This interface guide, Edition 1.0, includes user interface recommendations for Adaptive Payment, one of the new services being launched on PayPal X, guidelines related to using PayPal brand assets and, basic design principles to help you create a good user interface.
ADAPTIVE APIs
Adaptive payments is a service that provides a flexible way to make payments with PayPal using an API. This API enables you to develop applications that move money between PayPal accounts. The adaptive payments service was designed to empower developers and to provide flexible support for the multiple real world payment scenarios.

Adaptive payments handles payments between a sender of a payment and one or more receivers of the payment. Application owner is the person who owns the website or widget that enables movement of money from the sender to the receiver(s). The payment sender, receiver(s), and application owner must each have a PayPal account. Senders and receivers may have personal accounts; however, application owners must have business accounts. In some cases, an application owner may also be a receiver; for example, as the owner of a website, you are the receiver of payments from the senders who are your customers.
ADAPTIVE PAYMENTS

TYPES OF PAYMENTS
The number of receivers, and their relationship to the sender and to each other, determine the type of payment.

01

SIMPLE PAYMENTS
Simple payments enable a sender to send a single payment to a single receiver. This is the traditional way that payments are made.
For example, your website might implement a customized checkout flow using adaptive payments to transfer money from a sale from your customer’s PayPal account to your own account.

02

PARALLEL PAYMENTS
Parallel payments enable a sender to send a single payment to multiple receivers. For example, you are a seller of electronic equipment, and you partner with another business to provide accessories or warranties. When a customer purchases items through your application, the payment would be split between you and your partner appropriately.

03

CHAINED PAYMENTS
Chained payments enable a sender to send a single payment to a primary receiver who may keep part of the payment and pays other, secondary, receivers with the remainder.
For example, your application might be an online travel agency that handles bookings for airfare, hotel reservations, and car rentals. The sender sees only you as the primary receiver. You would allocate the payment for your commission and the actual cost of services provided by other receivers. PayPal then deducts money from the sender’s account and deposits it in both your account and the secondary receivers’ accounts.
ADAPTIVE PAYMENTS

1.0 TYPES OF APPLICATIONS

TYPES OF APPROVAL FLOWS
The kind of approval required by the sender of a payment within your application will determine the type of approval flow.

01 EXPLICIT APPROVAL
Explicit approval payments refer to the payments in which the sender logs on to PayPal to approve each payment. Explicit approval payments is the traditional way to make a payment using PayPal and it is the only option unless the sender has set up a preapproval agreement or you are also the sender.

02 IMPLICIT APPROVAL
Implicit approval payments are the ones in which your application is both the sender of a payment and the caller of an adaptive payments API operation that makes the payment. This kind of payment is automatic because your application is the sender and is implicitly authorized to make payments from your own account without logging in to PayPal.

03 PREAPPROVED PAYMENTS
Preapproved payments require the sender to log in to PayPal to approve future transfer of funds. The preapproval key that is returned can be used to send money with implicit approval. The sender logs in to PayPal only to set up the preapproval and does not need to log in to PayPal for payments covered by the preapproval.

INTRODUCTION 1.0 TYPES OF APPLICATIONS 2.0 3.0
COMMON APPLICATION MODELS
The models below describe the common categories of applications that benefit from the flexibility of adaptive payments. Select the model that most closely matches your application to review the interface guidelines, although we recommend a brief review of each model.

PERSON TO PERSON
The "person to person" model refers to applications that enable the transfer of money between friends and family. This model also extends to applications that enable nonprofits to manage charity campaigns. Another idea that fits into this model is allowing individuals or groups to raise funds for a neighborhood event, school game or team event.

Examples
- An application that powers wedding or graduation gifts
- An application that manages group/team events and the costs associated
- An application that streamlines the splitting of restaurant checks

DIGITAL GOODS
The "digital goods" model refers to applications that involve the purchase of goods that can be downloaded or used online. The application may enable purchase of digital goods either directly from a merchant or through a third party marketplace like an app store.

Examples
- Buying points in an online game
- A marketplace that allows merchants to sell songs and ringtones
- A tool that consolidates and organizes your software or plug-in purchases

SERVICE PLAN
The "service plan" model refers to applications that enable payment for a recurring service. This model also extends to one-time payment for a service.

Examples
- Paying rent
- Subscription to web analytics service
- Paying child's tuition

DISBURSEMENTS AND PAYOUTS
The "disbursements or payouts" model includes applications where payments originate through a business. Payments could be either B2B- business to business, B2E- business to employee, B2C- business to consumer.

