


# Designing engaging forms (Sample)



A Yu Centrik design reference book



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respect the love we put into it. We aim to update this  
book on a yearly basis.

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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

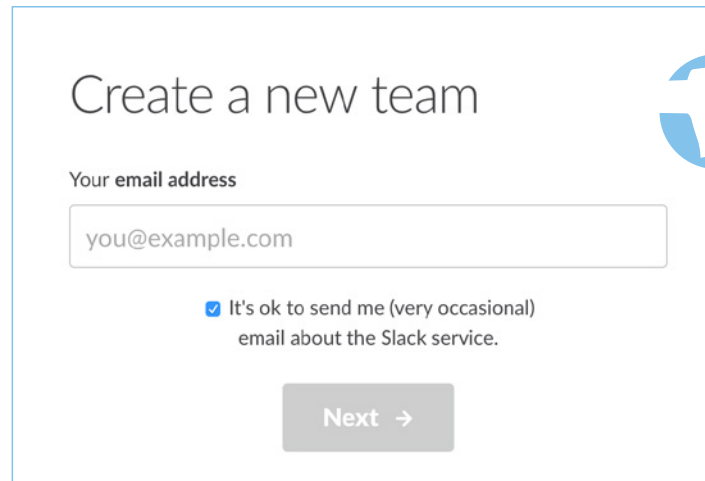
The screenshot shows a mobile form interface for the Volkswagen Plus Owner Privilege Program. The form contains two sections of questions, each with a list of options and a text input field for 'Other'. The first section asks 'Which of the following interest you?' and lists: Baseball, Basketball, Cycling, Tennis, Fitness training, Football, Golf, Yoga, Skiing/snowboarding, Soccer, and Hockey. The second section asks 'Which of the following interests do you pursue?' and lists: Bars / nightclubs and Theatre.

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



Create a new team

Your email address

you@example.com

It's ok to send me (very occasional) email about the Slack service.

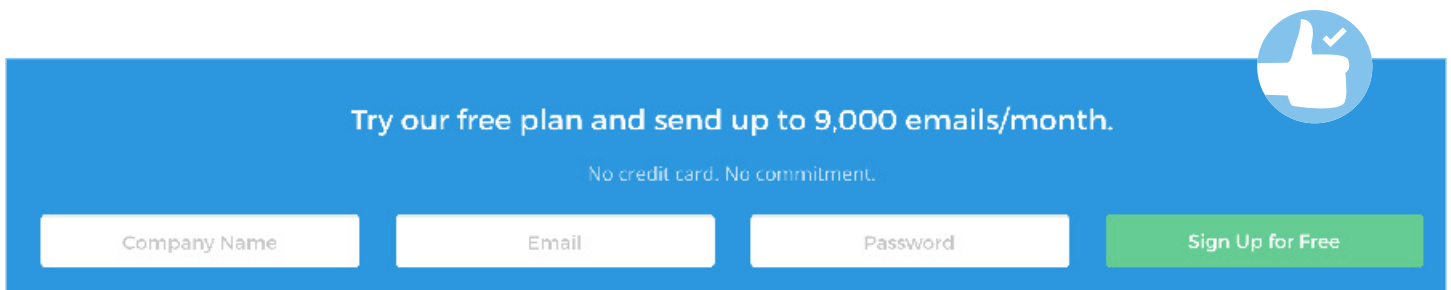
Next →

## 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



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