Designing engaging forms (Sample)

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A conversation

Forms are a conversation in the business-user relationship.

You can think of the information you're asking the user as questions, and the information they provide as the answers.

There are four aspects of the relationship to keep in mind when designing this conversation:

Trust
- For better engagement, ask as few questions as possible at the beginning of the form
- Explain why the organisation needs certain information
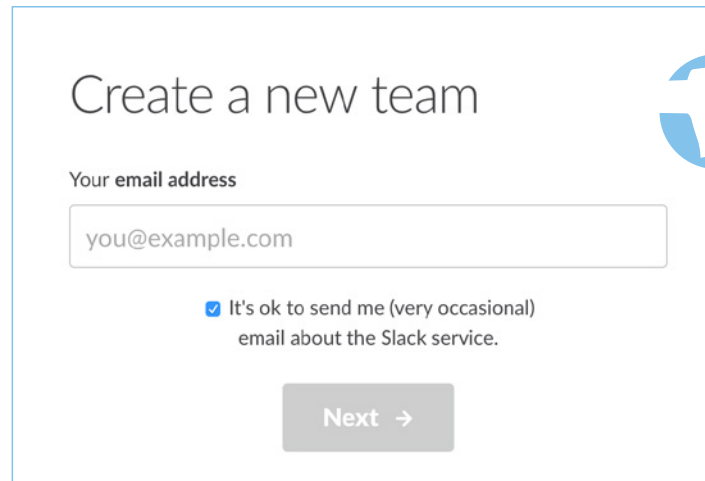- Avoid questions that are too intrusive

From a usability test: "I don't want to indicate my interests.... It's too personal and I don't want to waste my time doing it on this small screen."

Ethics
- Never trick people into giving up information
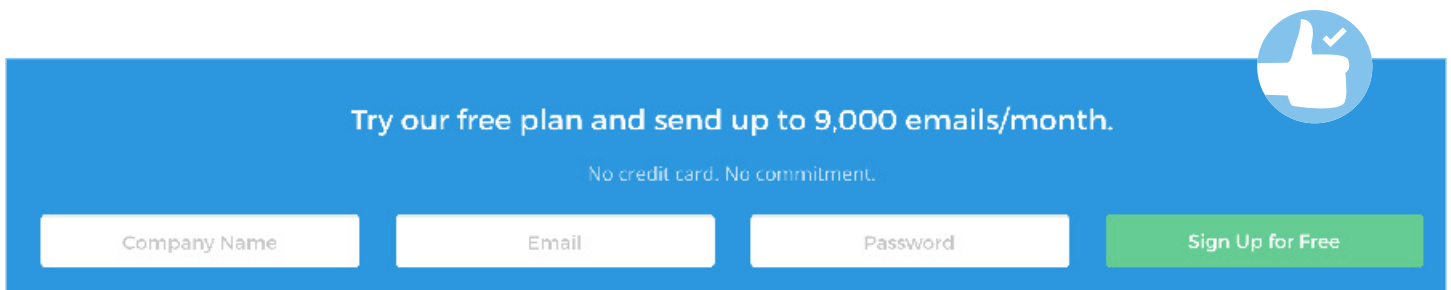- Don't pre-check boxes for opt-in features or to accept policies

Effort & Cost
- Verify that the information you're asking for is not already known by your organisation (and pre-fill these fields)
- Avoid too many security questions that leave users confused and exhausted
- Avoid redundancy: Don't ask the same question multiple times

Reward
- Clearly state the benefit of filling-out the form