

Empirical Evaluation of 20 Web Form Optimization Guidelines

Overview

The present study shows in a **controlled lab experiment** with n=23 participants the **combined effectiveness** of 20 guidelines [1] on **real company** web forms.

Method

1) Stimuli

Selection of 3 web forms

Optimization of these web forms with 20 guidelines

2) Experiment

Eyetracking lab study (within subject):
Fill out forms, questionnaires to evaluate the form, interview

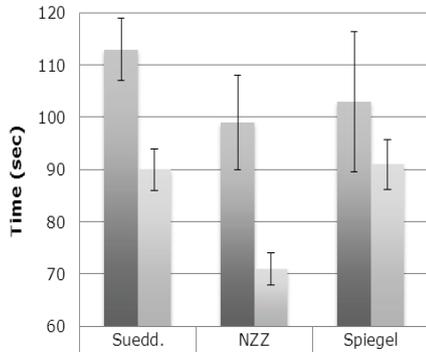
3) Variables

Objective data:
Task completion time, effectiveness of corrections, number of fixations (eye tracking)
Subjective data:
Satisfaction, usability, mental load

Results

All three web forms were **improved** regarding **user performance and subjective ratings**. Furthermore, original forms needed **more eye fixations** than the optimized forms.

Average task completion time in seconds.



Discussion

This study shows how form optimization guidelines can **help improving the user experience** of web forms, even forms on high traffic websites.

Future Work

- Adding more participants
- Extend the analysis of the data
- Explore the implications outside the lab and perform A/B testings
- Replicate the findings with other type of forms
- Analyze the influence on conversion rates.

Submit

Stimuli

Original form (example)

Stimuli

Optimized form (example)

This example shows two fields optimized through the following three guidelines [1]:

- Guideline 4: If possible and reasonable, separate required from optional fields and use color and asterisk to mark required fields.
- Guideline 5: To enable people to fill in a form as fast as possible, place the labels above the corresponding input fields.
- Guideline 13: If answers are required in a specific format, state this in advance communicating the imposed rule (format specification) without an additional example.

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<http://www.mmi-basel.ch/de/forschung/links/web-form-optimization>



References

[1] Bargas-Avila, J. A., Bargazkofler, O., Roth, S., Tuch, A. N., Orsini, S., & Opwis, K. (2010). Simple but Crucial User Interfaces in the World Wide Web: Introducing 20 Guidelines for Usable Web Form Design. In: R. Matrai (Ed.), *User Interfaces* (pp. 1 - 10). InTech, ISBN: 978-953-307-084-1.