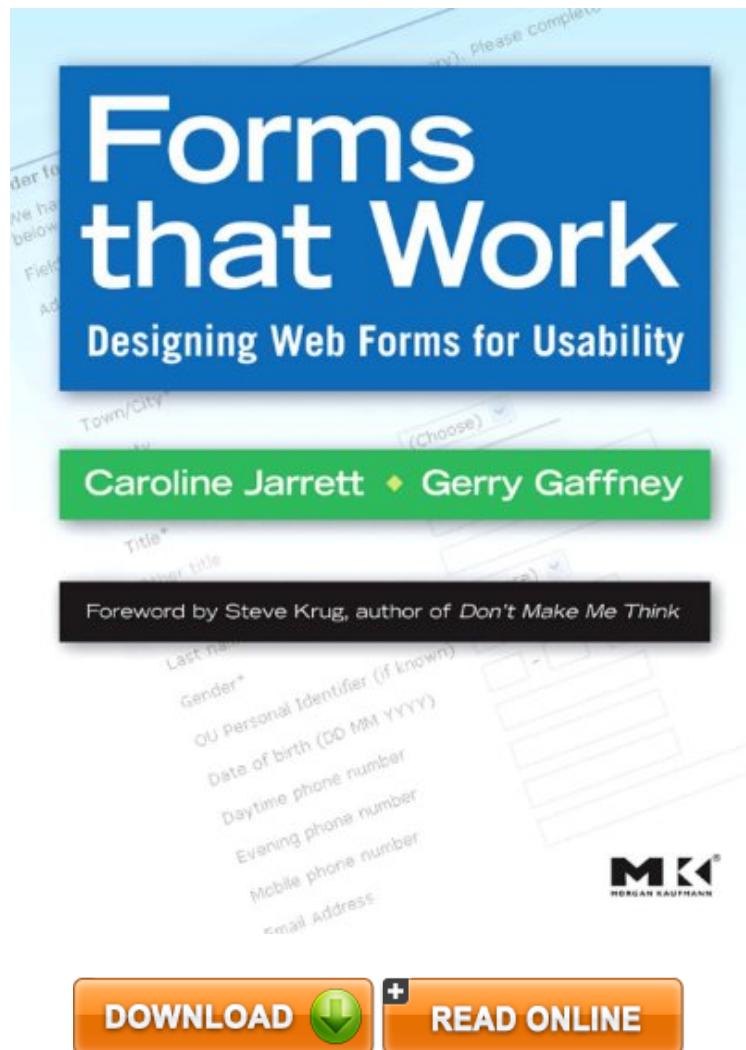


(Free download) Forms that Work: Designing Web Forms for Usability (Interactive Technologies)

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

Von Caroline Jarrett, Gerry Gaffney  
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**Von Caroline Jarrett, Gerry Gaffney : Forms that Work: Designing Web Forms for Usability (Interactive Technologies)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Forms that Work: Designing Web Forms for Usability (Interactive Technologies):

Kundenrezensionen  
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8 von 8 Kunden fanden die folgende Rezension hilfreich. Das derzeit beste Buch über Web-Formulare!  
Von Sven Henckel  
Ich schreibe derzeit meine Dissertation, bei der es im Wesentlichen um die Benutzerfreundlichkeit von Web-Formularen geht. Es gibt auf diesem Gebiet etliche Bücher, in denen bestimmte Aspekte von Web-Formularen angesprochen werden. Allerdings kenne ich nur zwei englischsprachige Bücher, die sich ausschließlich verschiedenen Aspekten von Web-Formularen widmen. Neben diesem Buch ist noch das Buch Web Form Design: Filling in the Blanks von Luke Wroblewski zu nennen. Es ist ein ebenfalls sehr gutes Buch. Im Gegensatz zu Forms that Work: Designing Web Forms for Usability (Interactive Technologies) (Morgan Kaufmann Series in Interactive Technologies) behandelt es jedoch nahezu ausschließlich verschiedene Design-