Examples
- A payroll application
- A CRM app or plug-in to an existing CRM app
- Payouts in an affiliate marketing app

ECOMMERCE
We recommend using Adaptive Payments for eCommerce when you are developing non traditional checkout flows, i.e. payment during checkout needs to be split between multiple receivers.

Examples
- Referral widget that gives most of the sale to the merchant but a small commission to the referrer/affiliate
- Marketplace applications where multiple merchants are involved in a single sale
- The sale of a camera when the consumer also bought an extended warranty from a different provider
Most of the “person to person” applications will use explicit payments. For example, team members who use your application to contribute to a colleague’s gift will log in with their own PayPal account as a part of the process. However, there are a few cases where preapproved payments may be used e.g. scheduled donations to an animal shelter.

**YOUR APPLICATION**

PLACE AN ACCEPTANCE MARK

Use the acceptance mark on the home page and product detail pages to let customers know they can select PayPal as their payment option.

Acceptance mark optimal size is 150 x 40 pixels.

**YOUR APPLICATION**

USE THE PAY WITH PayPal BUTTON

Place the Pay with PayPal button in a visible and accessible location, so users will know they should click on this button to make their payment.

Pay with PayPal button comes in one size: 150 x 60 pixels.

**REDIRECT TO PayPal SITE**

PROVIDE YOUR APPLICATION NAME

PayPal will display your application name when your customers are redirected to the PayPal site.

**DIRECTED BACK TO YOUR APP**

LIMIT THE NUMBER OF PAGES

Limit the number of pages after returning from PayPal, best practice 1-2 pages.
The primary approval flow for the digital goods model is preapproved payments. Preapproved payments allow your user to stay within your application environment for purchases. The application can be developed to allow users to set up a PIN for additional security. Once set up, users will have to enter this PIN for all future purchases through your application.

**YOUR APPLICATION**

PLACE AN ACCEPTANCE MARK
Use the acceptance mark on the home page and product detail pages to let customers know they can select PayPal as their payment option.

Acceptance mark optimal size is 150 x 40 pixels.

Use your standard buttons or links to allow customers to make a purchase on the product page.

**REDIRECT TO PayPal SITE**

PROVIDE YOUR APP NAME
PayPal will display your application name when your customers are redirected to the PayPal site to set up preapproved billing agreement.

**PAY WITH PIN DIALOG**

AFTER PREAPPROVAL SET UP
If you asked your customers to create a PIN for security of future payments, they can pay with PIN in your application environment without redirecting to the PayPal site.

**POST PAYMENT**

USE A PAYMENT PROCESSED BY MARK
Place the payment mark on your page to let customers know PayPal processed their payment.

If the payment was not successfully processed, then we recommend displaying an appropriate error message. The technical documentation for Adaptive Payments API provides more details.

Payment Processed by PayPal mark optimal size is 222 x 36 pixels.
Explicit payments could be the approval type used for one-time purchase of digital goods like buying shareware.

**YOUR APPLICATION**

PLACE AN ACCEPTANCE MARK
Use the acceptance mark on the home page and product detail pages to let customers know they can select PayPal as their payment option.

Acceptance mark optimal size is 150 x 40 pixels.

**PAYMENT OPTION PAGE**

USE THE SMALL PayPal ACCEPTANCE MARK
Use the PayPal acceptance mark when other payment options display logos. Or, use text if the other payment options are also displayed as text.

**REDIRECT TO PayPal SITE**

PROVIDE YOUR APPLICATION NAME
PayPal will display your application name when your customers are redirected to the PayPal site.

**DIRECTED BACK TO YOUR APP**

LIMIT THE NUMBER OF PAGES
Limit the number of pages after returning from PayPal, best practice 1-2 pages.
The primary approval flow for any application that falls into the service plan model is preapproved payments. Preapproved payments allow your user to schedule future payments. Illustrated below are the guidelines for preapproved payments within applications that offer multiple payment choices.

### 1.0 TYPES OF APPLICATIONS

**YOUR APPLICATION**

- Place an acceptance mark on the home page and product detail pages to let customers know they can select PayPal as their payment option.

  Acceptance mark optimal size is 150 x 40 pixels.

**PAYMENT OPTION PAGE**

- Use the PayPal acceptance mark when other payment options display logos. Or use text if the other payment options are also displayed as text.

