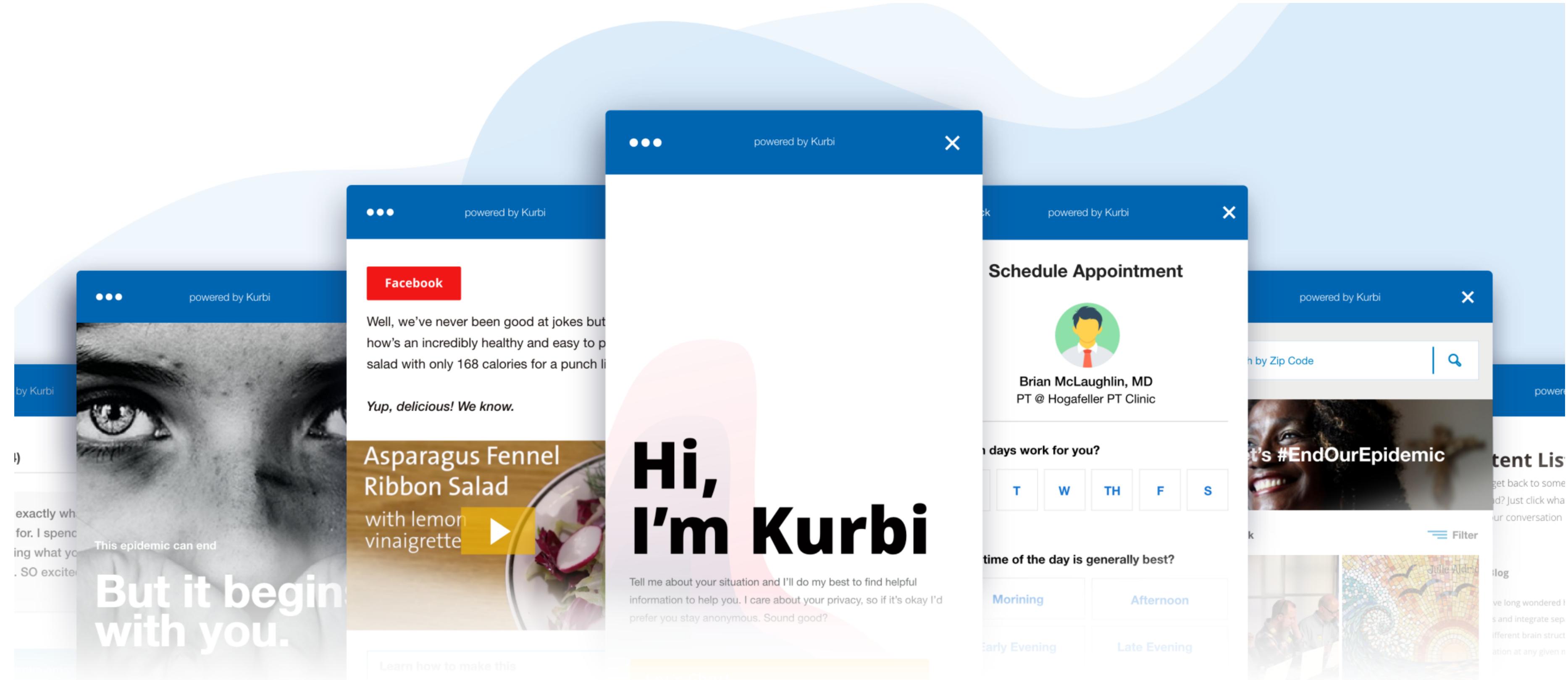


Site Structures & User Flow Maps



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<http://www.gokurbi.com/>

Multi-page site interactions

Responsive, multi-page sites require user flow maps and multiple sets of wireframes to account for breakpoints, WIMP and non-WIMP devices.

Responsive Web Design (RWD) is an approach aimed at building sites to provide an optimal viewing experience across a wide arrange of platforms that limits resizing, panning and builds.

The screenshot shows the WIRED website's homepage. The header features the word "WIRED" in its signature bold, blocky font. Below the header is a navigation bar with categories: BUSINESS, CULTURE, DESIGN, GEAR, SCIENCE, SECURITY, and TRANSPORTATION. A "SUBSCRIBE" button and a magnifying glass icon for search are also present. The main content area has a red background image of a person wearing a red mask. On the left, there's a large article thumbnail for "Lyme Isn't the Only Disease Ticks Are Spreading This Summer" by Megan Molteni, featuring a close-up of a tick. To the right of this is another article about Pokémon Go. Further down, there are two more stories: one about Star Wars and another about Silicon Valley. In the center, there's a prominent advertisement for the 2017 Alfa Romeo Giulia, showing a red car parked in front of a stone building. The ad includes the Alfa Romeo logo and the text "IT'S TIME FOR SILICON VALLEY TO DISRUPT ITS ASIAN OTDFTVDFD". At the bottom of the page, a URL is visible: <https://www.wired.com/2017/05/lyme-isnt-disease-ticks-spreading-summer/>.

