Zuko Consultancy

Quick Impact Report

For: Example Form

June 2025

Executive Summary

Key friction & abandonment points

Field	Potential reasons for drop-off
Submit button (29% of abandonment)	Error messages triggered on the mobile phone & password fields
Username (22% of abandonment)	Users already have an account
Email (19% of abandonment)	No explanation of why you want this information. Some users are uncomfortable about sharing it
Password (15% of abandonment)	Validation rules are not communicated to the user on the form, only through error messages, creating user frustration

Change / test recommendations

- Add clear instructions around fields which have conditions (Username, Password).
- Introduce inline validation and live error message handling to give immediate feedback to users.
- Make clearer the nature of the form, possibly in the form of a header: this is registering for new sign ups; invite existing users to Sign In.
- Add copy around the Email Address and Phone Number fields to explain and reassure users concerned about potential data misuse.
- If it is determined that the Phone Number field is not necessary, make it optional or remove it as it is contributing to user friction on the form.
- Address accessibility issues: these should be implemented as a matter of priority.

Form Overview

Key points:

- The overall conversion of the form (View to Completion %) has dropped from 28.3% to 21.5% in the period March to May.
- Desktop users convert better (26.9%) than mobile users (20.5%).
- The field recording the most abandons is the Submit button, representing 29% of all form abandonment. The next biggest points of abandonment are the Username and Phone number fields.
- Abandonment on the Submit button is much more significant on mobile devices (34.5%) compared to desktop devices (27%).
- There is significant friction around the Phone Number and the Password fields, which have high return rates and friction scores (return rates of 37% and 32%; friction scores of 12% and 10% respectively).

General form data, performance and trends:

Metric	Overall data	Desktop	Mobile
Views	294,699	48,368	243,376
View to Starter %	43,0%	36.1%	44.0%
Starters	125,705	17,459	107,124
Starter to Completion %	50.5%	74.4%	46.6%
Completions	63,415	12,986	49,926
View to Completion %	21.5%	26.9%	20.5%
Ave. total field returns	1.33	1.24	1.34
Ave. completed session duration	2m 34s	1m 28s	2m 45s

Remarks on the data

- Mobile users represent a far greater proportion of the total users (82.6%) than desktop users (17.4%).
- Mobile users are much more likely to engage with the form (View to Starter rate 44%) than desktop users (36%).
- However, mobile users are far less likely to complete the form once they start it (Starter to Completion rate 46.6%) than desktop users (74.4%).
- Mobile users spent significantly longer completing the form (2m 45s) compared to desktop users (1m 28s).
- Mobile users also show a slightly higher rate of bouncing behaviour (1.34 average field returns per session) than desktop users (1.24).

Trends

- The overall conversion rate has shown a steady decline over the period analysed, dropping from 28.3% to 21.5% (View to Completion)..
- This is due to a significant dip in the proportion of starters who completed the form (drop in the Starter to Completion rate from 62.2% to 50.5%) in this period.
- This drop is more marked on mobile sessions than desktop sessions.

Field-level analysis

The following table ranks the top fields in order of the total form abandonment that occurs on the field:

Field	Abandon rate	% total abandonment	Return rate	Friction score
Submit	18%	29%	38%	18%
Username	14%	22%	33%	17%
Phone number	12%	19%	37%	12%
Password	8%	15%	32%	10%

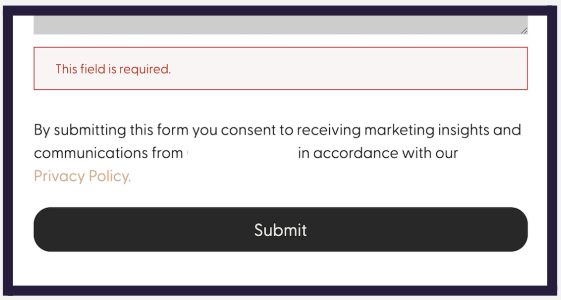
The biggest field for total abandonment is the Submit button, followed by the Username, Phone number and Password fields.

All of these fields also record high return rates, with around a third of sessions having to return to them at least once. Each also has a friction score of above 10%, which is a good gauge of the influence of friction on form abandonment; even if users do not abandon the form directly on the field, they are nonetheless struggling to successfully answer the question.