**REDIRECT TO PayPal SITE**

- Provide your app name. PayPal will display your application name when your customers are redirected to the PayPal site to set up preapproved billing agreement.

**DIRECTED BACK TO YOUR APP**

- Limit the number of pages. Limit the number of pages after returning from PayPal, best practice 1-2 pages.

For recurring payments, we recommend that you send advance notification to your customer 1-2 days before the payment is scheduled to be processed.
This example shows the guidelines for preapproved payments in applications that only accept PayPal payments.

**YOUR APPLICATION**

- **PLACE AN ACCEPTANCE MARK**
  Use the acceptance mark on the home page and product detail pages to let customers know they can select PayPal as their payment option.
  
  Acceptance mark optimal size is 150 x 40 pixels.

**PAYMENT OPTION PAGE**

- **USE THE PAY WITH PayPal BUTTON**
  Place the Pay with PayPal button in a visible and accessible location for paying.

  Pay with PayPal button comes in one size: 150 x 60 pixels.

  You can add an option for customers to "Use PayPal for all future payments in this application".

**REDIRECT TO PayPal SITE**

- **PROVIDE YOUR APP NAME**
  PayPal will display your application name when your customers are redirected to the PayPal site to set up a preapproved agreement.

**DIRECTED BACK TO YOUR APP**

- **LIMIT THE NUMBER OF PAGES**
  Limit the number of pages after returning from PayPal, best practice 1-2 pages.
Depending upon your use case, you may implement both preapproved and explicit payments, not just one or the other. For example, a rent app could allow a renter to make scheduled monthly rent payments, but also enable one off incidental payments for damages.

### YOUR APPLICATION

**PLACE AN ACCEPTANCE MARK**

Use the acceptance mark on the home page and product detail pages to let customers know they can select PayPal as their payment option.

Acceptance mark optimal size is 150 x 40 pixels.

### PAYMENT OPTION PAGE

**OFFER OPTIONS**

Offer the choice of a one-time payment or using PayPal for all future transactions.

Place the Pay with PayPal button in a visible and accessible location, so users will know they should click on this button to make their payment.

Pay with PayPal button comes in one size: 150 x 60 pixels.

### REDIRECT TO PayPal SITE

**PROVIDE YOUR APP NAME**

PayPal will display your application name when your customers are redirected to the PayPal site to either make an explicit payment (if they selected a one-time payment) or to set up a preapproval agreement.

### DIRECTED BACK TO YOUR APP

**LIMIT THE NUMBER OF PAGES**

Limit the number of pages after returning from PayPal, best practice 1-2 pages.
These applications will mostly rely on implicit payments, meaning your application user will not be redirected to the PayPal website to complete a payment. The transfer of money in your application could be triggered by another system like a time-scheduled reconciliation event, or when a manager approves a timesheet for a contractor.

1.0 TYPES OF APPLICATIONS

1.1 PLACE AN ACCEPTANCE MARK
Use the acceptance mark on the home page and product detail pages to let customers know they can select PayPal as their payment option.

Acceptance mark optimal size is 150 x 40 pixels.

USE YOUR BUTTONS
Use your standard buttons or links to allow customers to make a purchase.

USE A PAYMENT PROCESSED BY MARK
Place the payment mark on your page to let customers know PayPal processed their payment.

If the payment was not successfully processed, then we recommend displaying an appropriate error message. The technical documentation for Adaptive Payments API provides more details.

Payment Processed by PayPal mark optimal size is 222 x 36 pixels.
These apps will mostly use split payments, either chained or parallel. You might use parallel when running a marketplace where your consumer wants to see all three merchants she's buying from. You would use chained payments in any situation where you need to pass most of the payment to a third party provider, but you need to take a small percentage of the payment as your commission - so, in the front end checkout flow, the buyer is only aware of the third party provider that they're buying from. Follow PayPal's Express Checkout guidelines.

**YOUR APPLICATION**

**PLACE AN ACCEPTANCE MARK**
Use the acceptance mark on the home page and product detail pages to let customers know they can select PayPal as their payment option.

Acceptance mark optimal size 150x40 pixels.

**YOUR APPLICATION**

**USE THE PayPal EXPRESS CHECKOUT BUTTON**
Place the PayPal Express Checkout button in a visible and accessible location for paying. Placing the Express Checkout button to the left of the default checkout button (if applicable), increases conversion rates by ~30% over alternate placements.

Express Checkout button comes in one size: 145x42 pixels.

