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August 2020

THIS MONTH —

Inclusive UX in Surveys & Forms

Earlier this month a member of our UX team stumbled on a fascinating issue with the design of North Carolina's absentee ballot request form. The ballot relied solely on color to convey required fields with the statement: "required fields in red below." This ran afoul of the Section 508 federal accessibility guidelines—specifically the ones designed to protect people with low vision or colorblindness. Additionally, the red fields would not be visible should a user select a black and white printing option. NC readers can rest easy knowing we alerted the Board of Elections released [a corrected form](#) just this week with a new and more compliant design.

Sadly, forms and surveys often lack a heavy design or user experience influence when created. In this month's issue we dive a bit deeper into form UX—one of the least attractive, yet very important aspects of UX design.

Featured work —

Gender form fields that present male and female as the only options can alienate non-binary users. Thinking through this aspect of the user experience, we created a tool to help survey and form designers stop and think about the question "Should I ask for gender?" when collecting data. Take a short quiz to help determine whether your particular needs present a good

case to ask for gender or not, and check out glossary and other resources to help think through the complex aspects of identity.

[Visit ShouldIAskForGender.com →](#)



★ The more you know —

[Cultivating a more gender-inclusive web →](#)

How shouldiaskforgender.com came to be.

Alex Manzo, Savas Labs

[Design Better Forms →](#)

A visual guide of common mistakes designers make and how to fix them.

Andrew Coyle

[When Binary Code Won't Accommodate Nonbinary People →](#)

The next frontier in gender rights is inside databases.

Meredith Broussard, Slate

[Gender Inclusivity Is More Than an "Other" Option →](#)

How to handle a gender field on forms is a small part of a larger, complicated picture.

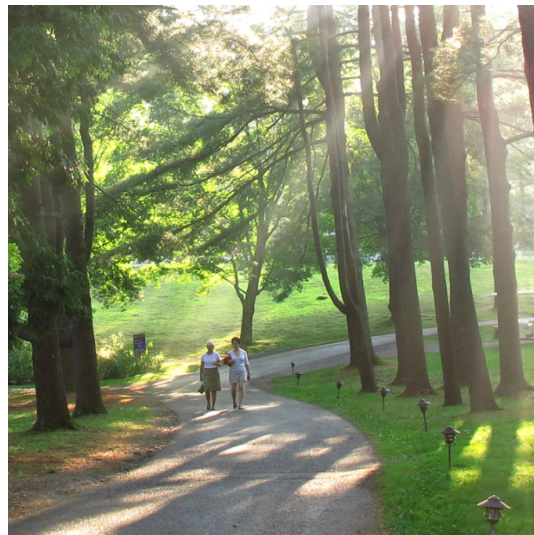
Alex Manzo, Savas Labs

📢 Client shoutout —

Client shout out to one of our longest-tenured clients, the **Omega Institute**—a nonprofit, mission-driven, and donor-supported educational organization at the forefront of holistic studies. While their gorgeous Rhinebeck, NY campus has been closed due to the pandemic,

they've adapted to hold more events online and are looking to raise funds to come back in a big way in 2021. Consider making a donation to a great cause or just check out what they're all about!

[Check out Omega Institute →](#)



🎉 And now, a GIF —

Do you, or does anyone in your household, work in any of the following industries?

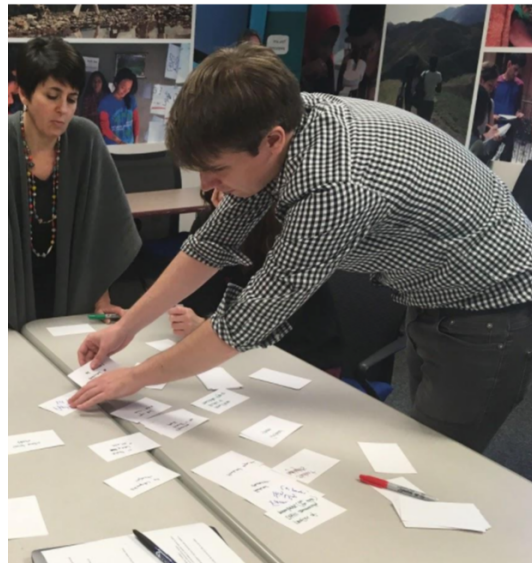
- ☐ Accounting
- ☐ Advertising
- ☐ Agriculture/Fishing
- ☐ Architecture
- ☐ Automotive
- ☐ Aviation
- ☐ Banking/Financial
- ☐ Bio-Tech
- ☐ Brokerage
- ☐ Carpentry/Electrical installations/VVS
- ☐ Chemicals/Plastics/Rubber
- ☐ Communications/Information
- ☐ Computer Hardware
- ☐ Computer Reseller (software/hardware)
- ☐ Computer Software, Storage, Security

Sometimes surveys are full of surprises!

😊 Meet the team —

Remember the UX designer that found

that design error in the ballot request form design? That's [Sean O'Shea](#), a Senior UX/Design Strategist at Savas who has a keen eye for usability and accessibility. Before joining us at Savas, Sean was UX Lead / "digital resonance-maker" at Cuberis and worked with museums and higher-ed organizations. When he's not finding usability problems in forms, he's playing with his cute cat Ezri. Want to work with Sean?



[View open positions →](#)

Thanks for reading!

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