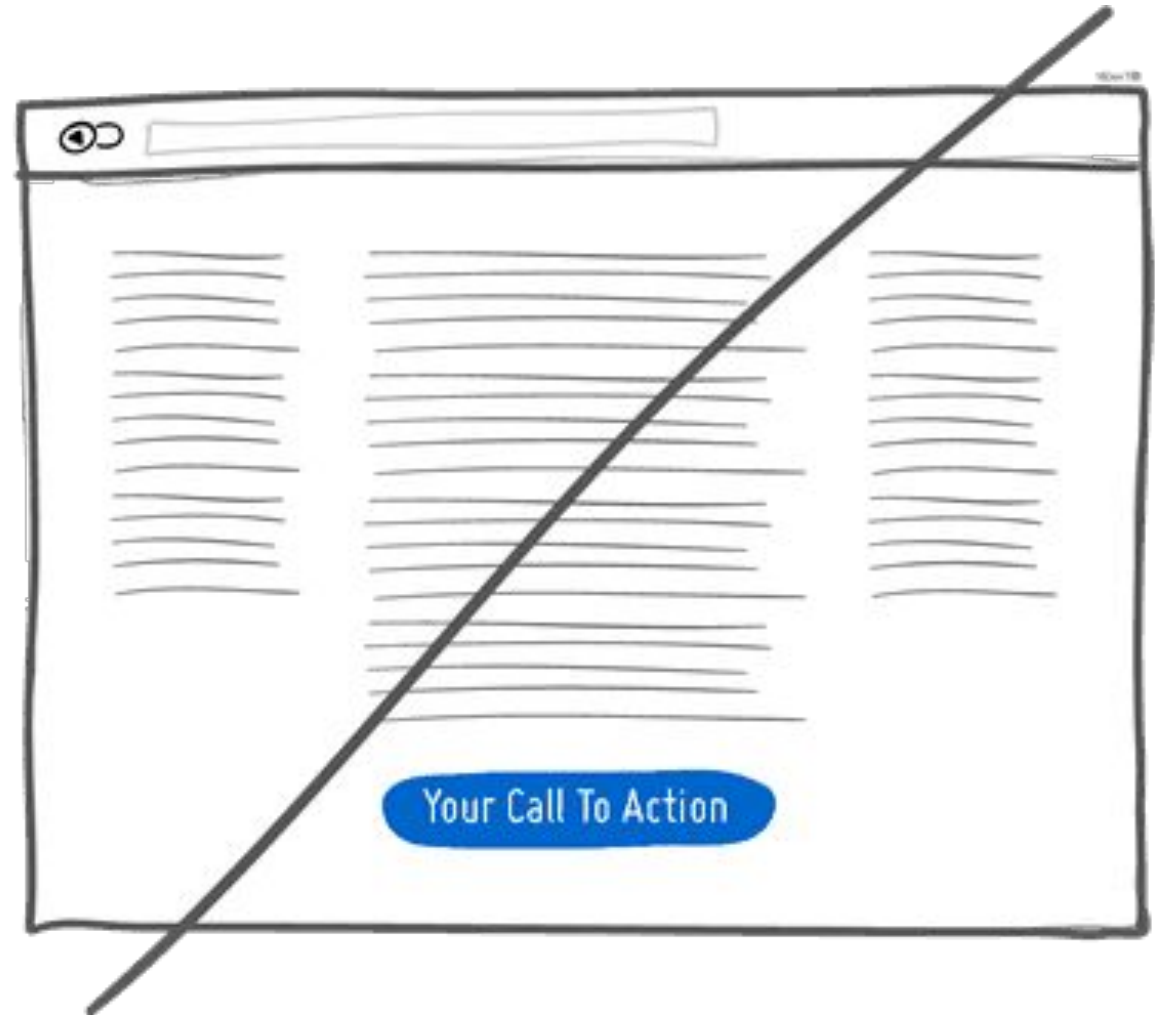
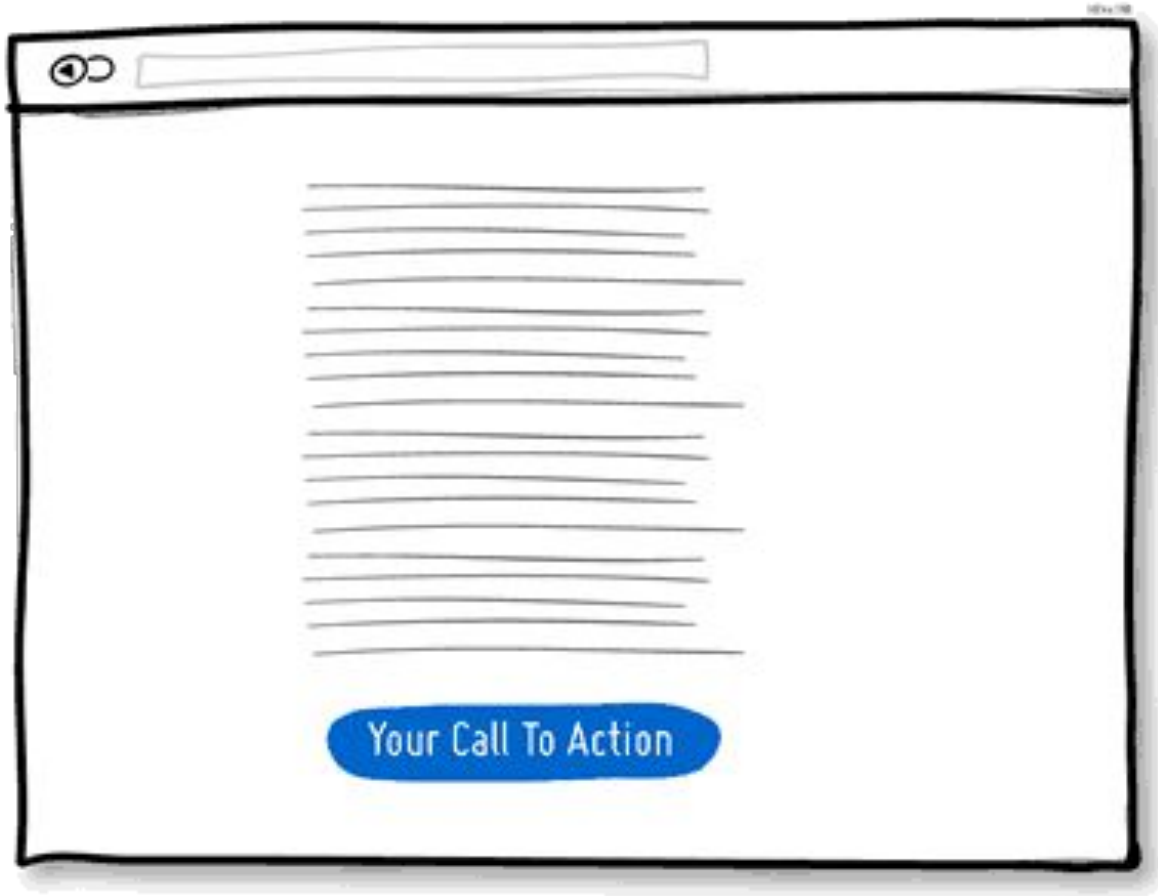


Пользовательский интерфейс

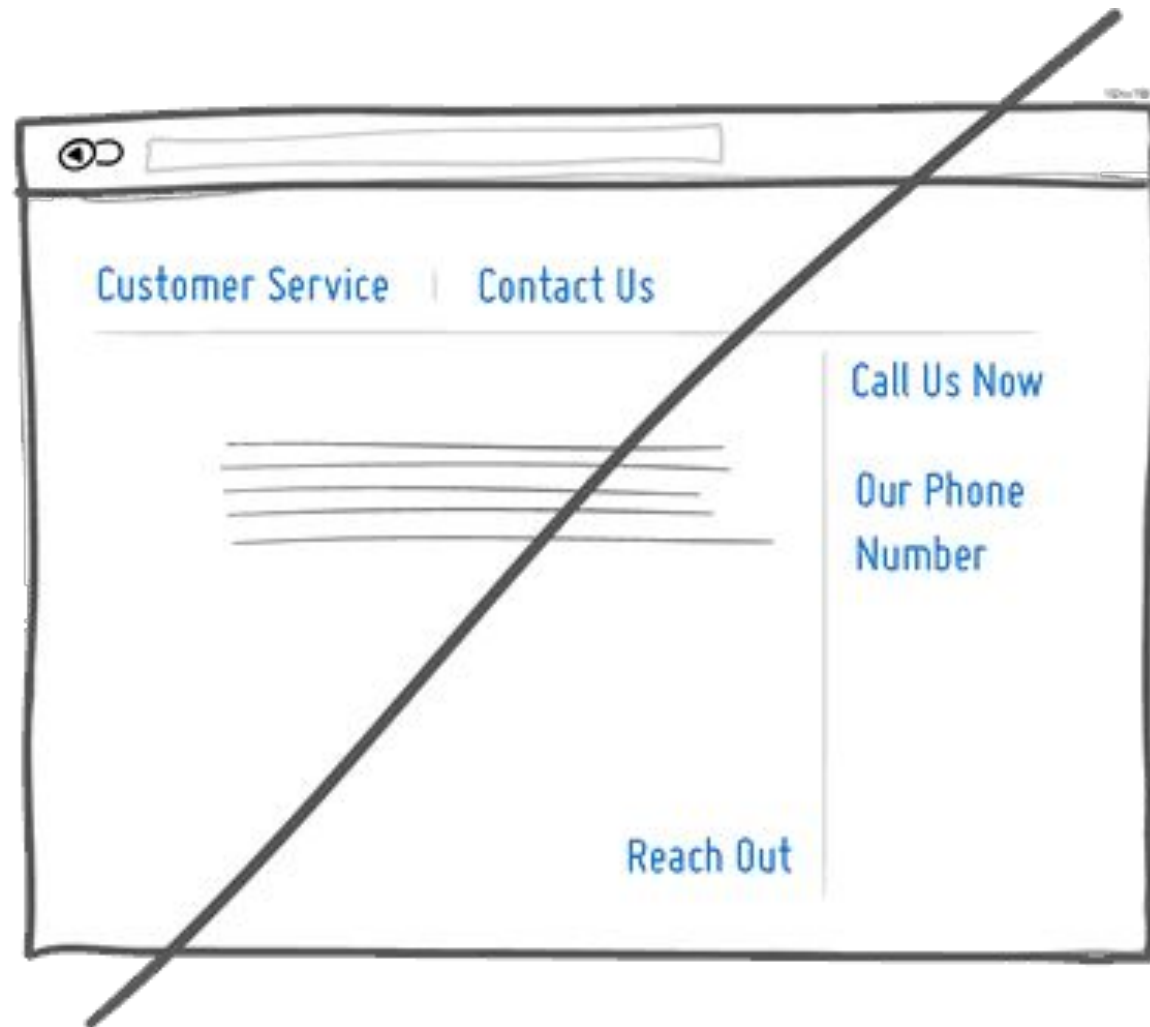
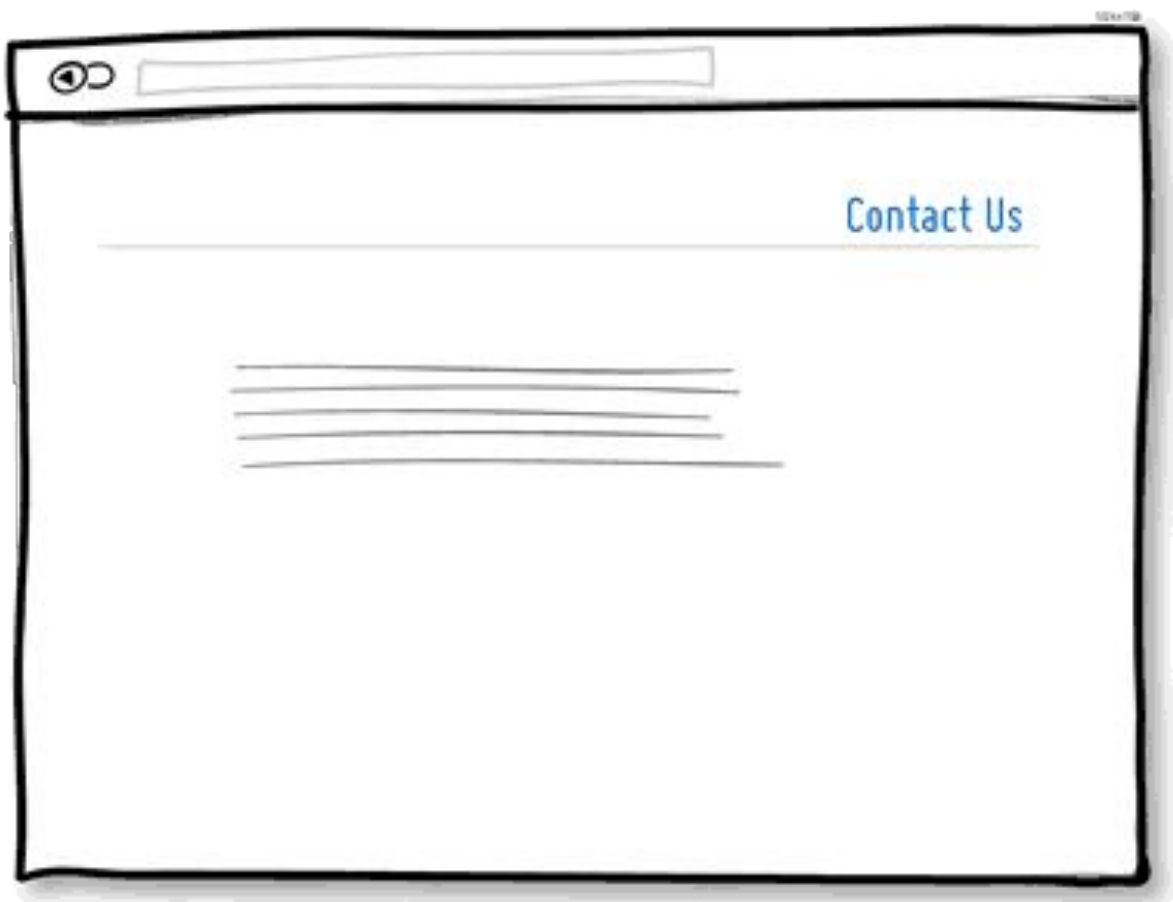
Одна колонка, а не несколько



Дать подарок, а не закрыть продажу



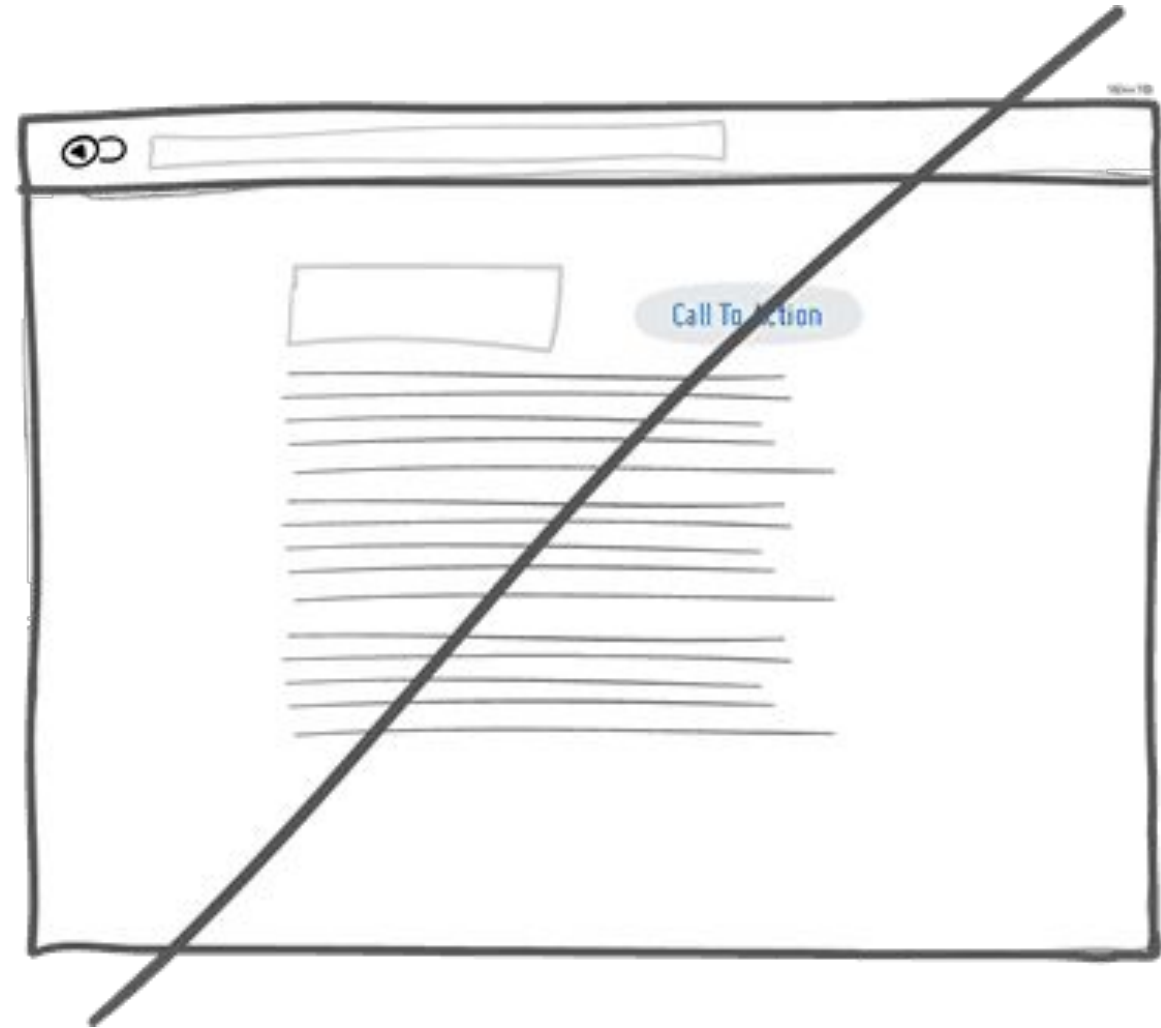
Объединить похожие функции, а не фрагментировать



