solutions, unique approaches
- **Site Tracking**
 - Completion rates, entry points, exit points, elements utilized, data entered

Design Patterns



Information

Visual Communication
Affordances

+

Interaction

Engagement
Disclosure

+

Feedback

Response
Verification



INFORMATION



Information



- **Layout**
 - Label positioning
 - Content groupings
- **Input Affordances**
 - Formats, required fields
- **Actions**
 - Primary & secondary
- **Help & Tips**
- **Visual Hierarchy**

Top Aligned Labels



- When data being collected is familiar
- Minimize time to completion
- Require more vertical space
- Spacing or contrast is vital to enable efficient scanning
- Flexibility for localization and complex inputs

Vertical 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

Even Longer Label

One More Label
 Value 1
 Value 2

Primary Action

Disadvantage:
Increased vertical space

Top-aligned Labels

Sign a friend up

Give the gift of a healthier smoke-free lifestyle to a friend or loved one. Just fill in the information below and we'll take care of the rest. If you have any questions, [drop us a note](#).

Gift Membership

Program: **\$19.95 30-day program**

Recipient's Name

Recipient's Email Address

Payment

Credit Card

Credit Card Number

Expiration Date

Billing Address

Name on Credit Card

Address

City

State

Postal Code

Country

Review Order

Let's make sure we got everything right.

Right Aligned Labels



- Clear association between label and field
- Requires less vertical space
- More difficult to just scan labels due to left rag
- Fast completion times

Right-Justified Horizontal Labels

Label

Longer Label

Even Longer Label

One More Label Value 1
 Value 2

Primary Action

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

Right-aligned labels

This person's name will appear with their messages, comments, and files and whenever they are responsible for a to-do or milestone.

First Name:

Last Name:

Email:

Choose a user name and password so that this person can log in (they can change this later).

User Name:

Password:

The rest is optional, but some contact info will come in handy when you want to take your communication offline.

Title:

Office #: **ext:**

Mobile #:

Fax #:

Home #:

IM Name: **IM Service:**

Left Aligned Labels



- When data required is unfamiliar
- Enables label scanning
- Less clear association between label and field
- Requires less vertical space
- Changing label length may impair layout

Left-Justified Horizontal Labels

Label:

Longer Label:

Even Longer Label:

One More Label: Value 1
 Value 2

Primary Action

Disadvantage:
Adjacency of Label and corresponding Input field

Advantage:
Easy to scan labels

Label:

Longer Label:

Even Longer Label:


One More Label: Value 1
 Value 2

Advantage:
Reduced vertical space

Primary Action

The diagram shows two versions of a form layout. The top version is the standard left-justified horizontal layout. The bottom version is annotated with green arrows and text. A red double-headed arrow points from the 'Label:' text to its corresponding input field, with the text 'Disadvantage: Adjacency of Label and corresponding Input field' above it. A green arrow points down from the 'Label:' text to the 'Longer Label:' text, with the text 'Advantage: Easy to scan labels' to its left. Another green arrow points down from the 'Longer Label:' text to the 'Even Longer Label:' text, with the text 'Advantage: Reduced vertical space' to its right.

Left-aligned labels



Edit Estimate Book

WEVV Book Type: DMA

Book Name: May05 EST (P)

Project Year: 2005

Month: May

Enabled for: Research Sales

Type: 4 Bk. Avg. Custom Book

Share Book: Feb-04

Put Book: Feb-03

Index: 1

Description: (Feb-04/Feb-03)

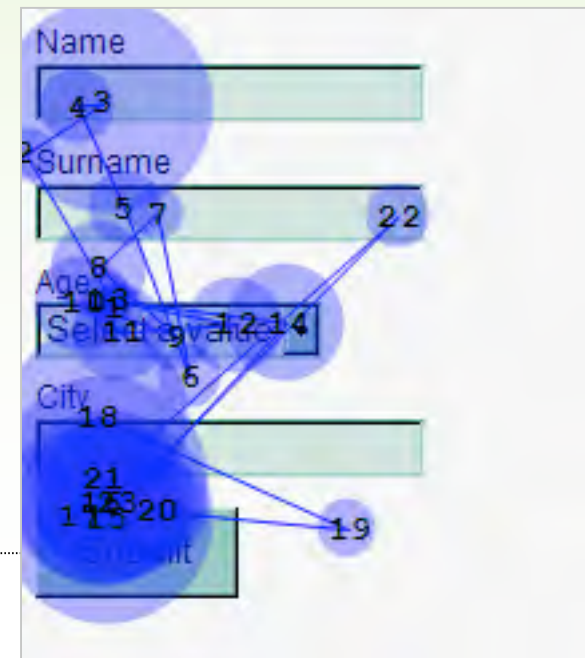
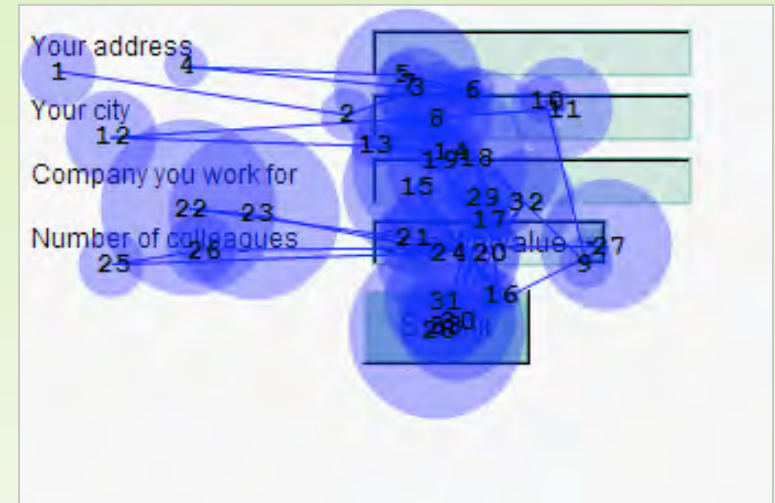
Update default book formula
 If PAV exists, use PAV to build SHR book
 Delete number for Not Selected DP

Update Cancel

Eye-tracking Data



- **July 2006 study by Matteo Penzo**
- **Left-aligned labels**
 - Easily associated labels with the proper input fields
 - Excessive distances between labels inputs forced users to take more time
- **Right-aligned labels**
 - Reduced overall number of fixations by nearly half
 - Form completion times were cut nearly in half
- **Top-aligned labels**
 - Permitted users to capture both labels & inputs with a single eye movement
 - Fastest completion times





BEST PRACTICE

- For reduced completion times & familiar data input: top aligned
- When vertical screen space is a constraint: right aligned
- For unfamiliar, or advanced data entry: left aligned

Required Form Fields



- Indication of required fields is most useful when
 - There are lots of fields
 - But very few are required
 - Enables users to scan form to see what needs to be filled in
- Indication of optional fields is most useful when
 - Very few fields are optional
- Neither is really useful when
 - All fields are required

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](#)

All fields required

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www.bn.com

SAFE SHOPPING GUARANTEE · PRIVACY POLICY

[Help with your Account](#)

[Cart](#) > [Shipping](#) > [Payment](#) > **Account** > [Review](#) > [Thank You](#)

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](#).

Terms of Use, Copyright, and Privacy Policy
© 1997-2004 Barnesandnoble.com llc

All fields required

BARNES & NOBLE  [Safe Shopping Guarantee](#) | [Help with Your Account](#)

YOUR ACCOUNT

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 >

[^ Back to Top](#)

Customer Service: 1-800-THE-BOOK
[Terms of Use](#), [Copyright](#), and [Privacy Policy](#)
© 1997-2006 Barnesandnoble.com llc

Most fields required



CHECKOUT

Shopping Bag » **Shipping** » Billing » Order Summary » Order Confirmation

Help | Talk Live | Text Chat Temporarily Unavailable

ENTER NEW SHIPPING ADDRESS

* Required Field

* FIRST NAME:

MIDDLE NAME/INITIAL:

* LAST NAME:

ATTENTION:

* ADDRESS:

* CITY:

* STATE:

* ZIP CODE:

AREA CODE & PHONE:

[Clear Form](#)

Check here to use this address as your billing address.

[BACK ONE STEP](#) [SAVE & CONTINUE](#)

[Shipping Policy](#) | [Return Policy](#) | [Privacy Policy](#) | [Security Policy](#)

Few fields optional

WAL★MART® [Welcome](#) [★ Address](#) [Ship](#) [Gift](#) [Pay](#) [Cart](#)

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

Do you have questions?
If you have any questions or need help during checkout, please contact one of our knowledgeable Customer Service Associates at 1-800-966-6546 from 6 a.m. to 1 a.m. (CT), 7 days a week.

