UX Playbook for Healthcare
Collection of best practices to delight your users
65% of searches for health terms happen on mobile
More people searched for “Urgent care near me”, than “coffee near me” during the intense cold and flu season in 2017/2018.
“Today’s “patient” is increasingly less patient than she used to be”

- Websites are more than digital brochures, designing the UX requires empathy.
- Many of healthcare website visitors are already under high amount of stress.
- Additional frustration can be added by bad user experiences.

1 Designing the best Healthcare and Hospital websites
Creating frictionless experiences across the user journey

After looking at several hundred sites, we realized that there were certain universal UX elements that helped create a frictionless user experience. This list aims to expand on the 25 Mobile Design Principles and provide a checklist for improving your mobile site experience across 6 key site areas for Healthcare websites:
# Healthcare UX Playbook at a Glance

Creating frictionless experiences across the user journey

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Clear CTA above the fold</td>
<td>Show consolidated menu</td>
<td>Include search</td>
<td>Use maps AND lists to let users find locations or providers</td>
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<td>Reduce the number of fields</td>
</tr>
<tr>
<td>Clear benefit-oriented value prop above the fold</td>
<td>Keep menu options on one page</td>
<td>Make search visible at all times</td>
<td>Fill out a form, call or chat - decide which one is a priority</td>
<td>Label and name inputs properly</td>
<td>Use placeholders</td>
</tr>
<tr>
<td>Don’t use full page interstitials</td>
<td>For main categories, order by traffic volume. If using subcategories, organize alphabetically</td>
<td>Use auto-suggestions</td>
<td>Implement spelling correction</td>
<td>Use autofill</td>
<td>Use in-line validation</td>
</tr>
<tr>
<td>Remove automatic carousels</td>
<td>Include post lead capture activities in the menu</td>
<td>Always return results</td>
<td>Use real estate efficiently: use visual icons, show concise info, make it easy to compare</td>
<td>Use the correct keypads</td>
<td>Use pagination or a progress bar</td>
</tr>
<tr>
<td>Display top categories on homepage</td>
<td></td>
<td>Include previous or top searches</td>
<td>Add reviews and testimonials</td>
<td>Show the security of your site</td>
<td>Show the security of your site</td>
</tr>
<tr>
<td>Use legible font sizes</td>
<td></td>
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<td>Explain why personal info is needed</td>
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</tr>
<tr>
<td>Use social proof</td>
<td></td>
<td></td>
<td>Use geo info meaningfully</td>
<td>Forms can be fun</td>
<td></td>
</tr>
</tbody>
</table>
All recommendations should be A/B tested!
Homepage/Landing Page
<table>
<thead>
<tr>
<th>SECTION</th>
<th>Key Suggestion</th>
<th>Ease of implementation</th>
<th>Impact</th>
<th>Key Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Homepage/Landing Page</strong></td>
<td>Clear CTA above the fold</td>
<td>Easy</td>
<td>High</td>
<td>Clicks on CTA, Bounce rate</td>
</tr>
<tr>
<td></td>
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<td>Easy</td>
<td>Medium</td>
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</tr>
<tr>
<td></td>
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<td>High</td>
<td>Bounce Rate, CVR</td>
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<td>High</td>
<td>Bounce Rate</td>
</tr>
<tr>
<td></td>
<td>Display top categories on homepage</td>
<td>Medium</td>
<td>High</td>
<td>Bounce Rate, Clicks on category</td>
</tr>
<tr>
<td></td>
<td>Include accolades and awards</td>
<td>Medium</td>
<td>Medium</td>
<td>CVR</td>
</tr>
<tr>
<td></td>
<td>Use legible font sizes (16px+)</td>
<td>Easy</td>
<td>High</td>
<td>Time on site</td>
</tr>
</tbody>
</table>
Best in Class Home Pages

CLEAR CALL TO ACTION

1-866-UH4-CARE
Cleveland, OH

Find:
- Doctors
- Services
- Locations

Main Menu

Make an Appointment Now

DESCRIPTIVE CTAs

Access Anytime Anywhere
Find your way to the best care.

FIND A DOCTOR

LOCATIONS & DIRECTIONS

APPOINTMENTS & ACCESS

FOR PATIENTS

VIEW ALL RESOURCES

Clean, Easy to Navigate Homepage

APPOINTMENTS

FIND A DOCTOR

CONTACT US

PATIENT & VISITOR GUIDE

Featured Resources
Research shows that carousels rarely work

Carousels can be perceived as banners and therefore will be ignored. The user should always be in control.