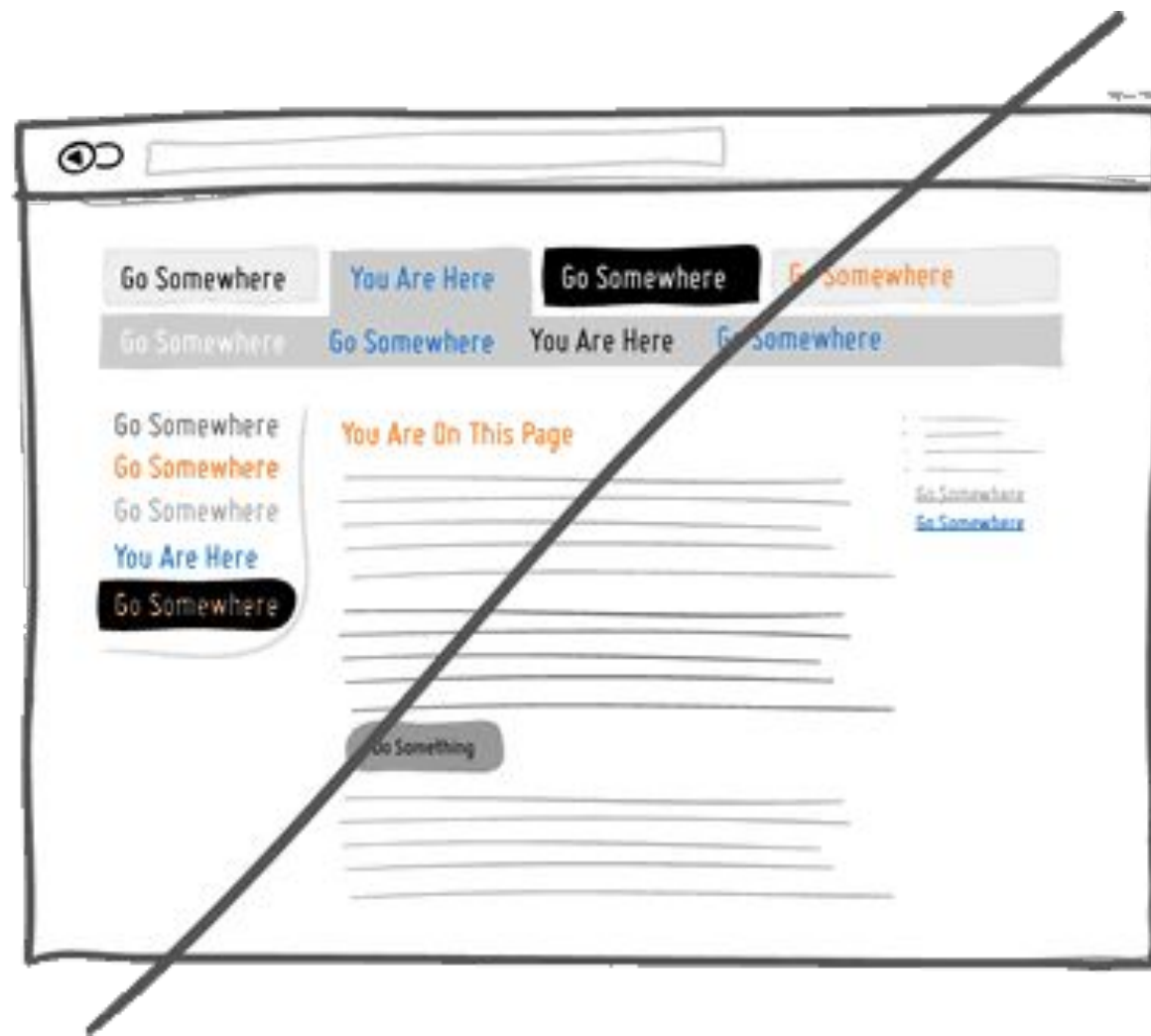
Социальное доказательство, а не МОНОЛОГ



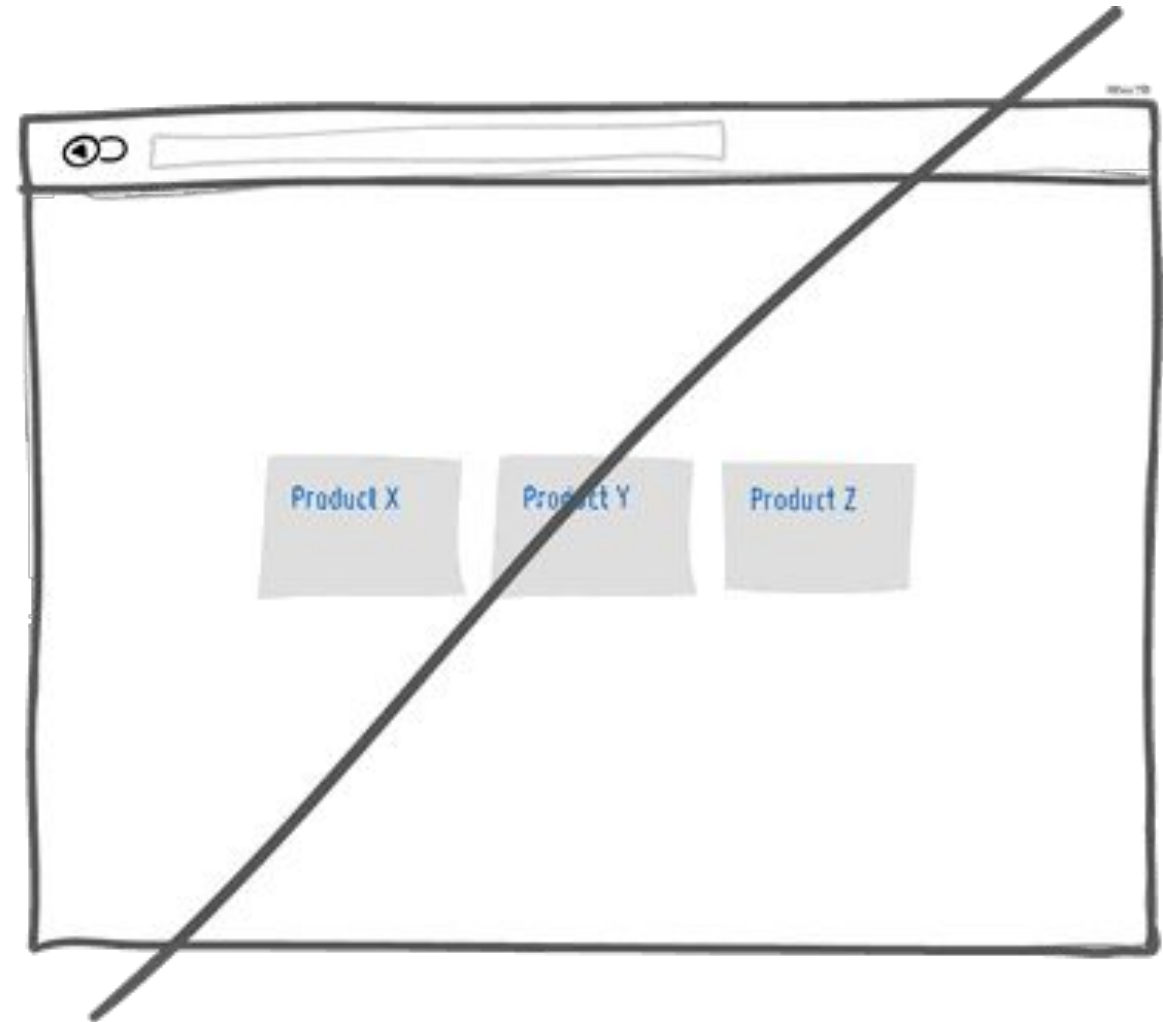
Повтор, а не один показ



Определенный стиль, а не размытый



Рекомендовать, а не давать одинаковый выбор



Отмена, а не подтверждение



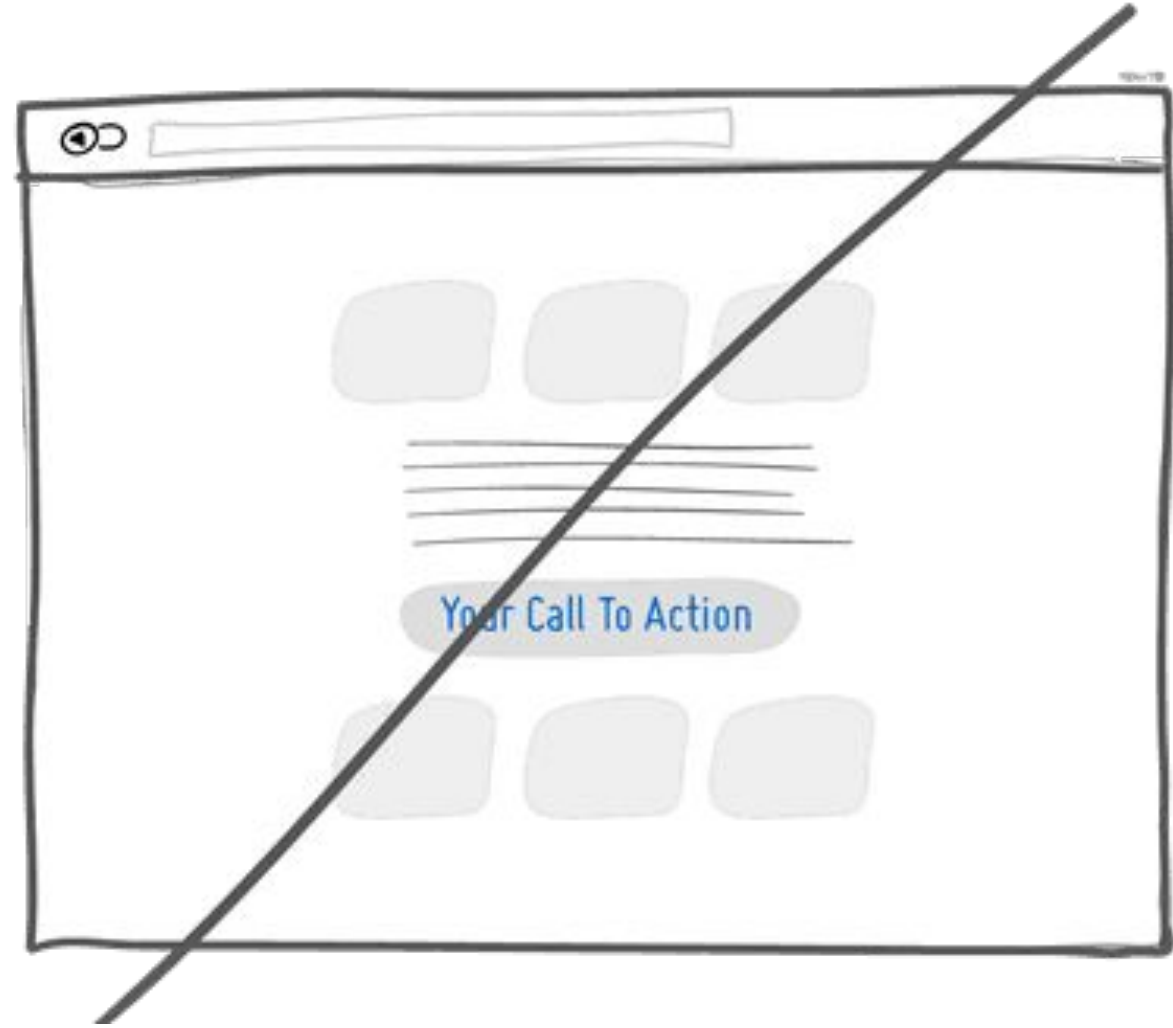
Сказать для кого, а не указывать всех



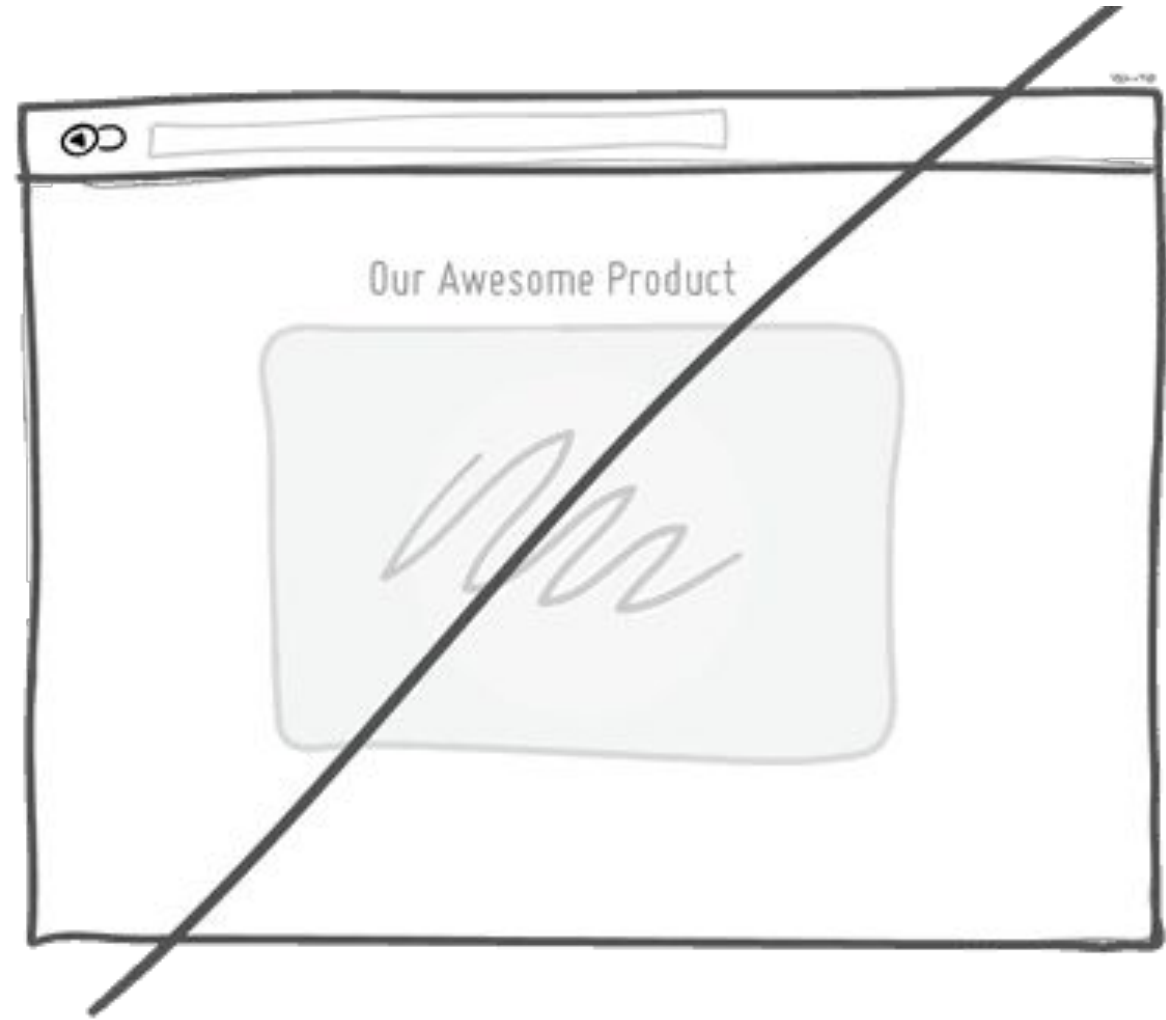
Прямые указания, а не вопросы



Больше контраста, а не похожего



Персонализация, а не массовость



Меньше полей для ввода, а не много

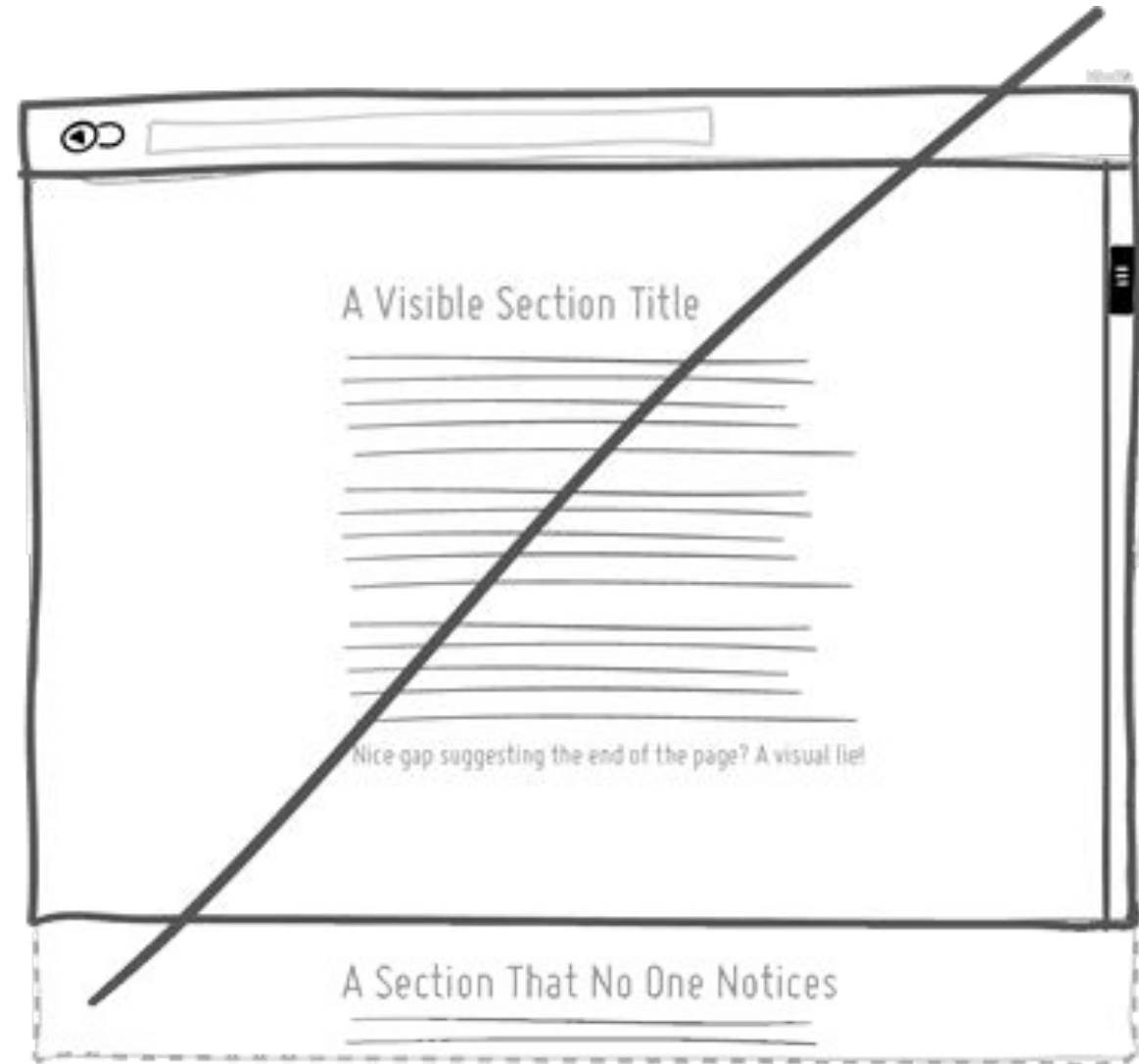
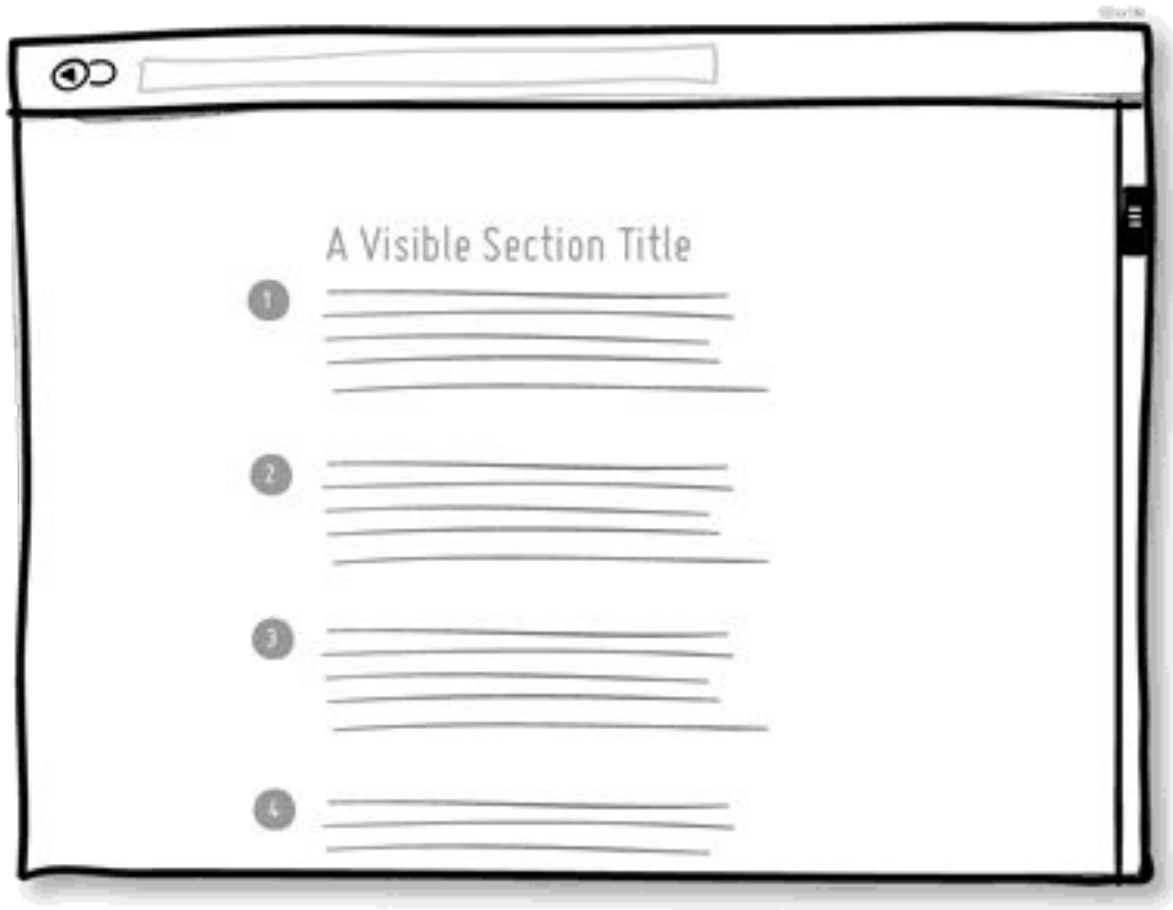
A hand-drawn sketch of a web browser window. The browser's address bar is empty. The main content area contains a sign-up form titled "Sign Up For Our Product". The form consists of three input fields: "Name", "Email", and "Email". Below the fields is a blue button with the text "Sign Up".

A hand-drawn sketch of a web browser window, crossed out with a large diagonal line. The browser's address bar is empty. The main content area contains a sign-up form titled "Sign Up For Our Product". The form consists of seven input fields: "First Name", "Last Name", "Email", "Retype Email", "Favorite Color" (with a dropdown arrow), "Country of Residence" (with a dropdown arrow), and "Field Added With Design By Committee".

Показывать опции, а не прятать их



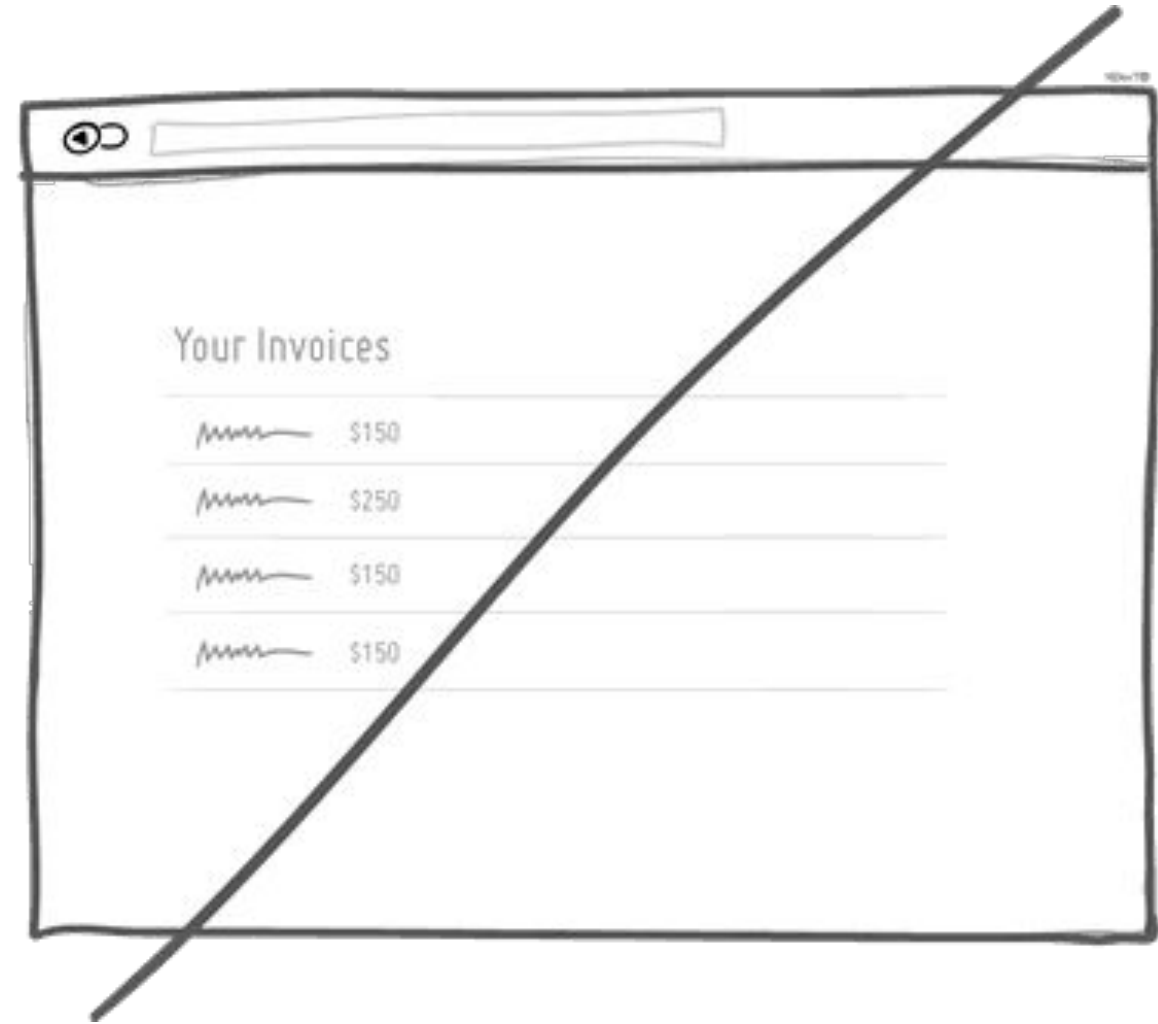
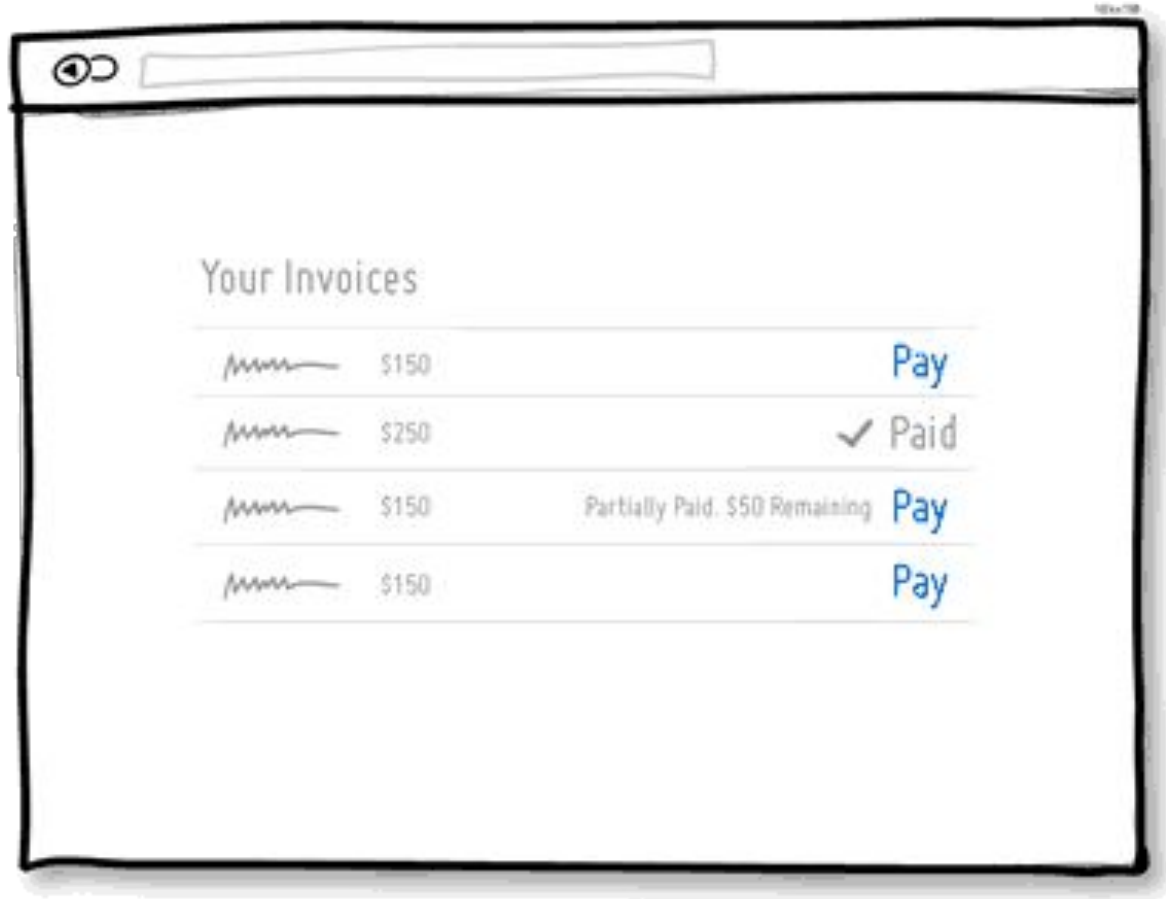
Подсказка о продолжении, а не ложное окончание



Фокусирование, а не много ссылок



Показывать положение, а не скрывать



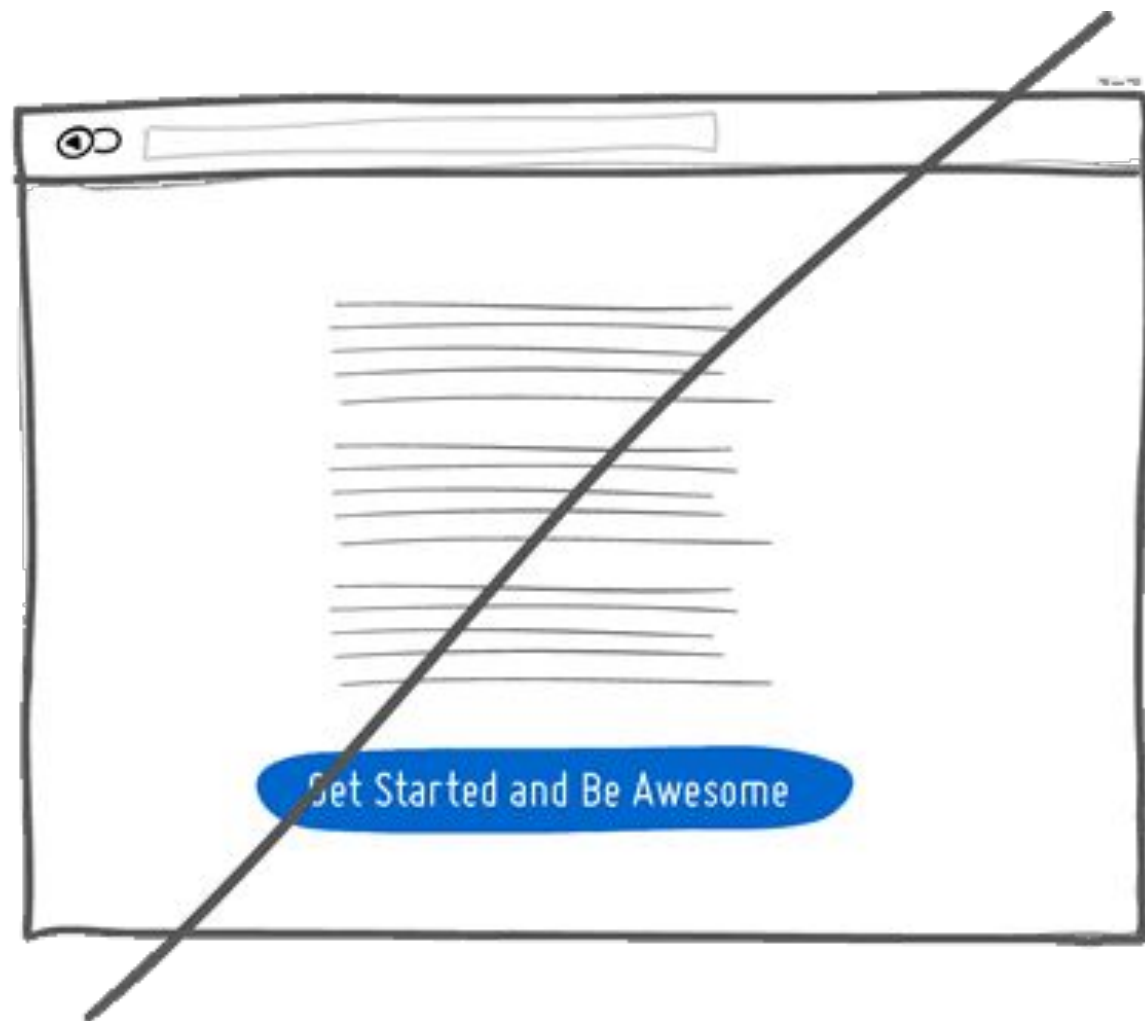
Кнопки выгод, а не действий



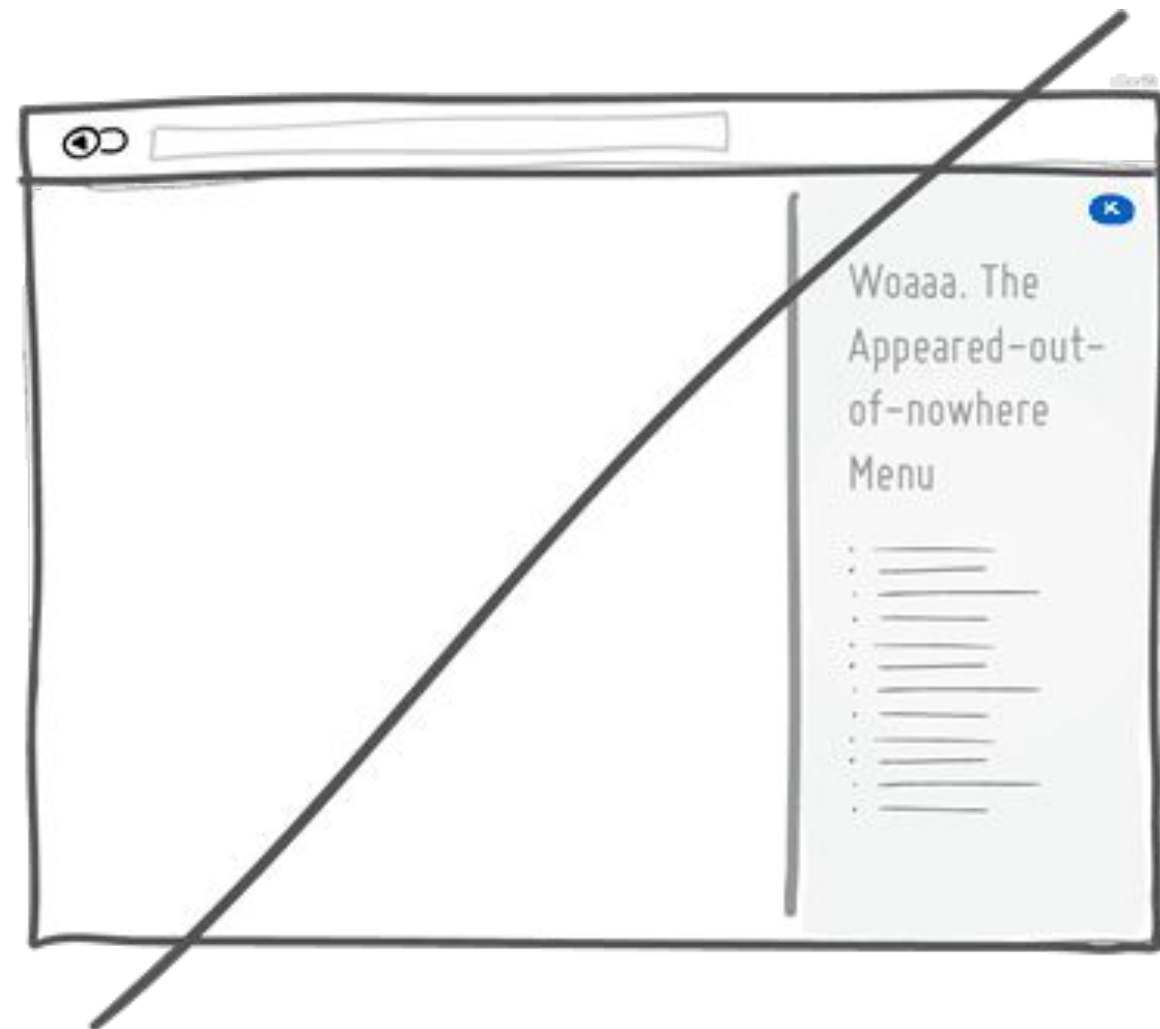
Прямые действия, а не отсутствие контекстных меню



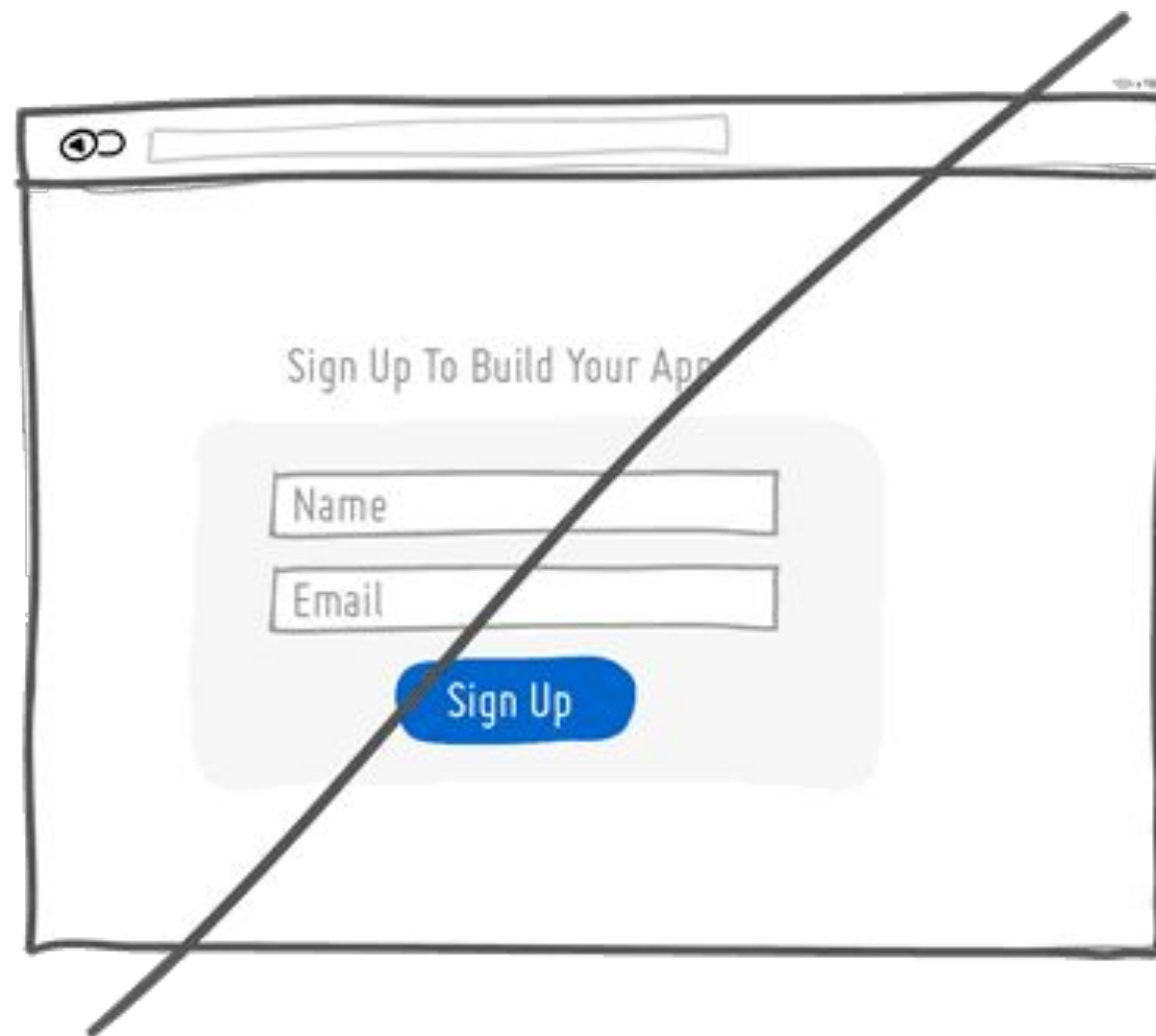
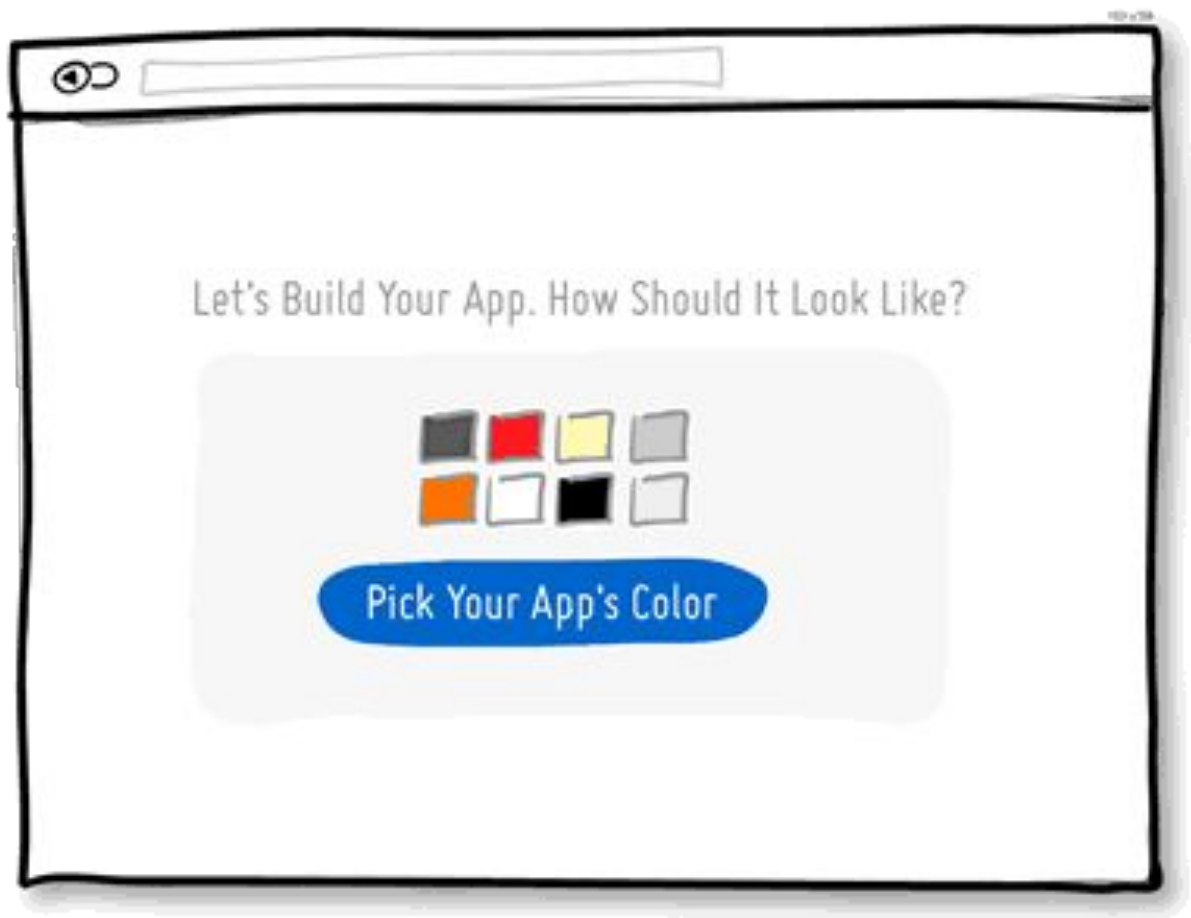
Показывать поля, а не делать больше страниц