**REDIRECT TO PayPal SITE**

**DIRECTED BACK TO YOUR APP**

**PROVIDE YOUR APPLICATION NAME**
PayPal will display your application name when your customers are redirected to the PayPal site.
Protecting the integrity of both the PayPal master brand and the PayPal X brand through consistent and correct logo and icon usage is essential to building and maintaining a strong, global brand. It ensures our position as a reliable and relevant business, which in turn builds credibility.

This document provides guidelines on the correct use of the PayPal X identity and should be used for both internal and external applications of all PayPal X names and marks.

INCLUDED IN THIS SECTION:

2.1    Communicating PayPal X
2.2    PayPal X brand partnerships
2.3    Naming PayPal X applications
2.4    PayPal name in text
2.5    PayPal brand assets
2.8    The PayPal trademark statement
Follow these guidelines for naming your applications built on PayPal X.

**DO**

Make sure the name you choose is pleasing to the ear, is easy to say, easy to spell, and easy to remember.

Make sure it works globally – unless there are geographic limitations built into the company or product.

**DON'T**

Don't use the words PayPal, PayPal X or X in your product name

Don't use the PayPal X brand logo in your product

Don't use a modification of the PayPal name when naming your product

Don't incorporate PayPal and PayPal X brand features into your own product name, service names, trademarks, logos or company names

Don't use names that are confusingly similar to PayPal and PayPal X names and/or product features

Don't use any acronym that directly relates to PayPal or PayPal X
Apply simple typographic principles to preserve the integrity of the PayPal brand and service names.

<table>
<thead>
<tr>
<th>Always spell PayPal using two capital &quot;P&quot;s</th>
<th>Always spell PayPal using upper and lower case letters</th>
<th>Never hyphenate the PayPal name or write it on two lines</th>
<th>Never use the PayPal logo in body copy</th>
<th>Treat typography of the entire name of a service/offer consistently</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>REQUIRED</strong></th>
<th><strong>AVOID</strong></th>
<th><strong>TRY PayPal MOBILE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Select PayPal when checking out at online stores worldwide. Or use PayPal to send money to friends across town or on another continent.</td>
<td>Select PayPal when checking out at online stores worldwide. Or use PayPal to send money to friends across town or on another continent.</td>
<td>Do more than just buy. With PayPal, you can send money to friends, family, or anyone with a PayPal account.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>TRY PayPal MOBILE</strong></th>
<th><strong>TRY PayPal MOBILE</strong></th>
</tr>
</thead>
<tbody>
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<td>Do more than just buy. With PayPal, you can send money to friends, family, or anyone with a PayPal account.</td>
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</tr>
</tbody>
</table>
## PayPal BRAND ASSETS

<table>
<thead>
<tr>
<th>BRAND ASSET</th>
<th>Description</th>
<th>Role</th>
<th>Usage</th>
<th>Visual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PayPal logo</strong></td>
<td>To indicate that PayPal provides the payment solution. The PayPal logo only appears on &quot;About PayPal&quot; pages on a white background, and also appears in promotional materials such as banner ads.</td>
<td>Integration (&quot;About PayPal&quot; pages only) and promotion</td>
<td>Integration and promotion</td>
<td><img src="image" alt="PayPal logo" /></td>
</tr>
<tr>
<td><strong>PayPal acceptance marks including &quot;Now accepting&quot; version and additional options</strong></td>
<td>To indicate you accept PayPal on your website. You can choose from two different styles and four messages to suit your needs.</td>
<td>Integration only</td>
<td>Integration only</td>
<td><img src="image" alt="PayPal acceptance mark" /></td>
</tr>
<tr>
<td><strong>PayPal processed mark and additional options</strong></td>
<td>To indicate that PayPal handled the processing of the implicit, explicit or pre-approved payment flow.</td>
<td>Integration only</td>
<td>Integration only</td>
<td><img src="image" alt="PayPal processed mark" /></td>
</tr>
<tr>
<td><strong>PayPal logo</strong></td>
<td>To indicate that PayPal provides the payment solution. The PayPal logo only appears on &quot;About PayPal&quot; pages on a white background, and also appears in promotional materials such as banner ads.</td>
<td>Integration only</td>
<td>Integration only</td>
<td><img src="image" alt="PayPal logo" /></td>
</tr>
<tr>
<td><strong>PayPal Express Checkout button</strong></td>
<td>Developers should use this mark on their checkout pages to reflect that PayPal is a payment option, or on their payment confirmation page to remind customers they have selected PayPal as their payment option. When displayed with other payment options such as credit cards, it should be displayed at parity.</td>
<td>Integration only</td>
<td>Integration only</td>
<td><img src="image" alt="PayPal Express Checkout button" /></td>
</tr>
<tr>
<td><strong>Pay with PayPal button</strong></td>
<td>Use the express Checkout button to encourage checking out with PayPal. Use the Pay with PayPal button in Adaptive Payment applications.</td>
<td>Integration only</td>
<td>Integration only</td>
<td><img src="image" alt="Pay with PayPal button" /></td>
</tr>
</tbody>
</table>