お客さま情報の入力

メンバー登録されると2回目ご注文時の住所入力等が省略できます。

また、購入履歴が画面上でご確認いただけます。登録は無料です。

メンバー登録されなくてもご購入いただけます。下の「ゲスト購入する」をお選び下さい。

ご登録いただくお客様の個人情報の利用目的および管理等の取扱いにつきましては、「MUJI.netメンバー規約」ならびに「プライバシーの考え方」に定めておりますので、必ずご確認ください。

基本情報 ※は必須項目です

お名前(氏名) *	<input type="text"/> <input type="text"/>	(全角)
フリガナ(氏名) *	<input type="text"/> <input type="text"/>	(全角カタカナ)
Eメールアドレス *	<input type="text"/>	(半角数字)
Eメールアドレス(確認) *	<input type="text"/>	(半角数字)
携帯アドレス	<input type="text"/> <input type="button" value="選択してください"/>	(半角数字)
携帯アドレス(確認)	<input type="text"/> <input type="button" value="選択してください"/>	(半角数字)
郵便番号 *	〒 <input type="text"/> - <input type="text"/> <input type="button" value="住所表示"/>	(半角数字)
	7桁の郵便番号を入力して「住所表示」ボタンを押して下さい。 県/市区町村名を郵便番号から自動検索し、入力されます。	
都道府県 *	<input type="text"/>	
市区町村 *	<input type="text"/>	(全角)
それ以降の住所(丁目/番地など) *	<input type="text"/>	(全角) *丁目/番地を必ずご 入力ください
ビル/マンション名	<input type="text"/>	(全角)
電話番号 *	<input type="text"/> - <input type="text"/> - <input type="text"/>	(半角数字)
メンバー登録 *	<input type="radio"/> ゲスト購入する <input checked="" type="radio"/> 会員登録する	

戻る

次へ進む

Store

ショッピングカート>アカウント作成>お届け先>お支払い方法>お客様の情報設定>お支払い情報

【ご注意】
下記の記載項目に*があるものは必ずご記入ください。

新規アカウントの作成

新規にアカウント情報を作成します。
下記の項目をご記入の上、確認画面へ進んで下さい。

基本情報入力 *この内容は必須項目となります。すべての項目にご記入下さい。

お名前 様* (全角)
ふりがな さま* (全角ひらがな)
ご住所 〒 - - * 〒=>住所 (半角数字)
(郵便番号から住所が検索できます)
都道府県選択 *
 市区町村* (全角)
 番地等* (全角/半角英数字)
 建物ビル名等 (全角/半角英数字)
電話番号 - - * (半角数字)
FAX番号 - - (半角数字)
メールアドレス * (半角英数字)
メールアドレス(確認) * (半角英数字)
パスワード * (4文字以上8文字以下の半角英数字)
パスワード(確認) * (4文字以上8文字以下の半角英数字)

オプション情報入力 *以下の内容はご希望の方のみご回答下さい。また、初回登録時以外は表示されません。

性別 男性 女性 設定しない*
生年月日 1930 年 月 日*
既婚/未婚 既婚 未婚*
家族構成(人数) 人(本人含む)*
どこで*0を知りましたか?
 広告 新聞/雑誌の記事(紙/誌名) 友人/知人から
 テレビ/ラジオ インターネット上の情報(サイト名) 検索エンジン
 イベント/店頭 メールマガジン(誌名) その他
購入動機を教えてください
 デザイン 機能 色
 材質/質感 価格 その他

戻る

次へ



BEST PRACTICE

- Try to avoid optional fields
- If most fields are required: indicate optional fields
- If most fields are optional: indicate required fields
- Text is best, but * often works for required fields
- Associate indicators with labels

Field Lengths



- Field lengths can provide valuable affordances
- Appropriate field lengths provide enough space for inputs
- Random field lengths may add visual noise to a form

A screenshot of a light blue form with several input fields. The fields are labeled in red text: 'Name', 'Street Address', 'City', 'State', 'ZIP Code', 'Phone Number', and 'Website'. The 'Name' field is a long horizontal box. The 'Street Address' field is a long horizontal box. The 'City' field is a medium-length horizontal box. The 'State' field is a dropdown menu with a small arrow icon. The 'ZIP Code' field is a short horizontal box. The 'Phone Number' field is a medium-length horizontal box. The 'Website' field is a long horizontal box. Below the fields is a checked checkbox labeled 'Make this place public'. At the bottom are two buttons: 'Add Place' (a red button) and 'Cancel' (a blue button).

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

U.S. addresses only, please.

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

Create Password

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

How secure is your password?

Check your password strength - the higher, the better.

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

ENTER NEW BILLING INFORMATION

* 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*

[Clear Form](#)

BACK ONE STEP

SAVE & CONTINUE

[Shipping Policy](#) | [Return Policy](#) | [Privacy Policy](#) | [Security Policy](#)



Track time - Hit budgets

Have an account? [Login here.](#)

[Home](#) | [Why Tick Matters](#) | [Screenshots](#) | [Pricing & Signup](#) | [FAQ](#)

Thank you for trying Tick.
Just fill out the form below and we'll get you right in.
The plan you have selected (Moonlighters) is **FREE** and includes **1 open project**.

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

Accept the agreement & create your account

Your plan is **FREE**. With this plan you can have **1 open project** at any given time. This plan will never expire and can be upgraded or canceled from the setting section, once you login.

Please review our [Terms of Service](#), [Privacy Policy](#), and [Refund Policy](#).

I understand and agree

How will I get billed?

If you are setting up a pay plan, your first 30 days are free. After that the plan is billed monthly to your credit card and can be cancelled, upgraded or downgraded at anytime. No setup fees or contracts here! You'll be up and running in a matter of seconds.

What methods of payment do you accept?

We accept Visa, Mastercard, American Express, and Discover.

What do I need to use Tick?

Tick is a hosted solution, so its accessible from anywhere you can find an internet connection. All you need is a modern web browser (Firefox, IE6x, Safari or Camino). Other browsers may work as well, but they are not supported so things may look a little funky.

What if I need help?

Tick is designed with a gentle learning curve in mind. No manuals or extensive help files needed. That said, if you do have a question we can always be [reached by email](#).



BEST PRACTICE

- When possible, use field length as an affordance
- Otherwise consider a consistent length that provides enough room for inputs

Content Grouping



- Content relationships provide a structured way to organize a form
- Groupings provide
 - A way to scan information required at a high level
 - A sense of how information within a form is related

Separating Related Content

Label:

Longer Label:

Even Longer Label:

One More Label: Value 1
 Value 2

Label:

Longer Label:

Even Longer Label:

Primary Action

Lots of content grouping

■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"/>	（注）カタカナ 例) カモメ タロウ
住所	郵便番号	<input type="text"/> - <input type="text"/>	（注） 例) 000-0000
	都道府県	選択して下さい ↓	
	市区郡	選択して下さい ↓	
	字丁目以降	例) 銀座7-3-5	
建物名	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"/> （注）		
FAX番号	<input type="text"/> - <input type="text"/> - <input type="text"/> （注）		

Disadvantage:
Excessive visual noise
Reduced readability

■基本情報 ※は必須項目です

お名前（氏名）* （全角）

フリガナ（氏名）* （全角カタカナ）

Eメールアドレス* （半角数字）

Eメールアドレス（確認）* （半角数字）

携帯アドレス 選択して下さい ↓ （半角数字）

携帯アドレス（確認） 選択して下さい ↓ （半角数字）

郵便番号* - （半角数字）
7桁の郵便番号を入力して「住所表示」ボタンを押して下さい。
 都/市区町村名を郵便番号から自動検索し、入力されます。

都道府県*

市区町村* （全角）

それ以降の住所（丁目/番地など）* （全角）*丁目/番地も必ずご
 入力ください

ビル/マンション名 （全角）

電話番号* - - （半角数字）

メンバー登録* ゲスト購入する 会員登録する

Disadvantage:
Visual noise

Excessive visual noise

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

Minimum amount necessary

氏名

フリガナ
(仮名カタカナ)

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

電話番号 - -

休暇中の連絡先 直通 呼出し 内線

電話番号 (5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
(〒角数字) -
(7桁表示が分からない方は、[こちら](#)をご参照ください)

電話番号
(〒角数字) - -

[次に進む](#) こちら

Advantage:
Visual clarity

Direct path to completion

Do you shop with us by phone, fax, or already have a tax exempt account? **Yes**
 Do you want to apply for a tax exempt account? **Yes**
 Would you like to sign up for a Government account? **Yes**

Login

Please login if you are a returning customer or fill in information below.

User ID: Password: **Login**

New Customer Checkout

Billing Info

Address should match that of the credit card.

Business Name:

First Name:

Middle Initial:

Last Name: *

Address: *
(Street, Number, Name)

City: *

State/Province: *

Zip/Postal Code: *

Country: * USA

Phone: * () Ext

Fax: ()

Billing Email: *

Please send my emails in HTML format.

Yes, please send me exclusive discounts and special offers available only to Office Depot's Email customers.

*Required Information

Shipping Info

Same as Billing.

Also you can pick up at: **Select a Store**

Business Name:

First Name:

Middle Initial:

Last Name: *

Address: *
(Street, Number, Name)

City: *

State/Province: *

Zip/Postal Code: *

Country: * USA

Phone: * () Ext

Shipping Email: *

Please send my emails in HTML format.