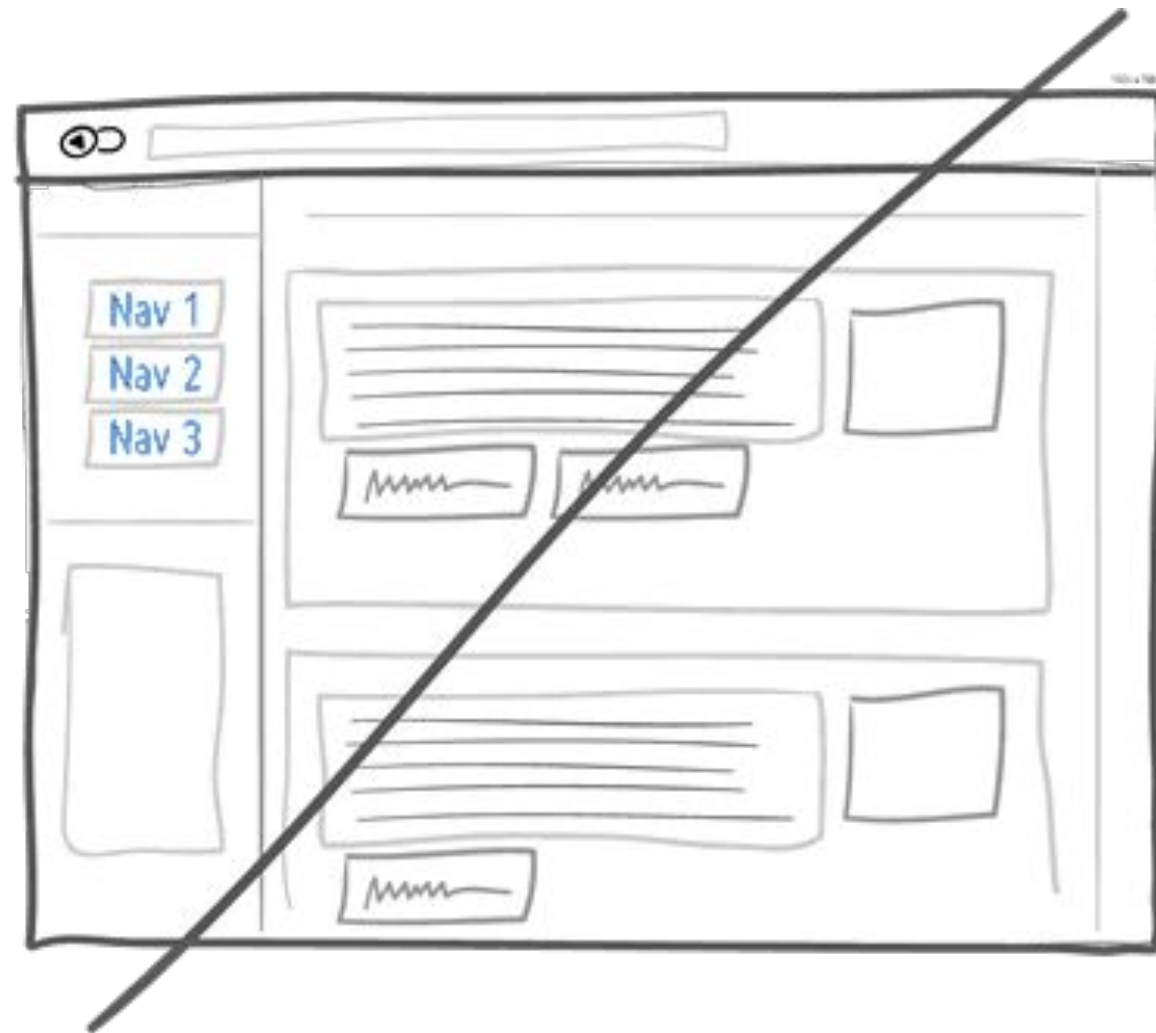
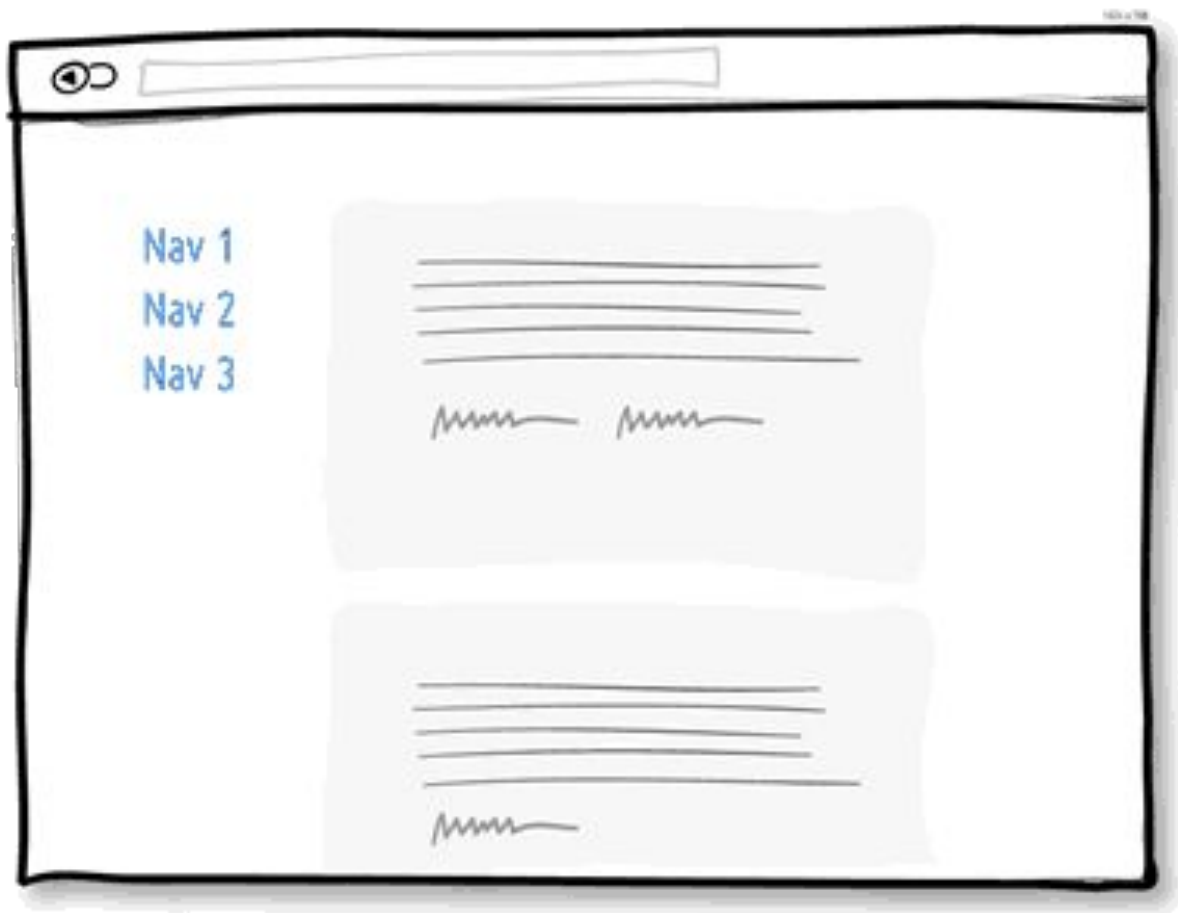
Плавные переходы, а не появление



Постепенное вовлечение, а не действие



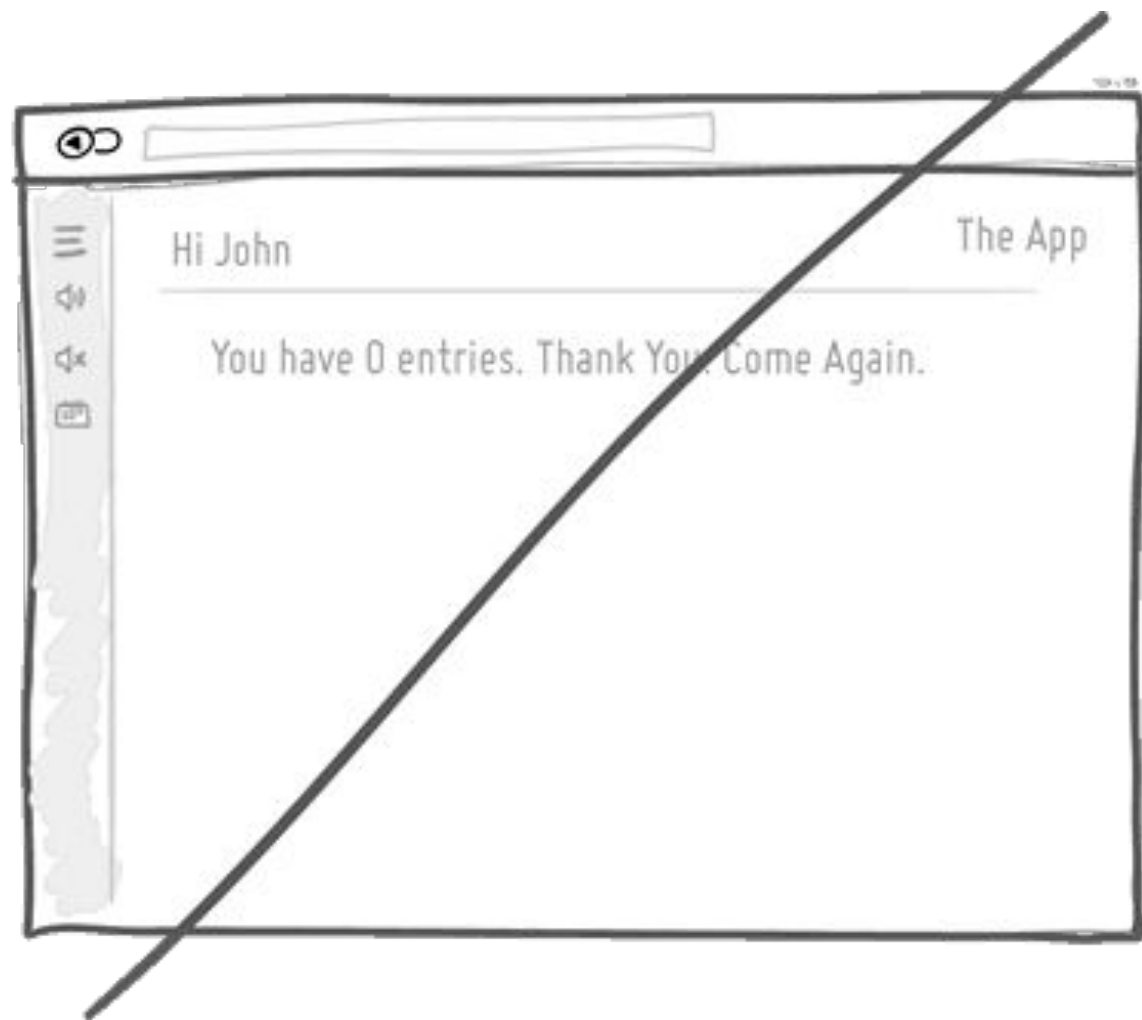
Меньше границ, а не больше



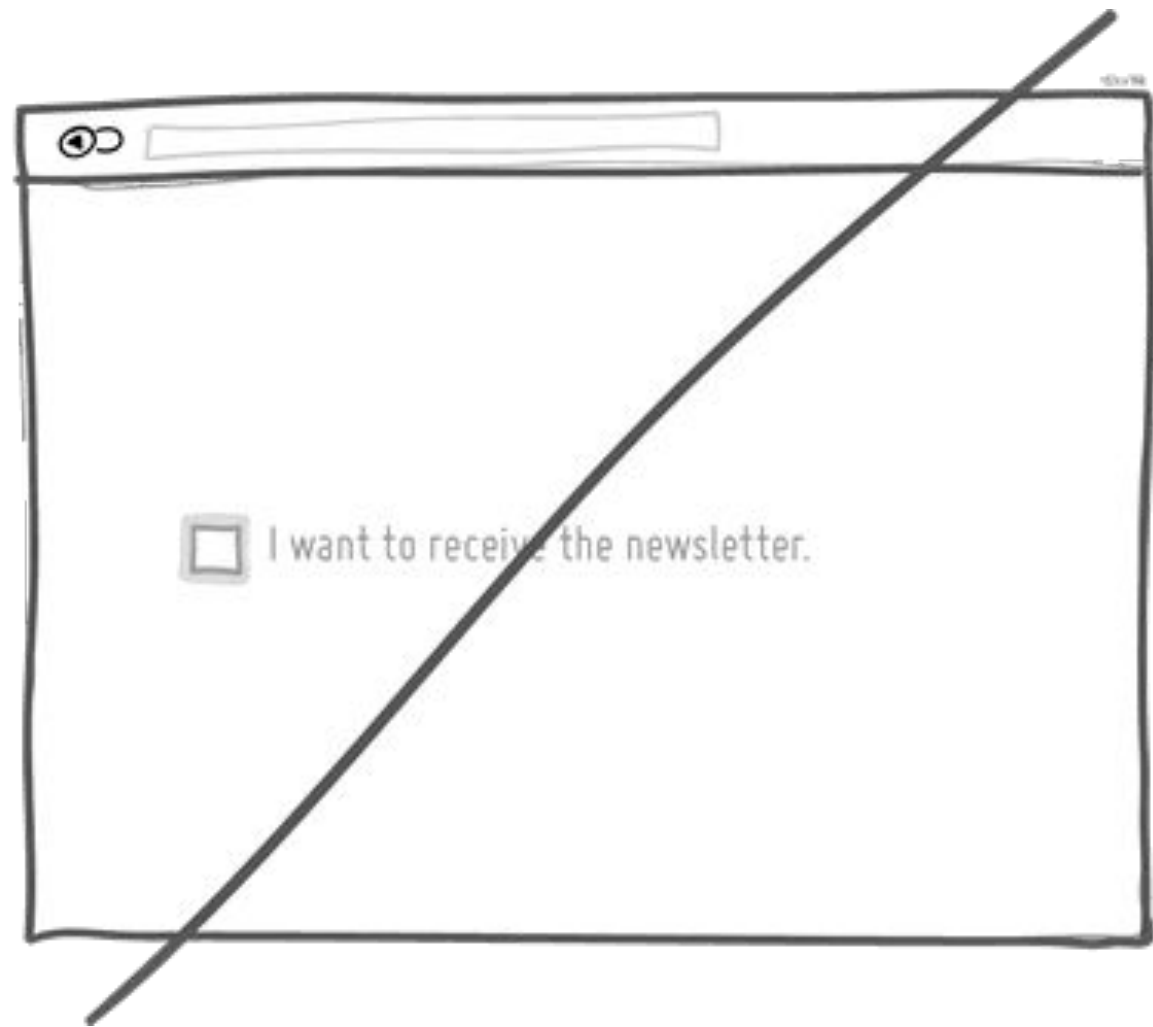
Продавать выгоды, а не характеристики



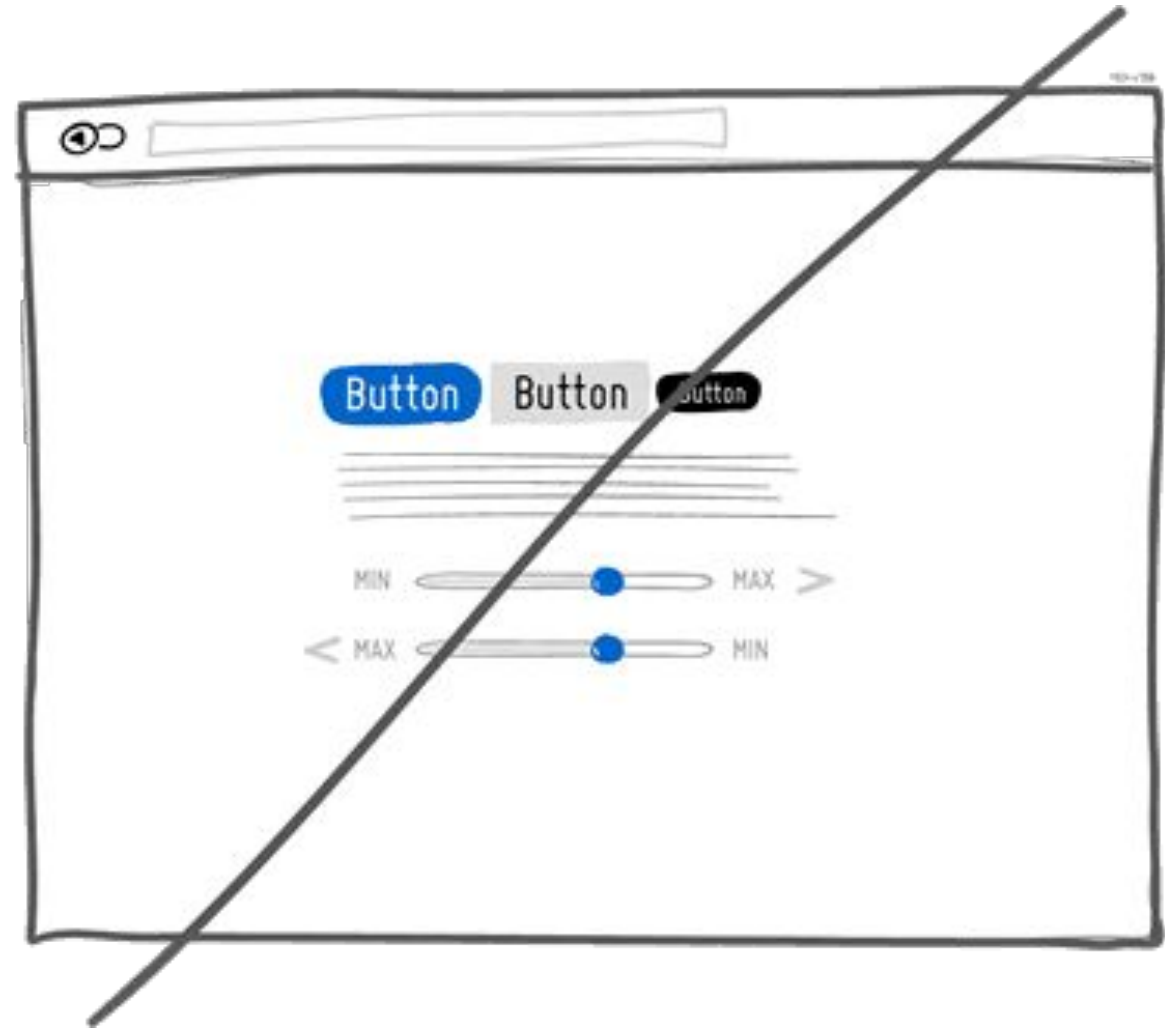
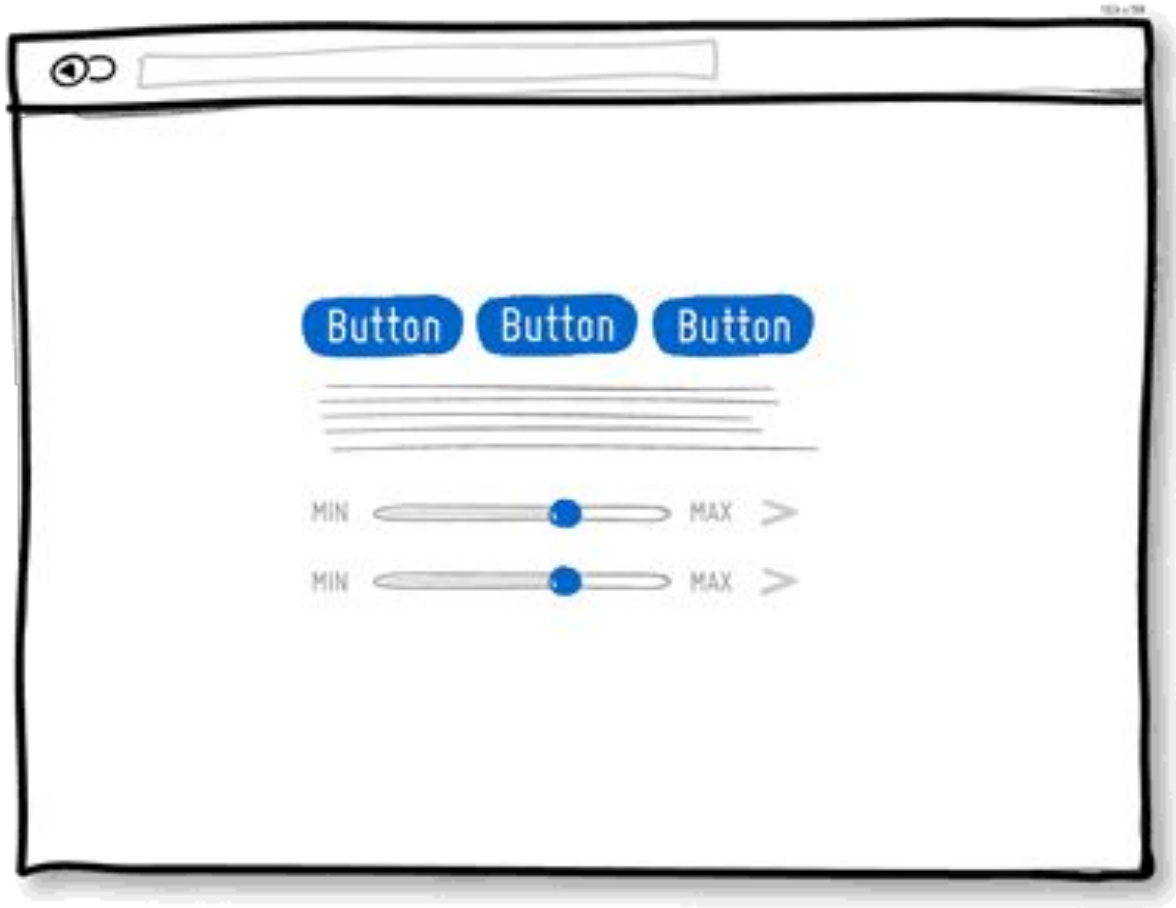
Дизайн для 0 данных, а не только, когда они есть



«Не действие», а не «действие»



Постоянство, а не переучивание



По умолчанию, а не заполнять



We guessed a few things to save you time.
Please double check them:

Street Address
 ✓

State
 ▼ ✓

Country
 ▼ ✓



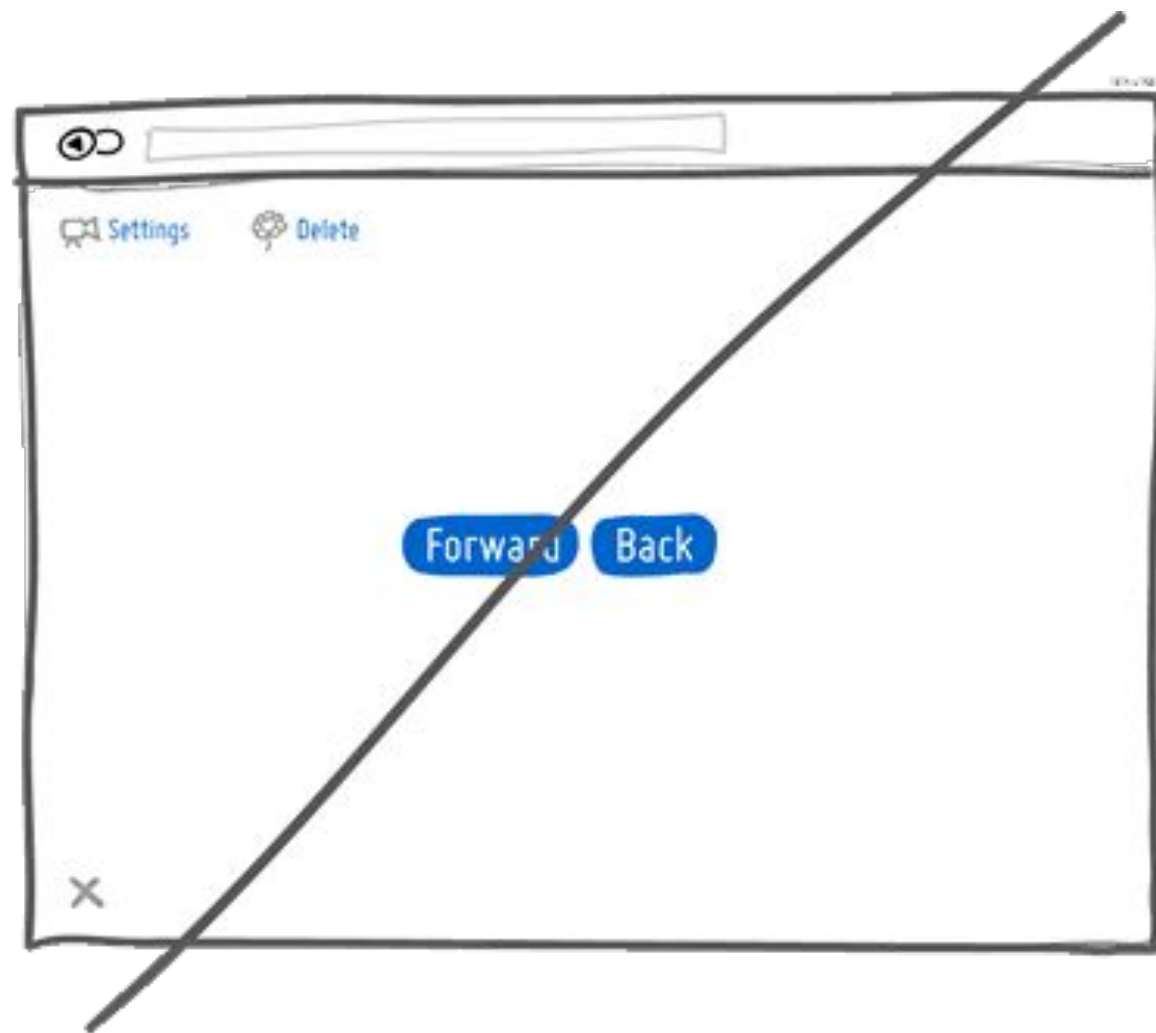
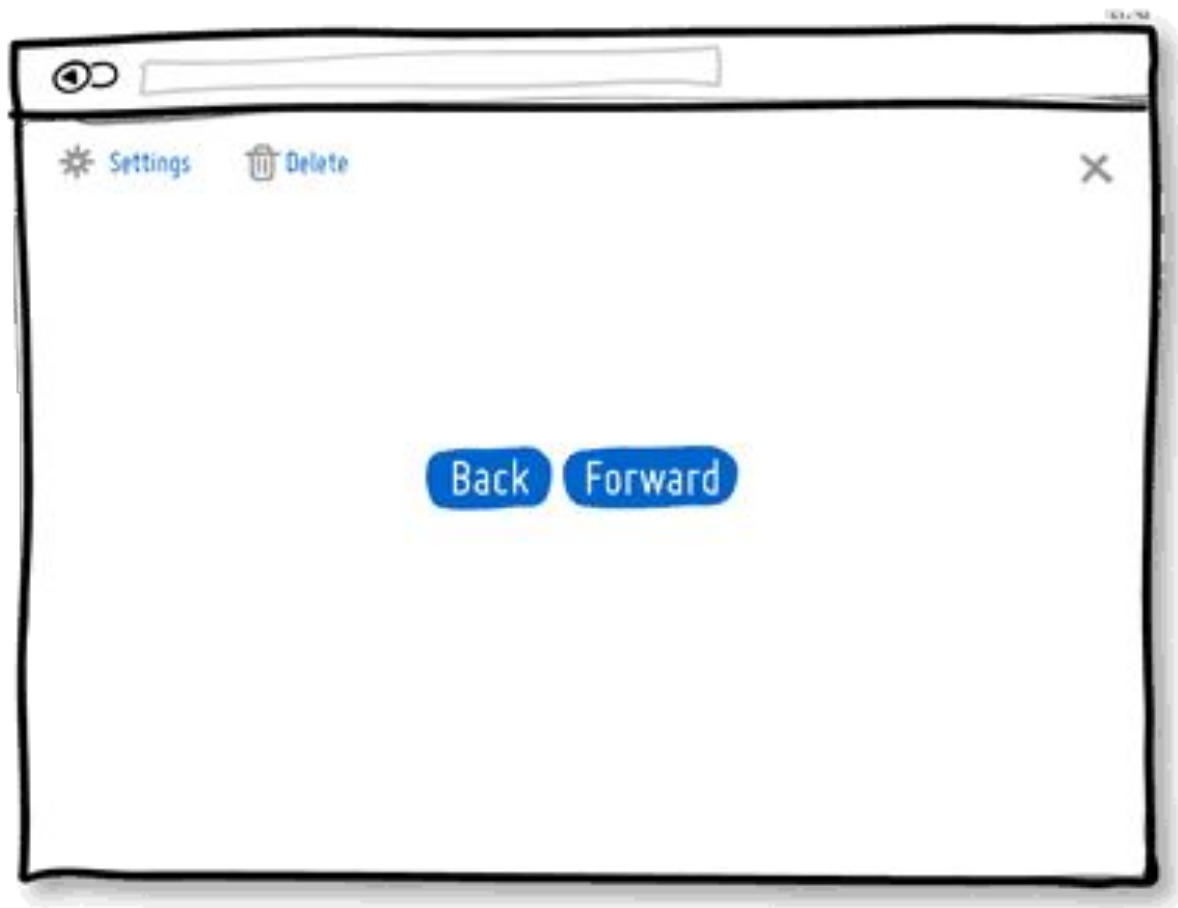
Please fill out the fields below:

Street Address

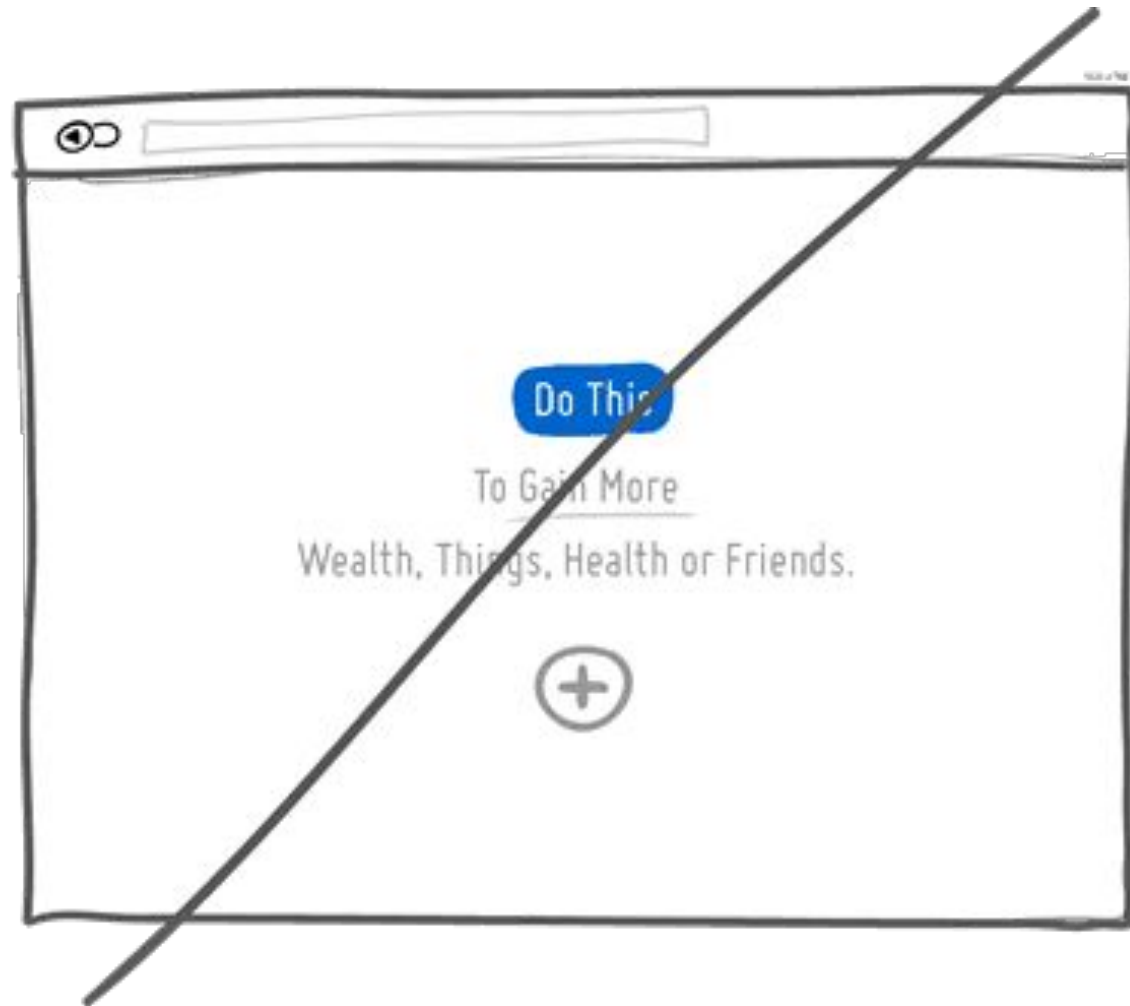
State
 ▼

Country
 ▼

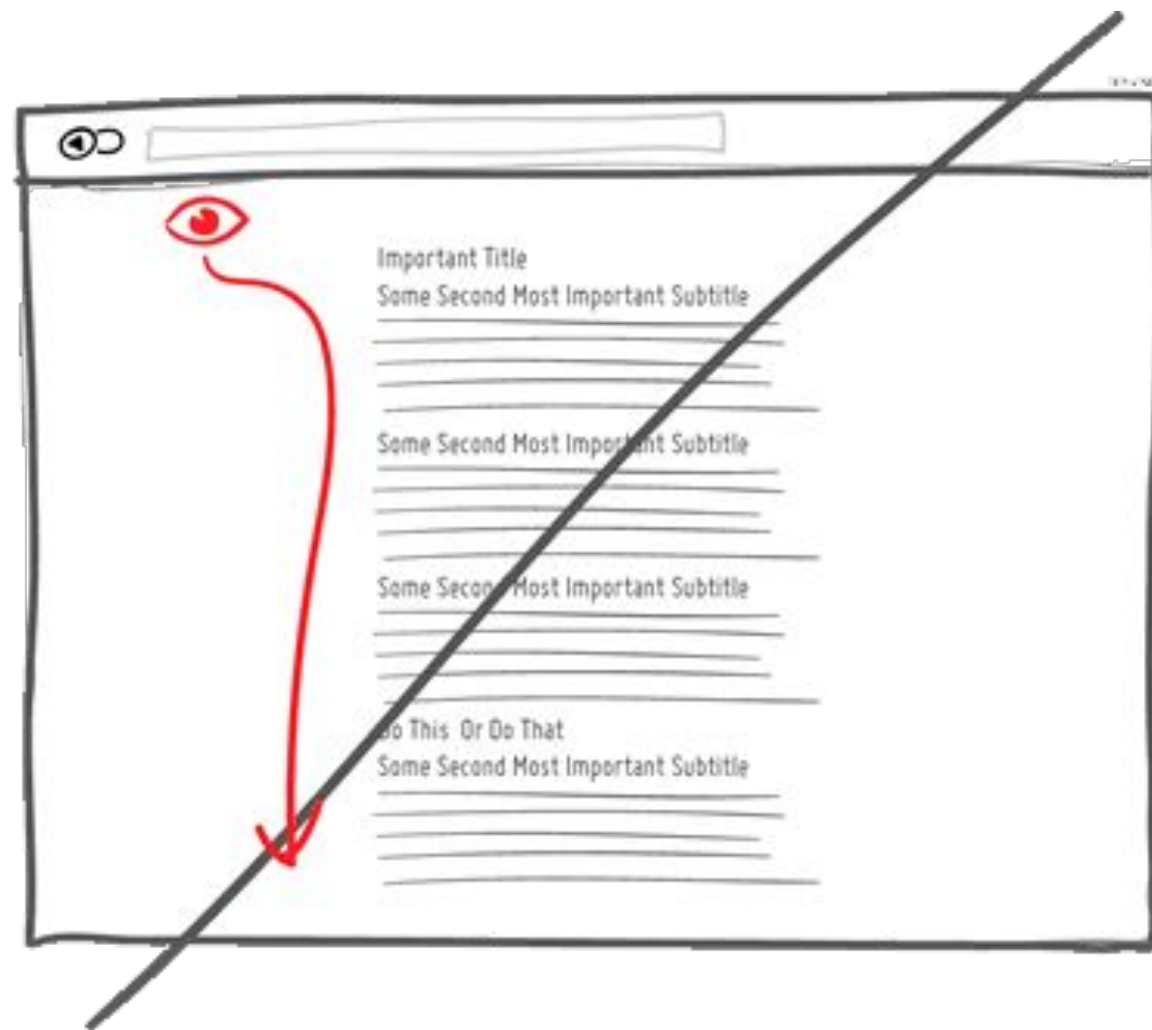
Обычное, а не новое



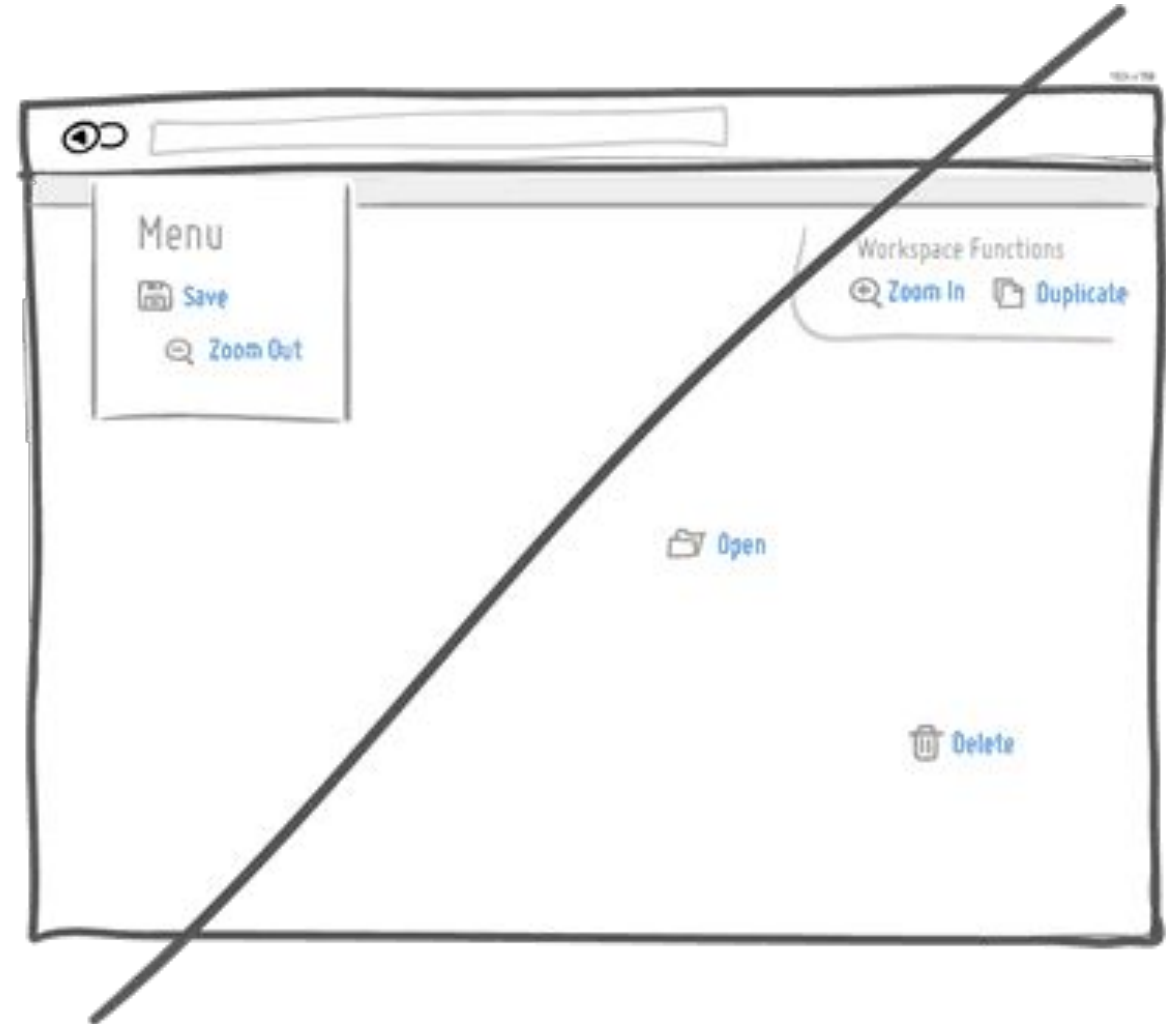
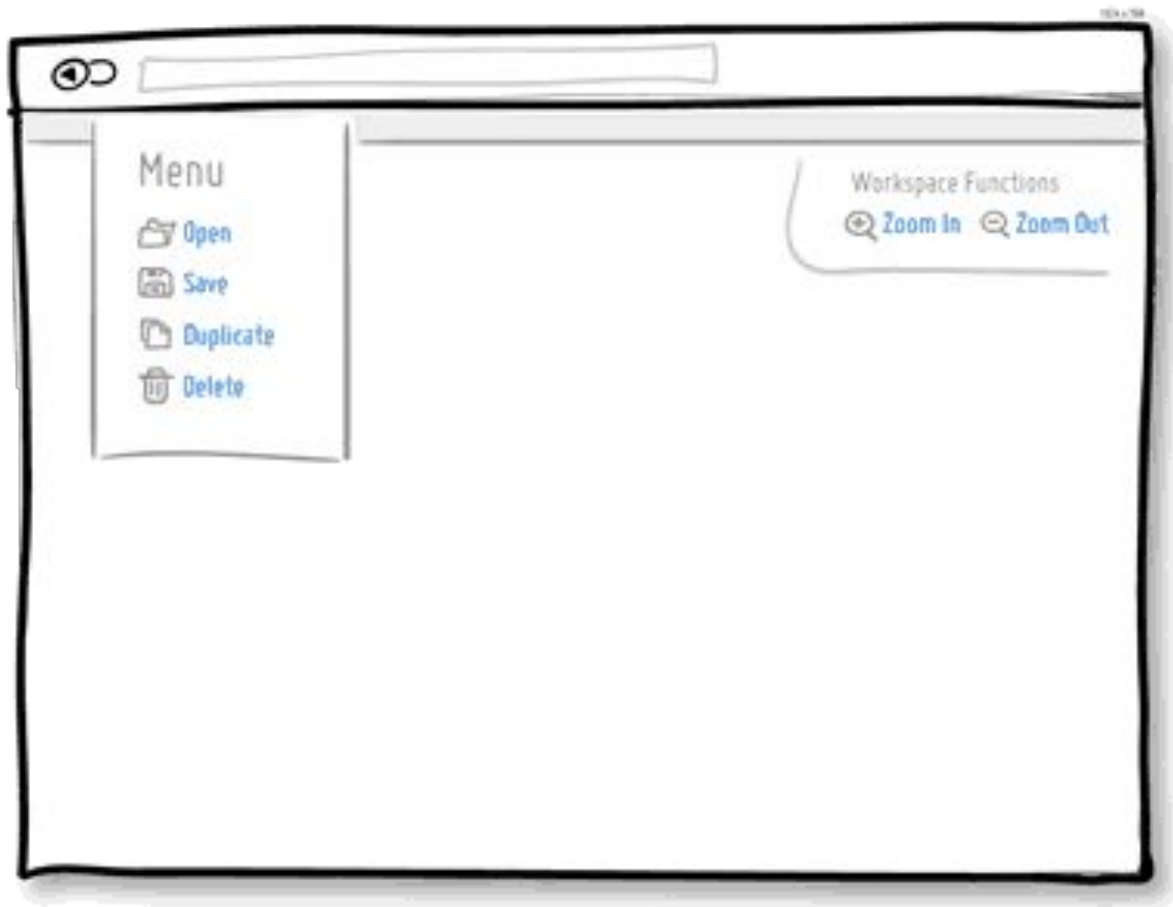
Избежать потери, а не приобрести прибыли



Визуальная иерархия, а не блок



Группировка связанных вещей, а не беспорядок



Построчная валидация, а не общая

Awesome Form

mmmm

I

We Need This
Missing fields ain't cool.

Less Awesome Form

! You didn't enter some field below!
Can you guess which one?

mmmm

mmmm

mmmm

Прощение ошибок ввода, а не требования

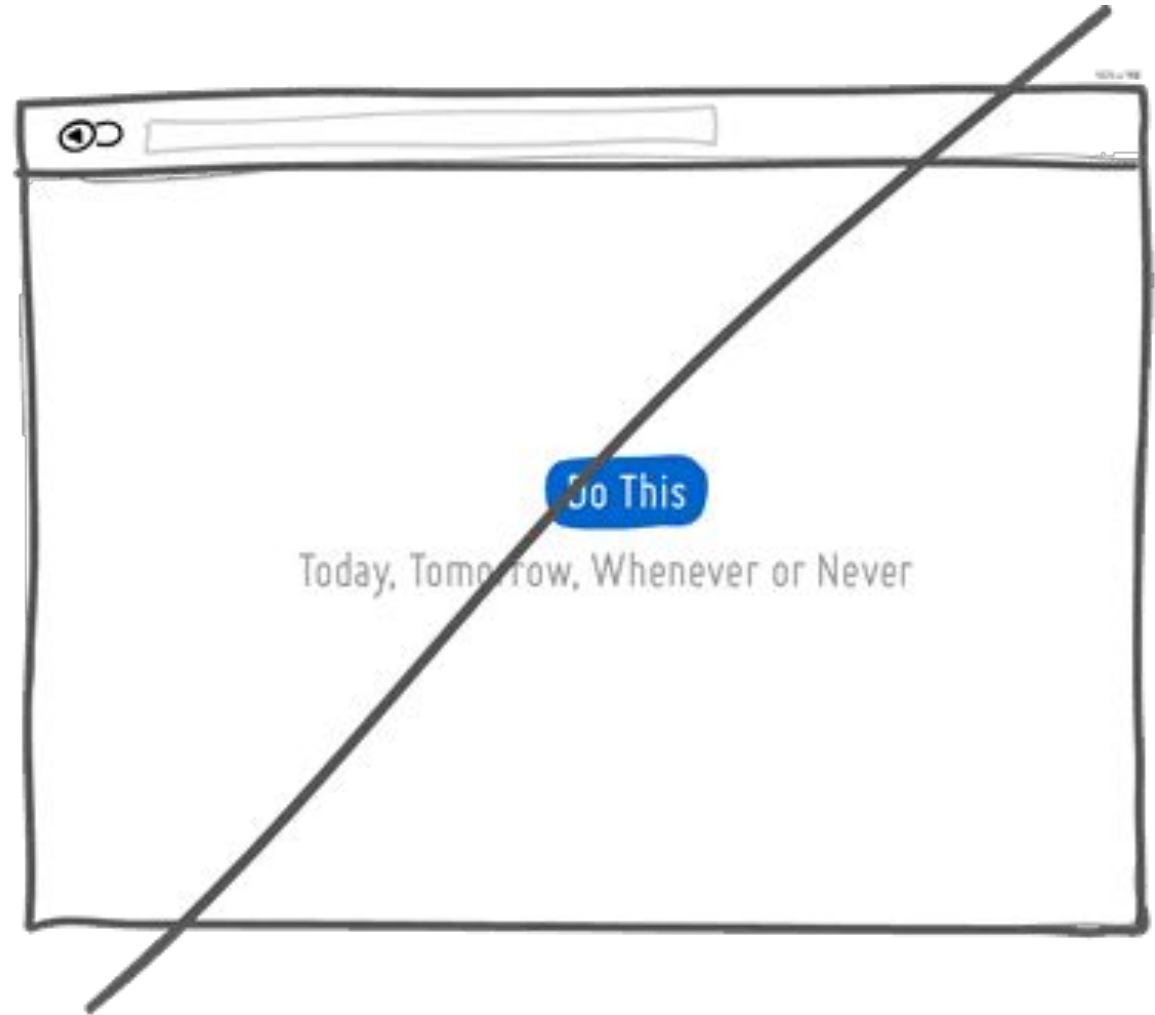
Awesome Form

123 456 7890	✓
(123) 456 7890	✓
(123) 456-7890	✓
(123) 456-7890 x 103	✓
-123-456-7890 x 103	✓

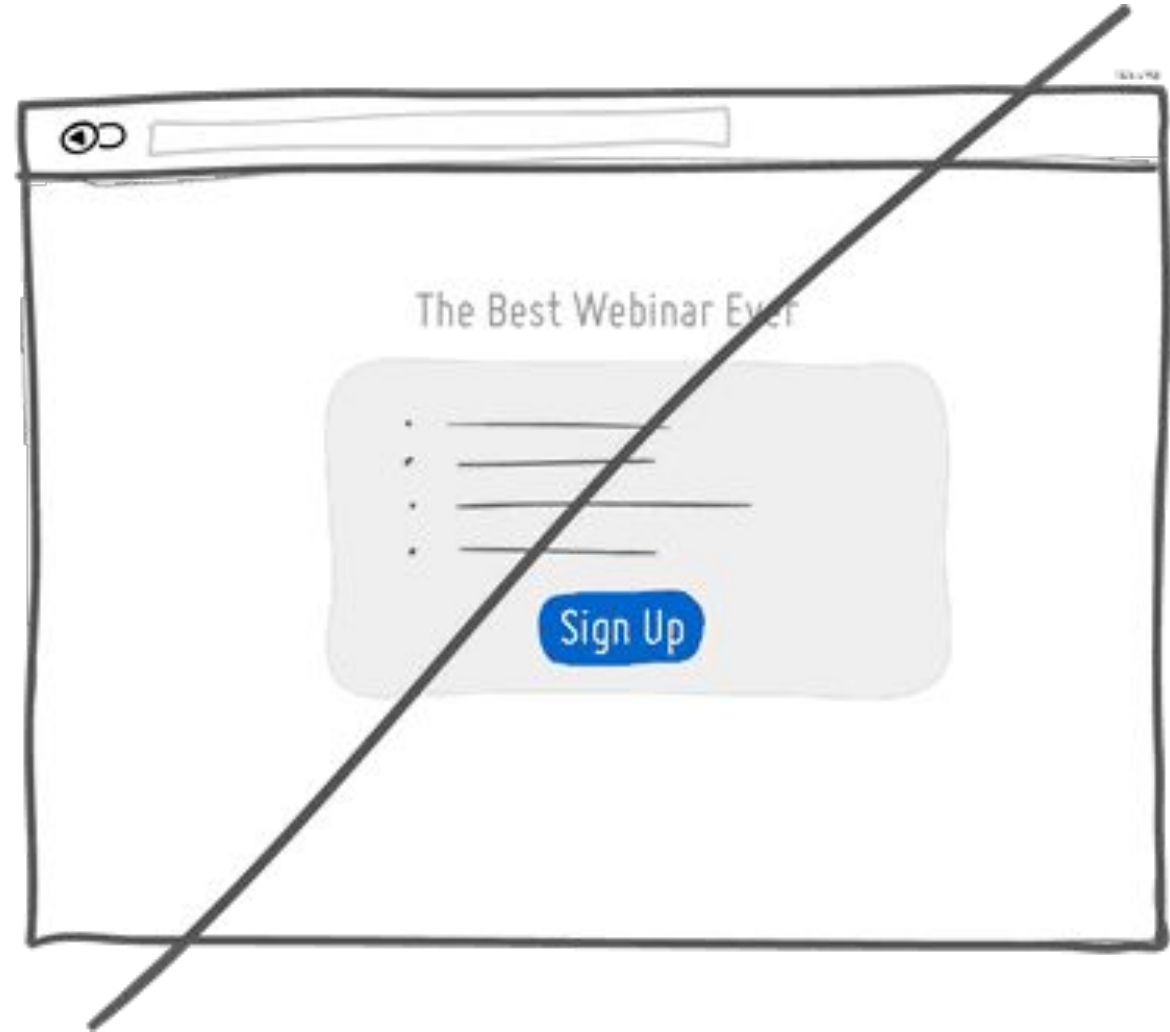
Less Awesome Form

123 456 7890	✓
(123) 456 7890	✗ Enter a correct phone number
(123) 456-7890	✗ Enter a correct phone number
(123) 456-7890 x 103	✗ Enter a correct phone number
-123-456-7890 x 103	✗ Enter a correct phone number

