

First name

Last name  
Margieson

Phone number  
1-123-321-4321 ✓

Business email  
McDonaldsChickenNugget@aol ✗  
It appears that this email has been entered incorrectly.

Company name  
Burger King ✓

Job title

USA ▼

Number of employees

Select an industry

Postal code

Forms are an important part of the digital strategy as they are the main driver of market qualified leads on the website. To try and reach as many people as possible, forms have been placed on most SAP Concur web pages. Since they're on nearly every page, the design of them needed to be simplified.

Previously, the form fields had grey backgrounds and labels in each of the fields. Which is a great way to save space, but when a user types in field, they'd lose what that field was asking of you. In an effort to increase clarity, I moved the field label up when the user starts typing. This way the form doesn't occupy any extra space and the user still has clarity on what each field is.

Another feature I wanted to implement was in line validation. Users should know right away if their entry is valid or not. If there was an invalid entry, I also wanted to let them know why it was invalid with a short blurb along with an error state color.

Conversely, I also wanted to call attention to the active field in the same way, just using a different color.

I designed these forms to be in line with our design system that is currently being implemented.

There was also a bunch of interactions that makes the whole form feel nice to use. [Check the forms out on any SAP Concur page](#)

ALEXVANGILDER