Automatic image sliders or carousels on homepage should be avoided or the frequency should be decreased.

- **Reason #1**: Human eye reacts to movement (and will miss the important stuff)
- **Reason #2**: Too many messages equals no message
- **Reason #3**: Banner blindness

RESEARCH:
- Conversion XL
- ClickZ
- Widerfunnel
- NN Group
- Erik Runyon
Homepage best-in-class: Cleveland Clinic

UX Approach: Deliver the most popular user intents in a clean, organized way. Leads into audience segments on scroll.

- Top categories on homepage
- Legible font sizes
- No revolving carousels
- No full page interstitials
- Clearly labeled Menu

Further optimizations:
- Test value propositions
- Test one dominant CTA
Homepage best-in-class: Brigham and Women’s

**UX Approach:** Hero image led design with priority to the different audiences and quick links to most popular intents.

- Top categories on homepage
- Legible font sizes
- No revolving carousels
- No full page interstitials
- Clearly labeled Menu and Search Icon

**Further optimizations:**
- Test value propositions
- Test one dominant CTA
Homepage best-in-class: Mayo Clinic

UX Approach: Minimalist design with comfortable thumb-sized buttons. Patient centered approach.

- Top categories on homepage
- Legible font sizes
- No revolving carousels
- No full page interstitials
- Clearly labeled Menu and Search Icon

Further optimizations:
- Test value propositions
- Test one dominant CTA
Homepage best-in-class: Boston Children’s Hospital

**UX Approach:** Hero image with a strong value prop followed by a dominant CTA.

- One dominant CTA
- Top categories on homepage
- No full page interstitials
- No revolving carousels
- Clear value propositions

**Further optimizations:**
- Legible font sizes
Homepage best-in-class: University Hospitals

**UX Approach:** Design centered around very prominent CTA

- Clear CTA above the fold: Make an Appointment Now
- Top categories on homepage
- Legible font sizes
- No full page interstitials
- Clearly labeled Menu and Search Icon

**Further optimizations:**
- Add value propositions
- Remove revolving carousel
- Make phone number clickable
Include accolades and awards

#1 Children’s Hospital, Five Years in a Row

Every year, we break boundaries, we pioneer solutions and we make the impossible possible. Because of the children and families who need us, we never stop. They are the reason Boston Children’s Hospital is the #1 ranked pediatric hospital by U.S. News & World Report — for the fifth year in a row.

Read the stories of some of the children who
Focusing on the Homepage

On average less than 20% of visits* ever see the homepage, but how the homepage is organized usually dictates the priorities of the organization.

Here are some of the best practices when designing (or redesigning the home page)

- Design mobile first
- Decide on the most important call to action and make sure that it is visually clear
- Adding personalization can be very powerful if done right, but it has many pitfalls
- Remember, designing for speed is essential to the overall website UX

Sources: MedTouch.com Website Design: Why Starting with the Homepage might not be the Right Answer
Focus your landing page on one goal

- Sending visitors from a specific ad to a generic website leads to high bounce rates and low conversion rates.
- The more targeted and specific the landing page, the better it performs.
- Make sure your landing page focuses on a single goal. It should:
  - Have a single CTA
  - Have no distracting navigation links
  - Match the visitor’s search intent and ad message
  - Be personalized based on the visitor’s stage in the funnel, demographics, and interests
Use the “Landing Pages” page in Google Ads to identify low performing landing pages to prioritize your efforts

- See which landing pages are converting well and which are not, and improve the poor performing ones
- Measure key page KPIs like clicks, conversion rate and CPC
- Analyze mobile friendliness of landing pages (portion of traffic that goes to mobile-friendly page)
Continuously test and improve the design and content of your landing pages

- Optimized landing pages with targeted, relevant messaging generally drive more conversions and provide higher return on ad-spend

- Optimize for conversions with A/B testing. Optimize is a free tool that integrates with Google Ads for robust landing page testing.

- Build a test plan, create variations accordingly, then test them to optimize for conversion.
Consider creating and using AMP versions of your pages for the fastest experience

- Research shows conversions fall by 12% for every extra second a webpage takes to load.
- AMP pages load faster than all but the most highly optimized HTML pages.