Срочность, а не отсутствие сроков



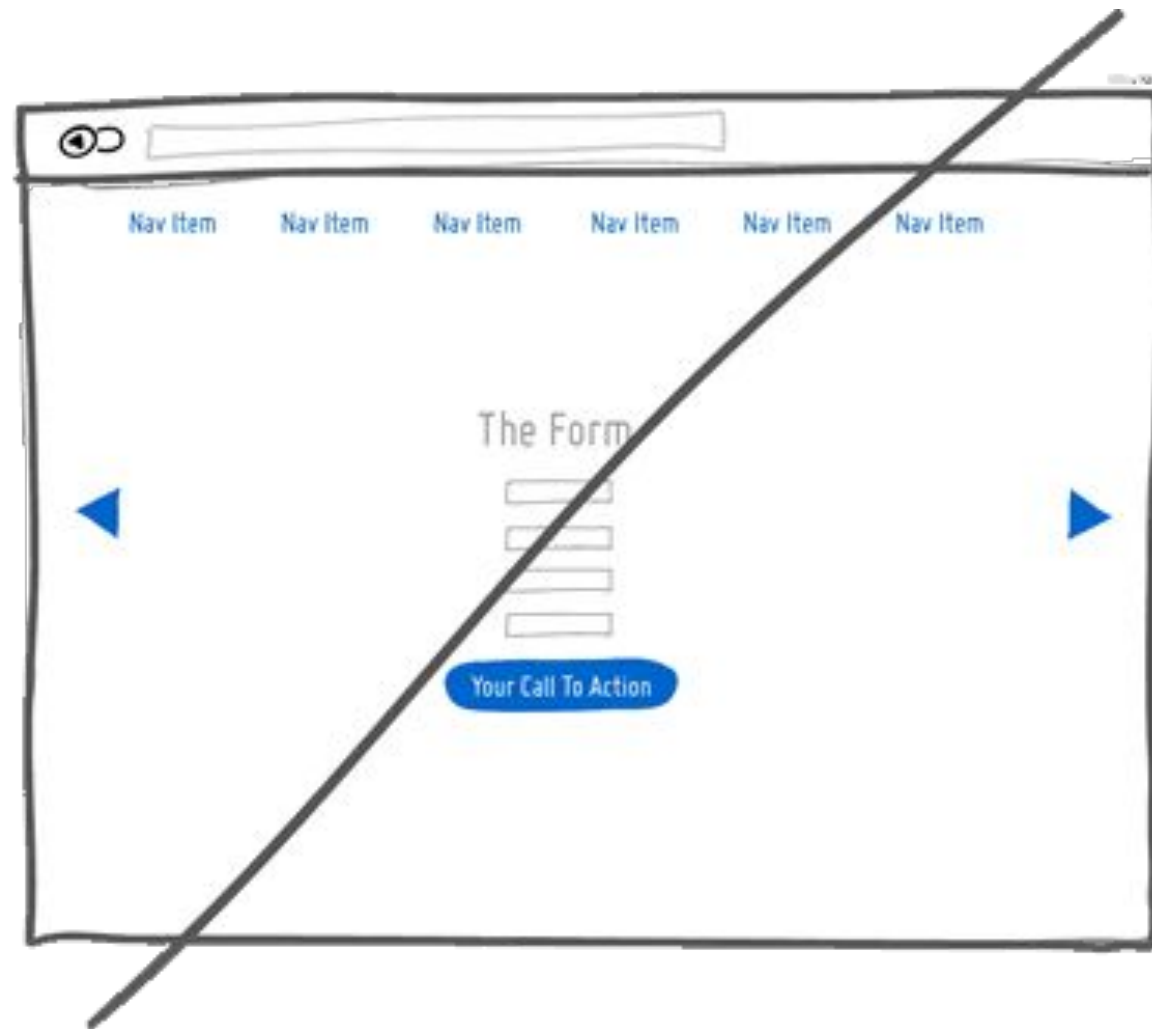
Недостаток, а не недостаточное кол-во



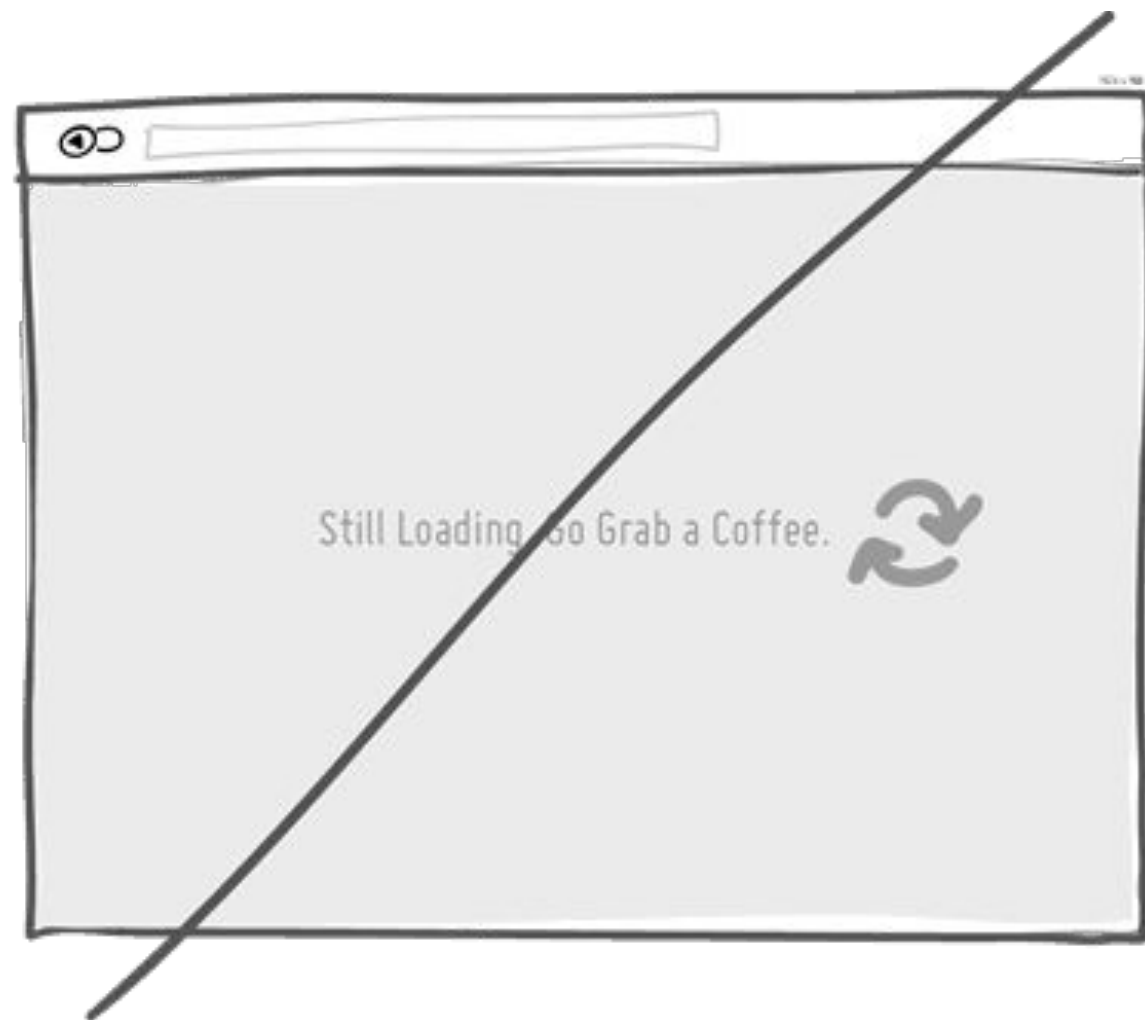
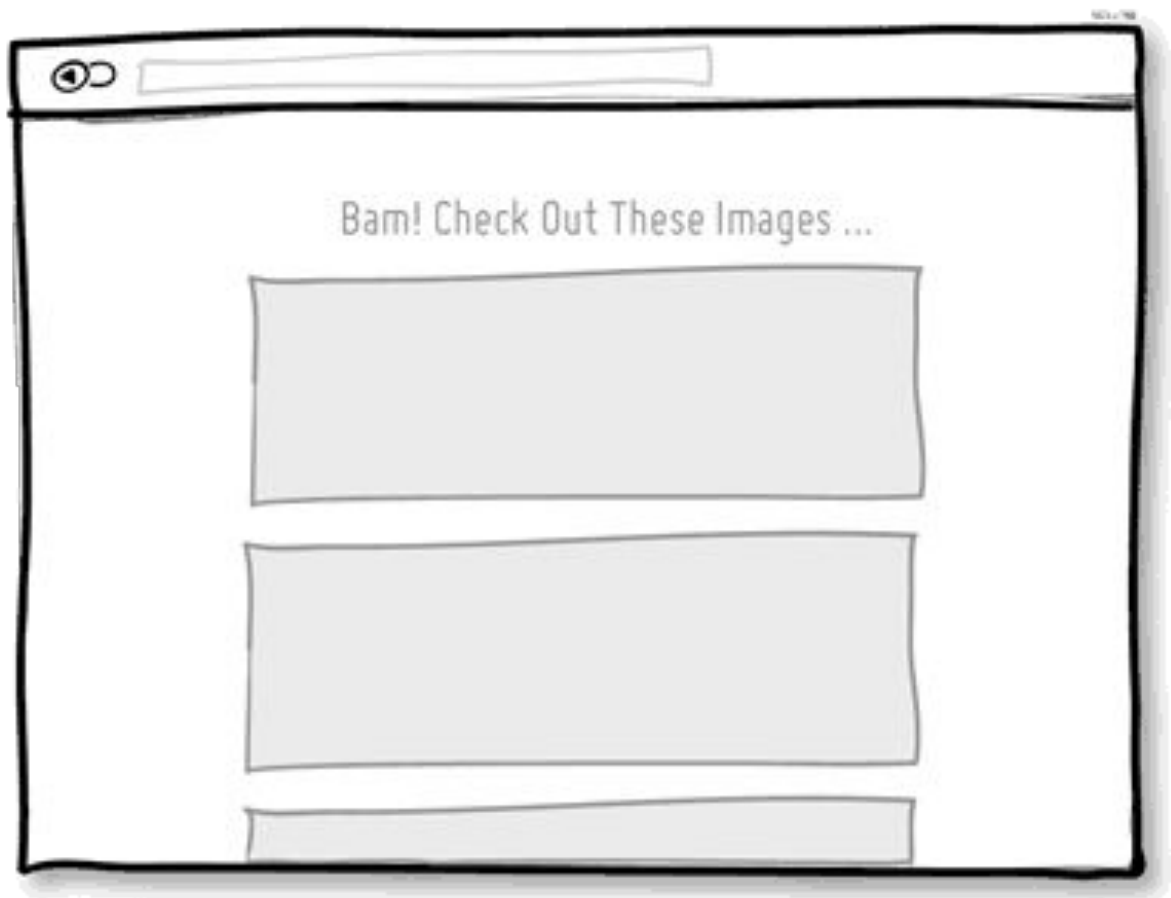
Узнавание, а не вспоминание



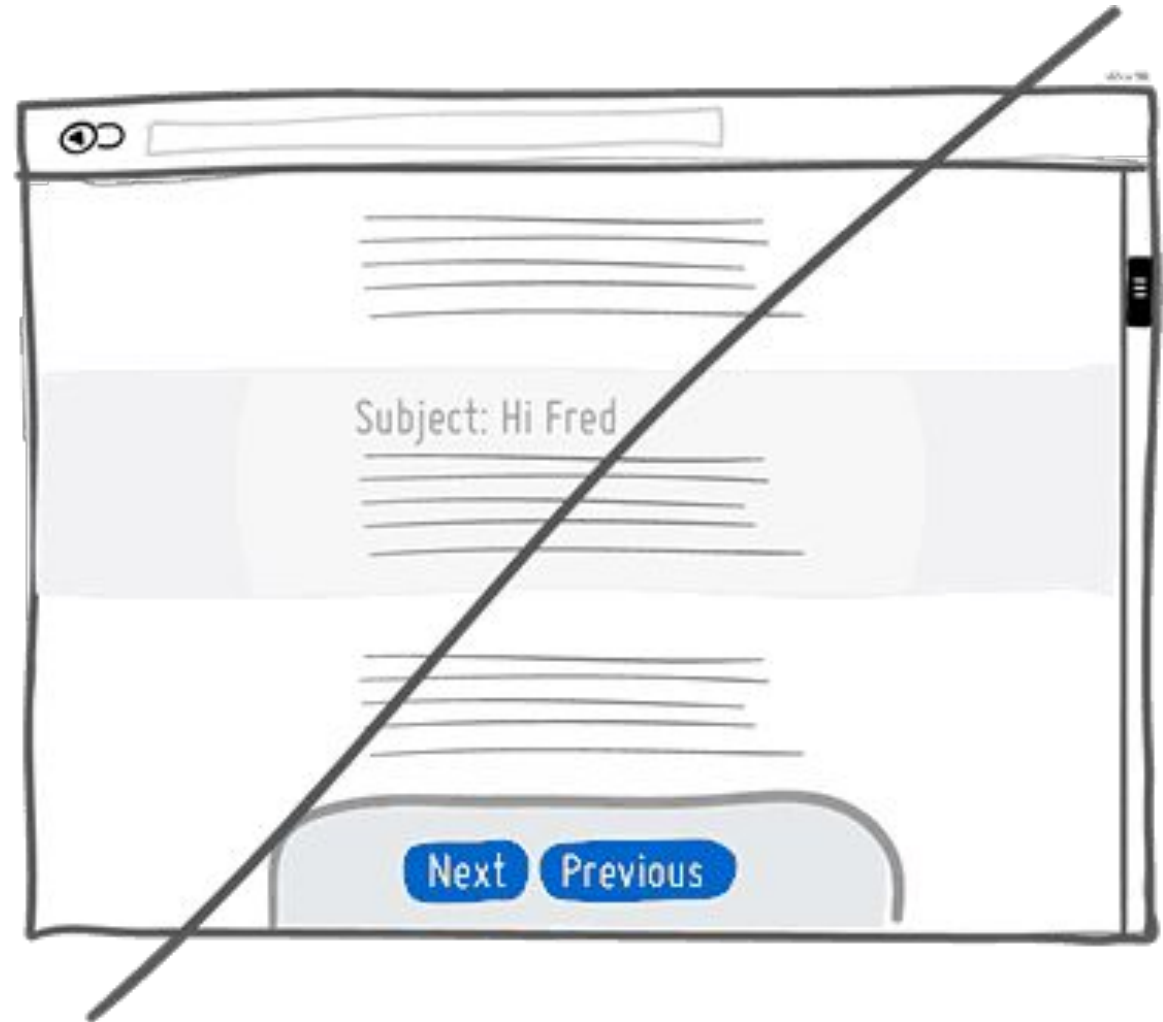
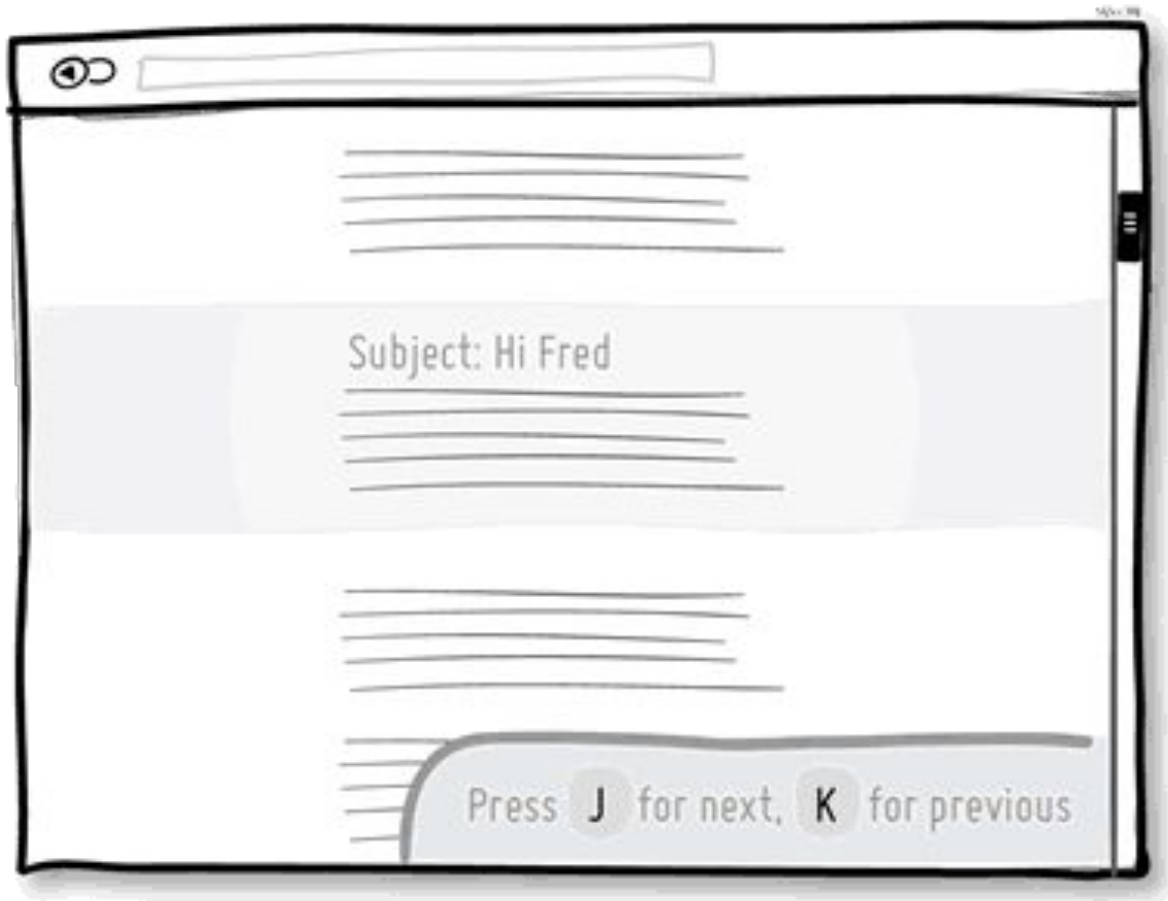
Большие кликовые области, а не маленькие



Ускорение загрузки, а не ожидание



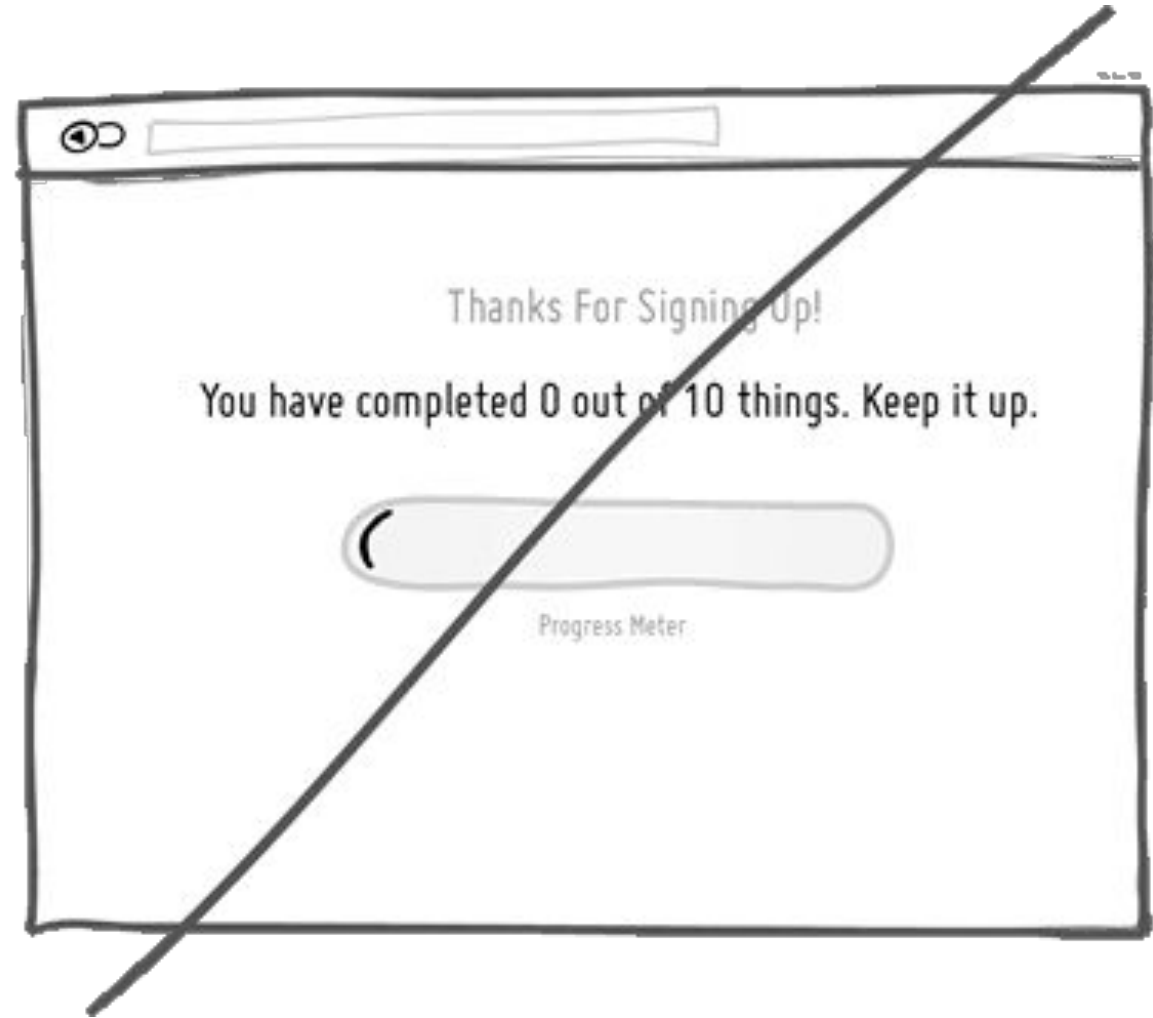
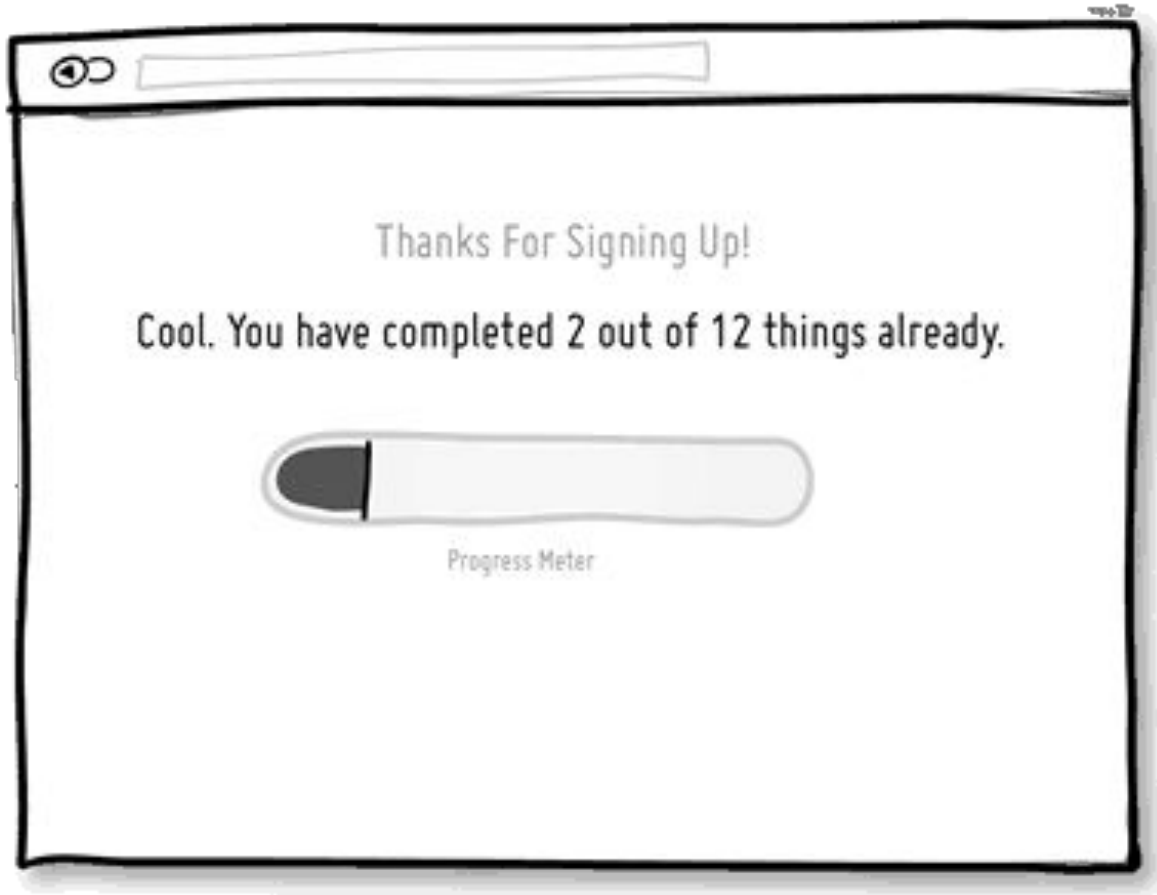
Горячие клавиши, а не кнопки



Якорение, а не цена



Существующий прогресс, а не отсутствие



Прогрессивное раскрытие, а не большое кол-во

The Home Questionnaire

What type of home do you own?

House Apartment I sleep on the beach ✓

Great. Do you also like stargazing?

No Yes, of course

This sketch shows a browser window with a questionnaire. The first question is 'What type of home do you own?' with three radio button options: 'House', 'Apartment', and 'I sleep on the beach' (which is selected). Below this is a second question: 'Great. Do you also like stargazing?' with two radio button options: 'No' and 'Yes, of course'. The content below the second question is faded, indicating it is hidden until the user answers the first question.

The Home Questionnaire

What type of home do you own?

House Apartment I sleep on the beach ✓

What are the exterior walls made of?

Brick Stone Hay

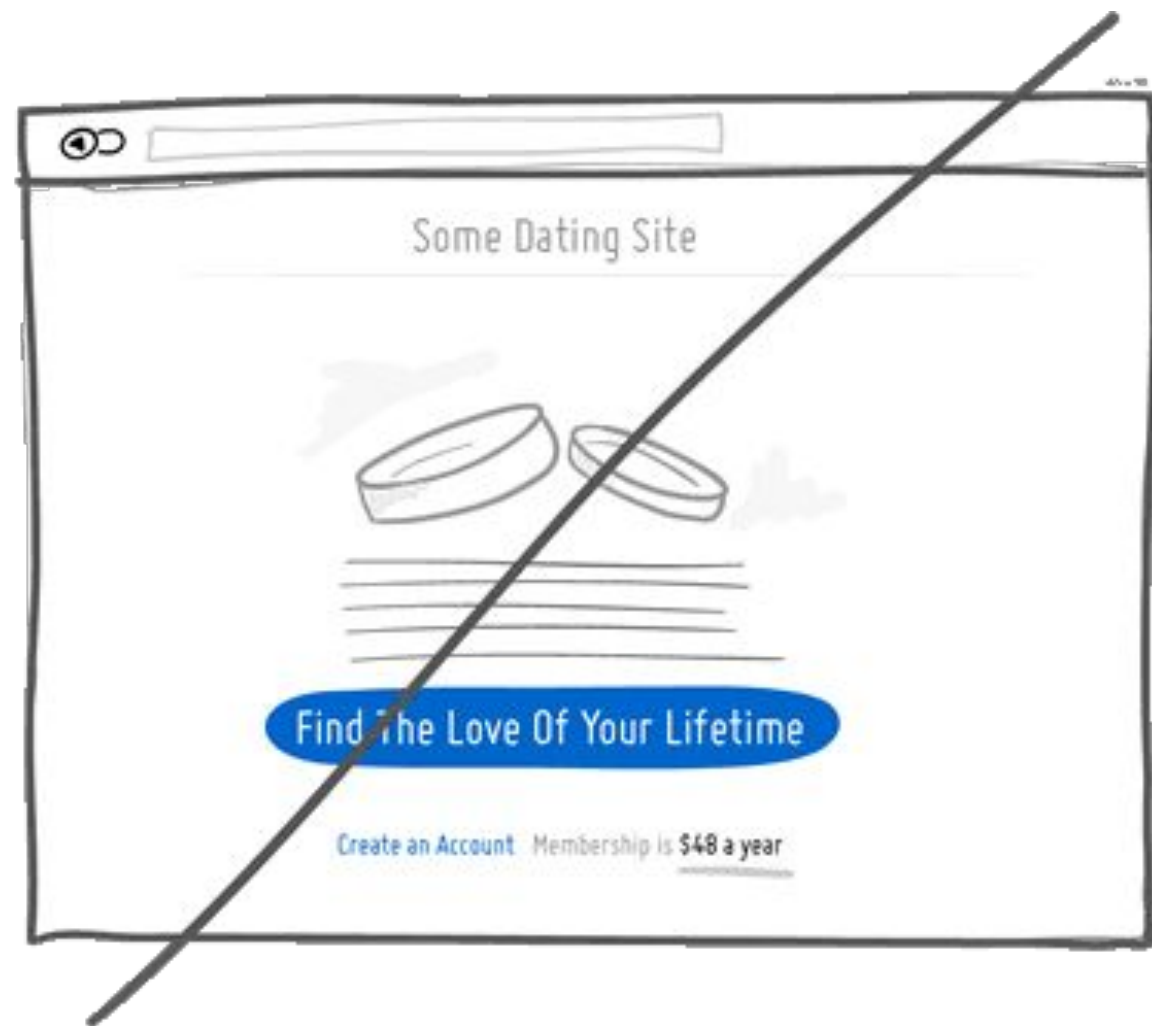
How many rooms do you have?

1 2 3

What is your address?

This sketch shows the same browser window, but with all content visible. The second question is 'What are the exterior walls made of?' with three radio button options: 'Brick', 'Stone', and 'Hay'. The third question is 'How many rooms do you have?' with three radio button options: '1', '2', and '3'. The fourth question is 'What is your address?'. A large diagonal line is drawn across the entire sketch, indicating that this approach of showing all options at once is not recommended.

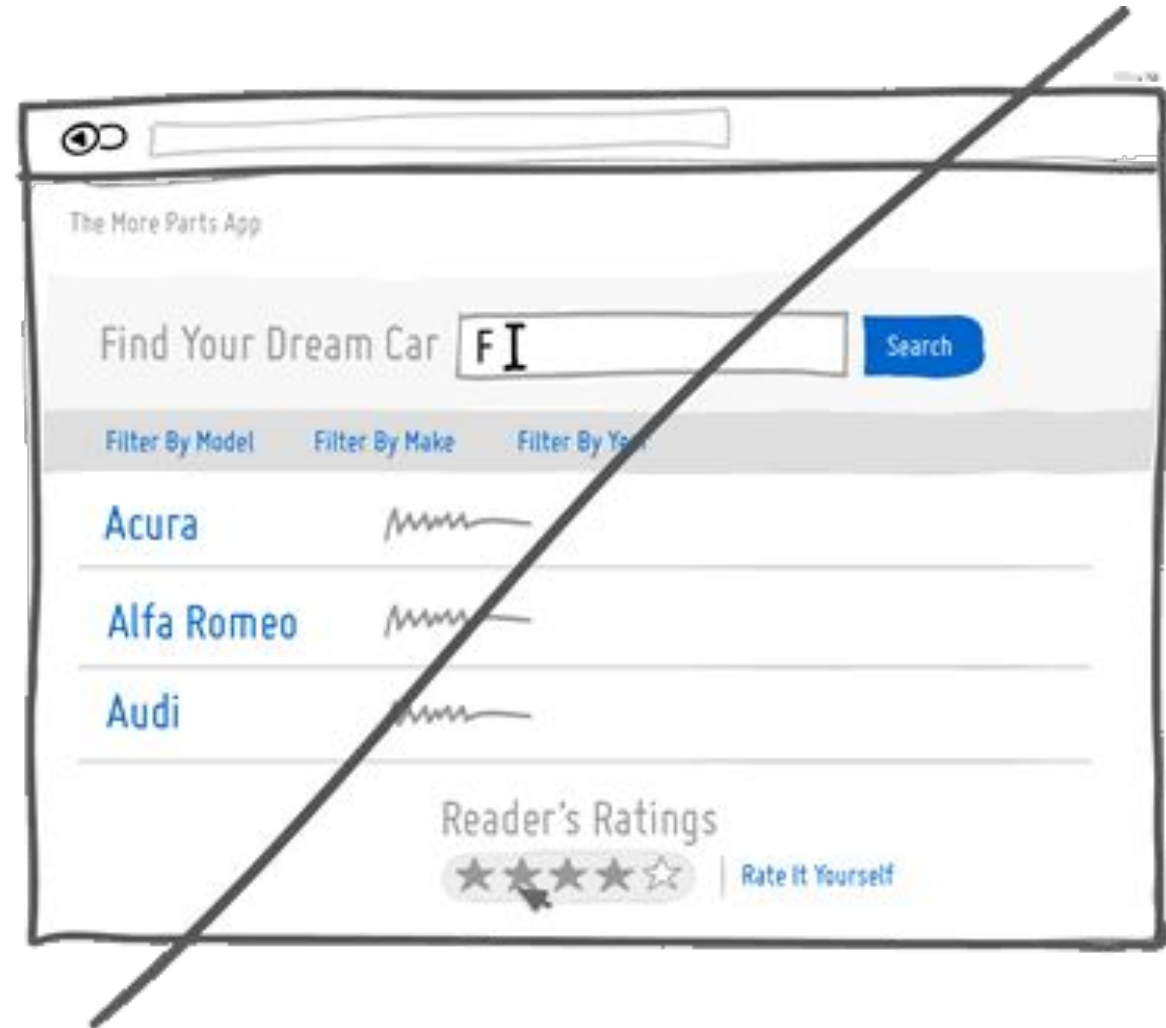
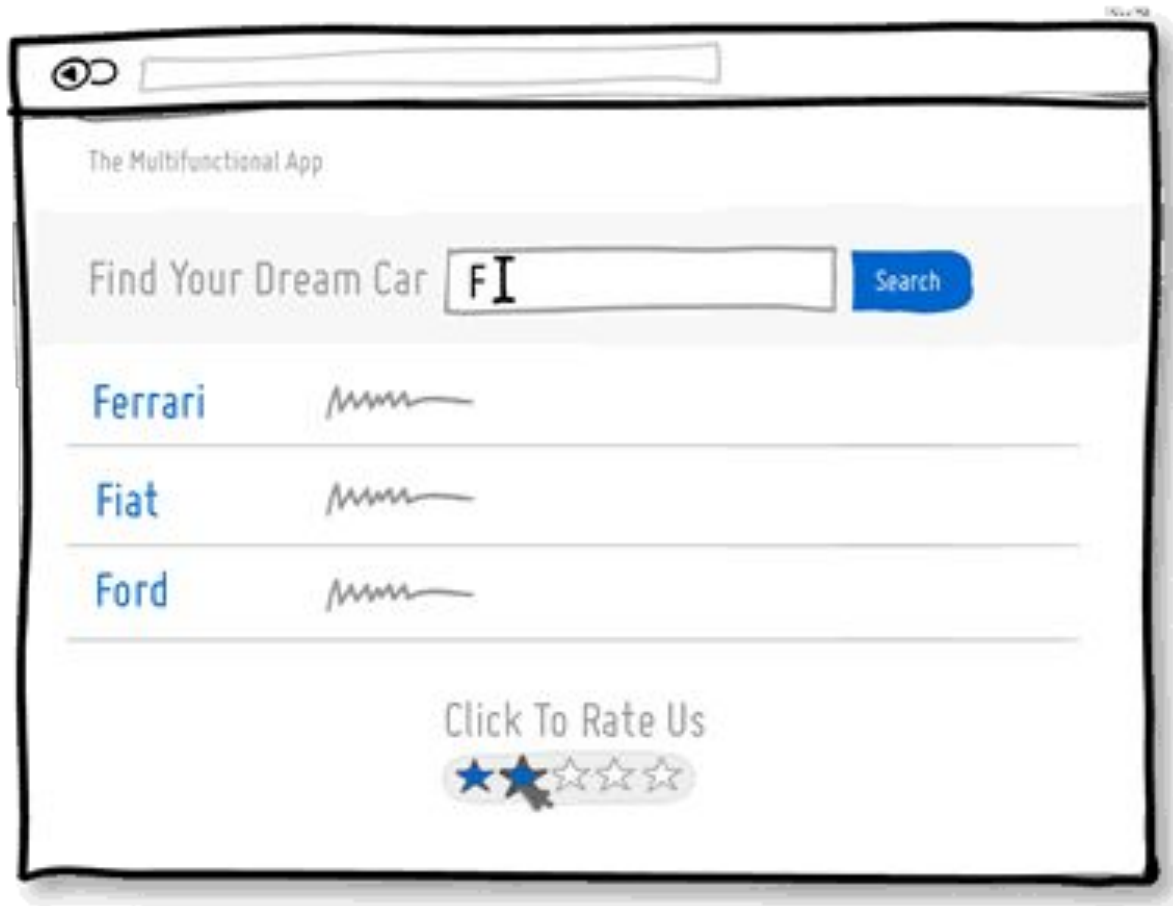
Мелкие обязательства, а не большие