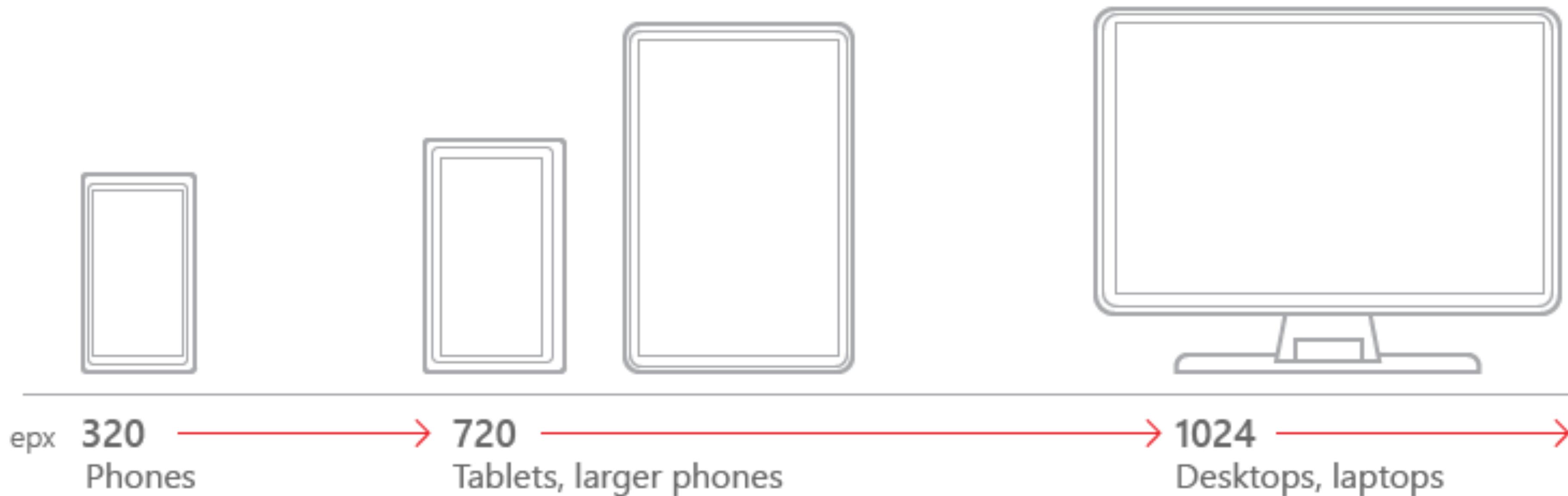
This screenshot shows a different view of the WIRED website's homepage. It features a large, bold headline: "MEET THE BOTMAKERS WHO RULE THE OBSESSIVE WORLD OF STREETWEAR READ NOW". The background image shows two men wearing Supreme-branded hats and face masks. Below the headline, there's a section titled "TOP STORIES" with a thumbnail for the same tick story seen in the previous screenshot. The overall design is consistent with the first screenshot, using a red color scheme and a clean, modern layout.

Instead of one flexible design, **adaptive design** detects the device and other features, and then provides the appropriate feature and layout based on a predefined set of viewport sizes and other characteristics.

