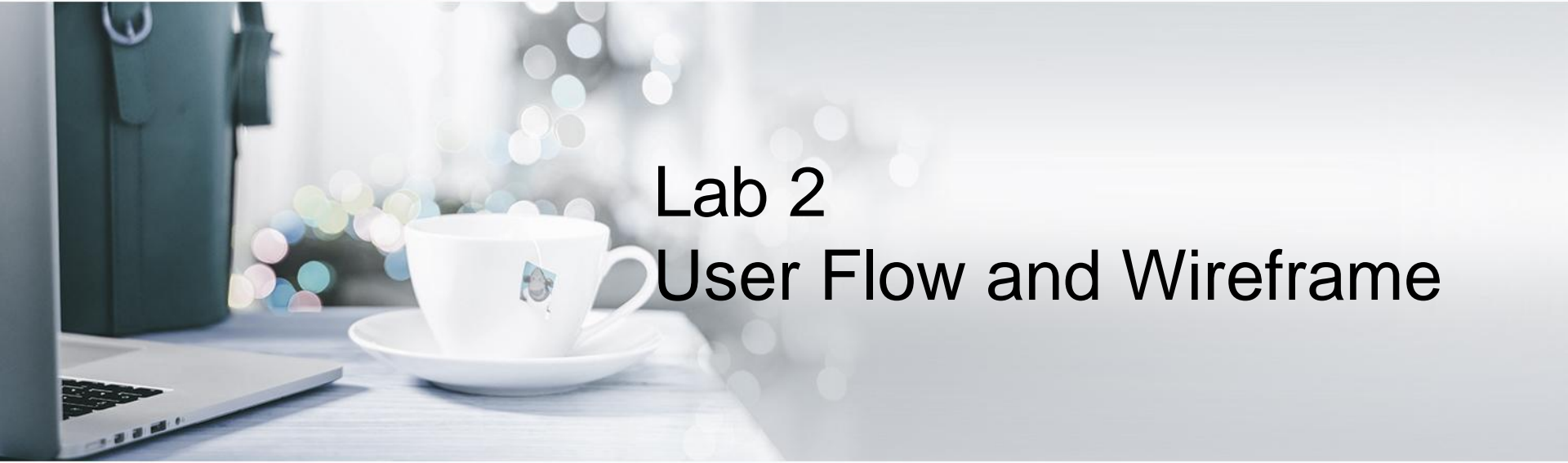




User Experience Design

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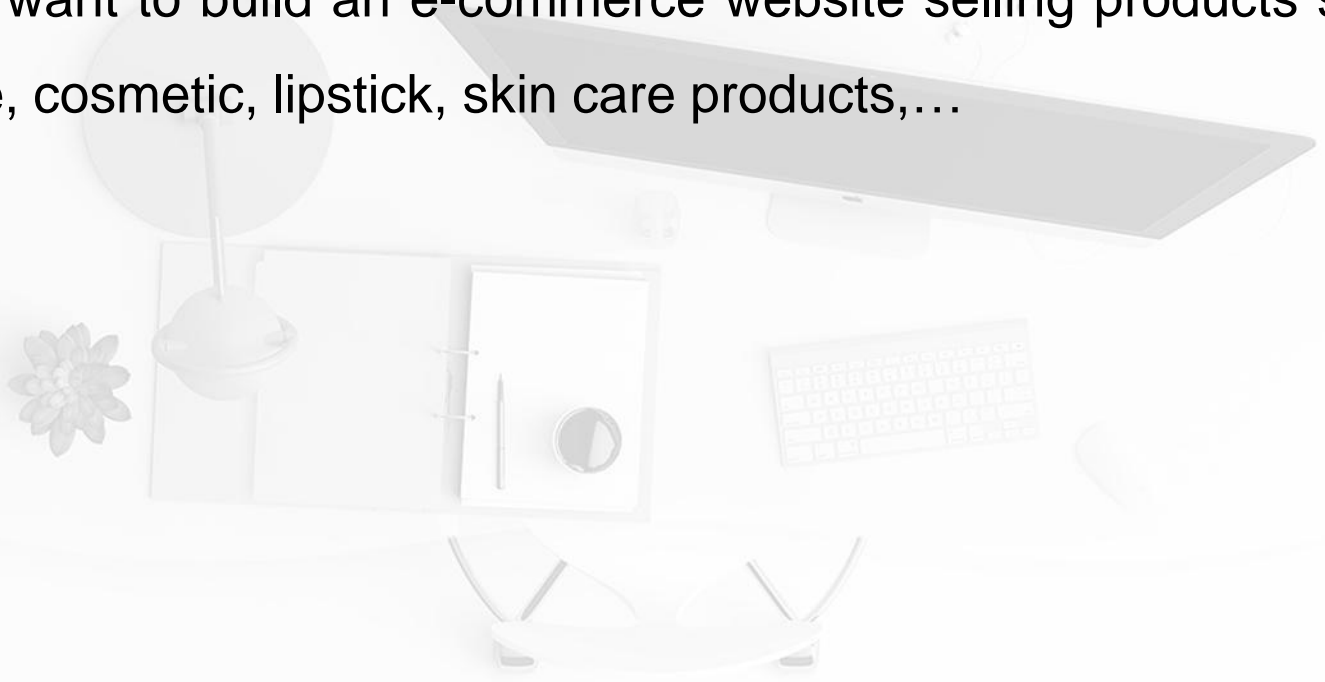


