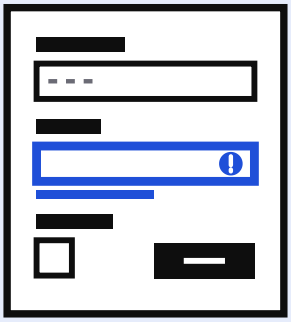
Specialty

Form design

Designs forms so people can complete them easily and correctly: what to ask, how to word it, how to order it and how to flag errors.



In Spanish

Diseño de formularios

Origin

Practice consolidated by Jarrett and Gaffney (2008) and Wroblewski (2008)

What problem it addresses

Signing up, paying or completing a public service almost always goes through a form. If a question confuses or an error isn't explained, people make mistakes or give up.

Principles

Ask only what you need

Every field takes effort; if the data won't be used, it doesn't belong.

Talk like in a conversation

Clear questions, in a logical order, with labels that say what is expected.

Help people fix it

The error is shown next to the field, in words and not only in color, and says how to fix it.

Applications in design

✓ Use it like this

Before drawing fields, list what you need to know and what you'll use each piece of data for.

✗ Avoid

Putting the help text inside the field as the only label, since it disappears once you start typing.

Don't fall for it

Test the form with real people and real data, including data that doesn't fit your format.

Connections

Builds on

- Progressive disclosure
- Miller's law
- WCAG guidelines

Related to

- Content design
- UX writing

Authors and works

2008	**Caroline Jarrett and Gerry Gaffney**	Described a good form in three layers: the relationship with the person filling it in, the conversation of questions and answers, and its appearance.
2008	**Luke Wroblewski**	Gathered best practices on labels, fields, buttons, help, errors and inline validation, backed by usability studies.
2014	**W3C WAI**	Published a guide to accessible forms, with labels, instructions, validation and notifications that screen readers can also convey.

Sources

Original sources

- Jarrett, C., & Gaffney, G. (2008). Forms that work: Designing web forms for usability. Morgan Kaufmann.
- Wroblewski, L. (2008). Web form design: Filling in the blanks. Rosenfeld Media.

Secondary sources

- W3C Web Accessibility Initiative (2014, actualizado en 2026). Forms tutorial. E. Eggert & S. Abou-Zahra (eds.). View source (https://www.w3.org/WAI/tutorials/forms/)

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