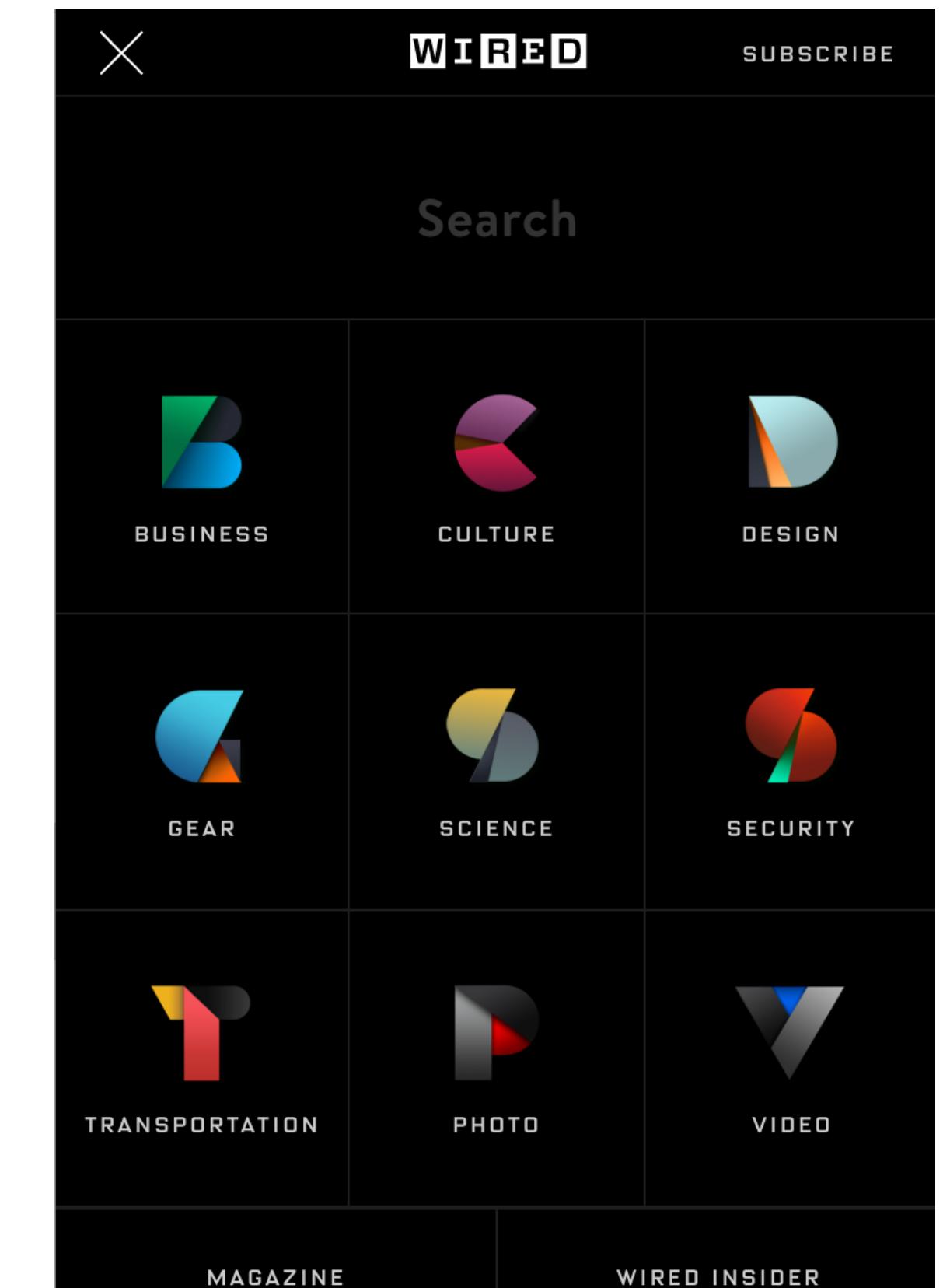
The screenshot shows the desktop version of The New York Times website. At the top left, there's a dark sidebar with the text "May 31–June 1, 2017 TheTimesCenter". The top navigation bar includes "SECTIONS", "SEARCH", "SUPPORT OUR MISSION", and user account information. Below the header, there's a banner for "The New York Times Higher Ed Leaders Forum". The main content area features a video thumbnail for "Theater of War: A Warrior's Last Words" with a play button and a timestamp of "11:33". To the right, there are columns for "OPINION" (articles like "We All Have Pre-existing Conditions" and "In Praise of Lost Causes"), "U.S. Veterans Use Greek Tragedy to Tell Us About War" (with a photo of veterans), and "SMARTER LIVING" (with a photo of Tiger Woods). The footer includes links for "1015 Comments" and "Official Defends Kushner's".