Lab 2

User Flow and Wireframe

Project Description

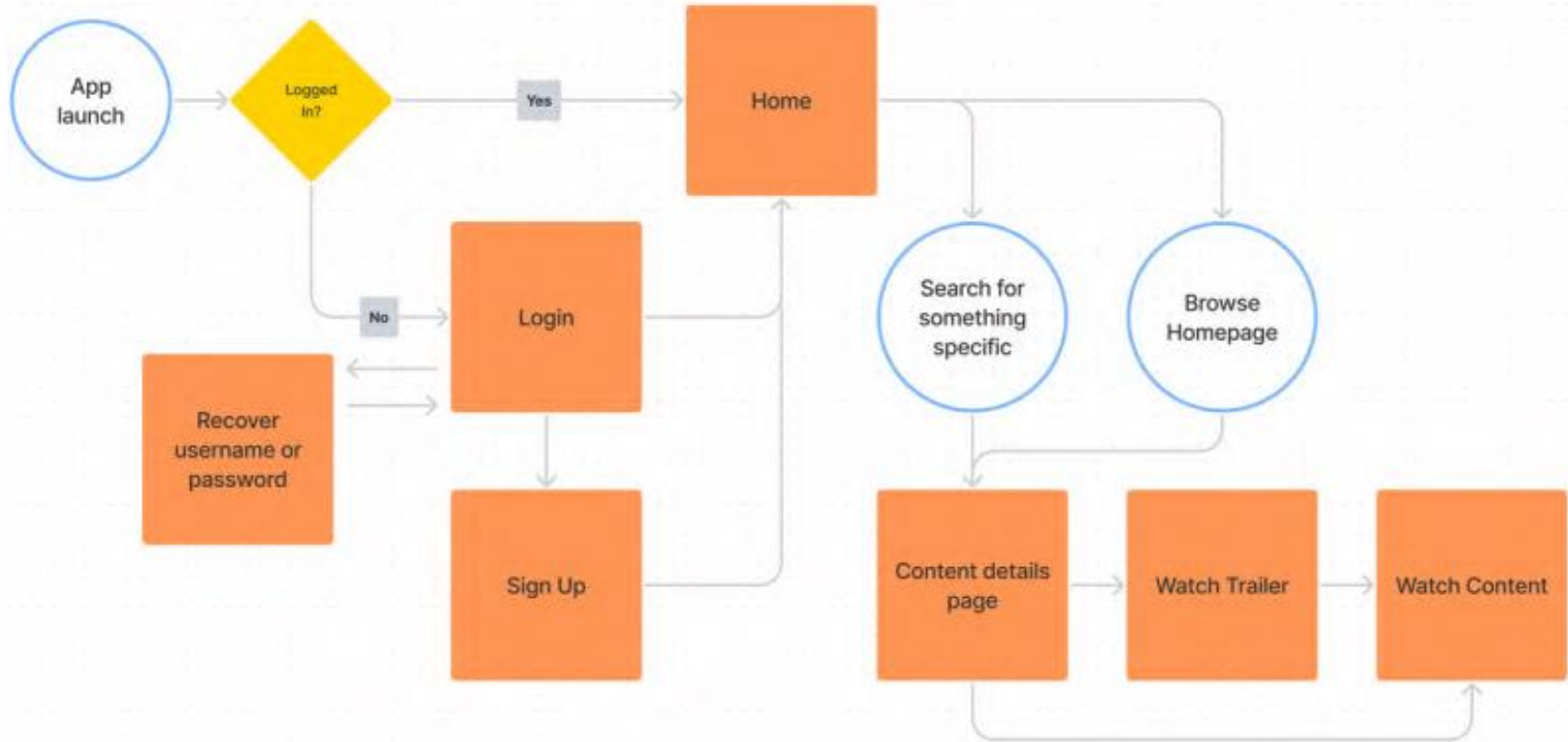
A client want to build an e-commerce website selling products such as perfume, cosmetic, lipstick, skin care products,...