<1 second average load time
10x less data Used compared to non-AMP page
Navigation
<table>
<thead>
<tr>
<th>SECTION</th>
<th>Menu &amp; Navigation</th>
<th>Ease of implementation</th>
<th>Impact</th>
<th>Key Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEY SUGGESTION</td>
<td>Show consolidated menu</td>
<td>Medium</td>
<td>High</td>
<td>Pages/visit increase</td>
</tr>
<tr>
<td></td>
<td>Keep menu options on one page</td>
<td>Medium</td>
<td>Medium</td>
<td>Pages per visit</td>
</tr>
<tr>
<td></td>
<td>If calls are important, include click-to-call at the top of every page</td>
<td>Easy</td>
<td>High</td>
<td>Clicks on icon</td>
</tr>
<tr>
<td></td>
<td>If foot traffic is important, include a location button in the menu</td>
<td>Easy</td>
<td>High</td>
<td>Clicks on icon</td>
</tr>
<tr>
<td></td>
<td>For main service lines, order by traffic volume</td>
<td>Easy</td>
<td>Medium</td>
<td>Pages per visit</td>
</tr>
<tr>
<td></td>
<td>If using subcategories, organize alphabetically</td>
<td>Easy</td>
<td>Medium</td>
<td>Pages per visit</td>
</tr>
<tr>
<td></td>
<td>Include educational content links in the menu</td>
<td>Easy</td>
<td>Medium</td>
<td>Pages per visit</td>
</tr>
<tr>
<td></td>
<td>Allow users to continue on another device by emailing, calling or saving for later</td>
<td>Medium</td>
<td>Medium</td>
<td>CVR</td>
</tr>
</tbody>
</table>
Keep menu options on one page
If calls are important include click-to-call on every page.
If foot traffic is important include a location button
Order service lines by traffic volume, then alphabetically.

### ZocDoc.com
- **Popular specialties**
  - Primary Care Doctor (PCP)
  - OB-GYN (Obstetrician-Gynecologist)
  - Dermatologist
  - Dentist
  - Ear, Nose & Throat Doctor (ENT / Otolaryngology)
  - Eye Doctor
  - Psychiatrist
  - Orthopedic Surgeon (Orthopedist)
- **All specialties (a-z)**

### HealthGrades.com - Top Service Lines
- Search Specialties, Conditions, Procedures

### HealthGrades.com - Alphabetic order
- Health A to Z
  - Back Pain
  - Cancer
  - Diabetes
  - High Blood Pressure
  - Skin Conditions
  - See All Conditions

- Procedures
  - Angioplasty
  - Cataract Surgery
  - Knee Replacement
  - Mehr Surgery
People don’t read they skim

- 79% of people don’t read, they just skim
- The main thing they DO read is the headline
- Keep the focus on value propositions

http://conversionxl.com/how-to-increase-sales-online-the-checklist/
http://conversionxl.com/7-principles-of-effective-sales-copy/
http://www.nngroup.com/articles/how-users-read-on-the-web/
Ensure detailed information is readable by using bullets, headlines and mobile specific formatting.
2014
7.5% OF ACTIVE SMARTPHONES HAVE 5.5”-6” SCREENS

2017
43% OF ACTIVE SMARTPHONES HAVE 5.5”-6” SCREENS

VS
Avoid dead ends in the user experience

Left Hand

Combined

Right Hand
Use video as a way to educate users

30 second video is equivalent of half a page of text
Search
<table>
<thead>
<tr>
<th>SECTION</th>
<th>Search</th>
<th>Ease of implementation</th>
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<th>Key Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEY SUGGESTION</td>
<td>Include Search</td>
<td>Medium</td>
<td>High</td>
<td>Bounce rate, engagement</td>
</tr>
<tr>
<td>Make Search visible at all times</td>
<td>Easy</td>
<td>Medium</td>
<td>Bounce rate</td>
<td></td>
</tr>
<tr>
<td>Use auto-suggestions</td>
<td>Difficult</td>
<td>High</td>
<td>Bounce Rate</td>
<td></td>
</tr>
<tr>
<td>Include spelling correction</td>
<td>Medium</td>
<td>High</td>
<td>Bounce Rate</td>
<td></td>
</tr>
<tr>
<td>Always return results</td>
<td>Medium</td>
<td>High</td>
<td>Bounce Rate</td>
<td></td>
</tr>
<tr>
<td>Show recently searched terms</td>
<td>Medium</td>
<td>High</td>
<td>Bounce Rate, engagement</td>
<td></td>
</tr>
</tbody>
</table>
Include Search functionality and make it visible at all times