The screenshot shows the mobile version of The New York Times website. It features a large, prominent photo of Jared Kushner in the center. Above the photo, the date "May 29, 2017" is displayed. Below the photo, the headline "Kushner's Role Is Tested as Russia Case Grows" is visible, along with a summary and a "READ LATER" link. The overall layout is more compact and focused on the main news story compared to the desktop version.

Later today, you'll learn how media queries work in CSS to define the responsive web experience. In UX, we call these **breakpoints**, a base set is shown below.



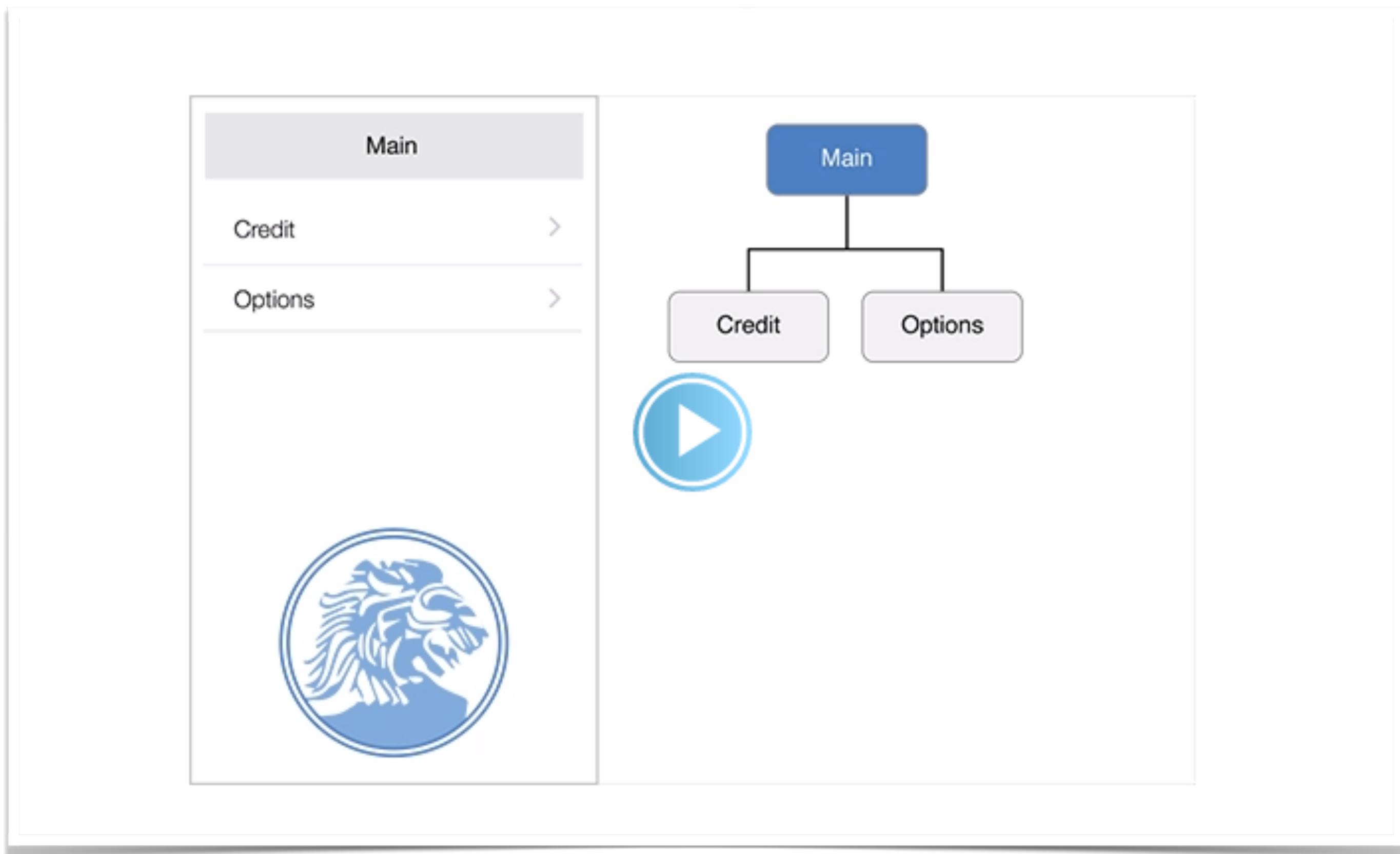
In **WIMP** devices we have the advantage of pointers and real estate, where in **non-WIMP** we must rely on touch and limited space.