## INTRODUCTION

2.0 BRAND GUIDELINES

3.0
**DOs**

The PayPal brand assets presented here are the versions merchants use most frequently. The principles presented here apply to all variations of PayPal brand assets.

- The PayPal logo should always be presented on a white background.
- The PayPal acceptance mark is designed to perform well on any background color.
- All PayPal acceptance marks are designed to perform well on any background color.
- All PayPal processed marks should be presented on a white background.

**DON'Ts**

- Don't modify the horizontal or vertical proportion of any PayPal brand asset to fit a space.
- Don't add a drop shadow behind a PayPal brand asset.
- Don't slant or tilt a PayPal brand asset.
- Don't alter the color or reverse colors of a brand asset. Always ensure a sufficient contrast with the background color.
OPTIMAL SIZE AND CLEAR SPACE
Consistently using the brand assets at the optimal size ensures they are legible and easily visible whenever they are placed on your site. These marks should always be surrounded by a clear space, free of any text or imagery. The size of the clear space is equal to the height of the letter “P” in the PayPal logo.
When you use the PayPal name in your communications, the brand name is always protected by a PayPal trademark statement that appears at least once in the communication piece. The trademark statement is placed in the legal note of the document produced.

OFFICIAL TRADEMARK STATEMENT
© 2009 PayPal, Inc. All rights reserved. PayPal and the PayPal logo are trademarks of PayPal, Inc. Other names, trademarks and brands are the property of their respective owners.
A well organized, logical and consistent user interface makes it easy for people to accomplish tasks quickly. To help you design a good user interface, these guidelines will cover basic usability principles, examples of standard screen layouts, and form design basics.

**INCLUDED IN THIS SECTION:**
- 3.1 Creating a Great Interface
- 3.2 Usability Best Practices
- 3.7 Standard Screen Layouts
- 3.8 Form Design Basics
These are ten general best practices for user interface design as outlined by Jacob Nielsen, one of the leading authorities on usability issues. They are more in the nature of rules of thumb than specific guidelines. It is worthwhile to periodically review your application to see if it reflects these practices.

**FEEDBACK**

*Visibility of System Status*
Your application should always keep customers informed about what is going on, through appropriate feedback within a reasonable time.

*Provide Feedback*
Scrapblog and Picnik both use feedback to reassure customers that the system is working.

**METAPHOR**

*Match between your application and the real world*
The application should speak the customers' language, with words, phrases, and concepts that are familiar, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

*Match the Real World*
GAP and many retailers use the familiar shopping bag, or shopping cart metaphor for holding items until checkout.
Control and freedom
Customers need to see where they can go and how to get there. Clearly mark "you are here" and provide "emergency exits" to leave an unwanted state without having to go through an extended dialogue.

Common controls and standards
Customers should not have to wonder whether different words, situations or actions mean the same thing. Follow standard web conventions and remain consistent throughout your application.

FOLLOW CONVENTIONS
Tumblr uses the conventional icons for Facebook, Twitter and Feedburner, which makes it easy to recognize and understand these options.
Prevention: Error prevention
Even better than good error messages is a careful design, which prevents a problem from occurring in the first place.

Avoid confusion
BasecCamp uses big buttons for primary actions, and smaller red links for escape actions.

Memory: Recognition rather than recall
Minimize the user's memory load. Make objects, actions, and options visible. The customer should not have to remember information from one part of the dialogue to another.

Lighten the load
Apple uses a formatted autosuggest control to help customers select the best search criteria.
**EFFICIENCY**

Efficiency: Flexibility and efficiency of use
Match the application flow to the customer's existing process. Templates, quick start guides and tour invitations may often speed up the interactions for inexperienced customers. Allow all users to access advanced features and tailor frequent actions.