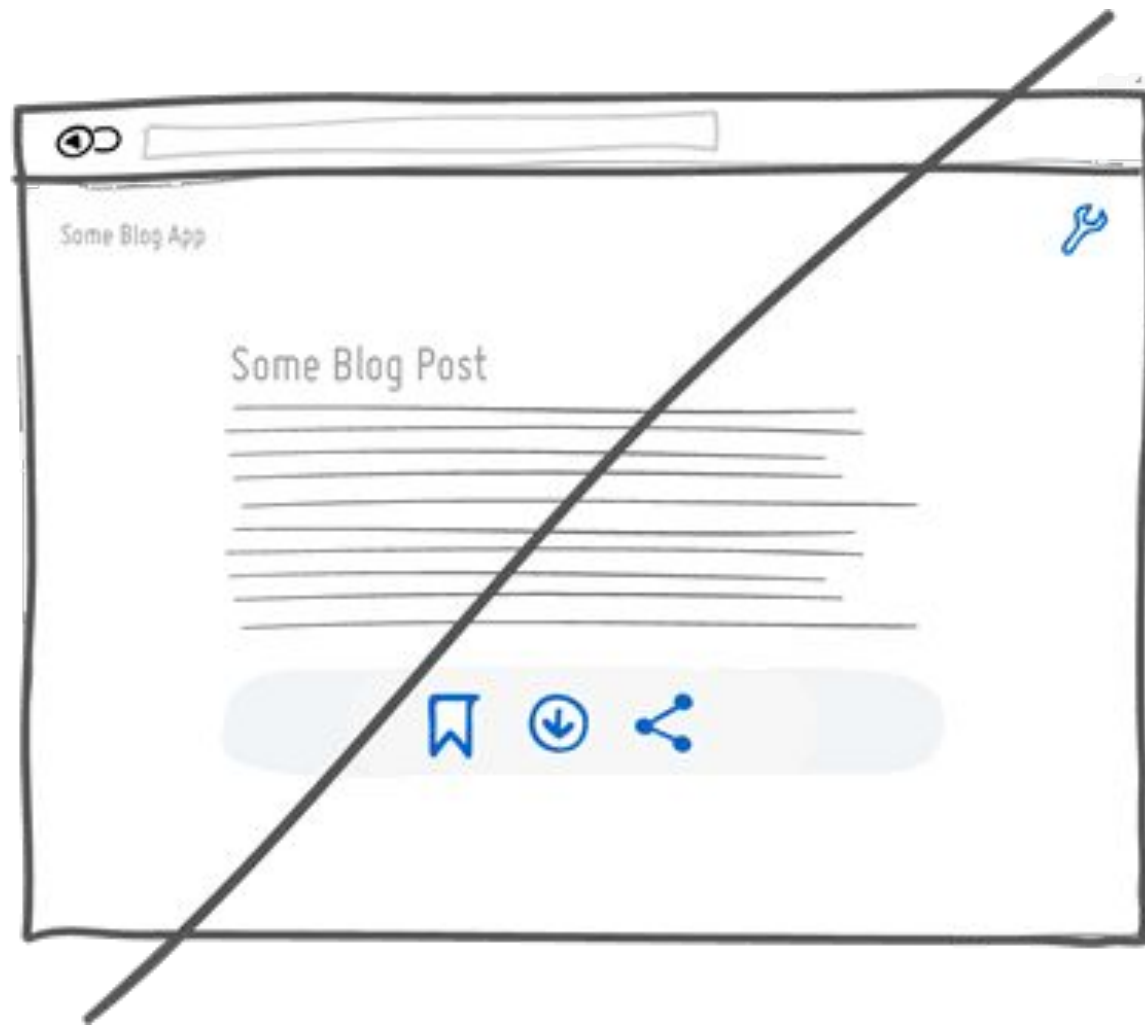
Мягкие подсказки, а не всплывающие окна



Многофункциональные элементы управления, а не много частей



Добавление значков, а не значки



Естественный язык, а не формальный текст

Hi, my name is and I'd like to receive **the lowest quote** ▼ about your beautiful product line. Please let me **see those prices!**

This sketch shows a web browser window with a form that uses natural, conversational language. It includes a text input field, a dropdown menu with the selected option 'the lowest quote', and a blue button labeled 'see those prices!'.

Product Quoter

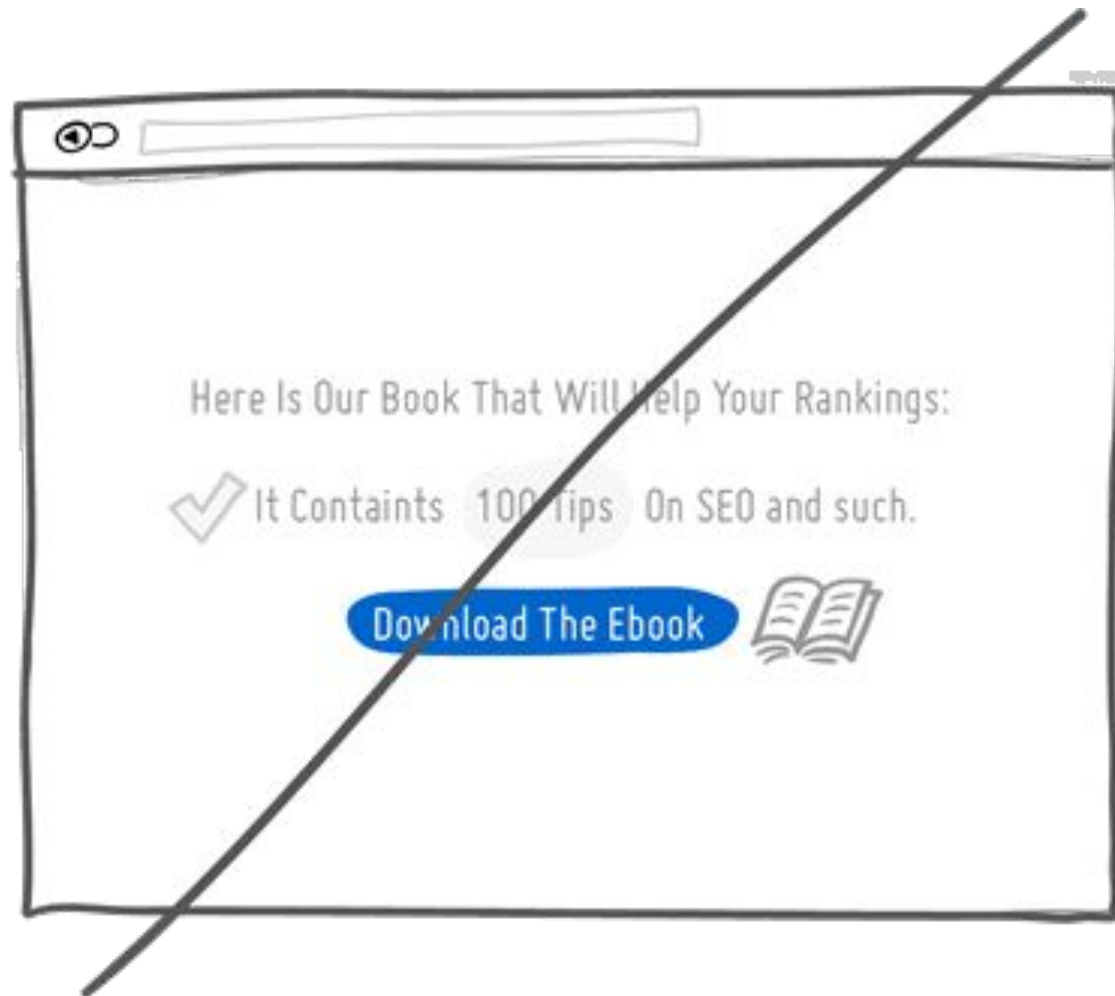
Name

Quote Type **Lowest Quote** ▼

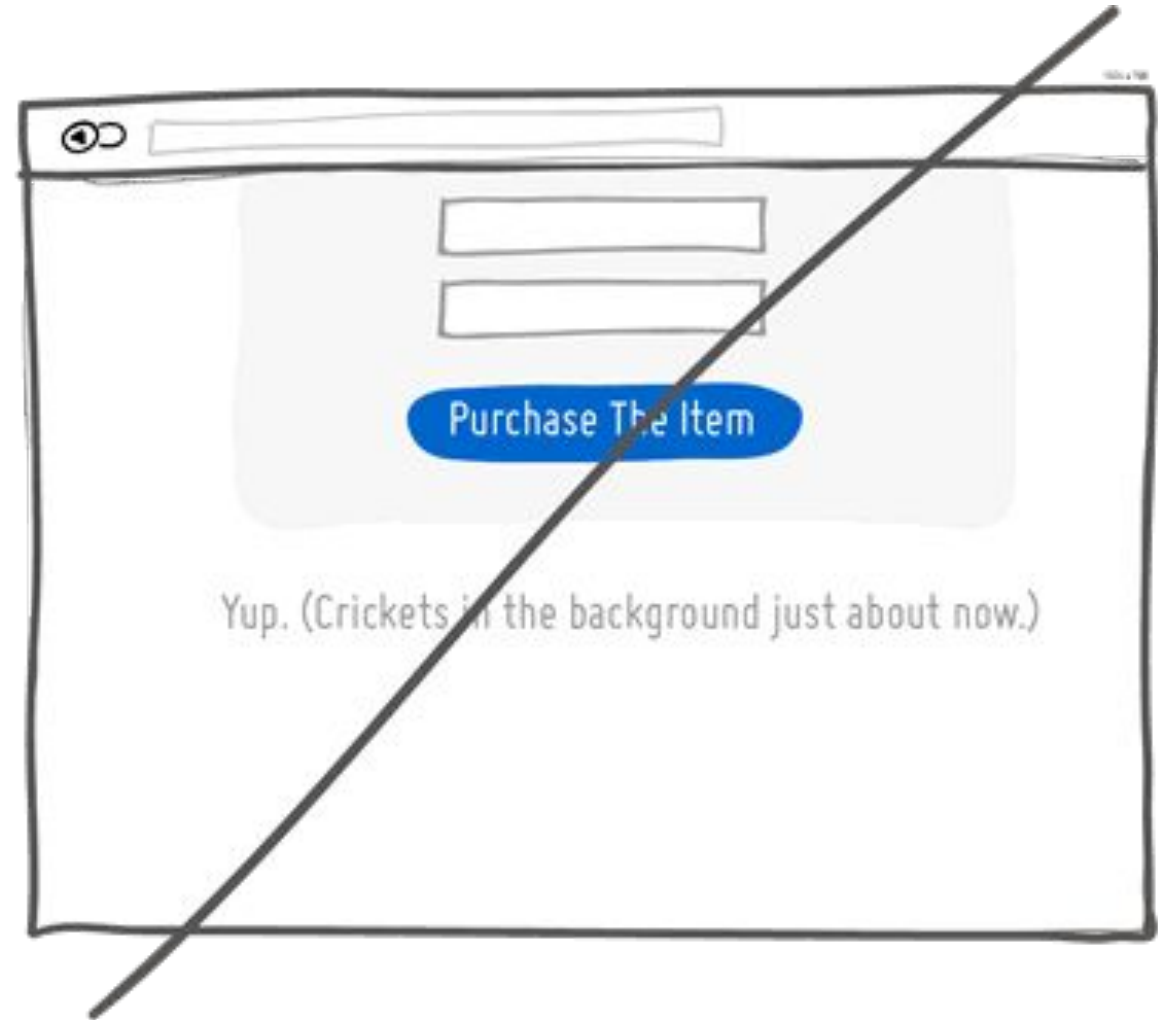
Get Quote

This sketch shows a more formal web browser window with a form titled 'Product Quoter'. It features a 'Name' label, a text input field, a 'Quote Type' label, a dropdown menu with 'Lowest Quote' selected, and a blue button labeled 'Get Quote'. A large diagonal line is drawn across the entire sketch, indicating it is the less preferred or less natural design.

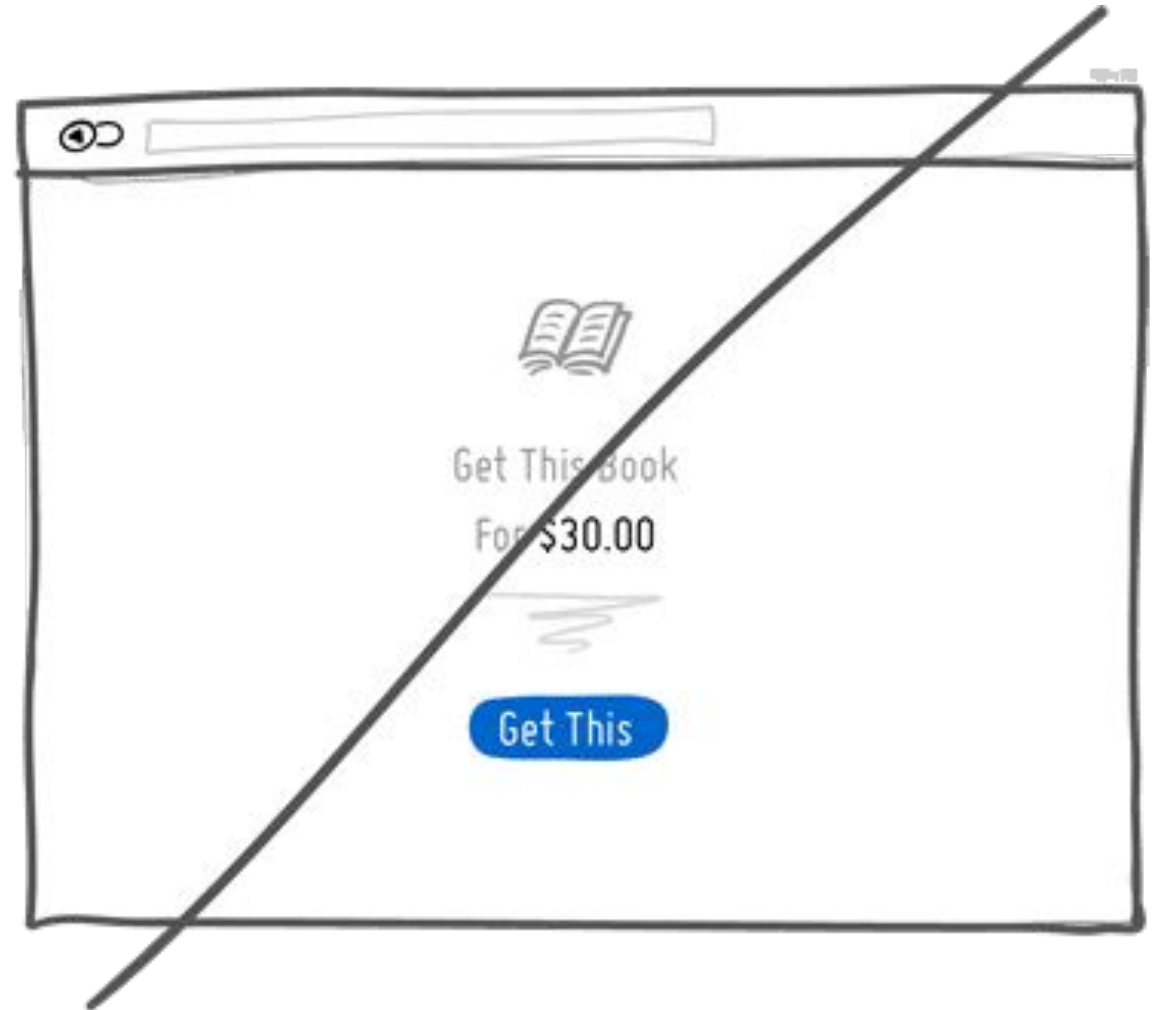
Любопытство, а не закрытие информации



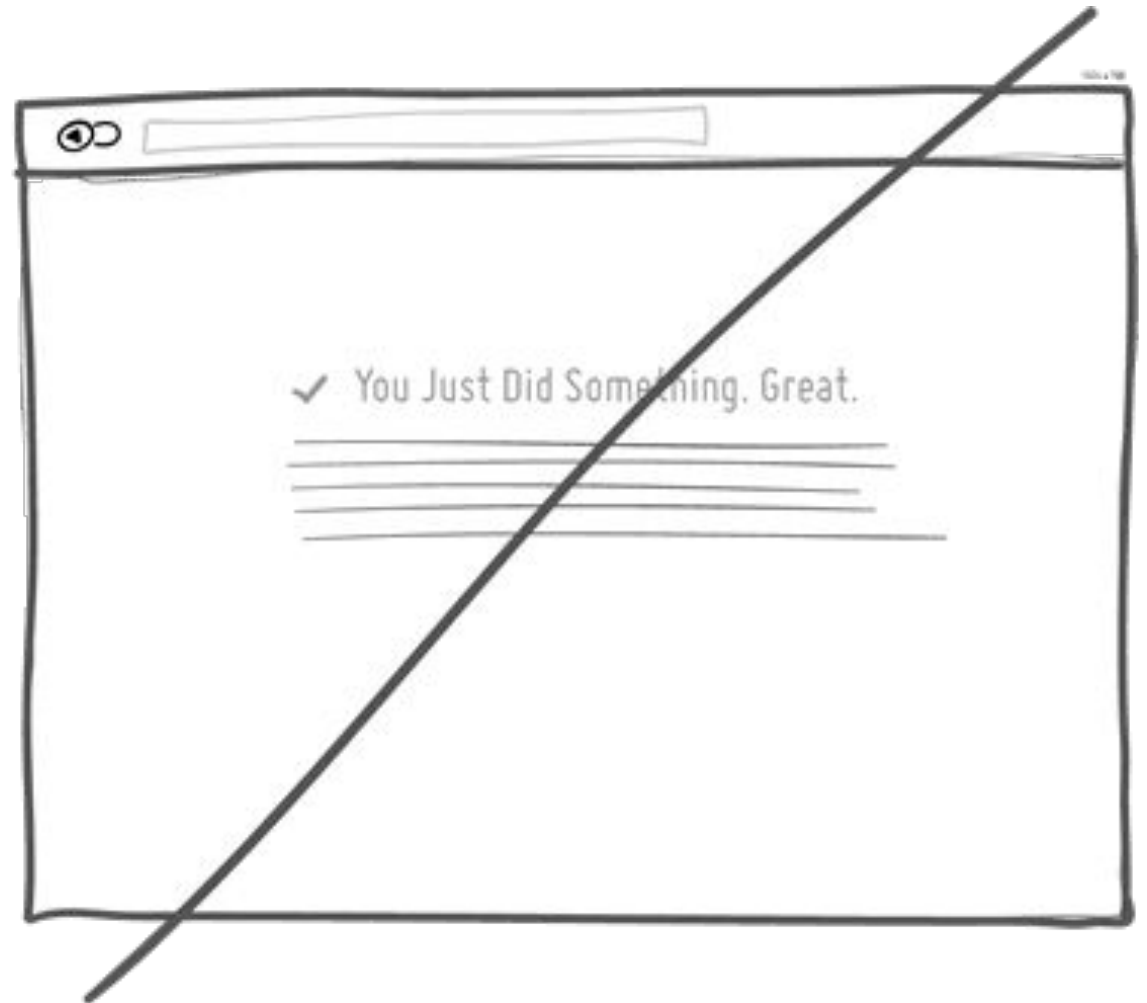
Подтверждение, а не заключение, что все в порядке



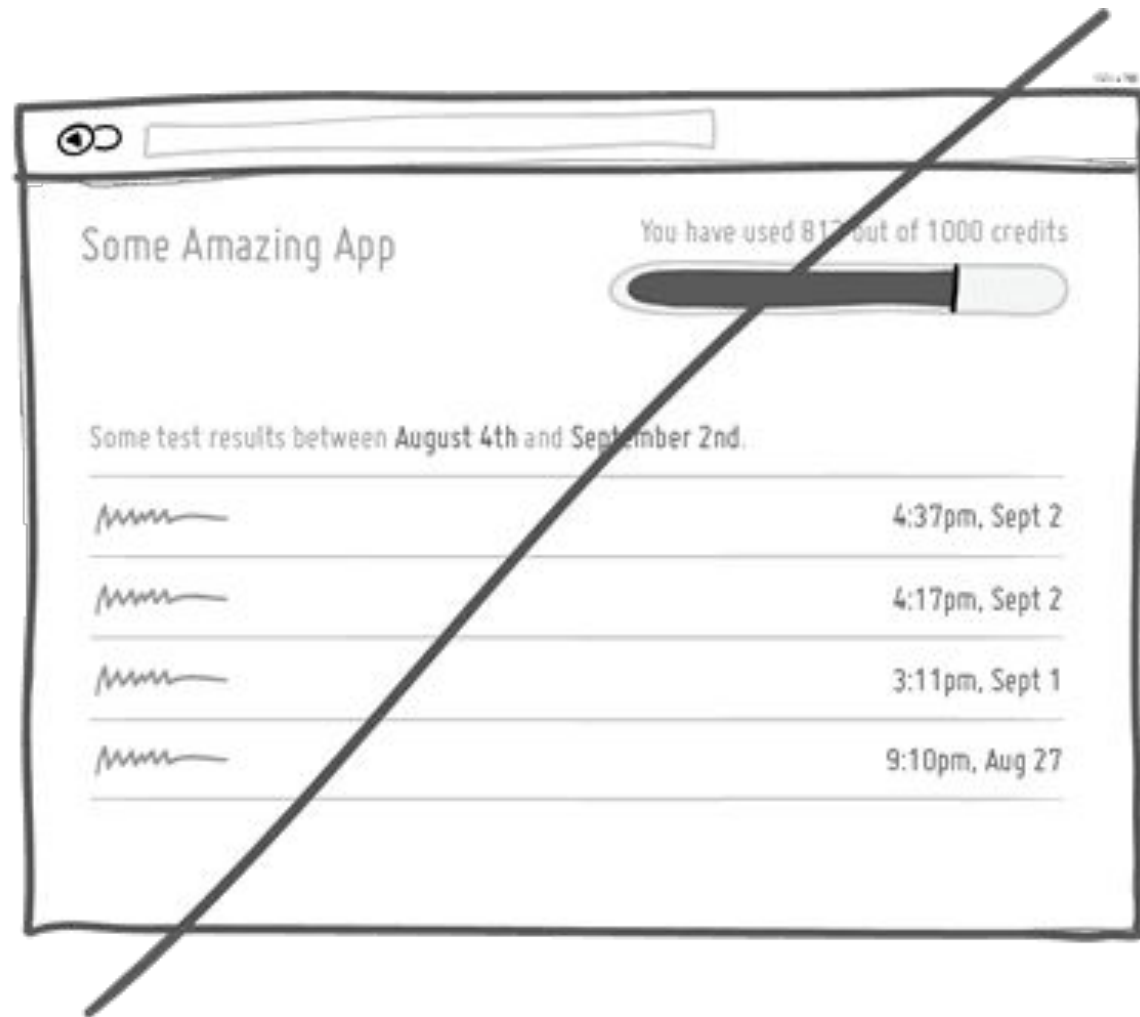
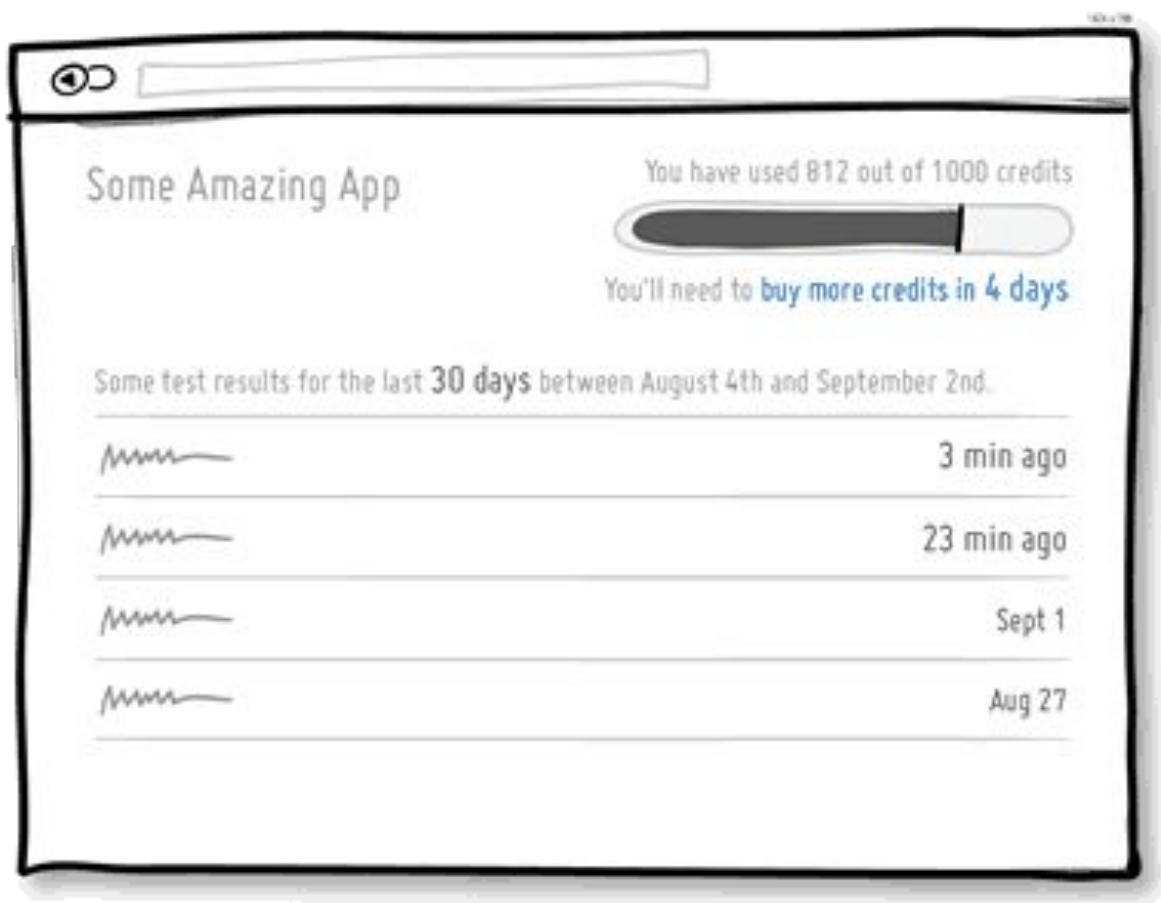
Сравнения цен, а не просто цены