Make it easier for users to find content on your website and help them express their specific intent. By helping them navigate faster you bring them closer to converting at a higher rate.
Always return results

clevelandclinic.org

If not used correctly site search can lead to bad user experience

- 22% of searches give zero results
- 85% of searches don't return what the user is looking for
- 80% will abandon the website

Case studies:
- Lyst
- Mango
- Luisaviaroma
Locations / Doctors
<table>
<thead>
<tr>
<th>SECTION</th>
<th>Locations / Doctors</th>
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</tr>
</thead>
<tbody>
<tr>
<td>KEY SUGGESTION</td>
<td>Use maps AND lists to let users find locations and providers</td>
<td>Medium</td>
<td>High</td>
<td>Bounce rate</td>
</tr>
<tr>
<td></td>
<td>Allow sorting and filtering</td>
<td>Hard</td>
<td>Very high</td>
<td>CvR, Bounce rate</td>
</tr>
<tr>
<td></td>
<td>Use page real estate efficiently</td>
<td>Medium</td>
<td>High</td>
<td>Bounce rate</td>
</tr>
<tr>
<td></td>
<td>Use social proof: Add reviews and testimonials</td>
<td>Medium</td>
<td>High</td>
<td>CvR, Bounce rate</td>
</tr>
<tr>
<td></td>
<td>Use photos and trust signals</td>
<td>Easy</td>
<td>High</td>
<td>CVR, Bounce rate</td>
</tr>
</tbody>
</table>
Use lists AND maps to show locations
Allow filtering and sorting

(Location) Filter by:

(Location) Sort By:
Allow filtering and sorting

(Doctor) Filter by:
- Locations by City
  - Any
- Institutes & Departments
  - Any
- Type of Doctor
  - Any
- Care Provided
  - Any
- Gender of Doctor
  - Any
- Languages
  - Any

(Doctor) Sort By:
- Relevant
- Name (A-Z)
- Name (Z-A)
- Near Me
Doctor listings best practices - use page real estate efficiently

Search results quick listing

Richard Shewbridge, MD
216.444.6568

DEPARTMENTS
Endocrinology, Diabetes and Metabolism

LOCATIONS
Medina Hospital Medical Office Building

Jeffrey M. Goldberg, MD
330.888.4000

Call 216.444.6568

REQUEST AN APPOINTMENT

Full listing page

Richard Shewbridge, MD

DEPARTMENT
Endocrinology, Diabetes and Metabolism

PRIMARY LOCATION
Medina Hospital Medical Office Building

Call 216.444.6568

REQUEST AN APPOINTMENT

Refer a patient

Share

Google
Social proof works

Social-psychology studies have repeatedly indicated our conscious and unconscious reliance on each other for cues in almost all decisions that we make.

According to a Nielsen report 70% of consumers trust consumer opinions online.

63% of consumers say they are more likely to buy from a website that displays reviews.

Social proof can be displayed with:

- Testimonials
- Number of people using your services/products
- User or independent ratings

Calls to Action
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<tbody>
<tr>
<td>KEY SUGGESTION</td>
<td>Clear CTA above the fold - fill out a form, call or chat - decide on a priority</td>
<td>Easy</td>
<td>High</td>
<td>Clicks on CTA, Bounce rate</td>
</tr>
<tr>
<td></td>
<td>Have descriptive CTAs - show the user what to expect after they execute the CTA and be consistent</td>
<td>Easy</td>
<td>Medium</td>
<td>Clicks on CTA, Bounce rate</td>
</tr>
<tr>
<td></td>
<td>Have a clear benefit-oriented value prop above the fold at every point in the conversion flow</td>
<td>Easy</td>
<td>High</td>
<td>Bounce Rate, CVR</td>
</tr>
<tr>
<td></td>
<td>Allow users to continue on another device by emailing, calling or saving for later</td>
<td>Medium</td>
<td>Medium</td>
<td>CVR</td>
</tr>
</tbody>
</table>
Prioritize the most important CTA (though contrast, color, boldness)
The color that contrasts best with the web page’s background color is the one that will make your call-to-action button stand out on the page.