Aspekte von Web-Formularen. Das Buch von Jarrett Gaffney geht deutlich darüber hinaus. Sie haben das Buch in drei Bereiche mit jeweils verschiedenen Kapiteln aufgeteilt. Jeder Bereich entspricht dabei einer der drei Ebenen, die sie zur Betrachtung von Formularen empfehlen: die Beziehungsebene (relationship) zwischen Formular-Anbieter und Benutzer, die Konversationsebene (conversation) und das Erscheinungsbild (appearance) eines Formulars. Vor allem hinsichtlich der ersten beiden Ebenen bietet das Buch viele nützliche Informationen, die man vergeblich in anderen Quellen sucht. Das betrifft insbesondere diese Kapitel: 1. Persuading People to Answer 2. Asking for the Right Information 3. Making Questions Easy to Answer 4. Writing Useful Instructions Zum Beispiel wird die Frage behandelt, nach welchen Informationen man in einem Formular überhaupt fragen sollte und wie die Fragen dabei aussehen sollten. Ich kann das Buch jedem wärmstens empfehlen, der sich direkt oder indirekt mit Web-Formularen beschäftigt. Meiner Meinung nach sollte es Pflichtlektüre für jeden Webdesigner sein. Viele Studien belegen, dass es sich lohnt, die Benutzerfreundlichkeit von Formularen zu verbessern. Dieses Buch kann dabei eine sehr große Hilfe sein! PS: Um eine mögliche Enttäuschung zu verhindern: Konkrete technische Umsetzungen in Form von Code-Beispielen sind in keinem der zwei genannten Bücher vorhanden.

Kurzbeschreibung Forms that Work: Designing Web Forms for Usability clearly explains exactly how to design great forms for the web. The book provides proven and practical advice that will help you avoid pitfalls, and produce forms that are aesthetically pleasing, efficient and cost-effective. It features invaluable design methods, tips, and tricks to help ensure accurate data and satisfied customers. It includes dozens of examples - from nitty-gritty details (label alignment, mandatory fields) to visual designs (creating good grids, use of color). This book isn't just about colons and choosing the right widgets. It's about the whole process of making good forms, which has a lot more to do with making sure you're asking the right questions in a way that your users can answer than it does with whether you use a drop-down list or radio buttons. In an easy-to-read format with lots of examples, the authors present their three-layer model - relationship, conversation, appearance. You need all three for a successful form - a form that looks good, flows well, asks the right questions in the right way, and, most important of all, gets people to fill it out. Liberally illustrated with full-color examples, this book 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. This book is essential reading for HCI professionals, web designers, software developers, user interface designers, HCI academics and students, market research professionals, and financial professionals. \*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! Pressestimmen The humble form: it may seem boring, but most of your website's value passes through forms. Follow Jarrett Gaffney's guidelines, and you'll probably double your online profits. - Jakob Nielsen, Principal, Nielsen Norman Group This book isn't just about colons and choosing the right widgets. It's about the whole process of making good forms, which has a lot more to do with making sure you're asking the right questions in a way that your users can answer than it does with whether you use a drop-down list or radio buttons. - Steve Krug, Foreword author and author of the best selling Don't Make Me Think If your web site includes forms, you need this book. It's that simple. In an easy-to-read format with lots of examples, Caroline and Gerry present their three-layer model -- relationship, conversation, appearance. You need all three for a successful form -- a form that looks good, flows well, asks the right questions in the right way, and, most important of all, gets people to fill it out. - Janice (Ginny) Redish, author of Letting Go of the Words -- Writing Web Content that Works "The humble form: it may seem boring, but most of your website's value passes through forms. Follow Jarrett Gaffney's guidelines, and you'll probably double your online profits." - Jakob Nielsen, Principal, Nielsen Norman Group "This book isn't just about colons and choosing the right widgets. It's about the whole process of making good forms, which has a lot more to do with making sure you're asking the right questions in a way that your users can answer than it does with whether you use a drop-down list or radio buttons." - Steve Krug, Foreword author and author of the best selling Don't Make

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