Yes, please send me exclusive discounts and special offers available only to Office Depot's Email customers.

Payment Info

Payment Type: *

Credit Card Type: (Please select your card type)

Credit Card Number:

Expiration Date: / (mm/yy)

Card ID: Required for American Express, Visa, Mastercard and Discover Card
[Where is my Card ID?](#)

Optional Info

Special message for the driver or information for your own reference.

Customer PO# Customer use only

Office DEPOT ADVANTAGE Member Number

Shopping Cart

To enter valid Referral ID/Coupon Code, please click here **Coupon**

Order # 263815303-001 Delivery Date 11/05/2004

Item Number	List Price	Our Price	Units	Quantity	Back Ordered	Extended Price	Remove
617951	\$3.50	\$2.98	box	<input type="text" value="1"/>	0	\$2.98	<input type="checkbox"/>
Office Depot® Map Tacks, Assorted Colors, Pack Of 100							

Subtotal \$2.98
 Delivery Charge \$5.95
 Coupon \$0.00
 Estimated Taxes \$0.25
Total \$9.18

Update Shopping Cart

Place Order

Click to submit your order

Minimum amount necessary

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

U.S. addresses only, please.

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

Create Password

How secure is your password?

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

Check your password strength - the higher, the better.

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

Other Costs (if they apply)

[Learn more](#)

Who will pay the county transfer fee?

- Buyer
 Seller

Who will pay the city transfer fee?

- Buyer
 Seller

Who will pay the home owner's association transfer fee?

- Buyer
 Seller

Who will pay for the home owner's association transfer documents?

- Buyer
 Seller

Home Warranty

Do you want to order a home warranty?

Who will pay for the home warranty?

- Buyer
 Seller

How much home warranty coverage?

Which home warranty options do you want?

- Air conditioner Well
 Septic Roof
 Pool Washer / Dryer / Refrigerator

Other:

Liquidated Damages

Liquidated damages can be assessed if the buyer fails to complete the purchase because of default. If the buyer agrees to pay liquidated damages in case of default, then the seller retains the deposit actually paid by the buyer.

If you default, do you agree to pay liquidated damages?

- Yes
 No

Dispute Resolution

Rather than having disputes resolved in courts, buyers and sellers can agree to have all disputes resolved by arbitration as provided by California law.

Do you agree to submit disputes to neutral arbitration?

- Yes
 No

Expiration

When do you want your offer to expire? (Commonly 3 calendar days after the buyer signs and dates the offer)

This offer shall officially expire, be deemed revoked, and the deposit shall be returned, unless the offer is signed by the seller and a copy of the offer is personally received by the buyer at 5 p.m. on the third day after this offer is signed by the buyer.

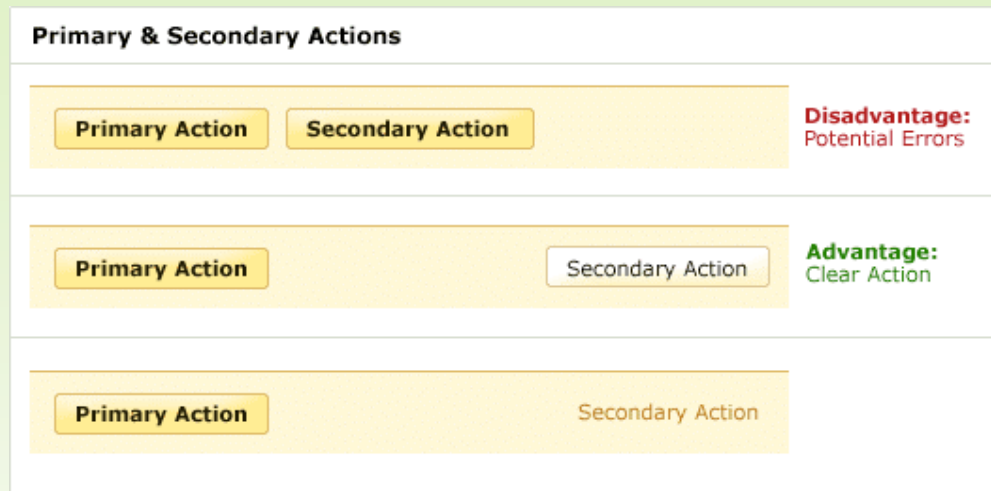
If the seller makes a counter-offer, your Redfin Agent will help you respond appropriately.



BEST PRACTICE

- Use relevant content groupings to organize forms
- Use the minimum amount of visual elements necessary to communicate useful relationships

Actions



- **Not all form actions are equal**
 - Reset, Cancel, & Go Back are secondary actions: rarely need to be used (if at all)
 - Save, Continue, & Submit are primary actions: directly responsible for form completion
- **The visual presentation of actions should match their importance**

Sample Primary & Secondary Actions

> Continue

Primary Action

> Back

Secondary Action

> Activate

Primary Action

[Expand options](#)

Secondary Action

> Select a room

[Hotel and room details, photos, and maps](#)

Primary Action

Secondary Action

Yahoo! Search

• [Advanced](#)
• [Preferences](#)

Primary Action

Secondary Actions

→ [Choose and continue to more options.](#)

Primary Action

→ [Save this information in an itinerary.](#)

Secondary Actions

→ [Cancel and go to home page.](#)



[home](#) | [pay](#) | [register](#) | [services](#) | [site map](#)

Start new search

Search

Buy

Sell

My eBay

Community

Help

[Advanced Search](#)

Hello, wookash! (Not you? [Sign in](#).)



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

[About eBay](#) | [Announcements](#) | [Security Center](#) | [Policies](#) | [Site Map](#) | [Help](#)

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BEST PRACTICE

- Avoid secondary actions if possible
- Otherwise, ensure a clear visual distinction between primary & secondary actions

Help & Tips



- **Help & Tips are useful when:**
 - Asking for unfamiliar data
 - Users may question why data is being requested
 - There are recommended ways of providing data
 - Certain data requests are optional
- **However, Help & Tips can quickly overwhelm a form if overused**
- **In these cases, you may want to consider a dynamic solution**
 - Automatic inline exposure
 - User activated inline exposure
 - User activated section exposure

Help Text



Sign up here.

VideoEgg is all about VideoEgg Publishing Over Easy. We're simply the best and easiest way to upload and share videos on the internet. To get started, create an account below, and we'll have you sharing your videos in no time!

Desired Login:

Choose a Password:
(4 or more characters)

Confirm Your Password:

Email:
We don't spam. Period.

[Sign Up](#)

I know you said you don't spam, but really, will you spam me?

No way! SPAM is for mortgage companies, fake watches and people pimping Viagra. We'd never give your address to someone or send you unsolicited emails. We hate getting them, and we won't send them.

Sign in.

Username:

Password:

remember me

[Sign in](#)

[Sign up](#) | [Lost Login](#)




[Home](#) | [About Us](#) | [Blog](#) | [Jobs](#) | [Press](#) | [Partners](#) | [FAQ](#) | [Contact](#)

[Terms of Service](#) | [Privacy Policy](#)

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Lots of Help/Tips




[home](#) | [pay](#) | [services](#) | [site map](#)

 [Advanced Search](#)

[Buy](#) [Sell](#) [My eBay](#) [Community](#) [Help](#)

Hello, skitterball! ([Sign out.](#))

Powered By 

Sell Your Item: Choose a Selling Format [Live help](#)

To begin, select a [format](#) and click the **Continue** button. Please make sure your item is [allowed](#) on eBay first.

Sell item at online Auction
Allows bidding on your item(s). You may also add the Buy It Now option. [Learn more.](#)

Sell at a Fixed Price
Allows buyers to purchase your item(s) at a price you set. [Learn more.](#)


Advertise your Real Estate
Allows advertising of property to generate multiple leads. Real estate sellers may also sell at an online Auction or Fixed Price. [Learn more.](#)

Sell your items in your own eBay Store
Your own storefront on eBay, plus features to help you sell more.
Learn more [about eBay Stores.](#)

Want someone else to sell for you? Find a [Trading Assistant.](#)

New Sellers, before you sell...

- [Learn how to sell](#)
- Review the [seller's checklist](#)
- Learn about [selling fees](#)

 [Ramp up your business with new tools & services!](#)



Registrering

Skapa ett Wishlistr-konto

Har du redan ett konto? [Klicka här för att logga in.](#)

Steg 1: Dina uppgifter

DITT NAMN:

För- och efternamn tack.

DIN E-POSTADRESS:

Vi gillar inte spam och lovar att aldrig använda din e-postadress för något annat än det som har med ditt Wishlistr-konto att göra.

Steg 2: Välj användarnamn och lösenord för ditt konto

VÄLJ ETT ANVÄNDARNAMN:

Användarnamnet får innehålla bokstäver, siffror, understreck och blanksteg. Så "Apollo 13" eller "Lucky Luke" är till exempel helt okej.

VÄLJ ETT LÖSEWORD:

Lösenordet måste vara mellan 3-15 tecken långt. Blanksteg är inte tillåtna.