1. Building user flow in FigJam

- You already know the preferences and goals of your target audience, so the next step is to determine the typical path that a user will take when using the product.
- To build a navigation flow, you can use the classic flowchart.

1. Building user flow in FigJam



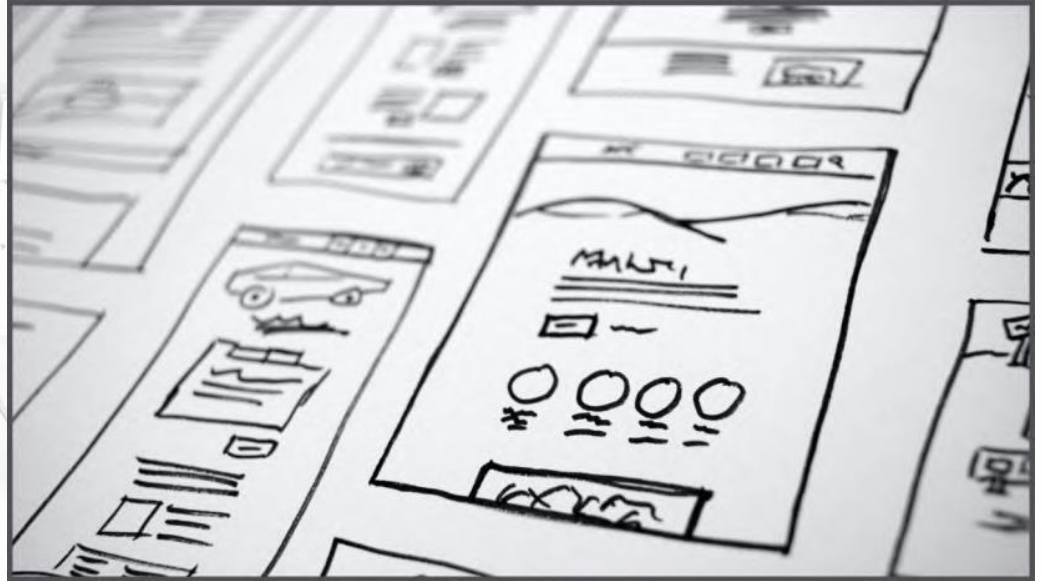
Assignment 1

Build the user flow.



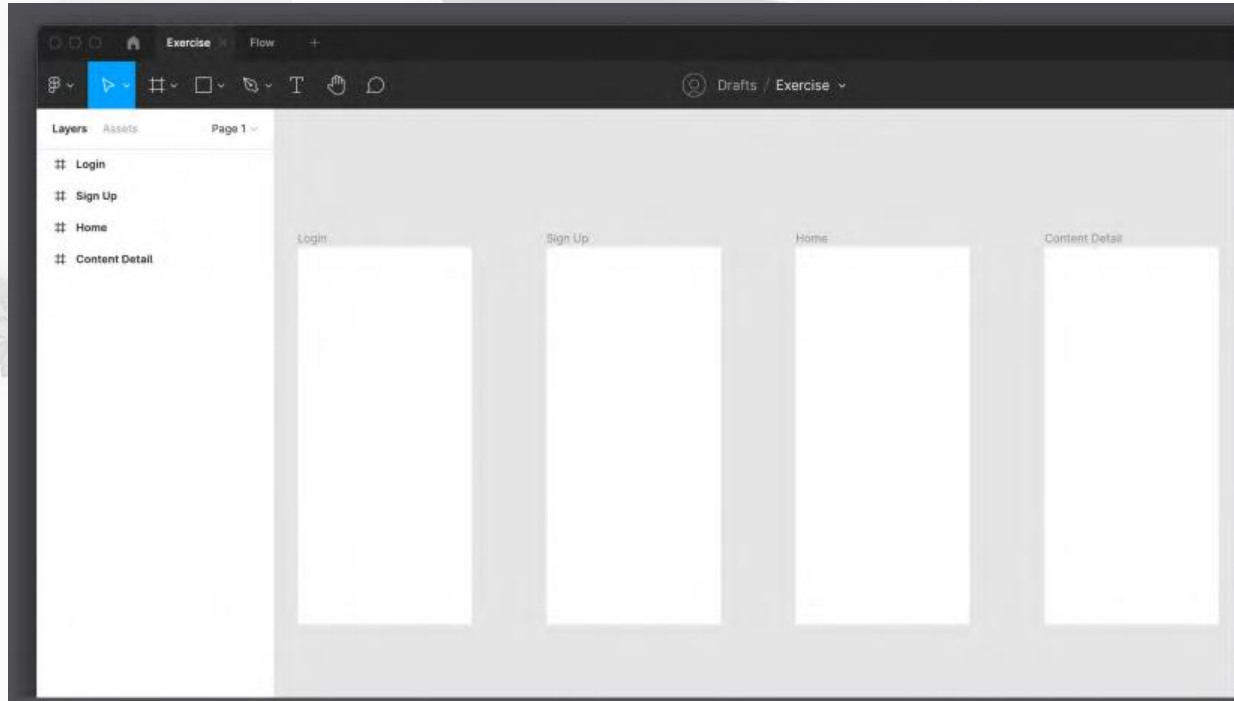
2. What is a wireframe?

