

# 10 THINGS

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**Alun Lucas & Craig Sullivan**  
Explained At Experimentation  
Elite About Why No One  
Wakes Up Excited To Fill In  
Your Form



**TL;DR**

**Every form field has a cost.**

***AKA: Most teams never calculate the interest.***



# **1** Let's kill the fantasy

**Forms are not a feature.  
They're a barrier.**

**People don't fill in forms for fun.**

- They fill them in to get something.

**If your form is painful, confusing, or  
needy, they leave.**

**Quietly.**  
**And forever.**



# **2** The stat that should hurt

**Across 60+ million form starts**

**Only ~35% of visitors actually complete a form.**

- That's not a "small drop-off".

It's **systemic**  
**leakage.**

And it's  
**costing** you  
customers and  
**cash.**



# **3** Why people abandon forms

**Drop-offs usually fall into five buckets.**

**Choose your bin:**

- the form is broken
- expectations change mid-way
- errors are hostile or useless
- you're asking for stuff people don't want to give
- you send them off-site ("got a coupon code?")

**None** of this is  
advanced UX.

It's **basic**  
**competence.**



# **4** The most hated field

**Passwords have the highest abandonment rate.**

**Why?**

- absurd rules
- unclear requirements
- forced confirmation
- invisible input
- punishment via red error states

Security  
theatre  $\neq$   
actual  
security.

Understand  
the **difference.**



# **5** Form length isn't the villain

**More fields  $\neq$  lower completion rate**

**What matters more? Motivation.**

- High motivation  $\rightarrow$  people tolerate pain.
- Low motivation  $\rightarrow$  even one extra field feels personal.

# **5** Form length isn't the villain

**Motivation explains a lot**

**It's why:**

- government forms convert
- weak lead magnets don't

People only  
tolerate  
friction  
when **the**  
**context earns**  
**it.**



# **6 Desktop still wins**

**Desktop users complete forms more than mobile users**

**Not because mobile users are lazy, but because forms are still designed**

- on big screens
- with tiny controls
- sliders
- horrible date pickers
- dropdowns from hell

Mobile **pain** is  
a design  
choice **you**  
**made** for your  
users.



# 7 Forms are negotiations

**A form is an exchange:  
information ↔ value**

**But too often it becomes:**

- backend needs vs human patience
- data structure vs lived reality

When forms  
feel hostile,  
it's because  
**empathy lost**  
the argument.



# **8** The fixes are not magic

**But your stage needs to be solid**

**Before you A/B test anything:**

- audit the form properly
- watch real users fail (yes, fail)
- test on real devices
- fix the copy
- fix the errors
- fix accessibility

If basic  
**usability is**  
**broken,**  
your  
experiments  
are just  
**compensating.**



# **9 Stop letting the wrong people write form copy**

**Developers should not write error messages. (With love.)**

**Good form copy:**

- reduces anxiety
- explains expectations early
- confirms progress
- avoids blame

“Something  
went wrong” is  
**not helpful.**  
It’s just rude.  
And **lazy.**



# 10 Small changes, big money

**You don't need to burn the house down.**

**But you do need to check the foundations:**

- address lookup
- inline validation
- browser autofill
- proper keyboard layouts
- chunking & progressive disclosure
- accessible labels and font sizes

**It's not  
glamorous.**

**But all of it  
works.**



# Final mic drop

**If your form leaks  
customers,  
it's not because people are  
stupid.**

**It's because  
the form was designed for  
systems and not reality**

**So remember...**

Forms are where good intent goes  
to die.

Fix them.



**Question** The Form.

Not **The User.**