User Flow Maps

User flows are diagrams used to indicate the path a user must follow in order to complete a task in a website or application. A flow diagram is often an essential artifact for UX specialists (especially in the beginning of a project) because it helps solidify how users interact with a system and clarify where the system's complexities lie.

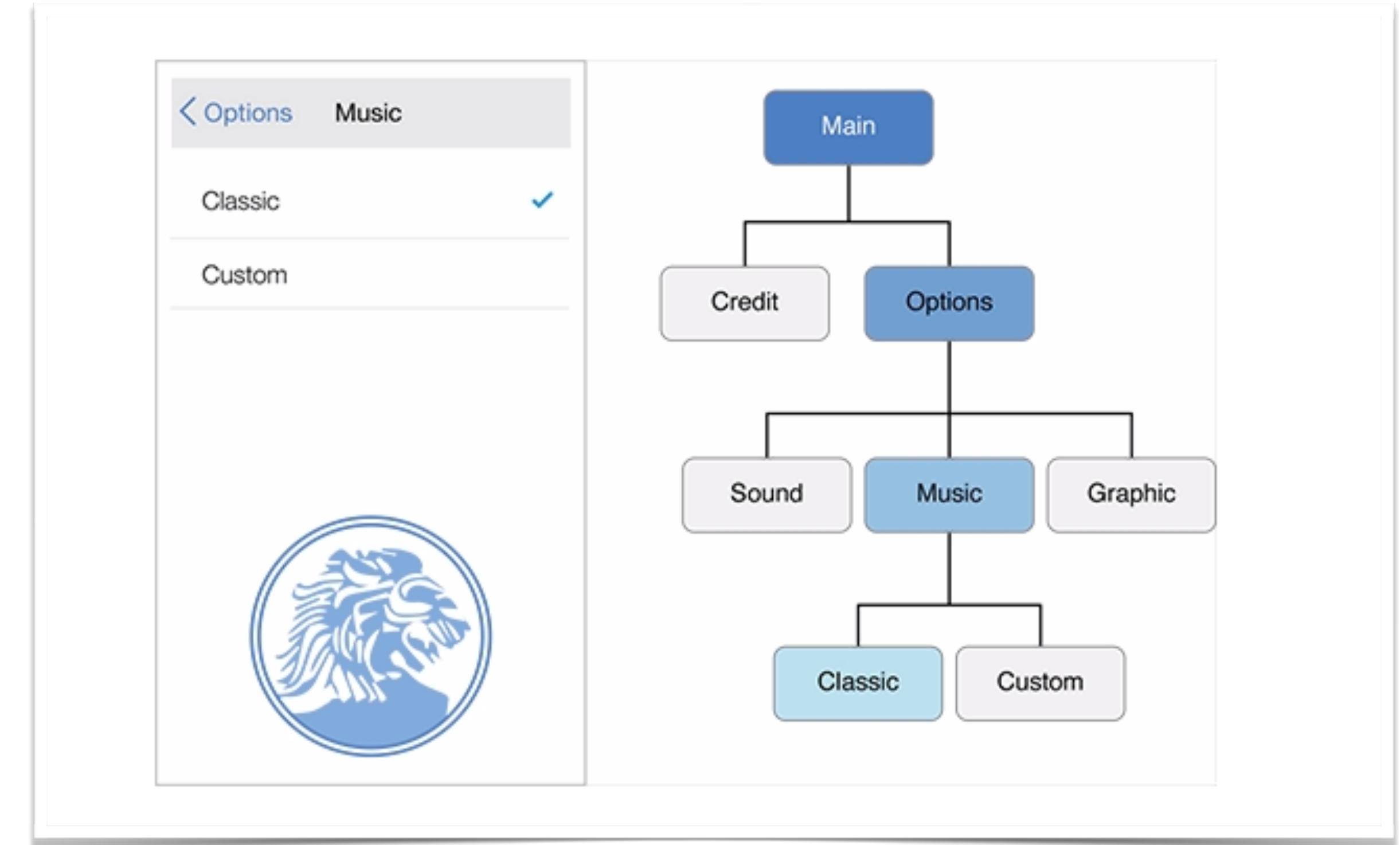
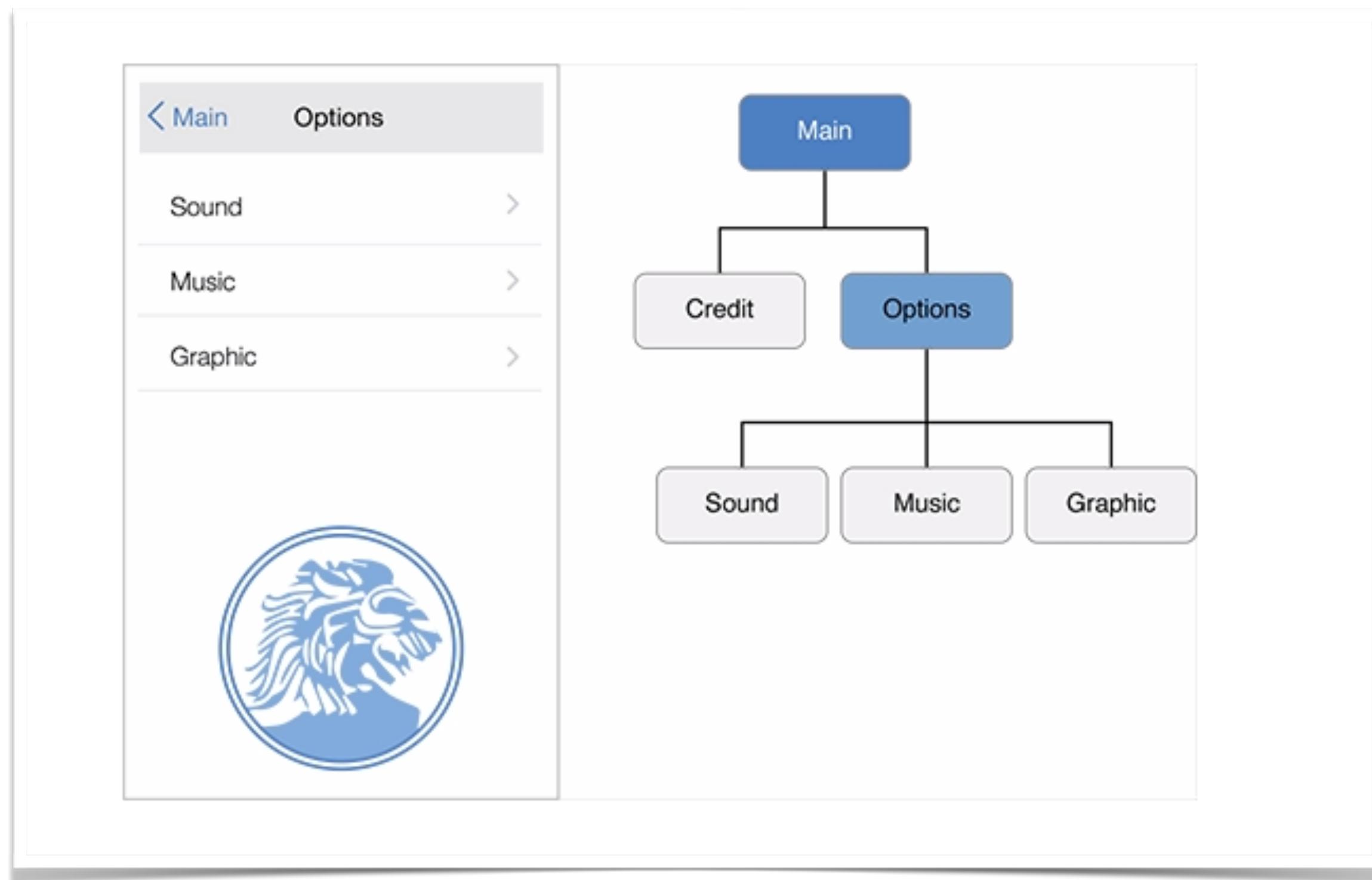
Hierarchal applications



Users navigate by making one choice per screen until they reach their destination. To navigate to another destination, users must retrace some of their steps—or start over from the beginning—and make different choices.

Settings and Mail are good examples of apps that use a hierarchical structure.