UPPREPA LÖSEORDET:

Så att du kan vara säker på att du skrev rätt.

Registrera mig!

Klicka på knappen och du är klar!

Automatic inline exposure

The screenshot displays the Wufoo user registration interface. At the top, the Wufoo logo is visible in a dark red header. Below the header, the page title is "II. User Registration". The registration form is divided into three numbered steps:

- 1. Enter Your Email Address:** A text input field is highlighted in yellow. To its right, a grey error box contains the text: "You must supply a valid email address. We will never sell or disclose your email address to third parties."
- 2. Choose a Password / Verify Password:** Two adjacent text input fields for password and password verification.
- 3. Pick your Wufoo Name / URL:** A text input field with a placeholder example: "http://username.wufoo.com".

Below the form steps, there are two checkboxes:

- Keep me updated about Infinity Box projects.
- I agree to Wufoo's [Terms of Service](#).

At the bottom of the form, there are two buttons: "Create Account" (with a green plus icon) and "Cancel" (with a red X icon).

The footer of the page contains the following text: "Wufoo · Infinity Box Inc. · Tampa, FL! About · Blog · Forums · Terms · Privacy · Support · Contact". The Wufoo logo is also present in the bottom right corner.


Automatic inline exposure

1040EZ State File

Save Print Error Check Exit **SnapTax** Comments Support

Form **1040EZ** Department of the Treasury - Internal Revenue Service
Income Tax Return for Single and Joint Filers With No Dependents Form 1040EZ (2004)

Personal Information

 Your First Name M.I. Last Name Suffix

Date of Birth Social Security #

Spouse's First Name M.I. Last Name Suffix


Date of Birth Social Security #

Street Address Apartment No.

City State ZIP Code

Check the boxes at the right if you or your spouse would like to contribute \$3 to the presidential election campaign fund. You Spouse

Filing Status

 Single Married - Filing Jointly

? Name change? Report it to your local Social Security Administration office **before** you file to prevent delays. [Tell me more](#)

User-activated inline exposure

Phone Details

IMEI Code: ?

PAC Code: ?

Submit

Phone Details

IMEI Code: ?

Explanation of IMEI Code

The International Mobile Equipment Identity (IMEI) number is a unique 15-digit code used to identify an individual GSM mobile telephone. The number can be found on most mobiles by typing in *#06#. If this combination doesn't work on your mobile phone, please call our support centre on +44 (0) 1252 xxxx xxx.

[Back to IMEI input field.](#)


PAC Code: ?

Submit

User-activated inline exposure

Issuing Bank (51A)	Code
<input type="text" value="Citibank"/> 123 Bennent Ct. Hongartu, Malays	<input type="text"/> <input checked="" type="checkbox"/>
51A: Issuing Bank An Issuing Bank is required for Letters of Credit. Issuing Banks must be approved FDA lenders if they are headquartered in the United States.	
Applicant (50)	Code
<input type="text" value="Excel Chemical Corporation"/> 9A no. 25 Sec. 4 Taipei, 106, Tawain	<input type="text"/> <input checked="" type="checkbox"/>
Beneficiary (59)	Code
<input type="text" value="AlphaGary"/> 150 West Naperville Rd Naperville, IL 60653	<input type="text"/> <input checked="" type="checkbox"/>
Drawee (42A)	Code
<input type="text" value="AlphaGary"/> 150 West Naperville Rd Naperville, IL 60653	<input type="text"/> <input checked="" type="checkbox"/>
Consigned to	
<input type="text" value="Applicant"/>	
Notify	
<input type="text" value="Accountee"/>	

User-activated section exposure



Home > Sell > Create Your Listing

Sell: Create Your Listing

Tell buyers about your item.

- To get help: Click [?](#)
- To show or hide optional features, e.g. International Shipping, on this page, click the [Show/Hide Options](#) link.

[?](#) [Help](#) [Show/Hide Options](#)

What you're selling [?](#)

Category [?](#)
Collectibles > Animals > Fish
[Change category](#)


Describe your item [?](#)

Title * [?](#)

Subtitle (\$0.50) [?](#)

Pictures (First picture is **free**. Each additional picture is \$0.15.) [?](#)

[Add Pictures](#) 12 remaining [Remove](#)



Help

[Live help](#)

Creating Your Listing

On this page you'll provide **all the content of your listing**, such as a description and pictures of your item.

You'll also choose how you want to sell the item, known as the **selling format**. For example, you can have buyers bid in an auction-style listing to determine the final sale price.

You'll be able to review and enhance your listing on the next page after you click the **Save and Continue** button.

Related topics

- [Topic Index](#)



BEST PRACTICE

- Minimize the amount of help & tips required to fill out a form
- Help visible and adjacent to a data request is most useful
- When lots of unfamiliar data is being requested, consider using a dynamic help system



INTERACTION



Interaction




- Path to Completion
- “Tabbing”
- Progressive Disclosure
- Exposing dependencies

Path to Completion



- Primary goal for every form is completion
- Every input requires consideration & action
 - **Remove all unnecessary data requests**
 - Enable flexible data input
- Provide a clear path
- Enable smart defaults

Remove Unnecessary Inputs

 [home](#) | [my eBay](#) | [site map](#) | [sign in](#)

[Browse](#) | [Sell](#) | [Services](#) | [Search](#) | [Help](#) | [Community](#)

[overview](#) | [registration](#) | [buying & selling](#) | [my eBay](#) | [about me](#) | [feedback forum](#) | [safe harbor](#)

1 Registration — [Check email](#) — [User ID & Password](#)

Welcome! Let's begin.

Please enter your contact information below. All required fields have an asterisk, " * ".
Note: You must be at least 18 years old to register on eBay.

Personal Contact Information

Email address e.g. joecool@aol.com	<input type="text"/> *	Note: In order to complete registration, we'll send a confirmation message to the email address you enter above. Be sure to include your "@serviceprovider.com" domain.
Retype your email address	<input type="text"/> *	Please re-enter your email address.
Full name e.g. John H. Doe	<input type="text"/> * <input type="text"/> * First name M.I. Last name	
Company	<input type="text"/>	
Address	<input type="text"/> *	
City	<input type="text"/> *	
State	Select State <input type="button" value="v"/> *	
Zip	<input type="text"/> *	
Primary phone # e.g. (408) 555 - 1234	(<input type="text"/>) <input type="text"/> - <input type="text"/> Extension: <input type="text"/> *	
Secondary phone #	(<input type="text"/>) <input type="text"/> - <input type="text"/> Extension: <input type="text"/>	

Also register me at eBay's Half.com, a place to buy without bidding and sell without listing fees. This will allow you to use the same User ID and password on both sites.

Optional Information

How did you first hear about eBay?	Select here <input type="button" value="v"/>
Date of Birth	Month: <input type="text"/> Day: <input type="text"/> Year: 19 <input type="text"/> (MM/DD/YY)
Annual Household Income	Select an income range <input type="button" value="v"/>
Gender	Unspecified <input type="button" value="v"/>
If you have a promotional priority code, please enter it:	<input type="text"/> - <input type="text"/> - <input type="text"/>

Flexible Data Input

Phone Number
 (ex. 555-123-4444)

Phone Number
() - -

Phone Number

(555) 123-4444

555-123-4444


555 123 4444

555.123.4444

5551234444



Smart Defaults

Shipping Costs	
Shipping Service Standard delivery <input type="button" value="v"/> Add another shipping service	Shipping & Handling \$ <input type="text"/> Don't know what to charge? Try the  Shipping Calculator . To offer free shipping, enter 0.00 above.
Shipping Insurance Not offered <input type="button" value="v"/> \$ 0.00 View insurance rate table .	Sales Tax I don't charge tax Change

Path to Completion

The screenshot shows a PayPal transaction confirmation page. At the top left is the PayPal logo, and at the top right are links for "Log Out" and "Help". Below these are navigation buttons: "My Account", "Send Money", "Request Money", "Merchant Tools", and "Auction Tools". The main content area has a yellow header that says "Jason, please confirm this secure transaction". Below this, a large blue box contains the text "You're about to send \$37". Underneath, it says "To: lucky@37signals.com (a verified member)" and "Source: \$17 from your PayPal balance (pay another way)". Below the yellow box, there are sections for "Email" and "Shipping Information". The "Email" section includes an "Email subject" and a "Note". The "Shipping Information" section has a "Ship to" dropdown menu and a radio button option "I'm not shipping anything, no address required.". At the bottom, there are three buttons: "Send the \$37", "Edit transaction", and "Cancel transaction". Red arrows are drawn over the page to indicate a path: one arrow points to the "\$37", another points to the recipient email address, a third points to the "Email" section, a fourth points to the "Shipping Information" section, and a fifth points to the "Send the \$37" button.

PayPal[®] [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: \$17 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)

I'm not shipping anything, no address required.

Clear Path to Completion

PayPal [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](#)

[About Us](#) | [Accounts](#) | [Fees](#) | [Privacy](#) | [Security Center](#) | [User Agreement](#) | [Developers](#) | [Shops](#)

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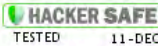

Path to completion

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 #

City State Zip

What is the legal status of the buyer(s)?