Simply pick the color shown opposite to your site’s background color from the color wheel and test it out.
Use “encapsulation” and “color contrast” to make the call-to-action stand out.

(source: The Ultimate Guide To Conversion Centered Design, Unbounce.com)
Design CTA buttons that are easy to click on
Test making ‘Get started’ and ‘Learn more’ CTAs more specific

“Get Started links are no better than login walls [...] Don’t ask for too much too soon, or you risk losing people’s trust.”¹

“Like its relative Learn More, the link text Get Started is too generic to stand on its own and can be interpreted in many ways. If you want to provide an entry point into a process, whether it’s a quiz or sales funnel, avoid a generic call-to-action and increase the information scent by stating precisely what users should expect.”¹

Benefits of making CTAs more descriptive²

• Links will be more accessible
• Links will be more enticing to users and potentially more persuasive.
• Users will feel more confident as they click from page to page.
• More keywords on the page will help search-engine optimization.
• Meaningful links will stand alone and help users who are scanning the page.

Source: https://www.nngroup.com/articles/get-started/ (1) & https://www.nngroup.com/articles/learn-more-links/ (2)
Benefit oriented calls to action

Highlighted urgency - BettingExpert.com tweaked the form copy (headline & button text)

Original: Sign Up
Test: Sign Up & Get the Best Daily Tips

Result: 33% increase in membership signups

Case study link
Display a value prop at every stage of the funnel

Value proposition is a clear statement that:

- explains your approach to healthcare
- delivers specific benefits
- tells the ideal patient or caregiver why they should use your service and not from the competition
Form Optimization
<table>
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<tbody>
<tr>
<td>HOME/LANDING PAGE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reduce the number of fields</td>
<td>Hard</td>
<td>High</td>
<td>CVR, Bounce rate</td>
</tr>
<tr>
<td>Label and name inputs properly</td>
<td>Easy</td>
<td>Medium</td>
<td>CVR, Bounce rate</td>
</tr>
<tr>
<td>Use placeholders</td>
<td>Easy</td>
<td>High</td>
<td>Bounce Rate, CVR</td>
</tr>
<tr>
<td>Use autofill</td>
<td>Medium</td>
<td>High</td>
<td>Bounce Rate</td>
</tr>
<tr>
<td>Use in-line validation</td>
<td>Easy</td>
<td>High</td>
<td>Bounce Rate</td>
</tr>
<tr>
<td>Use the correct keypads</td>
<td>Medium</td>
<td>Medium</td>
<td>Bounce Rate, Clicks on category</td>
</tr>
<tr>
<td>Use a progress bar or pagination</td>
<td>Easy</td>
<td>Medium</td>
<td>CVR</td>
</tr>
<tr>
<td>Limit exit points</td>
<td>Easy</td>
<td>High</td>
<td>Time on site</td>
</tr>
<tr>
<td>Show the security of your site</td>
<td>Easy</td>
<td>Low</td>
<td></td>
</tr>
<tr>
<td>Explain why personal info is needed</td>
<td>Easy</td>
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</tr>
<tr>
<td>Forms can be fun</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Typing on mobile is hard
Reduce the number of fields

Healthgrades.com

Enter your email to get things started:

Email:

Submit

Continue with Facebook

Create your account

Zocdoc.com

Continue with Google

Continue with Facebook

Sign up with email

or

Log in with email

NorthAmericanSpine.com

Free MRI Review

Please fill out this form. A Patient Care Manager will review it and reach out to you soon.

First Name

Last Name

Email

I accept the Privacy Policy and User Agreement.

Get Your Review
Reduce the number of fields

Fewer fields mean fewer opportunities for a mistakes on mobile devices.

In a recent study done on finance websites we found that mobile sites that require consumers to fill in 0-10 fields to complete an application had a 72% higher conversion rate than the average Finance mobile site (on average, Finance mobile sites require consumers to fill in 26 fields to convert).

- Remove all optional fields
- Consider using full name instead of first and last
- Use zip code to populate city and state

 Websites with a Google or Facebook login have a 23% higher conversion rate than the average mobile site.