Благодарность, а не просто подтверждение



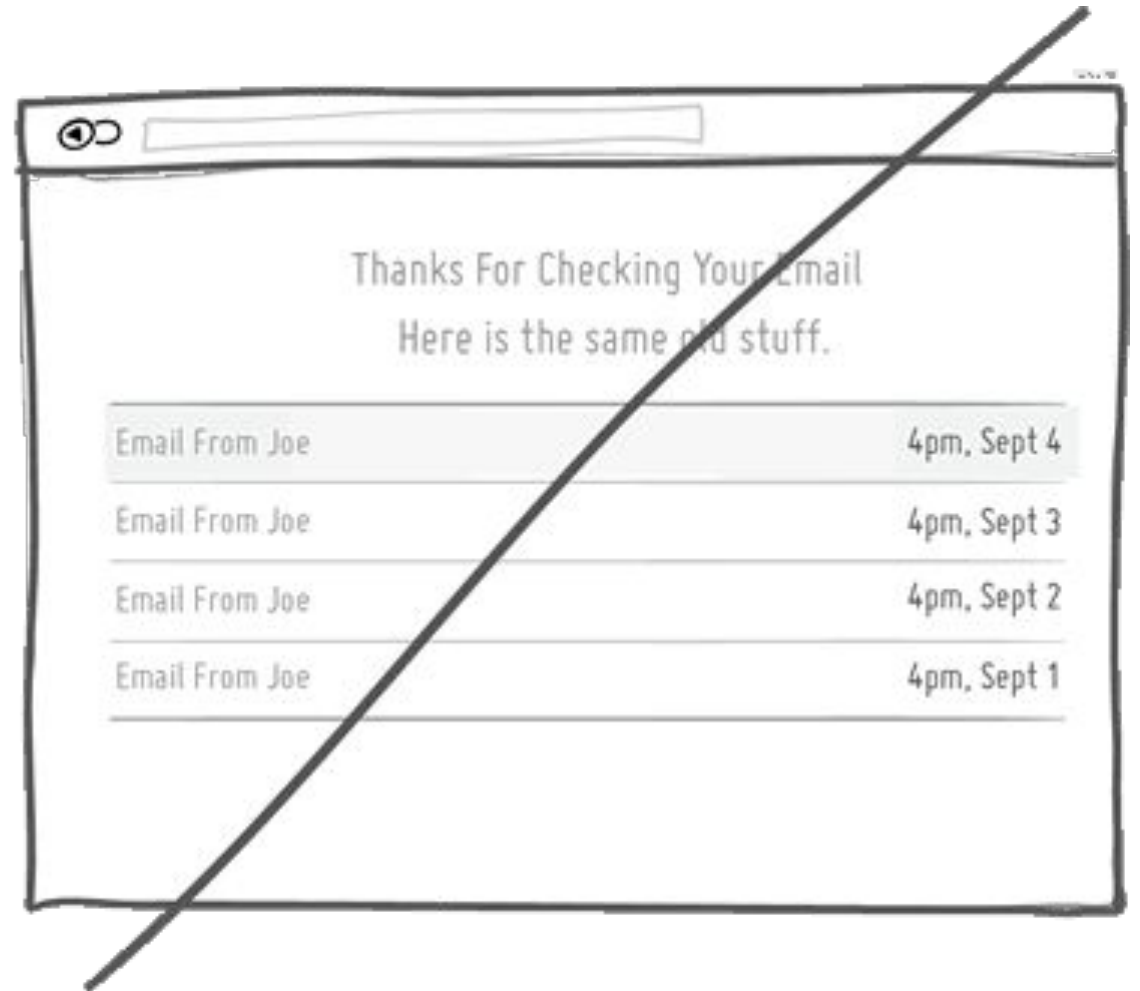
Автоматические расчеты, а не самостоятельные



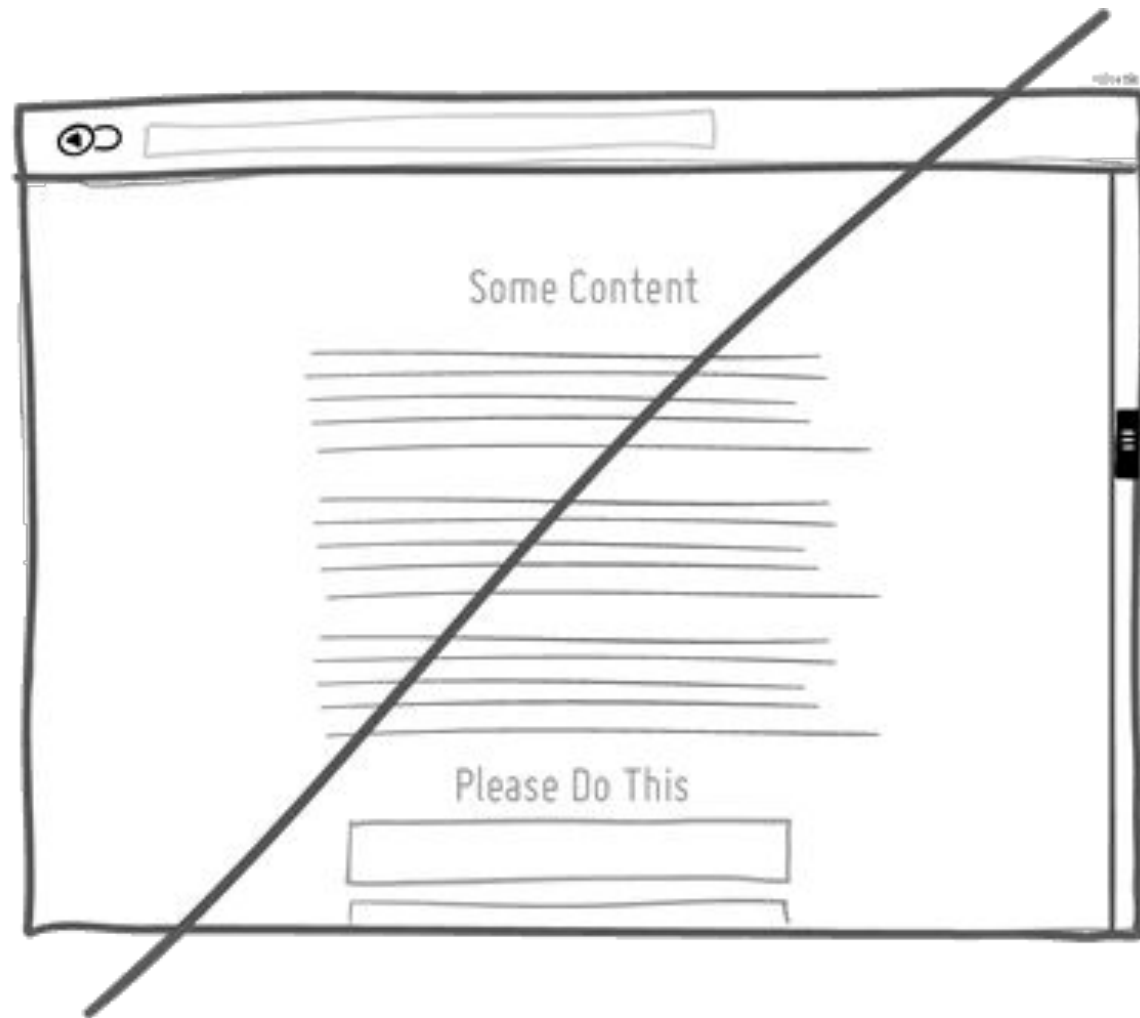
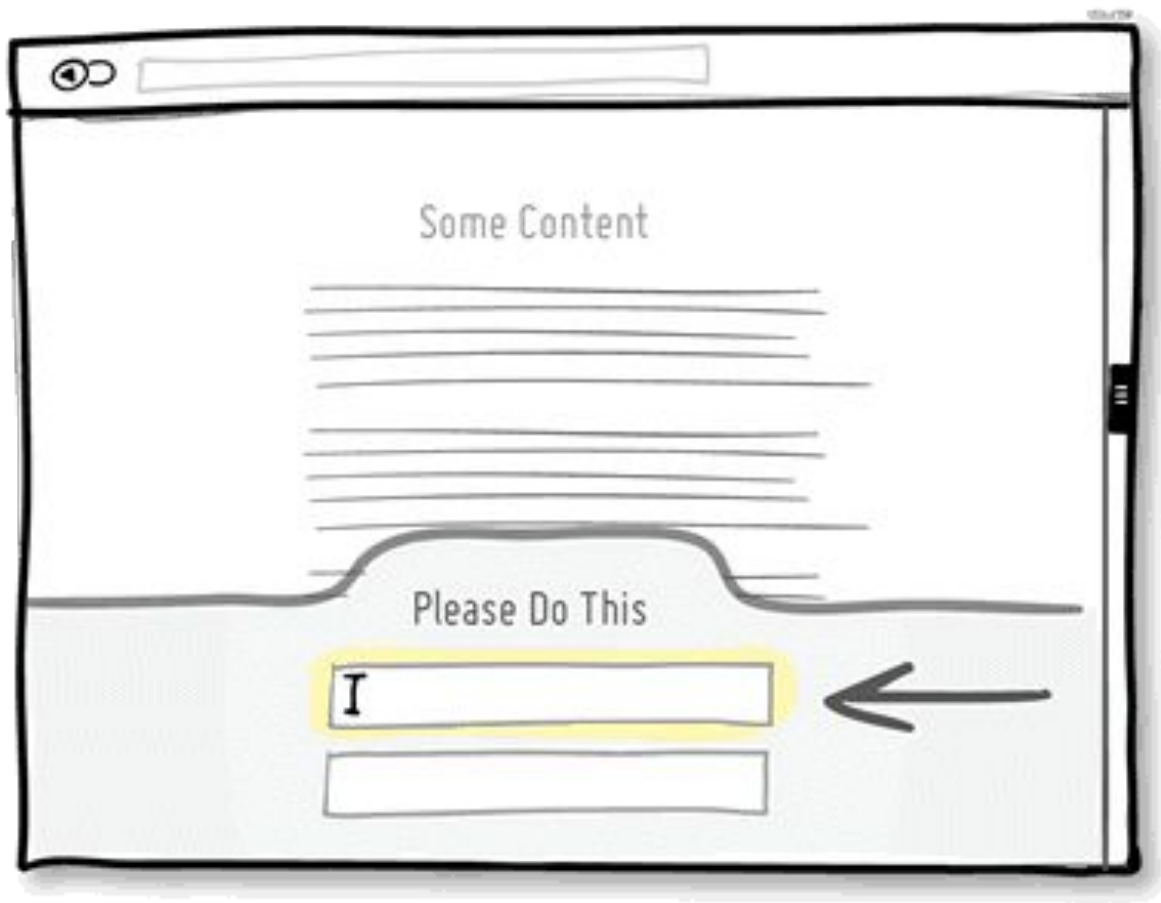
Подтверждение свободы, а не подразумевание



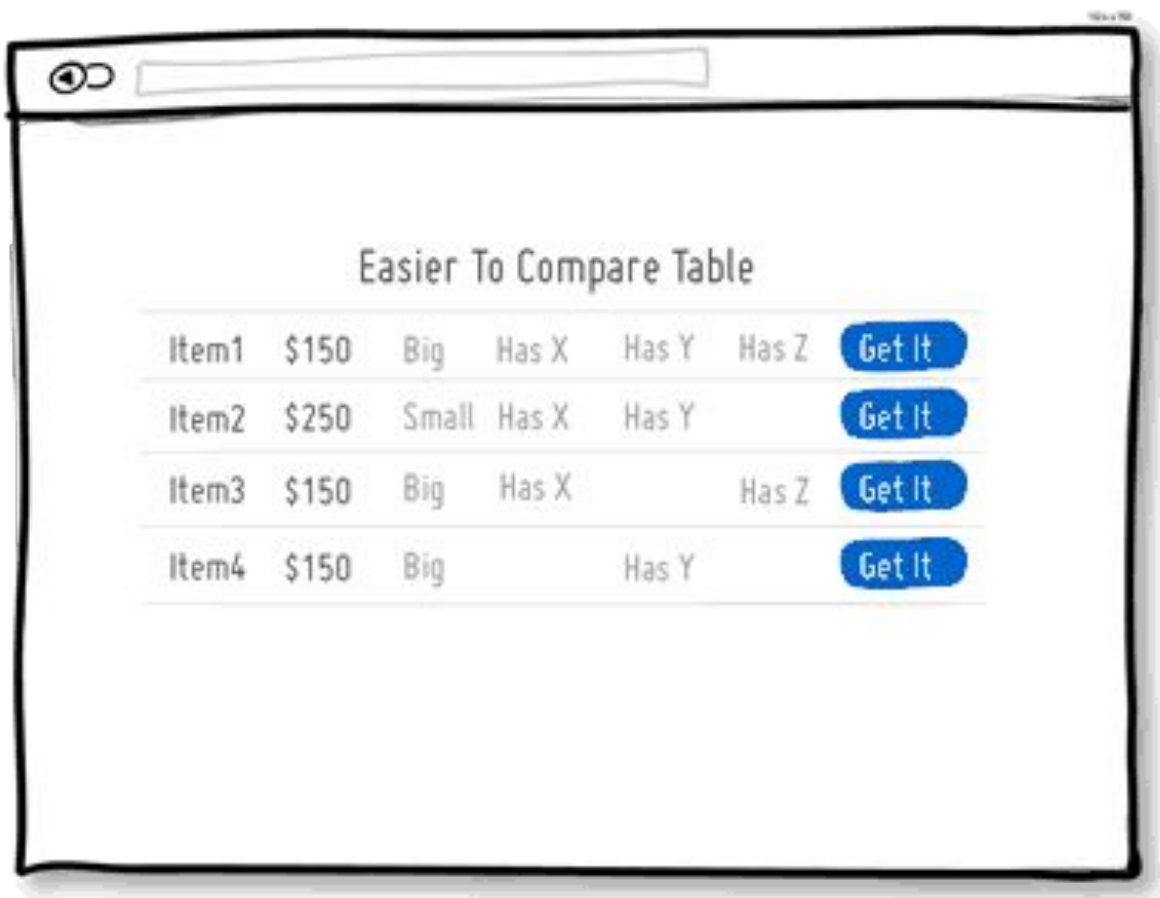
Переменные вознаграждения, а не предсказуемость



Привлечение внимания, а не блок



Удобные сравнения, а не неудобные



Hand-drawn browser window showing a table titled "Easier To Compare Table". The table has four rows, each with a "Get It" button. The data is as follows:

Item	Price	Size	Has X	Has Y	Has Z	Action
Item1	\$150	Big	Has X	Has Y	Has Z	Get It
Item2	\$250	Small	Has X	Has Y		Get It
Item3	\$150	Big	Has X		Has Z	Get It
Item4	\$150	Big		Has Y		Get It

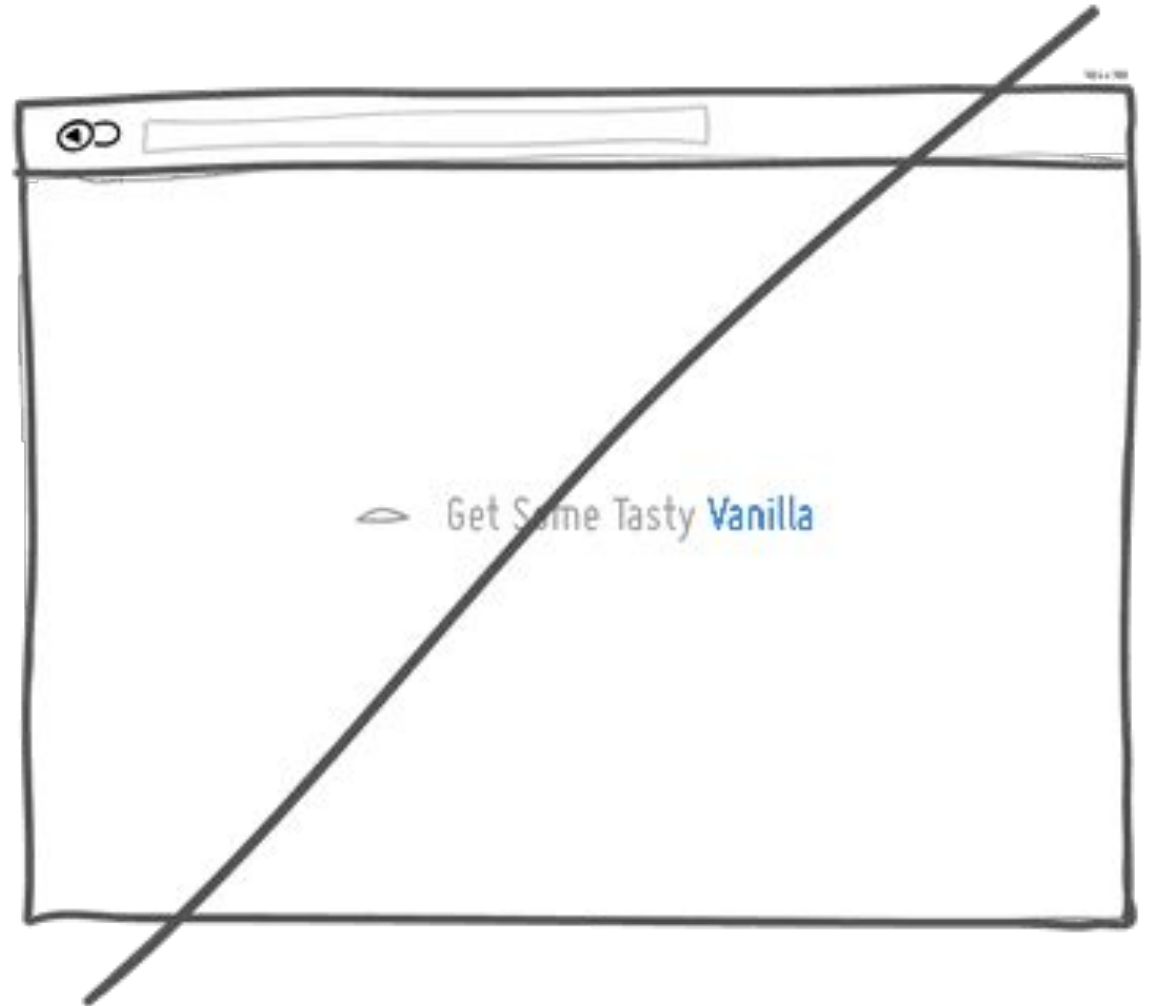


Hand-drawn browser window showing a table titled "Slightly More Difficult To Understand Table". The table has four rows, each with a "Get It" button. The data is as follows:

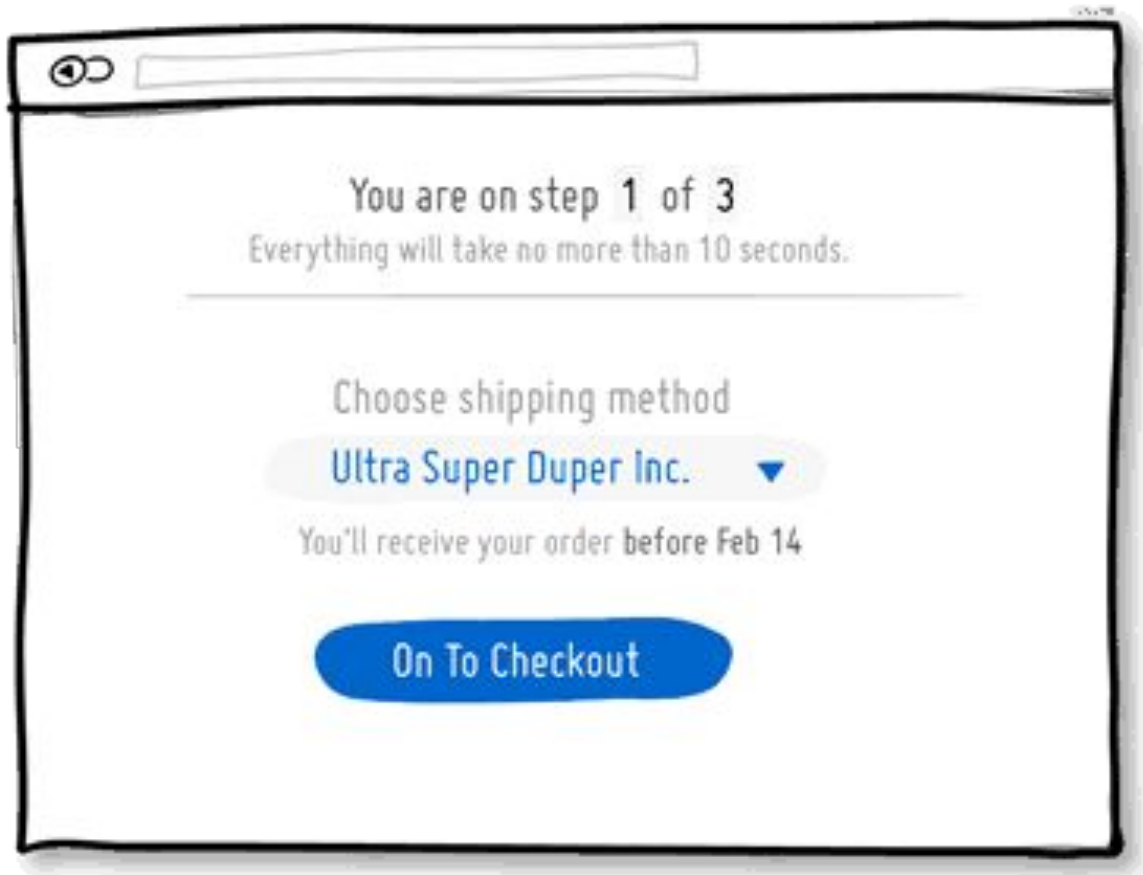
Item	Size	Price	Properties	Action
Item1	Big Has X Has Y Has Z	\$150	Some Property	Get It
		\$170	Some Property Another Property	
Item2	Small Has X Has Y	\$250	Some Property Another Property	
		\$280	Some Property Another Property Something Else	
		\$310	One More Property	

The entire table is crossed out with a large diagonal slash, indicating it is less preferred.

Составлять коллекции, а не отдельные вещи



Установка ожиданий, а не отсутствие



Юмор, а не серьезность

Get Some Serious Conversion Advice
(In case your UI was designed by your boss's sister's highschool kid.)

Your uncle's mother's pet name

The URL that really needs the love

The email we'll reply to with advice

Your favorite ice cream flavor

The metric you'd like to lift

One more useless field to make us happy

Spark A Conversation And
We'll Wow All Of Your Boss' Family With Some Real Numbers

ps. We're only serious half the time when it comes to form design.