- Married couple buying the property together
- A married person buying the property as his or her sole and separate property
- A single person
- Two or more single people buying the property together
- A corporation

Contact Information

How may a Redfin agent will contact you to discuss your offer?

Phone number

Email address

When can a Redfin agent contact you?

Other Information

What special conditions, if any, are related to your offer?

How did you hear about Redfin? (Optional)



BEST PRACTICE

- Remove all unnecessary data requests
- Enable smart defaults
- Employ flexible data entry
- Illuminate a clear path to completion
- For long forms, show progress & save

Tabbing



- Many users interact with a form by “tabbing” between fields
- Proper HTML markup can ensure tabbing works as expected
- Multi-column form layouts may conflict with expected tabbing behavior



Search for

1.800.GO.DEPOT

[Log in](#) | [Register](#)

- OFFICE SUPPLIES ▾
- FURNITURE ▾
- TECHNOLOGY ▾
- OUR SERVICES ▾
- SHOPPING TOOLS ▾

Home > Register

0 Item(s) in Cart
 Subtotal: **\$0.00**
 FREE Next Business Day Delivery

Register

Use our convenient one-step registration form.

[View Cart](#) [Checkout](#)

Before you begin...

Please note that if you can answer "yes" to any of the following questions, you may not need to fill out this registration form. Simply click on the link that applies and you'll be taken to the appropriate page.

- ▶ [Do you shop with us by phone, fax, or already have a tax exempt account?](#)
- ▶ [Do you want to apply for a tax exempt account?](#)
- ▶ [Would you like to sign up for a Government account?](#)
- ▶ [Do you have a Viking® account?](#)

*Required Information

Billing Info

Name and address should match that of the credit card. Billing info is required for all orders, including Gift/Reward Card purchases.

Business Name:

First Name:

Middle Initial:

* Last Name:

* Address Line 1:

Address Line 2:

* City:

* State:

* Zip Code:

* Country:

Canadian users register at: www.officedepot.ca

* Phone Number: () - Ext.

Fax Number: () -

* Billing Email:

Please send my emails in HTML format.

Yes, please send me exclusive discounts and special offers available only to Office Depot's Email customers. [Privacy Policy](#)

Shipping Info

Same as Billing

Currently Office Depot is unable to process orders online for delivery to APO/FPO, PO Box, and export addresses. Please [click here](#) for additional ordering options.

Business Name:

First Name:

Middle Initial:

* Last Name:

* Address Line 1:

Address Line 2:

* City:

* State:

* Zip Code:

* Country:

Canadian users register at: www.officedepot.ca

* Phone Number: () - Ext.

* Shipping Email:

Please send my emails in HTML format.

Yes, please send me exclusive discounts and special offers available only to Office Depot's Email customers. [Privacy Policy](#)

Payment info (optional)

* Payment Type: Credit Card Number:

Please enter your credit card # without spaces or dashes (i.e. 0000000000)

Credit Card Type: Expiration Date: / (mm/yy)

Create Your Login and Password

* Login Name: must be at least 6 characters

* Password: must be at least 6 characters

* Password Confirm: retype your password

Yes, please log me in automatically.



BEST PRACTICE

- Remember to account for tabbing behavior
- Use the tabindex attribute to control tabbing order
- Consider tabbing expectations when laying out forms

Progressive Disclosure



- Not all users require all available options all the time
- Progressive disclosure provides additional options when appropriate
 - Advanced options
 - Gradual engagement

Exposing Options

Post a new message
[Cancel](#)

Title:

Category:

Message body: [Show extended message body](#)

Make this message [private](#)

[Attach files to this message...](#)

Associate this message with a milestone
A link to this message will appear below the milestone you select.

Completes this milestone

or [Cancel](#)

Notify people of this message via email


All of IxDA Volunteers












Jeff Howard Pedro Jorge Adler

All of IxDA Board

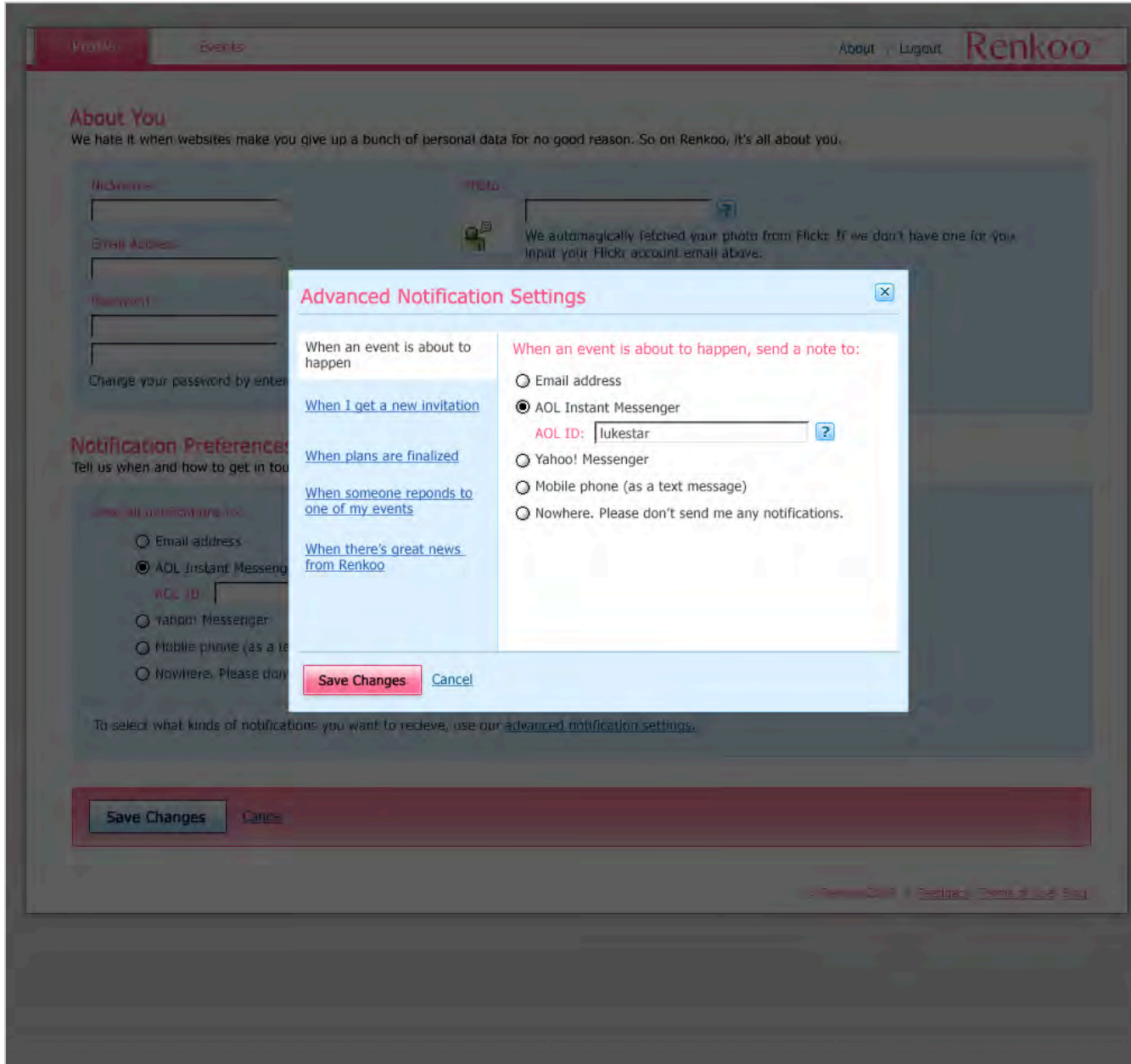
<input type="checkbox"/> Carrie Ritch	<input type="checkbox"/> Josh Seiden	<input type="checkbox"/> Mauro Cavalletti
<input type="checkbox"/> Dan Saffer	<input type="checkbox"/> Lada Gorlenko	<input type="checkbox"/> micah alpern
<input type="checkbox"/> David Malouf	<input type="checkbox"/> Lisa deBettencourt	<input type="checkbox"/> Pabini Gabriel-Petit
<input type="checkbox"/> Frank Ramirez	<input type="checkbox"/> Luke W	<input type="checkbox"/> Robert Reimann
<input type="checkbox"/> Greg Petroff		

Exposing Options

 [Select a Category](#)

<input type="checkbox"/>  Drink	<input type="checkbox"/>  Movie
<input type="checkbox"/>  Food	<input type="checkbox"/>  Sports
<input type="checkbox"/>  Gathering	<input type="checkbox"/>  Shopping
<input type="checkbox"/>  Nightlife	<input type="checkbox"/>  Beauty
<input checked="" type="checkbox"/>  Outings	<input type="checkbox"/>  Art Show
<input type="checkbox"/>  Professional	
<input type="checkbox"/>  Other	

Dialog



Progressive Disclosure

The image shows five stages of a search form's progressive disclosure:

- Stage 1:** A simple search box with the placeholder text "Type or select a Place" and a link to "Include an address and map".
- Stage 2:** The search box now contains the text "Starbucks".
- Stage 3:** The form expands to include fields for "Address", "City", "State", and "ZIP Code", along with a "Search for a Place" button. A hint below the button reads: "Enter a city & state or ZIP code to search for places nearby."
- Stage 4:** The "City" and "State" dropdown menus are populated with "Campbell" and "CA" respectively. The "Search for a Place" dropdown menu is open, showing a list of Starbucks locations in Campbell, CA 95008.
- Stage 5:** The "Address" field is populated with "245 Bascom Ave.", and the "ZIP Code" field is populated with "95008". A map of the area is displayed, showing the location of the selected Starbucks.