Label and name inputs properly

- Always use labels on form inputs, and ensure they're visible when the field is in focus.
- Use placeholders to provide guidance about what you expect.
- To help the browser auto-complete the form, use established names for elements and include the `autocomplete` attribute.
Use placeholders

The placeholder attribute provides a hint to the user about what’s expected in the input, typically by displaying the value as light text until the user starts typing in the element.

```html
<input type="text" placeholder="MM-YYYY" ...>
```

**Caution:** Placeholders disappear as soon as the user starts typing in an element, thus they are not a replacement for labels. They should be used as an aid to help guide users on the required format and content.
Use placeholders

- NorthAmericanSpine.com
- ChildrensHospital.org
- Zocdoc.com

Free MRI Review
Please fill out this form. A Patient Care Manager will review it and reach out to you soon.

- First Name
- Last Name
- Email

I accept the Privacy Policy and User Agreement.

Get Your Review

2. Contact Information

- First Name
- Last Name
- Email Address
- Phone Number

It's okay to leave me a message

3. Appointment Details

- Please select a department

Reason for Appointment

Create a password
At least 8 characters long

Password rules
- Has at least 8 characters
- Has letters, numbers, and special characters
- Not easy to guess

Your name
- First
- Last

Date of birth
- MM
- DD
- YYYY

Sex
- Male
- Female
Use autofill

Users appreciate when websites save them time by automatically filling common fields like names, email addresses and other frequently used fields, plus it helps to reduce potential input errors.

Browsers use many heuristics to determine which fields they can auto-populate based on previously specified data by the user, and you can give hints to the browser by providing both the name attribute and the autocomplete attribute on each input element.

Note: Chrome requires input elements to be wrapped in a <form> tag to enable auto-complete. If they’re not wrapped in a form tag, Chrome will offer suggestions, but will not complete the form.
Use autofill

For example, to hint to the browser that it should auto-complete the form with the user's name, email address and phone number, you should use:

```html
<label for="frmNameA">Name</label>
<input type="text" name="name" id="frmNameA"
    placeholder="Full name" required autocomplete="name" />

<label for="frmEmailA">Email</label>
<input type="email" name="email" id="frmEmailA"
    placeholder="name@example.com" required autocomplete="email" />

<label for="frmEmailC">Confirm Email</label>
<input type="email" name="emailC" id="frmEmailC"
    placeholder="name@example.com" required autocomplete="email" />

<label for="frmPhoneNumA">Phone</label>
<input type="tel" name="phone" id="frmPhoneNumA"
    placeholder="+1-555-555-1212" required autocomplete="tel" />
```
# Use autofill: Autocomplete attributes

Autocomplete attributes

<table>
<thead>
<tr>
<th>Content type</th>
<th>name attribute</th>
<th>autocomplete attribute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>name fname mname lname</td>
<td>• name (full name)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• given-name (first name)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• additional-name (middle name)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• family-name (last name)</td>
</tr>
<tr>
<td>Email</td>
<td>email</td>
<td>email</td>
</tr>
<tr>
<td>Address</td>
<td>address city region province</td>
<td>• For one address input:</td>
</tr>
<tr>
<td></td>
<td>state zip zip2 postal country</td>
<td>• street-address</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• For two address inputs:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• address-line1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• address-line2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• address-level1 (state or province)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• address-level2 (city)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• postal-code (zip code)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• country</td>
</tr>
<tr>
<td>Phone</td>
<td>phone mobile country-code</td>
<td>tel</td>
</tr>
<tr>
<td></td>
<td>area-code exchange suffix ext</td>
<td></td>
</tr>
</tbody>
</table>
Use in-line validation

Modern browsers have several built-in tools to help provide real-time data validation and may prevent the user from submitting an invalid form. Visual cues should be used to indicate whether a form has been completed properly.

TL;DR

- Leverage the browser’s built-in validation attributes like `pattern`, `required`, `min`, `max`, etc.
- Use JavaScript and the Constraints Validation API for more complex validation requirements.
- Show validation errors in real time, and if the user tries to submit an invalid form, show all fields they need to fix.
46% Did not implement error messaging in real-time

2018 mSite Benchmark study, e.g. UK report: bit.ly/msites-benchmark-uk-2018
Use in-line validation

Use these attributes to validate input

- The pattern attribute
- The required attribute
- The min, max, and step attributes
- The max_length attribute
- The min_length attribute
- The non-validate attribute

You can also

- Use JS for more complex real time validation
- Set custom validation methods
- Prevent submission on invalid forms
- Show feedback in real time

Learn more here
Make location entry easy

Consider the Google Places API for address input.