- It is the first draft of a raw UI without any style, detail, or even color.
- The first iteration of the wireframe can also be done roughly with pen and paper



2. What is a wireframe?

- **Flow to skeleton**



2. What is a wireframe?

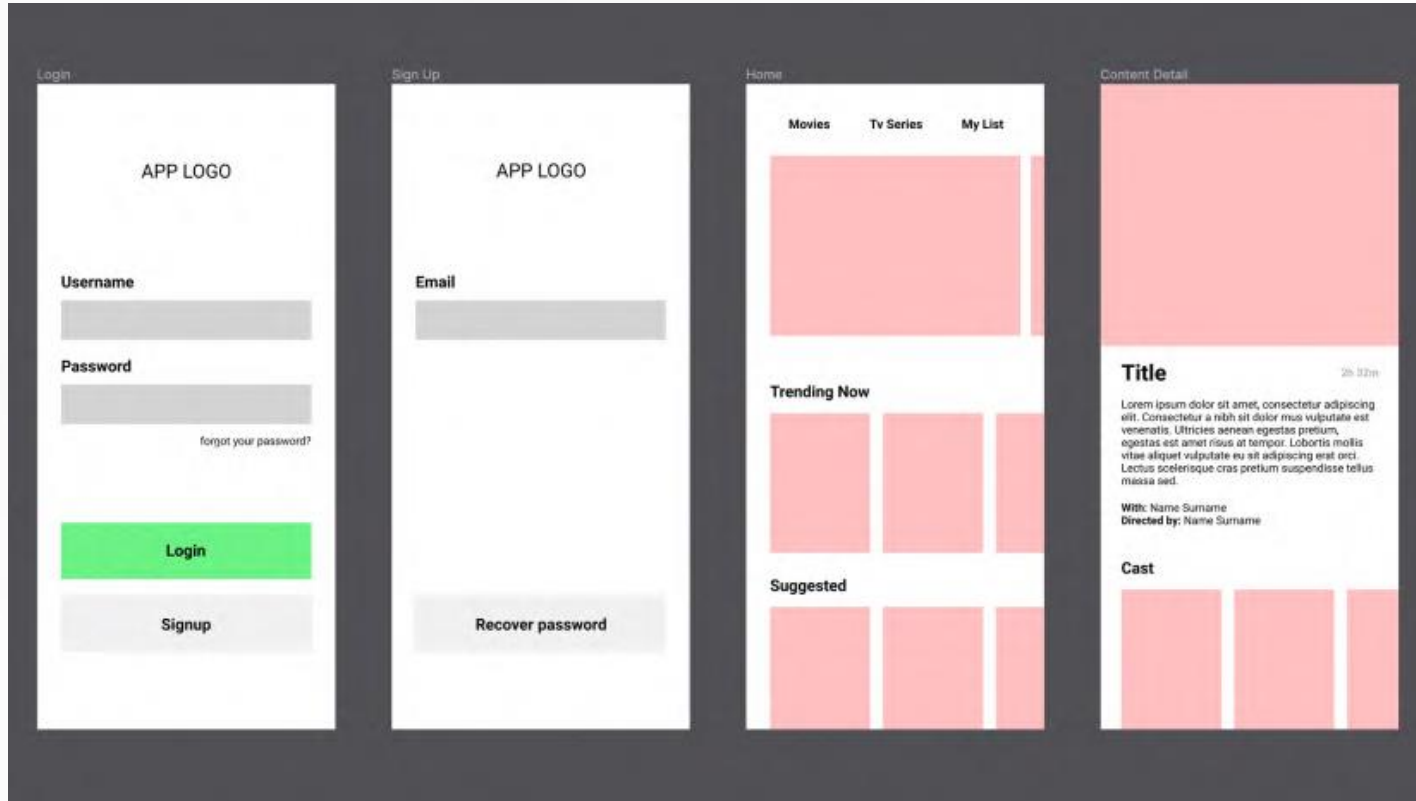
- **Shaping the interface**

It's time to work on each screen individually and determine what content structure they can display.

Once you are done with the wireframe, the structure of any application or website that you might be working on in the future becomes much clearer.

2. What is a wireframe?

The finished wireframe structure



Assignment 2

Draw wireframes of the following pages:

- Home page
- Product category page
- Shopping cart page