

## **User Flow Diagram**

Deepanshi

456807

**Bow Valley College**

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Instructor: Jimmy Wong

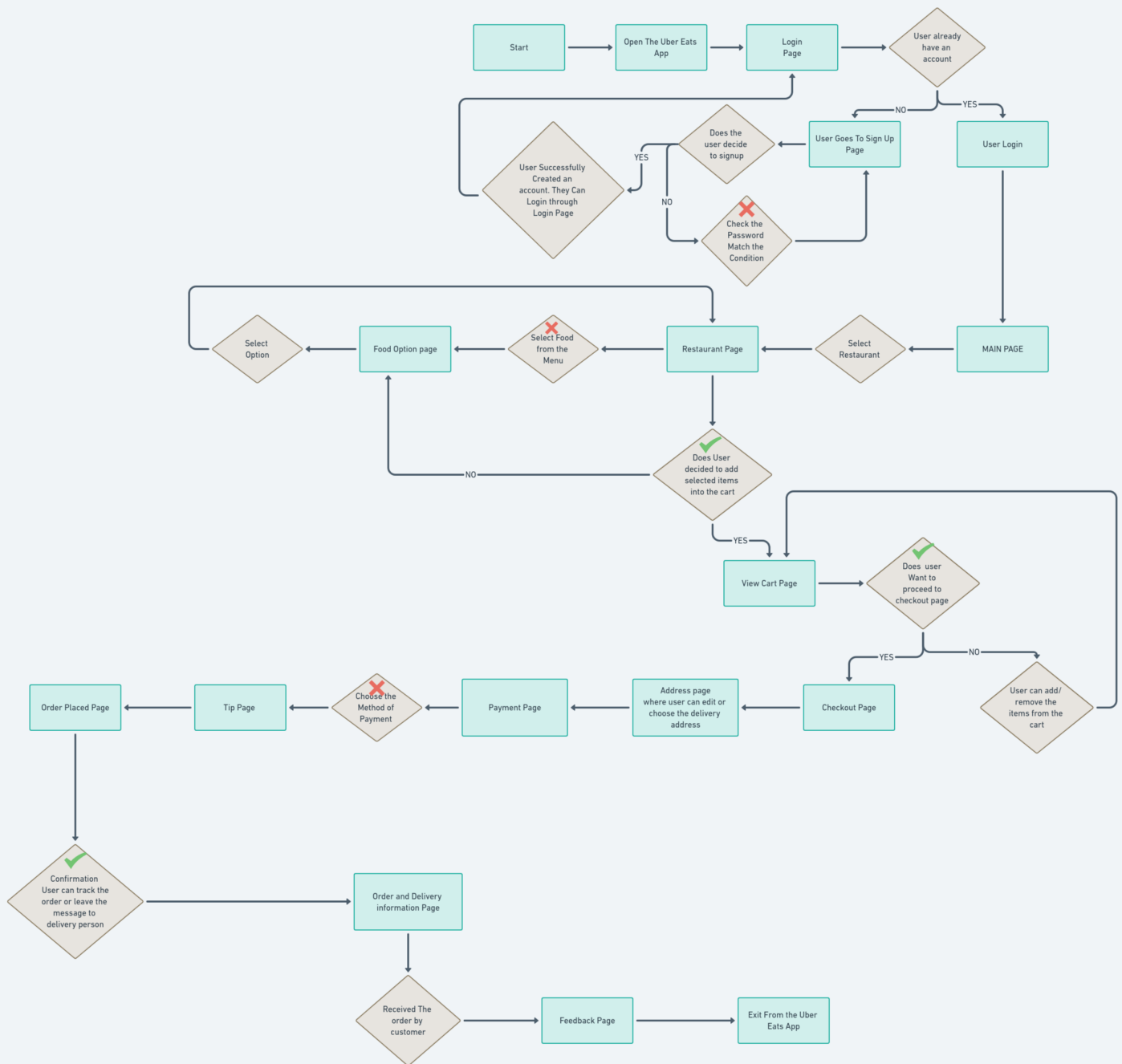
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## INTRODUCTION

A user flow diagram is a graphical description of the stages of accomplishing a task within an application. I will create a digital user flow diagram using **whimsical.com** based on my experience with delivery applications like UBER Eats.

The user flow diagram should have the following:

- **10 to 30 steps:** Indicate arrows for in-app actions taken by users.
- **Three positive and negative moments of truth:** Display checkmark (✓) and cross (x) symbols.
- **A brief explanation:** Explaining the one good and one bad moment of truth in brief.



### THREE POSITIVE MOMENT OF TRUTH(✓)

1. Does User decided to add selected items into the cart

**Reason:** Users can successfully add the items to the cart, providing satisfaction and confirmation of the selected product.

2. Does user want to proceed to checkout page

**Reason:** Proceed to the checkout, showing it clear that you have decided to buy the product and this will lead to a quick transaction.

3. Confirmation User track the order or leave the message to delivery person

**Reason:** Tracking orders or interacting with delivery partners enhances user control over the delivery process.

### THREE NEGATIVE MOMENT OF TRUTH(x)

1. Check the Password Match the Condition

**Reason:** What if their password does not meet the specific criteria causing delay in the signup process and sometimes the registration process is not completed due to one step.

2. Select Food from the menu

**Reason:** Users may experience frustration if the menu is poorly organized.

3. Choose the Method of Payment

**Reason:** In the payment process, limited options or technical issues, along with unclear instructions, may cause difficulties for customers.

## **BRIEF EXPLANATION**

**Negative moment of truth:** A user might find the first choice of food selection the most enjoyable part of the experience with the food service application. Without a proper layout in the ordering list, customers may be confused with the whole transaction. An ordered menu, with distinct groups and easy transport, guides buyers quickly to their desired articles, thus, the choice becomes efficient and funny in the selection process. In contrast, such is not the case, and therefore a poorly organized or confusing menu can be the one that users will find hard to get what they want, hence, they might experience dissatisfaction and some delays. Thus, this anger can bring about orders to abandon or see the app's usability negatively. Thus, a menu that is well-drawn and easy to maneuver is a must for the users' pleasant and distress-free experience, as it is one of the integral aspects of the possibility of the users to move through and see their food options.

**Positive moment of truth:** Order confirmation and the ability to track, along with the option to leave a message for the delivery person, are some of the essential functions that improve user experience. Once a user can track the order in real-time, they can find themselves in control and are reasserted of the fact that his delivery is in progress. This openness also reduces anxiety and allows the users to always keep track of their order's progress. Another opportunity to get in touch with the delivery person, moreover, lets the clients address any particular requests or issues, thus becoming the key to overall better doing of them. Not only are these features able to bring the users' satisfaction by providing greater control and clarity of the whole system, but they can

also contribute to a more efficient and customized delivery service. Thus, there is a considerable role played by them in creating a favorable image of the service and thereby making customers repeatedly opt for these.