Hierarchal tiers



Flat structure

The screenshot shows a mobile application interface. At the top, there is a navigation bar with icons for back, forward, and search. Below the navigation bar is a large orange header section containing the word "Quiz" and the title "English". Underneath the title is a block of text from Shakespeare's Hamlet: "To be, or not to be, that is the question: Whether 'tis Nobler in the mind to suffer The Slings and Arrows of outrageous Fortune, Or to take Arms against a Sea of troubles, And by opposing end them: to die, to sleep No more; and by a sleep, to say we end The Heart-ache, and the thousand Natural shocks That Flesh is heir to? 'Tis a". At the bottom of the screen are three navigation buttons labeled "A/Z", "123", and "XII". To the right of the header, there is a diagram illustrating a flat information structure. A central box labeled "Quiz" has four arrows pointing down to four separate boxes labeled "English", "Math", "History", and "Science". The "English" box is highlighted with an orange background, matching the color of the header.

In an app with a flat information structure, users can navigate directly from one primary category to another because all primary categories are accessible from the main screen.

Music and App Store on iOS are great examples of interfaces that use a flat structure.

Flat flows

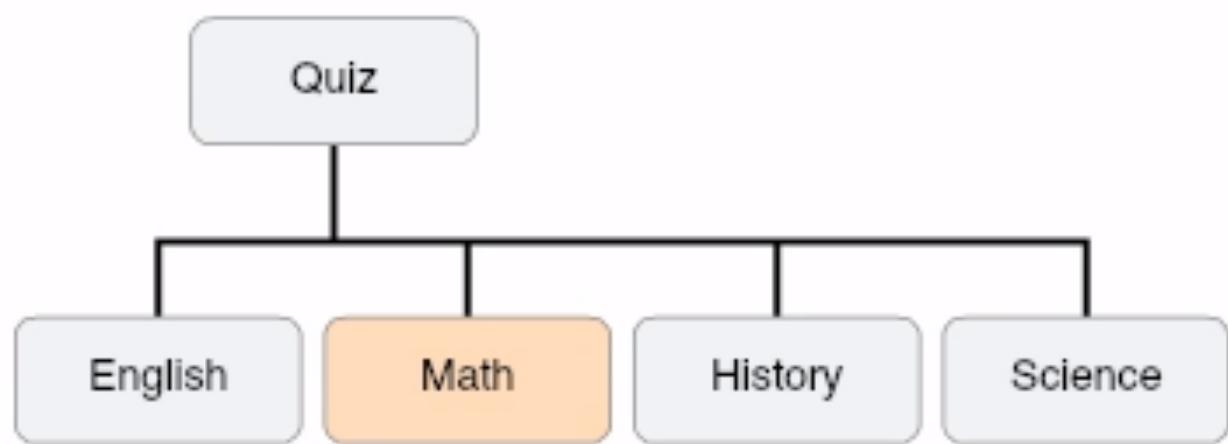
Quiz

Math

1. $(x^2-y^2) = (x+y)(x-y)$
2. $ax^2 + bx + c = 0$
3. $y-y_1 = m(x - x_1)$
4. $d = (x_2 - x_1)^2+(y_2 - y_1)^2$