**DESIGN**

Design: Aesthetic and minimalist design
Pages should not contain information, which is irrelevant or rarely needed. Every extra unit of information in a page competes with the relevant units of information and diminishes their relative visibility. Visual layout should respect the principles of contrast, repetition, alignment, and proximity.

**INTRODUCTION**

3.0 INTERFACE DESIGN PRINCIPLES

**EASY ENTRY**

netvibes helps new customers set up a page quickly with a one-page wizard.

**CONTRAST, REPETITION, ALIGNMENT, PROXIMITY**

TapTapTap applies all four principles to create a visually engaging screen that is easy to scan and navigate.
RECOVERY

Help users recognize, diagnose, and recover from errors
Errors messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

INLINE ERROR MESSAGES
Digg displays error messages in proximity to the fields with issues. The messages are concise and clear.

USE PLAIN LANGUAGE
Facebook clearly states the problem, possible causes, and some suggestions to resolve the error.

HELP

Help and documentation
Even though it is better is the system can be used without documentation, it may be necessary to provide help and documentation. Integrate contextual help into the product.

HELP TIPS
Pivotal Tracker offers help tips during key workflows to keep users moving forward efficiently.

HELP IN CONTEXT
Picnik offers help integrated in the different modules, instead of one big help system.
Choosing a screen layout that is proven and familiar will increase the perception of usability. Here are a number of standard layouts that may work for screens in your application.
ALIGNMENT
The alignment of a form’s input elements provides a clear path to completion that helps people complete forms faster.

HEAT MAP
A composite eye-tracking image (heat map) from Etre (www.etre.com) showing what people look at when filling in a simple Web form.

EYE TRACKING
Eye tracking study showing what people look at when filling in a simple Web form.

LEFT ALIGNED
eBay Express form left aligns the labels, fields and buttons.

LABELS
Several considerations are applicable when deciding how to layout form labels online. As the question of top, right, or left aligned form labels comes up often for designers, here's a short overview of the pros and cons of each method.

VERTICAL LABLES
Vertical labels offer the advantage of rapid processing and are ideal for internationalization.

LEFT JUSTIFIED HORIZONTAL LABELS
Left justified labels are easy to scan and reduce vertical space, but lack adjacency to the input field.

RIGHT JUSTIFIED HORIZONTAL LABELS
Right justified labels reduce readability, but are adjacent to the input fields and reduce vertical space.

BUTTONS

Be conscious of where you place form actions as primary actions directly aligned with input fields tend to increase completion rates and the less time people have to spend on your forms, the happier they will be.

PRIMARY AND SECONDARY ACTIONS

Overall, people respond well to designs that made “Cancel” stand out in some way. This suggests that they are more concerned about avoiding losing their data, than they are about submitting it quickly.

NEXT AND PREVIOUS ACTIONS

The best solution is to think of these actions instead as “Continue” and “Go Back” to help people make forward progress.

DON'Ts

DON'T OVER DESIGN A PAGE
Many distinct visual elements on this form get in the way of seeing the questions the form is asking.

DON'T OVER COMPENSATE
Although it may be tempting to use alternating background colors to group left-aligned labels and their corresponding inputs, these elements can add a lot of visual noise to a form.

DOs

**USE DIFFERENT FIELD LENGTHS**
The different text box lengths on this eBay Express form provide an affordance that helps people understand how to answer questions.

**USE A THIN RULE TO SEPARATE SECTIONS**
A subtle background color change or thin rule is often all you need to effectively group related content in a form.

**MARK OPTIONAL FIELDS**
On Wal-Mart, every input is required but one (Address Line 2). Instead of marking everything required, the one optional field has been clearly marked optional, thereby reducing the amount of information on the form.

---

**Re-enter Email address**
DOs

PROVIDE FEEDBACK
BaseCamp by 37signals provides progress indicators for form submission and file uploads using animated images.

DISABLE THE SUBMIT BUTTON AFTER SUBMIT
Basecamp’s sign-up form disables the Submit button until all inputs have valid answers.

BE OBVIOUS
Always ensure there is an obvious difference between labels and data. In this example, a set of dashes around a drop-down menu label distinguishes it from an actual answer.
Web Form Design: Filling In the Blanks. New York: Rosenfeld Media
www.rosenfeldmedia.com/books/webforms/

Ten Usability Heuristics
Nielsen, Jakob
http://www.useit.com/papers/heuristic/heuristic_list.html

Developers Agreement
http://www.x.com/platformoperatingrules

Adaptive Payments Documentation
http://www.x.com/documentation