

Case study: **The Perfect Form**

Client

Nationwide Building Society

Date the work was carried out

June 2006 – April 2007

The brief

Nationwide Building Society offers different accounts and products online. As some of these were developed at different points in time, they have a different look and feel. Nationwide commissioned forms design and interface experts Boag Associates to design and develop a systematic toolkit to ensure consistent best practice online forms across all products and services.

Our approach

We assessed the current forms, researched the needs of product and technical managers, and benchmarked the forms against competitors. We then made initial recommendations.

We wrote, designed, and developed sample form prototypes which were researched with representative users. Feedback from this exercise informed the final designs.

Nationwide's Perfect Forms incorporate:

- Consistent placement of questions and response boxes
- Appropriate styles of response mechanism, making best use of online features (drop down menus, radio buttons, progressive revealing, pre-filling)
- Consistent tracker bar, so that users always know how far they have progressed
- Clear, direct, brand inspired language
- Notes and prompts at the point of need
- The use of standard icons and interface elements.

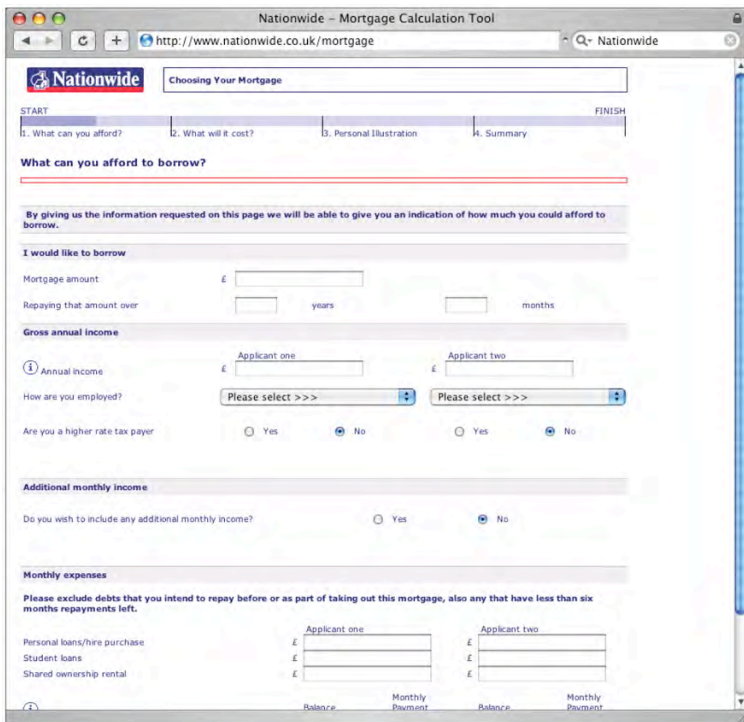
Our toolkit included:

- Final prototypes
- Interaction guidelines
- Language guidelines
- Use cases (including sample universal and specific use case examples)
- User experience testing guidelines
- Metrics and performance indicators
- Design specification.

Measured results

The first application of the toolkit, Nationwide's Mortgage Switcher, resulted in significant increases in customer satisfaction, implementation speeds and product take-up.

Before



After