✓

A/Z 123 XII Ω



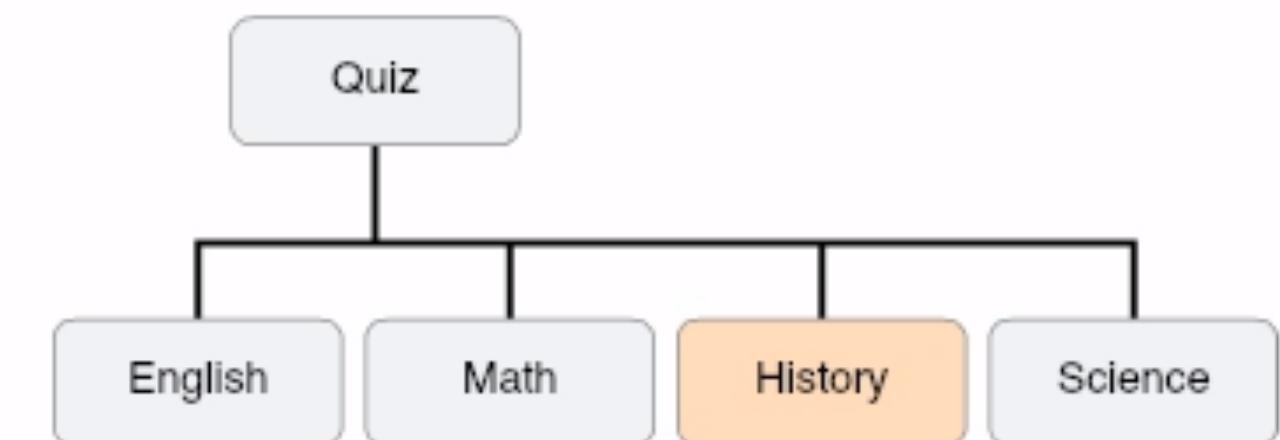
Quiz

History

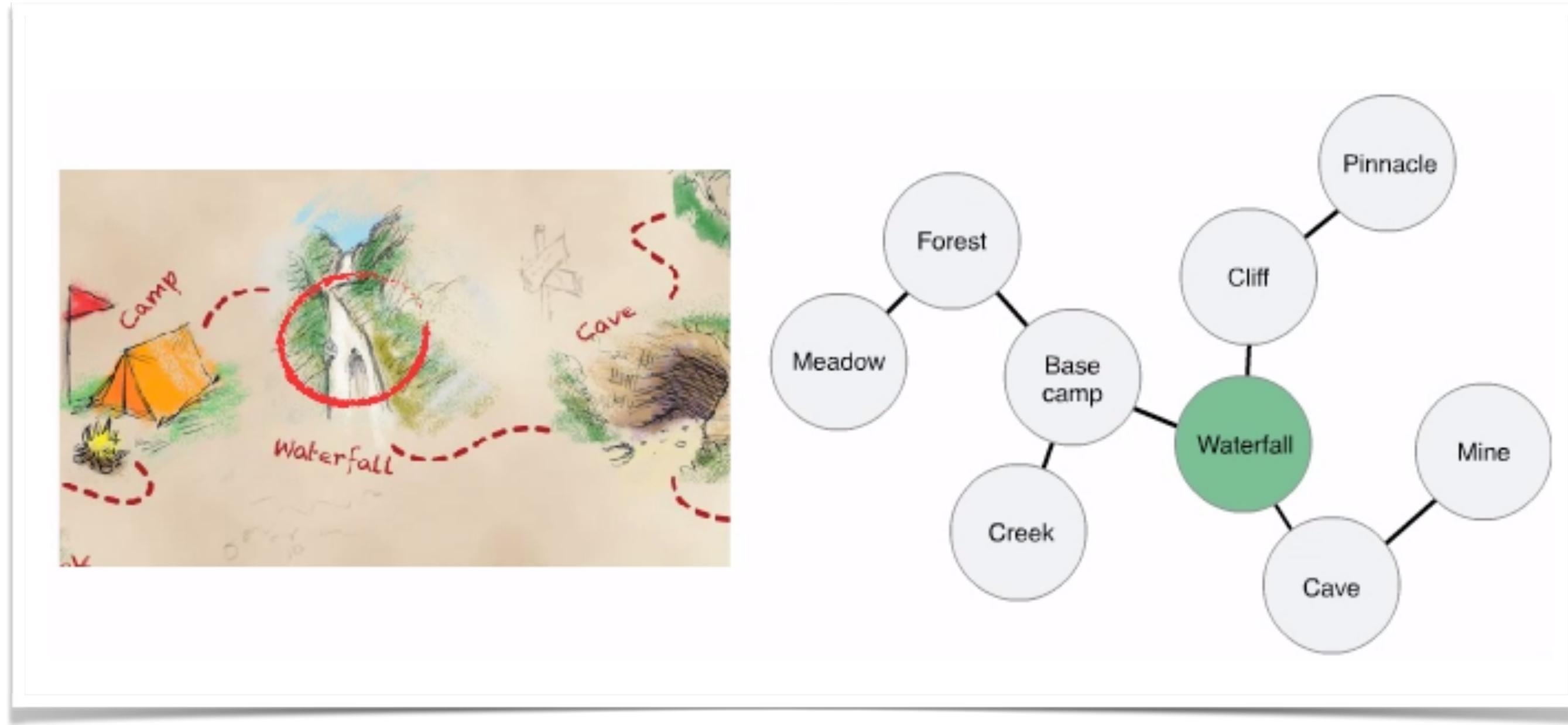
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A/Z 123 XII Ω



Choose your own adventure



It's no surprise that in an app that uses a content- or experience-driven information structure, navigation is also defined by the content or experience. For example, users navigate through a book by moving from one page to the next or by choosing a page in the table of contents; in a game, navigation is often an important part of the experience.

Basic User Flow Sketching

Screen vs. Page

The basic unit of user experience on the Web is, of course, the page, which we represent as a simple rectangle.