Gradual Engagement

 [Home](#) [Your Page](#) [Explore](#) [Create](#) [Upload](#) [Groups](#) [Help](#) | [Register](#) | [Sign In](#)

Pick a Style:

- None
- Smooth
- Net Love
- Quiet
- Time Reversal
- Wild
- The Jumpcut
- Speed Up



 [Edit My Movie](#) ?

 [Publish My Movie](#) ?


DSC05766anx

import from [flickr](#) or [facebook](#) [Upload More](#) [any questions](#) ?

Create an Account

Your Google Account gives you access to Google Video and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: [Password strength](#)
Minimum of 6 characters in length.

Re-enter password:

Remember me on this computer.

Creating a Google Account activates Personalized Search, which finds the search results most relevant to you based on your search history [and more](#).

Enable Personalized Search.

Get started with Google Video


First name:

Last name:

Location:

Word Verification: Type the characters you see in the picture below.




Letters are not case-sensitive

Terms of Service: Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

Google Terms of Service for Your Personal Use

Welcome! By using Google's search engine or other Google services ("Google Services"), you agree to be bound by the following terms and conditions (the "Terms of Service"). As used in this agreement,

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).



BEST PRACTICE

- Map progressive disclosure to prioritized user needs
- Most effective when user-initiated
- Maintain a consistent approach

Selection Dependent Inputs



- Sometimes an initial data input requires or enables additional inputs
 - More options become available because of an initial input
 - Further clarification required due to initial input

Selection Dependent Inputs

Create a Download Request

Select active listings and sales history records that you want to download.

Note: Your sales records are available for the current month and the past three calendar months.

Listings and records

Sold

Date Range

All records

All new records since last download only (Last downloaded: Jan-01-05 00:00:00 PST)

From Yesterday

From April 25 2005 at 12:00 AM US Time (PST)

To April 26 2005 at 12:00 AM US Time (PST)

Email address

jnucci@ebay.com

Your downloads will be sent to this email address. Separate multiple email addresses with commas.

Page Level

Section Title

- Top Level Choice 1**
Single line of explanatory text about Top Level Choice 1
- Top Level Choice 2**
Single line of explanatory text about Top Level Choice 2
- Top Level Choice 3**
Single line of explanatory text about Top Level Choice 3

Action

Section Selectors

Section Title

Top Level Choice 1

Choice 1 Data Choice 1 Data

Choice 1 Data

Select

Choice 1 Data
 Choice 1 Data

Action

Section Tabs

Section Title

Choice 1 Choice 2 Choice 2

Choice 1 Data Choice 1 Data

Choice 1 Data

Select

Choice 1 Data
 Choice 1 Data

Action

Expose Below

Section Title

- Top Level Choice 1**
- Top Level Choice 2**
- Top Level Choice 3**

Choice 1 Data Choice 1 Data

Choice 1 Data

Select

Choice 1 Data
 Choice 1 Data

Action

Section Finger Tabs

Section Title

Top Level Choice 1 Choice 1 Data Choice 1 Data

Top Level Choice 2 Choice 1 Data

Top Level Choice 3 Choice 1 Data
 Choice 1 Data

Action

Expose Within

Section Title

- Top Level Choice 1**
- Top Level Choice 2**
- Top Level Choice 3**

Choice 1 Data Choice 1 Data

Choice 1 Data

Select

Choice 1 Data
 Choice 1 Data

Action

Inactive Until Selected

Section Title

Top Level Choice 1

Choice 1 Data Choice 1 Data

Choice 1 Data

Choice 1 Data Choice 1 Data

Top Level Choice 2

Choice 2 Data Choice 2 Data

Choice 2 Data

Top Level Choice 3

Choice 3 Data

Action

Exposed & Grouped

Section Title

Top Level Choice 1

Choice 1 Data Choice 1 Data

Choice 1 Data

Choice 1 Data Choice 1 Data

Top Level Choice 2

Choice 2 Data Choice 2 Data

Choice 2 Data

Top Level Choice 3

Choice 3 Data

Action

Exposing Dependent Inputs



- **Page Level**
 - Requires additional step
- **Section Tabs**
 - Often go unnoticed
 - Require smart defaults
- **Finger Section Tabs**
 - Follow path to completion scan line
- **Section Selectors**
 - Effectively Group information
 - Hide some options
- **Expose Below & Expose Within**
 - Potential for confusion
- **Inactive Until Selected & Exposed within Groups**
 - Association between primary selection is impaired

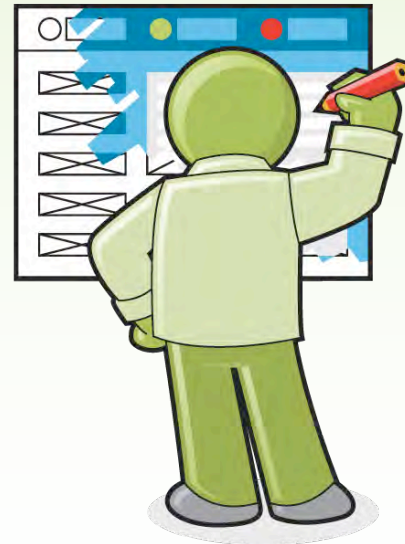


BEST PRACTICE

- Maintain clear relationship between initial selection options
- Clearly associate additional inputs with their trigger
- Avoid “jumping” that disassociates initial selection options



FEEDBACK



Feedback



- **Inline validation**
 - Assistance
- **Errors**
 - Indication & Resolution
- **Progress**
 - Indication
- **Success**
 - Verification

Inline Validation



- **Provide direct feedback as data is entered**
 - Validate inputs
 - Suggest valid inputs
 - Help users stay within limits

Password Validation

Create Password <input type="text"/> Must be at least 6 characters, including a number or special character. Example: eXpr3\$\$	How secure is your password? <input type="text"/> Check your password strength - the higher, the better.
Re-enter Password <input type="text"/>	

Create Password <input type="password" value="*****"/> Must be at least 6 characters, including a number or special character. Example: eXpr3\$\$	How secure is your password? <input type="text" value=" "/> Check your password strength - the higher, the better.
Re-enter Password <input type="text"/>	

Create Password <input type="password" value="*****"/> Must be at least 6 characters, including a number or special character. Example: eXpr3\$\$	How secure is your password? <input type="text" value=" "/> Check your password strength - the higher, the better.
Re-enter Password <input type="text"/>	

Unique User Name Validation

Getting a free account on Newsvine takes less than a minute.
As a community member, you can comment, chat, and create your own column.
Simply fill out the short form below and you'll be on your way!

Private Information

Email Address:

Password:

Confirm Password:

I certify that I am at least 13 years of age and have read and agree to the terms of the [Newsvine User Agreement](#).

Public Information

Display Name: **Available!** (How you will be seen on the site — e.g. *John Smith* or *supergerbil420*.)

Newsvine Domain: .newsvine.com (The address for your column — e.g. *jim.newsvine.com*)

[Register for Newsvine](#)



Valid Input Suggestions

Round-trip One-way Multi-city

From (city or airport)
SJC
 show nearby airports

Leave
24 Dec 2006
Sunday

Time
Anytime

Travelers
1

Cabin
Economy

To (city or airport)
chi

- Chicago, IL USA - All airports (CHI)
- Chicago, IL USA - O'Hare International (ORD)
- Chicago, IL USA - Midway (MDW)
- Taipei, Taiwan - Chiang Kai Shek (TPE)
- Chiang Mai, Thailand - International (CNX)
- Chisinau, Moldova (KIV)
- Chico, CA USA (CIC)
- Chihuahua, Mexico - Fierro Villalobos (CUU)
- Sapporo, Japan - Chitose (CTS)
- Sault Ste Marie, MI USA - Chippewa County (CIU)

[More search options](#) (flexible dates, preferred airlines)

Search for flights from 120+ websites

Get more out of Kayak.
[Sign up for free](#) to track fares, get fare alerts by email, share tips in forums, get personalized results and access your search history from anywhere.