Learn More.

Or use zip or postal code to populate city and state.

Example: HomeDepot
Always use the correct keypads (phone, zip, card)
Ensure that the correct input type is used

<table>
<thead>
<tr>
<th>Input Type</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>number</td>
<td><code>&lt;input type=&quot;number&quot; min=&quot;2&quot; max=&quot;10&quot; step=&quot;2&quot; value=&quot;6&quot;&gt;</code></td>
</tr>
<tr>
<td>email</td>
<td><code>&lt;input type=&quot;email&quot;&gt;</code></td>
</tr>
<tr>
<td>url</td>
<td><code>&lt;input type=&quot;url&quot;&gt;</code></td>
</tr>
<tr>
<td>date</td>
<td><code>&lt;input type=&quot;date&quot;&gt;</code></td>
</tr>
<tr>
<td>range</td>
<td><code>&lt;input type=&quot;range&quot; min=&quot;2&quot; max=&quot;10&quot; step=&quot;2&quot; value=&quot;6&quot;&gt;</code></td>
</tr>
</tbody>
</table>
Always use the easiest date input (but be careful with calendars for dates that are not recent)
29% Do not allow users to navigate back and forth in a form without losing information

2018 mSite Benchmark study, e.g. UK report: bit.ly/msites-benchmark-uk-2018
Show progress/pagination to guide the user

Label each step to help prime the user for what data is next.

If a large number of steps, used a progress bar that moves forward toward completion.
Research: Use upfront progress instead of starting at zero

There is more motivation for getting things done the closer we are to completion

source: https://goodui.org/#42
Show the security of your site to gain user trust

MayoClinic.org

experian.com

robinhood.com

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Sex Offender Registry Alerts
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Identity Validation Alerts
Experian CreditLock with Alerts
Up to $1 Million Identity Theft Insurance
Dedicated Fraud Resolution Support
Lost Wallet Assistance
Quarterly 3-Bureau FICO® Scores
Daily Experian FICO® Scores
FICO® Score Tracker

Terms & Conditions
Privacy Policy
Contact Us
Ad Targeting Policy

Last name
Email address
Robinhood username
Password (min. 10 characters)
Confirm password

Continue

How is my personal information handled?

All of your data is 128-bit encrypted & stored securely. We do not sell your personally identifiable information.
Clarify why personal information is needed

About you

What's your first name?
Max

And your last name?

Why do we ask?
Insurers need your full name for your insurance certificate.

What's your email address?

select a date & time

Has this patient had an exam with us in the past?

WHY WE ASK?

○ yes
○ no

See what SoFi can offer you in 2 minutes

State of Residence

You can use your email to log in when you come back to SoFi. We will not spam you, or sell or rent your email address.
Forms can be fun

NorthAmericanSpine.com

Where is your pain located?
Click on the area below to identify your trouble areas and symptoms (numbness, weakness, pain or no pain).

DignityHealth.org

Where Does It Hurt?
Select the area of the body where you feel the most pain.

Zocdoc.com

Feeling meh? Find a doctor.
We’ve updated our Terms of use and Privacy policy. Take a look

condition, procedure, doctor name...

zip code or city

I’ll choose my insurance later

Find
Conversational form

Finding an office is as easy as entering your information below.

Enter a Zip. or City, State

Confirm location

Saugus, MA

Select a date & time

Has this patient had an exam with us in the past?

Yes  No

Saugus, MA

Select a day and time

Invisalign

A new patient’s first dental appointment with an Aspen Dental office includes an exam, consultation, and x-rays. Following the exam, the dentist will offer recommendations for care, provide the opportunity to discuss treatment, and address any questions the patient may have.

Saugus, MA

Select a day and time

Full Name

First Name

Last Name

Date Of Birth

MM  DD  YYYY

Email

example@domain.com

If you provide a mobile number, appointment reminders will be sent to you via text message. Service charges from your mobile provider may apply. You can opt out at anytime.

Does the patient have dental insurance?

Yes  No

Learn about our policy HERE

Schedule new patient appointment
Thank You