Get Conversion Advice
To Help Improve Your Website's Key Bottlenecks

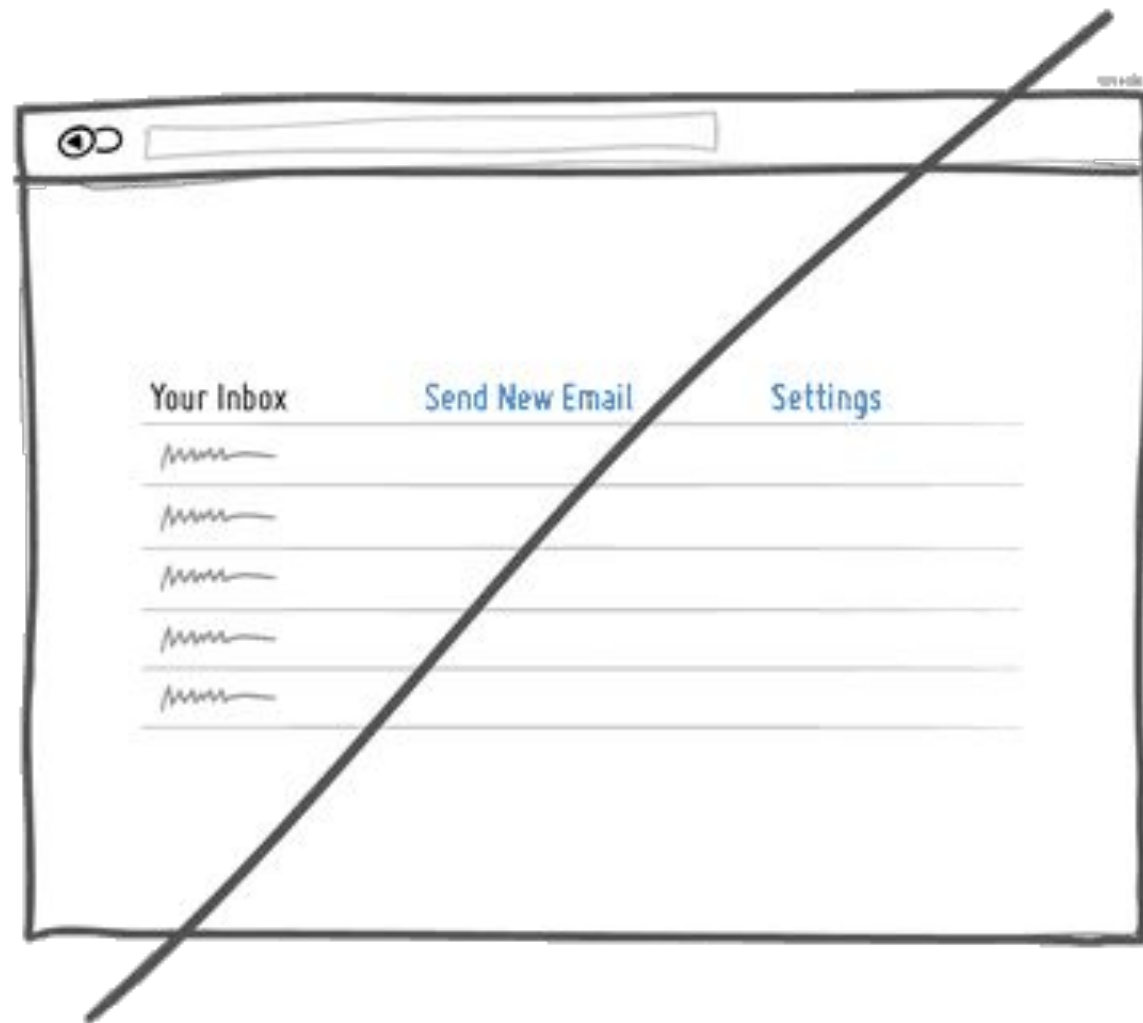
The URL that needs to be improved

The email we'll reply to

The metric you'd like to lift

Let's Start A Conversation

Обратная вязь, а не молчание



Намерения, а не отсутствие

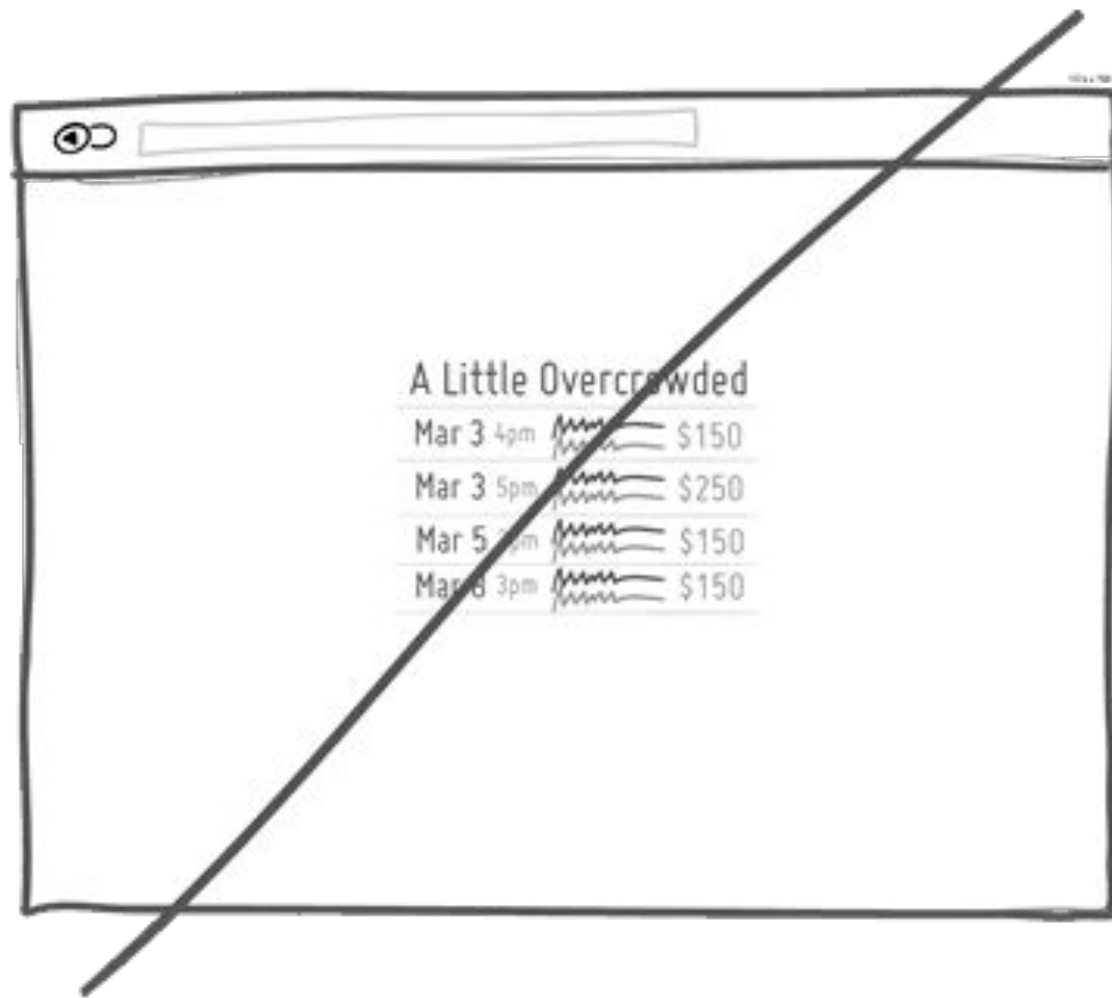


Дополнительное заполнение, а не переполнение



Some Table With Extra Room

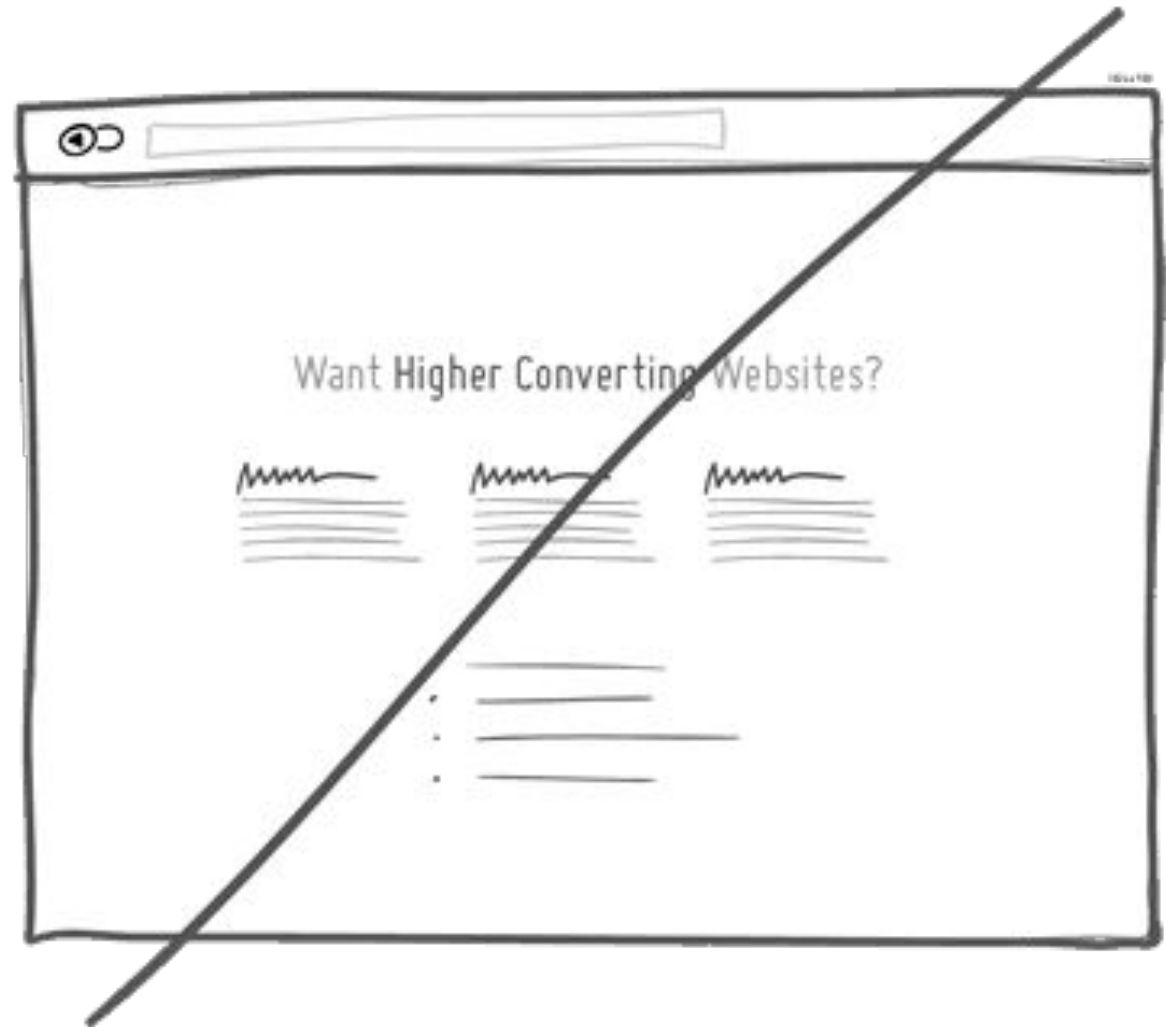
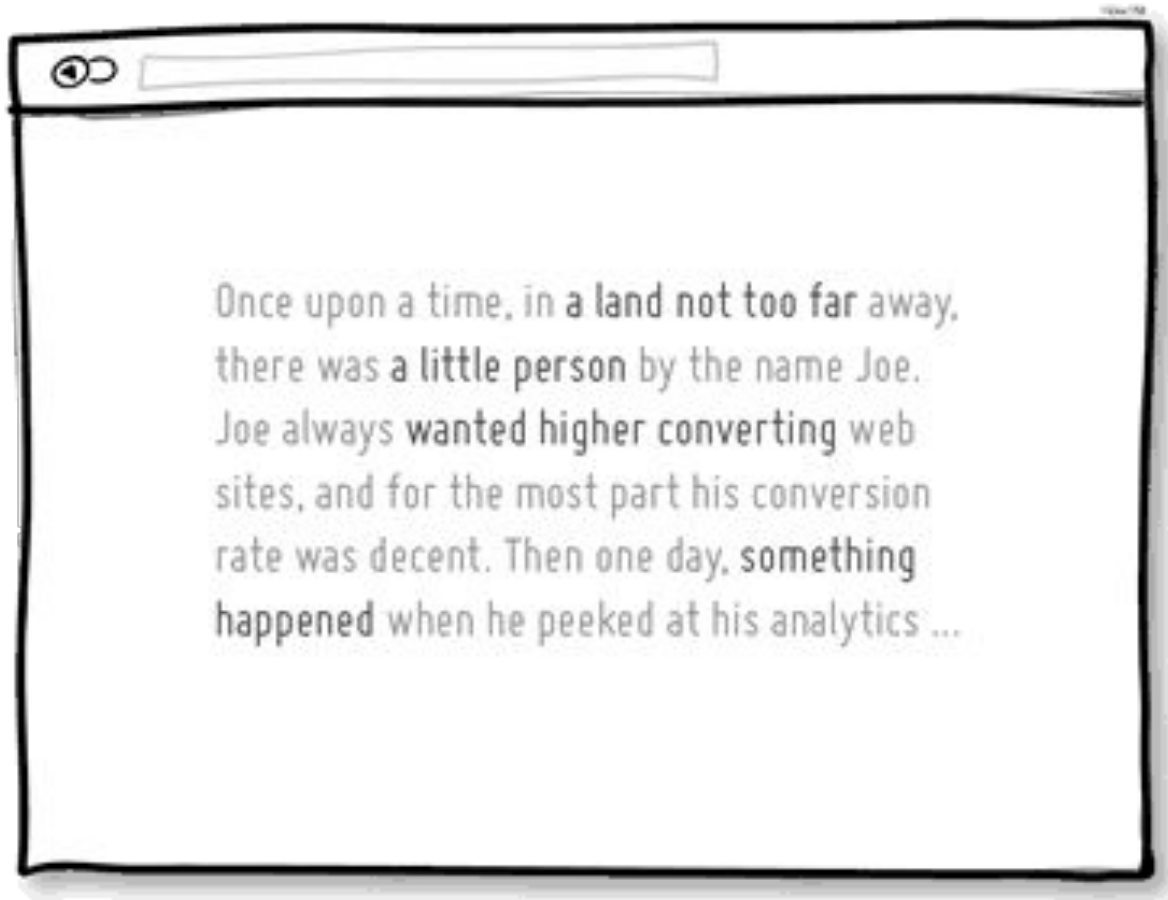
Mar 3	4pm	<i>mmmm</i>	<i>mmmm</i>	\$150
Mar 3	5pm	<i>mmmm</i>	<i>mmmm</i>	\$250
Mar 5	3pm	<i>mmmm</i>	<i>mmmm</i>	\$150
Mar 8	3pm	<i>mmmm</i>	<i>mmmm</i>	\$150



A Little Overcrowded

Mar 3	4pm	<i>mmmm</i>	<i>mmmm</i>	\$150
Mar 3	5pm	<i>mmmm</i>	<i>mmmm</i>	\$250
Mar 5	3pm	<i>mmmm</i>	<i>mmmm</i>	\$150
Mar 8	3pm	<i>mmmm</i>	<i>mmmm</i>	\$150

Сторителлинг, а не факты



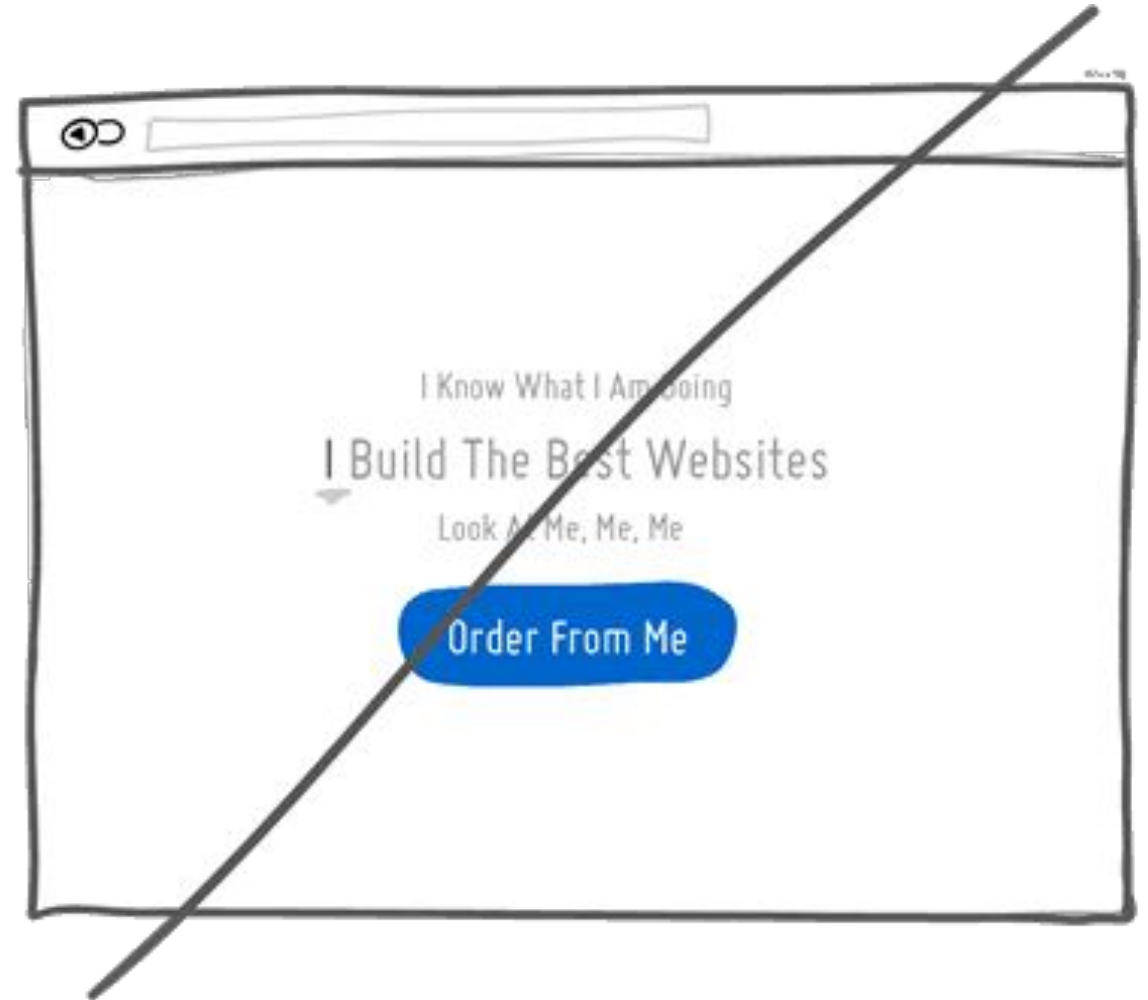
Аутентичность, а не фейки




Прогрессивное сокращение, а не статичность



В центре другие, а не эго

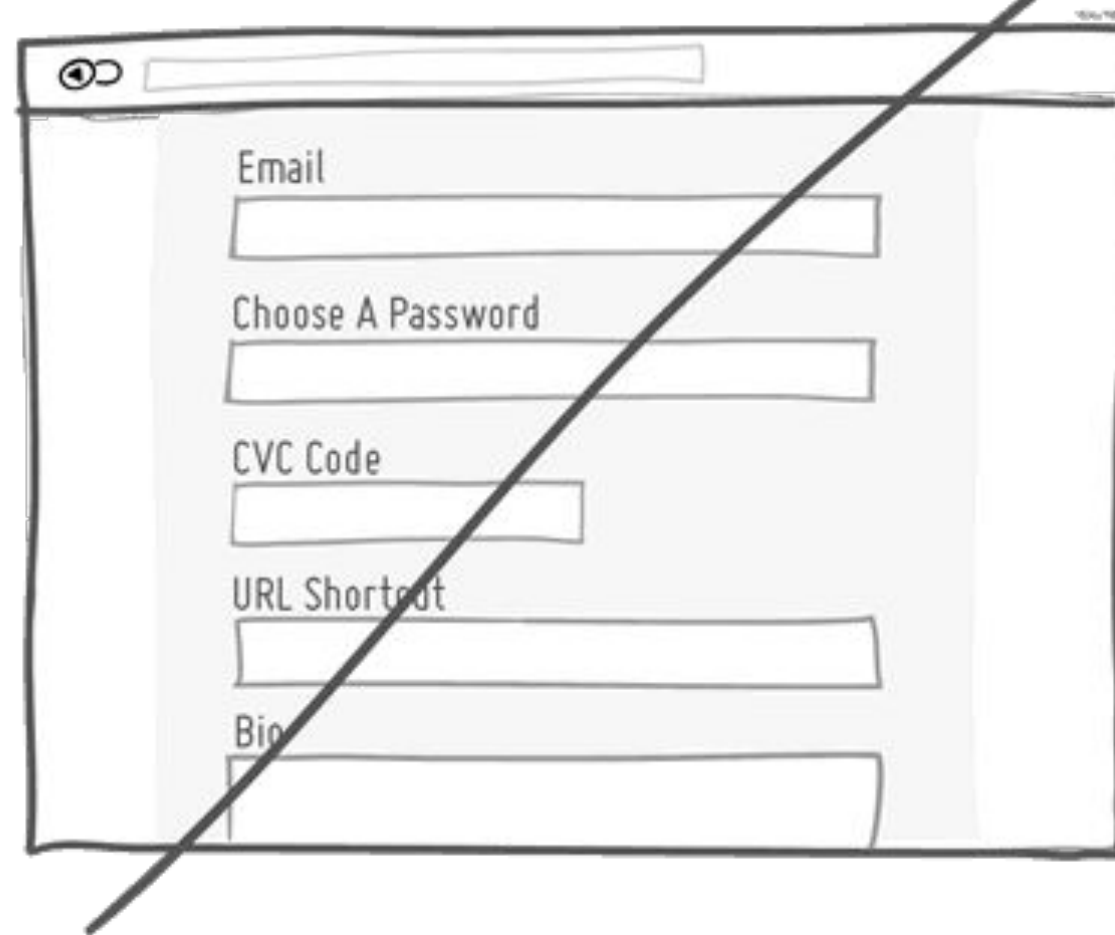


Объяснение, а не предположение очевидного



A hand-drawn sketch of a registration form. It features a browser window header with a back button and an address bar. The form contains five fields, each with a label and a brief explanatory note in parentheses:

- Email** (that way we can send you a receipt)
- Choose A Password** (that's at least 6 characters)
- CVC Code** (3 digits on the back of your card)
- URL Shortcut** (with a pre-filled example: `www.somesite.com/`)
- Bio** (Ex: What techniques do you specialize in?)

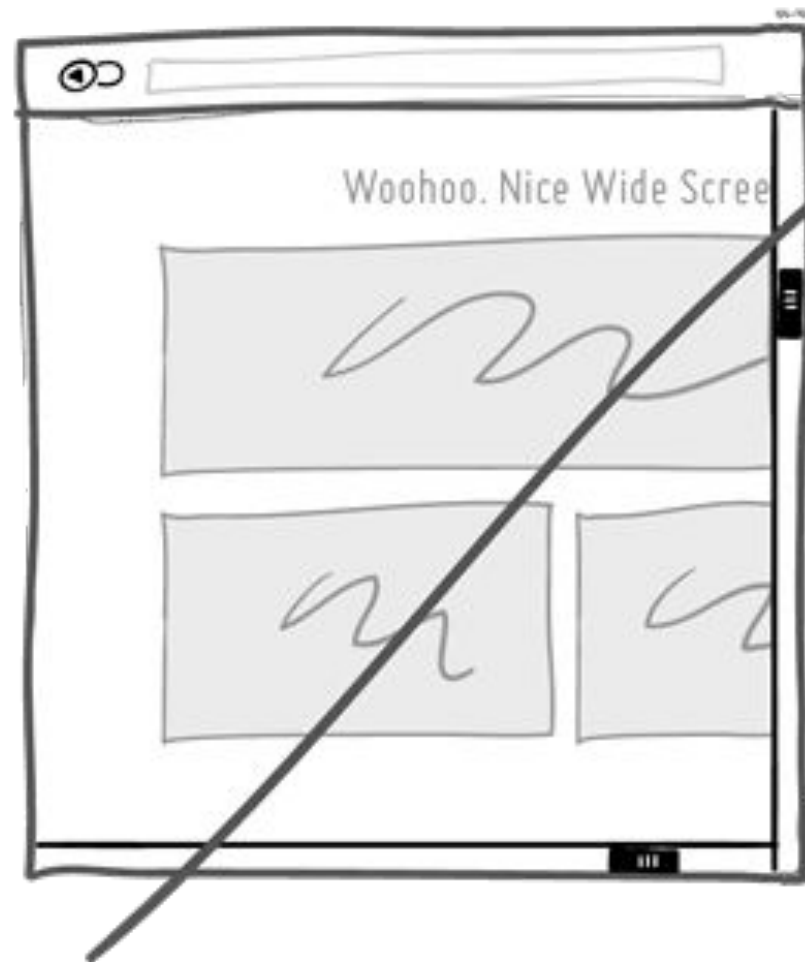
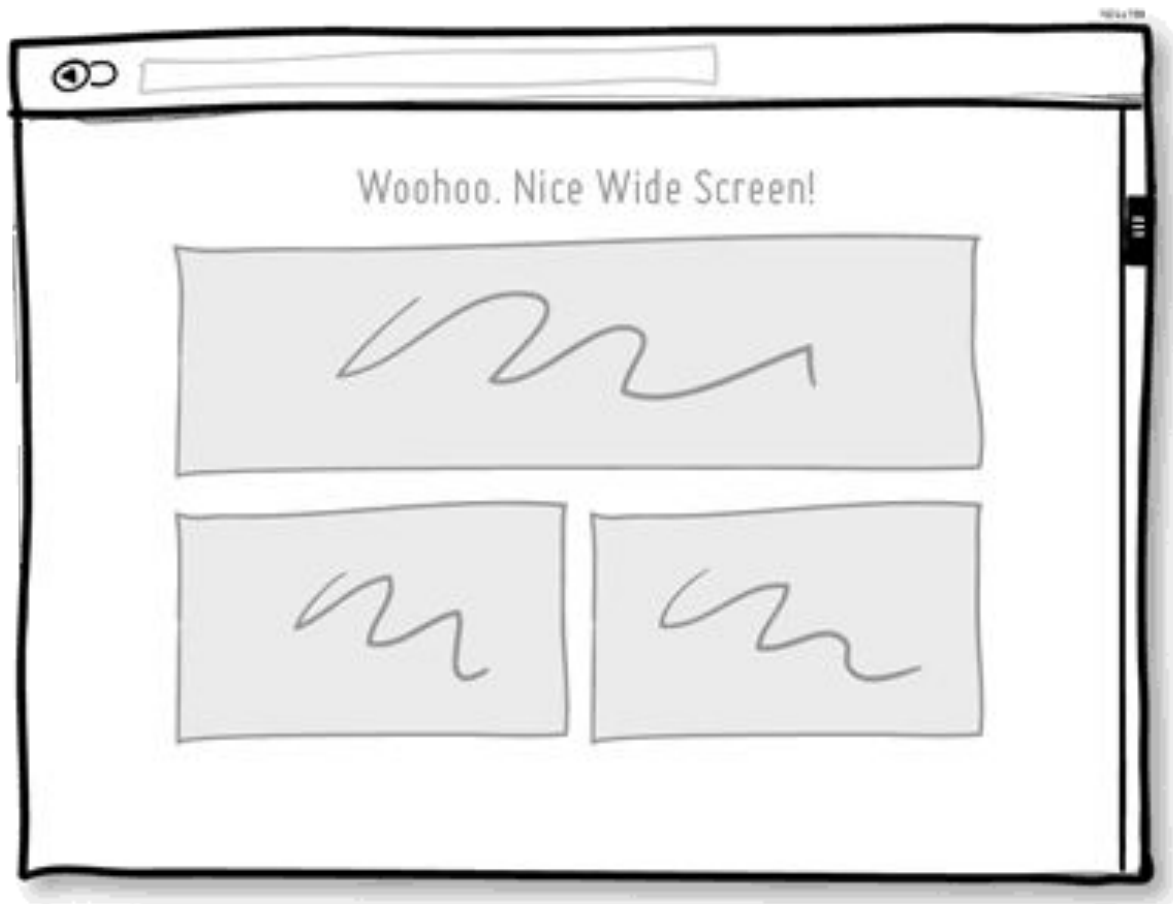


A hand-drawn sketch of a registration form, identical to the one on the left, but with a large diagonal slash drawn across it from the top right to the bottom left. This indicates that the form is being rejected or is not the preferred solution.

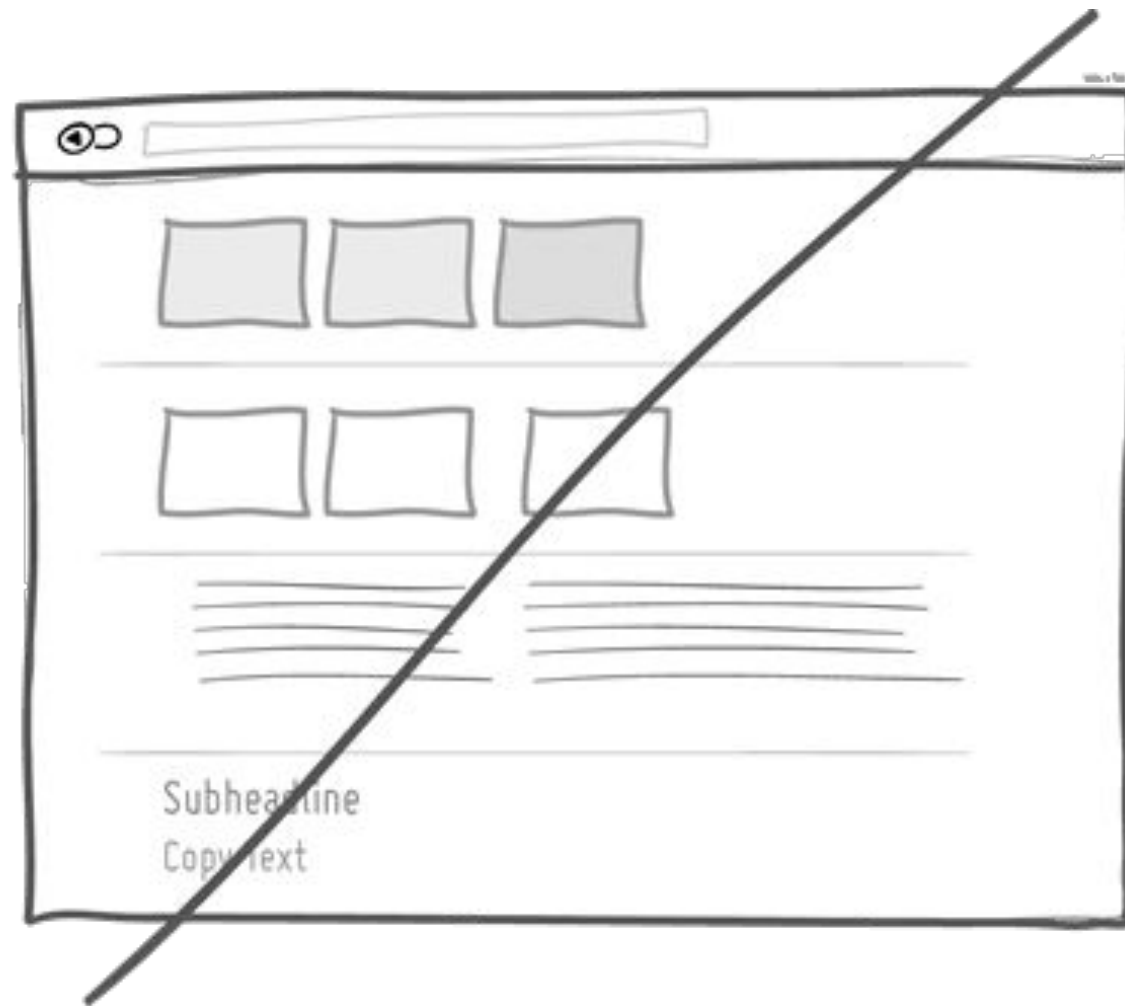
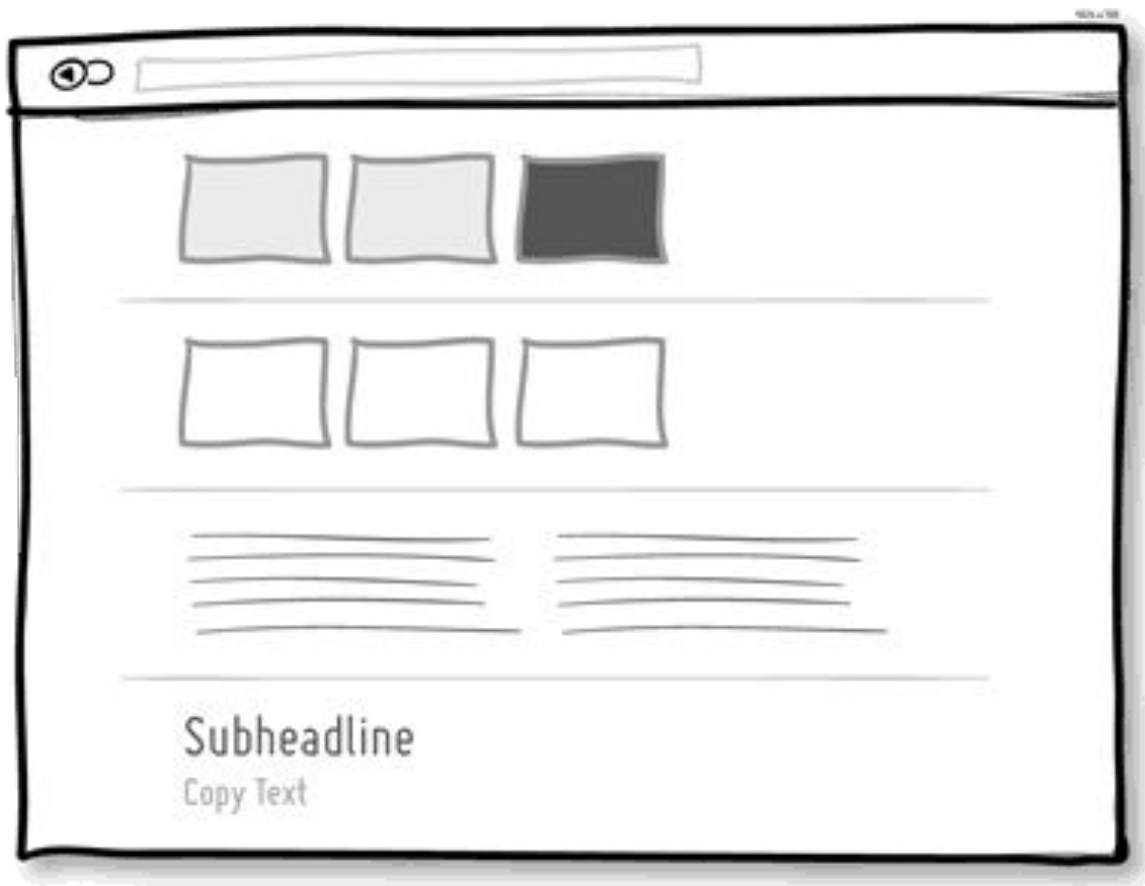
Краткость, а не лишние слова



Адаптивные макеты, а не статичные



Визуальная ясность, а не двусмысленность



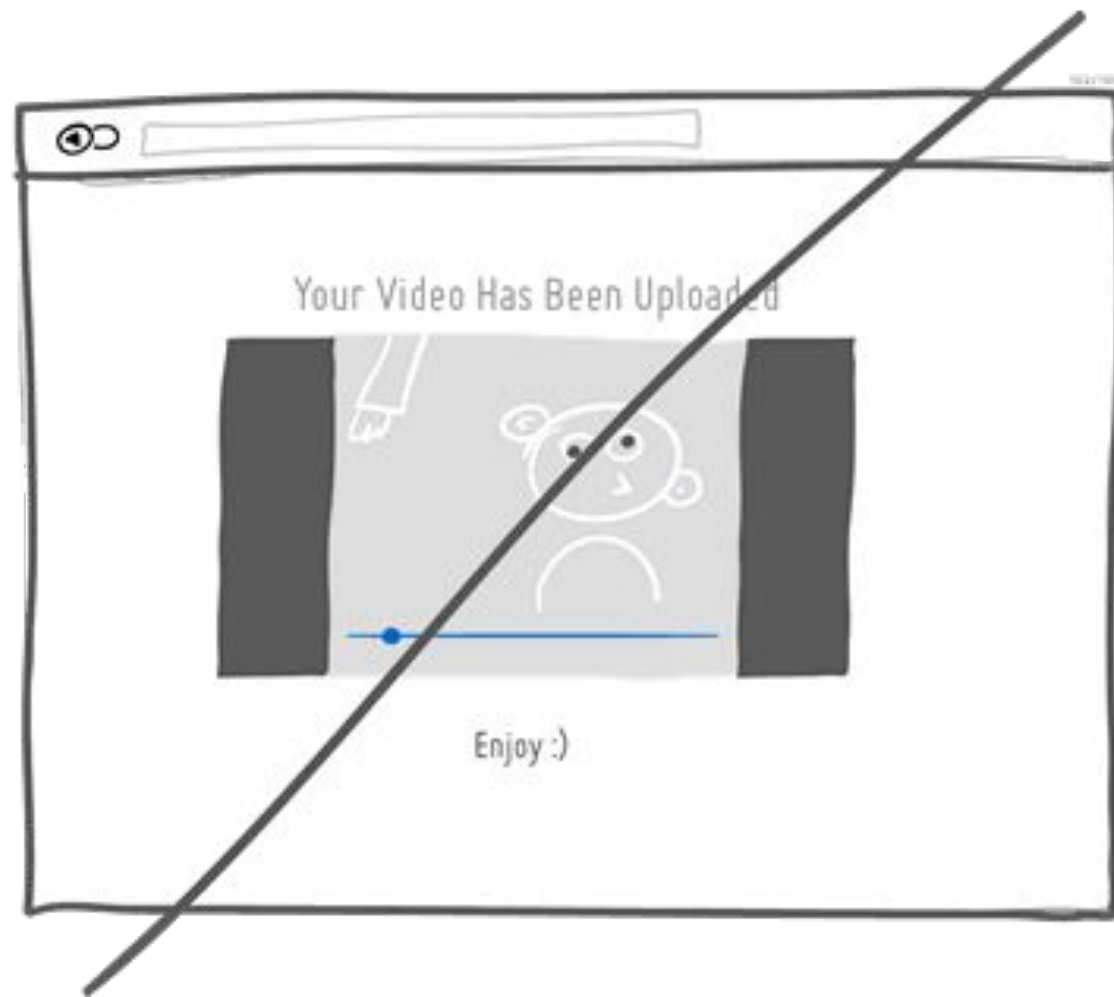
Исправление ошибок, а не отсутствие



Социальные обязательства, а не отсутствие



Дополнительные попытки, а не одна



Меньше выбора, а не больше