Buzz - San Jose (SJC) to Kayak Top 25

1. Philadelphia, PA (PHL) \$230
2. Las Vegas, NV (LAS) \$158
3. Paris, France (CDG) \$619
4. Honolulu, HI (HNL) \$258
5. Santa Ana, CA (SNA) \$119

[Get the full buzz for SJC](#)

Forums
[22 hours](#)
I have a 22 hour layover in Amsterdam. Any ideas on what to do to pass the time. ...
[Amsterdam](#) - 9 replies
[Visit Kayak Forums](#)

Maximum Character Count

Message

1000 characters left (Limit is 1000 characters)

Message

After typing a few words I get a sense of how much room I have left to type...

922 characters left (Limit is 1000 characters)



BEST PRACTICE


- Use inline validation for inputs that have potentially high error rates
- Use suggested inputs to disambiguate
- Communicate limits

Errors



- **Errors are used to ensure all required data is provided and valid**
 - Clear labels, affordances, help/tips & validation can help reduce errors
- **But some errors may still occur**
- **Provide clear resolution in as few steps as possible**

Error Messaging



[home](#) | [pay](#) | [register](#) | [services](#) | [site map](#)

 [Advanced Search](#)

Buy	Sell	My eBay	Community	Help
---------------------	----------------------	-------------------------	---------------------------	----------------------

Hello, wookash! (Not you? [Sign in.](#))

Java™ TECHNOLOGY | POWERED BY Sun

Sell Your Item: Add Subtitle

 Please enter your correct information in the highlighted fields below.
[Subtitle](#) - Please enter a subtitle or click **Cancel**.

Add Subtitle (\$0.50)

Please enter a subtitle or click **Cancel**.
Add a subtitle (searchable by item description only) to give buyers more information. [See example](#).

[Cancel](#)

[About eBay](#) | [Announcements](#) | [Security Center](#) | [Policies](#) | [Site Map](#) | [Help](#)

Copyright © 1995-2005 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this Web site constitutes acceptance of the eBay [User Agreement](#) and [Privacy Policy](#).



Short Forms: too much?

[home](#) | [pay](#) | [services](#) | [site map](#)
[Buy](#) | [Sell](#) | [My eBay](#) | [Community](#) | [Help](#) [Advanced Search](#)
Hello, sculberson@ebay.com! ([Sign out.](#))  

Post to Want It Now [Help](#)

 **Please correct the highlighted fields before continuing.**

- [Title](#) - Please enter a title for your post.
- [Description](#) - Please enter a description for your post.
- [Category](#) - Please enter a valid category.

Tell millions of sellers what you're looking for and get responses emailed to you. It's **free**. Learn more about [Want It Now](#).

Title

Please enter a title for your post.
55 characters left.


Description

Please enter a description for your post.
Tip: Be as specific as possible; specify quality, color, quantity, price range, etc. [See example](#).
500 characters left.

Category

Please enter a valid category.
Choose the [best category](#) to help sellers find your item.
If you prefer, you may [specify a category number](#) instead.

Short Forms



II. User Registration

1. Enter Your Email Address

Invalid email address

2. Choose a Password **Verify Password**

Password is required

3. Pick your Wufoo Name / URL


Username can only contain letters and numbers.
http://username.wufoo.com

Keep me updated about Infinity Box projects.

I agree to Wufoo's [Terms of Service](#).

Please accept Wufoo's Terms of Service.

Wufoo · Infinity Box Inc. · Tampa, FL
About · Blog · Forums · Terms · Privacy · Support · Contact




Short Forms

Jotspot LIVE [About Jot](#) [Contact](#)

Account Setup

You've selected the **Personal** plan (free!)

We'll need the following information to create your account. Once your account is created, your pages will be located at <http://www.jotlive.com/lukew/>.

 **Error: That email address is already registered.**

<p>1. Choose a username This name is how you'll be identified in JotSpot Live.</p> <input type="text" value="lukew"/>	<p>2. Choose a password For security, password should be at least 6 characters long</p> <input type="password" value="*****"/> Enter again to verify <input type="password" value="*****"/>	<p>3. Enter e-mail address You'll receive an activation message at this address</p> <input type="text" value="info@lukew.com"/> Enter again to verify <input type="text" value="info@lukew.com"/>
--	--	--

Letter of Credit
 LC Details
 Checklist
 File Repository
 Draws
 Parties & Alerts

Draws
 09/20/2005
E050920054-01
 \$2,000.00

09/18/2005
E050920054-02
 \$3,000.00

09/12/2005
E050920054-03
 \$5,000.00

SWIFT Messages
 09/20/2005
MTT700 (Processed)

09/18/2005
MTT699 (Processed)

SWIFT Information

Please correct the following before continuing.
 Required: Applicant (50)

Balance & Draws Hide

Type	Commercial LC	Total Transaction Value	0.00	Workgroup	SCTest
State	New	Cash in Advance	0.00	Owner	Poopak Tameh
Number	04ADDH250221	LC Value	1,072,500.00		
Latest Shipment	11/01/2005	Under Reserve	0.00		
Expiration	09/29/2005	Draws Total (3)	10,000.00		
Currency	USD	Balance	1,072,500.00		

Parties Hide

Availability (41A)

Any Bank by Negotiation Freely Negotiable

Negotiating Bank

ABN AMro Bank N.V.D. Achennai, India

Reference Number

BIC Number

4935ABN AB5

Issuing Bank (51A)

Citibank
 123 Bennet Ct.
 Hongartu, Malaysia

Code

506CITIB65

Applicant (50)

[Redacted]

Code

[Redacted]

Beneficiary (59)

AlphaGary
 150 West Naperville Rd
 Naperville, IL 60653

Code

[Redacted]

Drawee (42A)

AlphaGary
 150 West Naperville Rd
 Naperville, IL 60653

Code

[Redacted]

Consigned to

Applicant

Notify

Accountee

Transaction Hide

Documentary Credit Number (20)

04ADDH250221

Amount (32B)

1,072, 500.00 USD -United States Dollars

Credit Tolerance % (39A)

[Redacted]



BEST PRACTICE

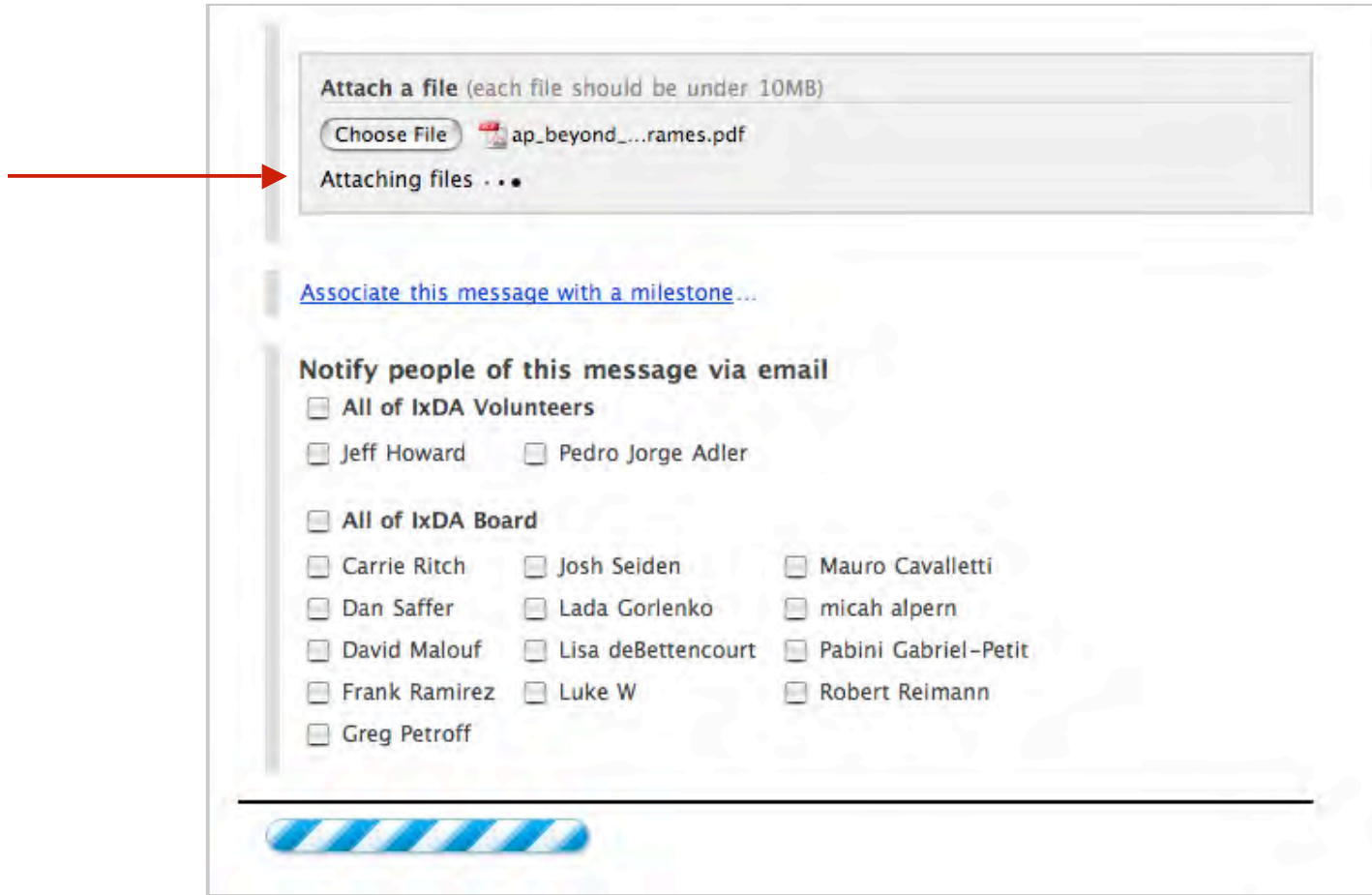
- Clearly communicate an error has occurred: top placement, visual contrast
- Provide actionable remedies to correct errors
- Associate responsible fields with primary error message
- “Double” the visual language where errors have occurred

