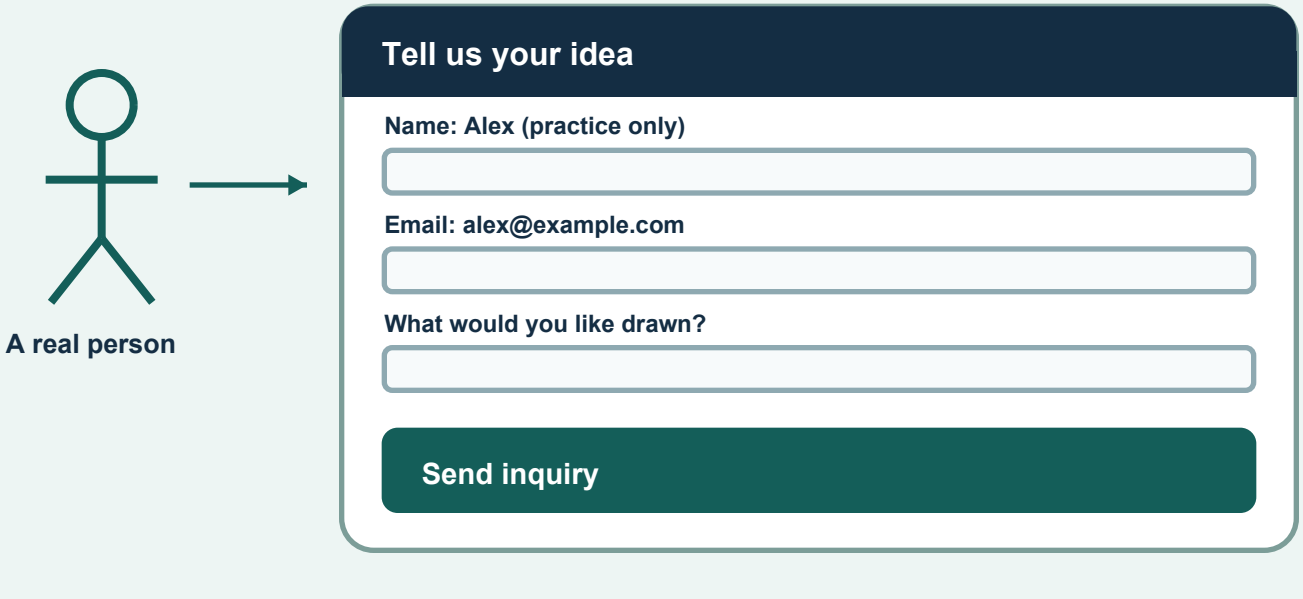
Ask only what you need on a form

What this means

A form is a set of questions people can send to a business. The questions should help the business answer, not make visitors do unnecessary work.

A real-life example

A visitor wants to ask about a custom drawing. A short form asks for their name, email and idea. It does not ask for their home address or payment details just to start a conversation.



Simple teaching picture. Example business; not a live screen.

Your job

Try the route yourself. Use the tools you already have, and ask for help at the first confusing step.

Step by step: start here

1

Write what happens after submission.

For example: 'We read the idea and reply by email.' If you cannot name the next step, decide it before adding questions.

2

Choose the few questions needed.

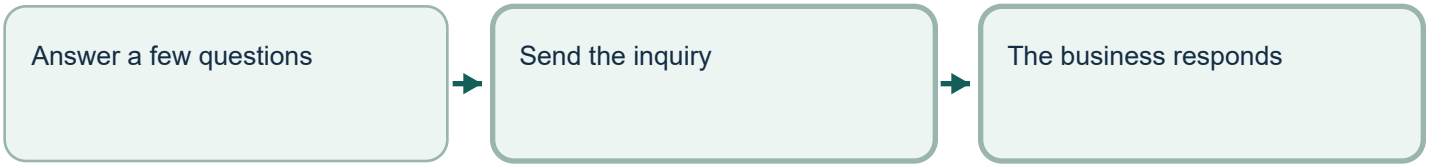
Start with name, reply email and 'What would you like drawn?' Only ask for a phone number if there is a reason; explain whether it is optional.

3

Use clear labels.

Put 'Email address' beside the email box and 'Tell us your idea' beside the message box. Show which answers are required and use an email field for an email address.

Picture the route



Before you continue

Explain the first three steps in your own words. If a link, account or permission is missing, write that down before moving on.

Finish the task and check it

4

Explain how the answers will be used.

Say the contact details are used to reply about this request. Keep optional marketing signup separate and follow the business's privacy information.

5

Explain success and mistakes.

Use 'Send inquiry'. If something is missing, tell the person what to fix. After sending, show a truthful confirmation rather than leaving them guessing.

6

Test from start to finish.

On a phone, try a missing email, then a complete fake inquiry. Check that errors are understandable, the request arrives and a real person knows to answer it.

How you know it worked

A person understands the questions, can correct a mistake and knows their inquiry was received.

Show someone the result on your phone. If you get stuck, write which step stopped you and ask for help with that step.

Official help if your screen differs