Forms that Work: Designing Web Forms for Usability (Interactive Technologies)

Caroline Jarrett, Gerry Gaffney

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Forms are everywhere on the web – for registration and communicating, for commerce and government. Good forms make for happier customers, better data, and reduced support costs. Bad forms fill your organization's databases with inaccuracies and duplicates and can cause loss of potential consumers.

Designing good forms is trickier than people think. Jarrett and Gaffney come to the rescue with Designing Forms that Work, clearly explaining exactly how to design great forms for the web. Liberally illustrated with full-color examples, it guides readers on how to define requirements, how to write questions that users will understand and want to answer, and how to deal with instructions, progress indicators and errors.

*Provides proven and practical advice that will help you avoid pitfalls, and produce forms that are aesthetically pleasing, efficient and cost-effective.

*Features invaluable design methods, tips, and tricks to help ensure accurate data and satisfied customers.

*Includes dozens of examples -- from nitty-gritty details (label alignment, mandatory fields) to visual designs (creating good grids, use of color).

*Foreword by Steve Krug, author of the best selling *Don't Make Me Think!*

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