Progress




- **Sometimes actions require some time to process**
 - Form submission
 - Data calculations
 - Uploads
- **Provide feedback when an action is in progress**

Disable Submit Button



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 Volunteers

Jeff Howard Pedro Jorge Adler

All of IxDA Board


Carrie Ritch Josh Seiden Mauro Cavalletti

Dan Saffer Lada Gorlenko micah alpern

David Malouf Lisa deBettencourt Pabini Gabriel-Petit

Frank Ramirez Luke W Robert Reimann

Greg Petroff





BEST PRACTICE

- Provide indication of tasks in progress
- Disable “submit” button after user clicks it to avoid duplicate submissions

Success



- **After successful form completion confirm data input in context**
 - On updated page
 - On revised form
- **Provide feedback via**
 - Message (removable)
 - Animated Indicator

Letter of Credit

- LC Details
- Checklist
- File Repository
- Draws
- Parties & Alerts

Draws

09/20/2005
E050920054-01
 \$2,000.00

09/18/2005
E050920054-02
 \$3,000.00

09/12/2005
E050920054-03
 \$5,000.00

SWIFT Messages

09/20/2005
MTT700 (Processed)

09/18/2005
MTT699 (Processed)

[SWIFT Information](#)

LC changes saved successfully.

Balance & Draws Hide

Type	Commercial LC	Total Transaction Value	0.00	Workgroup	SCTest
State	New	Cash in Advance	0.00	Owner	Poopak Tameh
Number	04ADDH250221	LC Value	1,072,500.00		
Latest Shipment	11/01/2005	Under Reserve	0.00		
Expiration	09/29/2005	Draws Total (3)	10,000.00		
Currency	USD	Balance	1,072,500.00		

Parties Hide

Availability (41A)

Any Bank by Negotiation Freely Negotiable

Negotiating Bank

ABN AMro Bank N.V.D. Achennai, India

Reference Number

BIC Number

4935ABN AB5

Issuing Bank (51A)

Citibank
 123 Bennent Ct.
 Hongartu, Malaysia

Code

506CITIB65

Applicant (50)

Excel Chemical Corporation
 9A no. 25 Sec. 4
 Taipei, 106, Tawain

Code

Beneficiary (59)

AlphaGary
 150 West Naperville Rd
 Naperville, IL 60653

Code

Drawee (42A)

AlphaGary
 150 West Naperville Rd
 Naperville, IL 60653

Code



Dashboard

Dashboard options

Options Hide

Layout:



Modules:

Incidents

Incidents

List of the 5 latest incidents on your network

Incident Severity

Graph of all incidents by severity

External vs. Internal Incidents

Graph comparing total internal and external incidents

Did you Know?

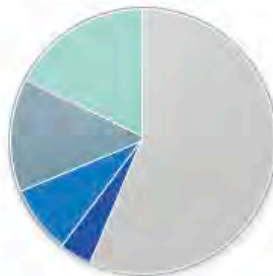
You can reposition modules on the dashboard by dragging the title bar.

Incidents Edit

Threat	Events	Date	Summary
23 misc-activity		Today 14:	
45 preprocessor	1	Today 12:	
67 shellcode-detect		Today 11:	
89 trojan-activity	12	Today 10:	
12 misc-attack	1	Mar 30 15:	

View complete Incidents report

Incident Severity



View complete Incident Severity report

Edit Incidents

Changes Saved.
Close this window.

Exposures Edit

Exposure	Count
E-2000-1200	32
E-1999-3456	30
E-2000-1222	30
E-1234-3423	29
E-2000-1222	28

View complete Exposures report

Exposed Hosts Edit

Host	Exposures
57.68.50.33	32
172.16.0.55	30
172.16.0.245	30
170.16.0.425	29
127.0.0.1	28

View complete Exposed Hosts report

Attacked Hosts Edit

Host	Events
57.68.50.33	84,546
172.16.0.55	54,070
172.16.0.245	46,317
170.16.0.425	41,182
127.0.0.1	21,608

View complete Attacked Hosts report

Animated Indication

37signals Client Extranet | [Back to Dashboard](#) | [Hide admin links](#) Logged in as Matt Linderman ([Log out](#))

TravelCenter

Web Site Redesign [Project Settings](#) | [Help](#)

[All Posts](#) | [Assets](#) | [Code](#) | [Copywriting](#) | [Design](#) | [Miscellaneous](#) | [Transcripts](#) | [Contacts](#) | [To-Do](#) | [Milestones](#)



All Posts

[Post a new message](#)

27 January

Competitive analysis

Here are some early results from the competitive analysis we've been working on. We've provided the files in both PDF and Word format. Let me know if you have any problems opening them. Please post any related feedback here. Thanks.


 [Competitive Analysis 0.5](#) (PDF)
 [Competitive Analysis 0.5](#) (DOC)



Posted by Jason Fried in [Miscellaneous](#) | [Edit](#) | [Post a comment](#)

21 November

Jim Messier Photo

Q: Is this the photo we should use for Jim's message on the "About Us" page?



 [Jim Messier Photo](#) (JPG)
 [About Us Page](#) (Web link)

Posted by Rhonda Alexander in [Copywriting](#) | [Edit](#) | [4 comments](#)

18 November

Domains are REALLY pointing now

37signals

What's Fresh?

Most recent comments...

1. [User Testing: Scheduling Options](#)
Jason Fried, (27 Jan)
2. [Design Approved](#)
Jason Fried, (27 Jan)
3. [Jim Messier Photo](#)
Rhonda Alexander, (15 Jan)
4. [Access Email](#)
Rhonda Alexander, (21 Nov)
5. [Domains are REALLY pointing now](#)
Joey Tester, (18 Nov)



BEST PRACTICE

- Clearly communicate a data submission has been successful
- Provide feedback in context of data submitted

Additional Tips



- **Avoid changing inputs provided by users**
 - With later inputs
 - After an error has occurred
- **Let users know if difficult to obtain information is required prior to sending them to a form**

Accessibility & Mark-up



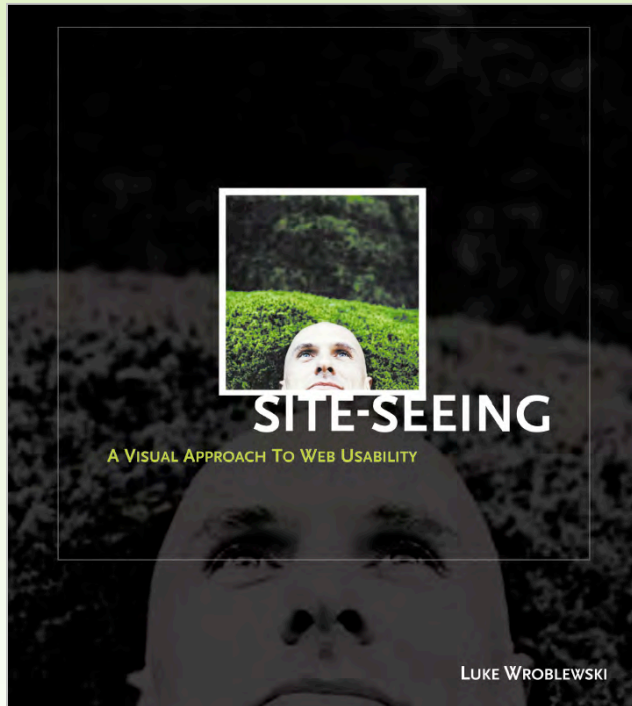
- Use `<label>` tags to associate labels with inputs
 - Properly read by screen readers
 - Most browsers treat text with `<label>` tags as clickable: larger actions
- Use the `tabindex` attribute to provide a “tabbing” path
 - Provides control over tabbing order
 - Enables forms to be navigated by keyboard
- Consider the `accesskey` attribute for additional keyboard support
 - Direct access to associated input fields
- Consider `<fieldset>` to group related form fields

Web Form Creation Tools



- Wufoo
 - <http://www.wufoo.com>
- Form Assembly
 - <http://www.formassembly.com>
- icebrrg
 - <http://www.icebrrg.com>

For more information...



- **Functioning Form**
 - www.lukew.com/ff/
- **Site-Seeing: A Visual Approach to Web Usability**
 - Wiley & Sons
- **Drop me a note**
 - luke@lukew.com