

# Why People Make Mistakes on Forms—and how to fix it!

*A workshop that works*

## What

In this award-winning two-day workshop, you'll learn how people complete forms and how you can anticipate their needs when designing forms. You'll learn the four critical factors of forms design and see them in action in before-and-after examples along with real-world case studies. You will work one on one with our instructors to revise and improve one of your own "problem" forms.

## Who

Professionals who have forms with problems, want to learn how to fix them, and want to avoid them in the future.

## How

Our workshop provides you with practical tools and approaches to judge and implement these four critical principles. The principles we use illuminate what needs to be done in every element of a form, rather than prescribing how to do it. In addition, because most organizations are expanding their traditional approach to forms to include paper, electronic, and on-line forms, a principle-based approach is critical in building a long-term improvement in forms design.

Our 2-day workshop is taught by experts with years of developing award-winning forms. We keep our workshops small to ensure you get the hands-on attention you need. We'll cover the following topics in detail with practical hands-on examples and the opportunity to review your own form with our experts

### Module 1. Introduction

### Module 2. Understanding the Form Design Process

### Module 3. Planning Your Form

### Module 4. The Dialectic Approach

- Principle 1. Balance the visual and the words
- Principle 2. Create visual unity

### Module 5. Designing Your Form: Task Completion

- Principle 3. Set up the form to address context and task
- Principle 4. Make the information more manageable for readers

### Module 6. Designing Your Form: Navigation

- Principle 5. Make the logical structure visible
- Principle 6. Present information so it looks accessible

### Module 7. Designing Your Form: Comprehension

- Principle 7. Help readers untangle the text
- Principle 8. Use words your readers would use

### Module 8. Working with Your Own Form

- Apply the principles
- Test with your intended users

*“Getting the right information from customers the first time around reduces rework.”*



## Where & When

Washington, DC , March 23–24, 2010  
Times: 8:00–4:00 (day 1) & 8:00–3:30 (day 2)

## Who We Are

Kleimann Communication Group, and its expert staff, have been involved with forms design for over 20 years. We have worked with various federal agencies to help them develop award-winning forms that work. Kleimann worked with over 29 states to develop in-house capability for Food Stamp Applications. One state went on to redesign 30 additional forms. Kleimann has also been involved with major redesign projects of national importance, such as the Good Faith Estimate and the Financial Privacy Form. For this workshop you will be mentored by one of our project leads on these projects.

## To Register

Call 202.737.5733 to register. Cost is \$1,399 per participant (10% discount with five or more participants from the same organization). We accept MasterCard or VISA.

*“Forms are the public ‘face’ of a company and a customer’s first encounter with its products, processes, and services.”*