Looking at each field in turn:

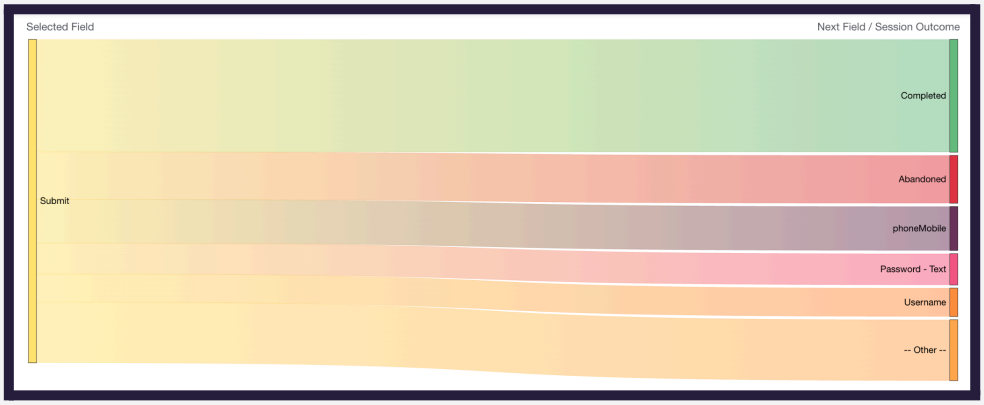
Submit button

The abandonment around the Submit button is not necessarily because the button itself is problematic, but the due to binary nature of the outcome of an interaction: either an interaction with the CTA leads to successful submission or a failed submission with error messages.



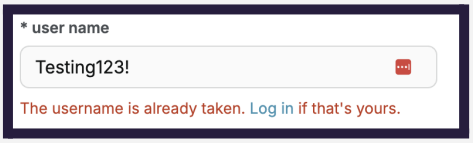
Failed submission on this form: clicking the Submit button has triggered error messages due to incomplete fields

By analysing what users do next from the Submit button, there are three clear patterns of user redirects from Submit back to the Phone Number, Password and Username fields:



Username field

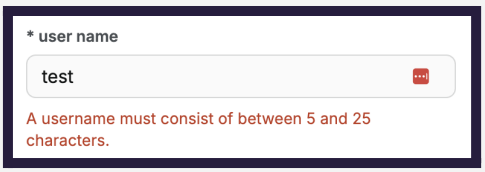
It is likely that some of the abandonment is caused by users who already have an existing account trying to register with their username:



Users in this case would be invited to log in at this point

To test this hypothesis with the data, comparing new users versus returning users to the form shows a higher abandon rate for returning users (25%) when compared to new users (17%).

However, there is also a significant proportion of users who are struggling with the field otherwise. It has a high return rate (33%) and friction score (17%). The friction score suggests that the returning behaviour to the field is much greater in sessions which abandon the form compared to sessions which complete the form. It is implied that this field has an influence on abandonment.



Conditionality attached to validation rules may be influencing user friction around the field

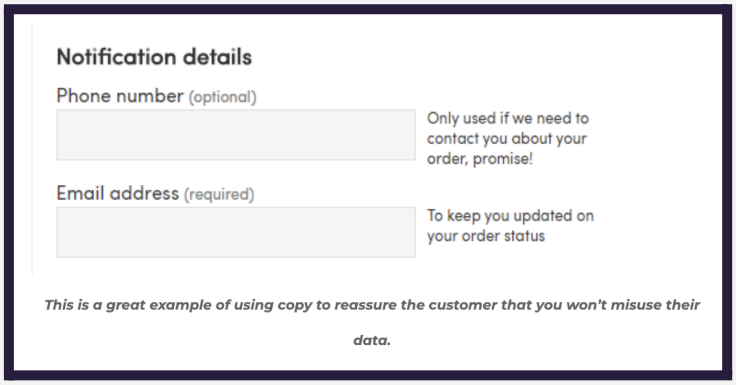
This is potentially due to validation rules around the field leading to multiple user attempts. Although these conditions are clearly indicated in the error message, they are not readily visible to users on the form UI. Microcopy should be included around the field to communicate username conditions.

Phone number

The Phone number field is among the biggest causes of issues on forms. Asking for a number can be sensitive for users who may provide a fake number, or even abandon a form, rather than provide their genuine number. It is important that they fully understand why this is being asked and how the information will be used.

On this form, there is no copy to support the request for a phone number - why is it necessary to provide this information in order to sign up? Could it be made an optional field?

If it is determined that the phone number must be mandatory, then microcopy should be used around the field to explain the rationale for asking for it and reassure users who may worry about how their data will be used. Below is a good example of this:



Password

There is significant bouncing around the Password field as evidenced by the high return rate and friction score. This suggests that users are having to interact with the field multiple times so this field is likely a contributing factor to form drop-off.

Similarly to the Username field, there are conditions associated with the field that are not visible to users around the field. Only if the user attempts to submit the form unsuccessfully are error messages triggered which explain the conditions the user needs to fulfil to create a valid password.

This is contributing to significant numbers of failed submission attempts, with many sessions being redirected back to the Password field from the Submit button. This pattern is clearly seen in the Field Flow chart in the Submit button section of this report.

Validation conditions should be clearly visible around the field at all times so users are able to see them before they interact with the field. Also consider live validation which gives immediate feedback to users as each of the various password conditions are met.

Testing / change recommendations

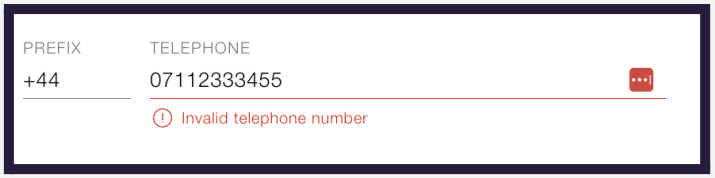
- Clearly communicate Username and Password conditions around the field. This should be a list of the various conditions the user has to satisfy for a successful input.
- Add live validation (ie. adding a visual cue to show users when each condition is met) to help guide users through the fields.
- Copy should be added around sensitive contact details fields to explain why the user needs to provide it and to reassure them against misuse.
- If it is not strictly necessary to have a phone number, then at least make it optional. Form conversion may benefit generally from removing it if the data is ‘nice to have’ rather than necessary.
- Error messages triggered by an interaction with the Submit button should be clear and concise, explaining the exact nature of the error. Autoscroll should be used to guide users to the issue.

Other points to consider

Error message handling

Error messages should be clear and concise, directing users to the source of the problem, and explaining the exact nature of the problem.

For example, the error triggered around the phone number field is generic, stating only that the telephone number is “invalid”.



The telephone number is not invalid in this case, but doesn't follow the prescribed format of the field. This is an example of an error message being unhelpful which makes abandonment more likely.

Accessibility

There are a number of accessibility issues with the form that should be addressed:

- Field labels and copy on the form are too small to be fully legible. All fonts should be at least 16px.
- The colour contrast between the text and background is insufficient: grey on white is likely to increase issues of legibility especially for users with visibility disabilities.

Note that the EU Accessibility Act (June 2025) now mandates minimum accessibility requirements for digital products- efforts should therefore be made to address these accessibility issues as a matter of course.

Positive aspects of the form

Use of radio buttons

Radio buttons being used when there are a limited selection of possible answers is good practice. Dropdowns are sub-optimal on webforms and radio buttons offer mobile users a better user experience.

Use of a single field for Name

Having a single name field not only allows you to streamline the form by removing a First/Last Name field, but is more culturally inclusive: First and Last name is a Western naming convention that can be exclusionary for users of different cultures.

Key Conclusions

1) There has been a negative trend in form conversion during the period analysed. Desktop conversion is better than mobile conversion, due mainly to desktop users abandoning much less once they have started the form.

2) The biggest issues on the form are found around the Submit button, Username, Phone Number and Password fields.

3) Key reasons for abandonment and user friction around these fields are related to:
    a) A lack of clear communication of form purpose. This includes a clear form header explaining that this is a sign up form for new users only and is not for users with an existing account.
    b) No fixed instructions to users concerning Username and Password validation rules.
    c) An absence of copy around the sensitive Phone Number field to explain rationale and reassure users concerned about data misuse.
    d) Too much data requested: can the Phone Number field be dropped/made optional if not strictly necessary?

4) Other issues include:
    a) Error message handling which could be improved by introducing inline validation and using clearer messages.
    b) Accessibility issues due to small font sizes and a lack of acceptable colour contrasts between text and background.