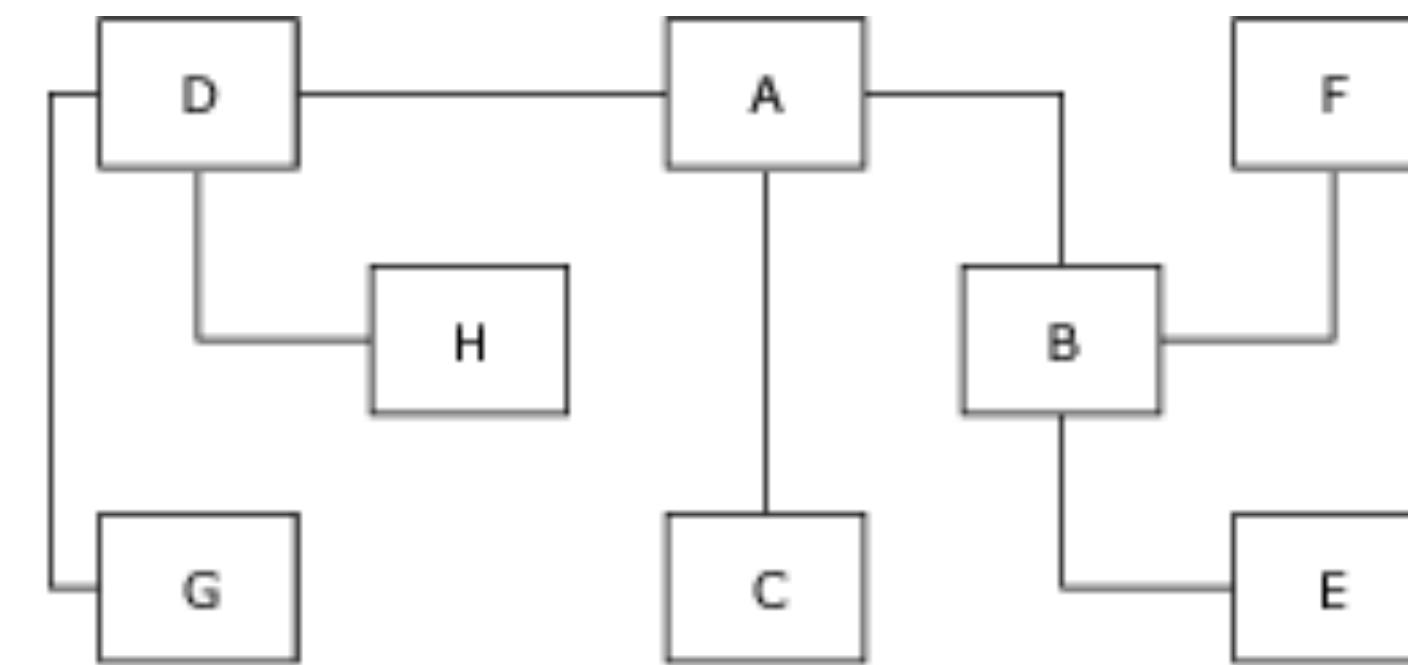
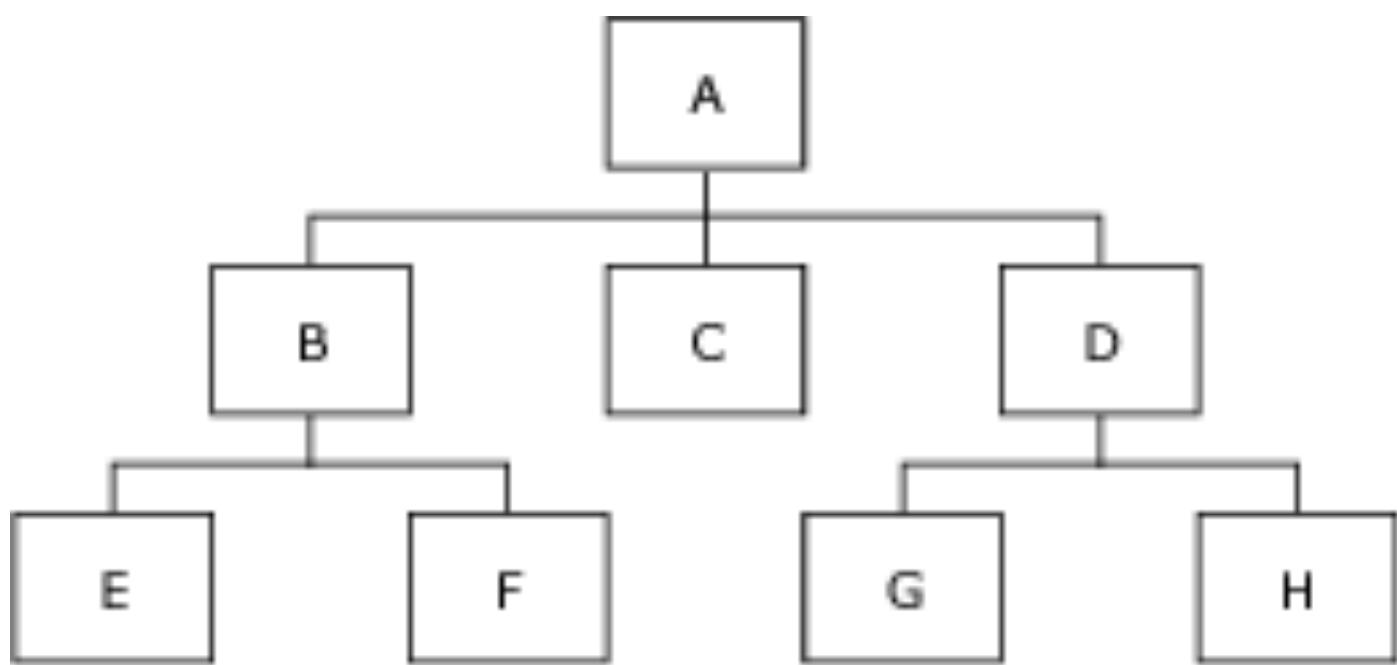
In addition to pages, there are also files, parcels of data without navigational properties. Files are delivered to the user for use outside a Web browser environment (such as audio or video files, stand-alone documents like PDFs, or executables). For these, we use our old friend the dog-eared document icon.



Creating relationships

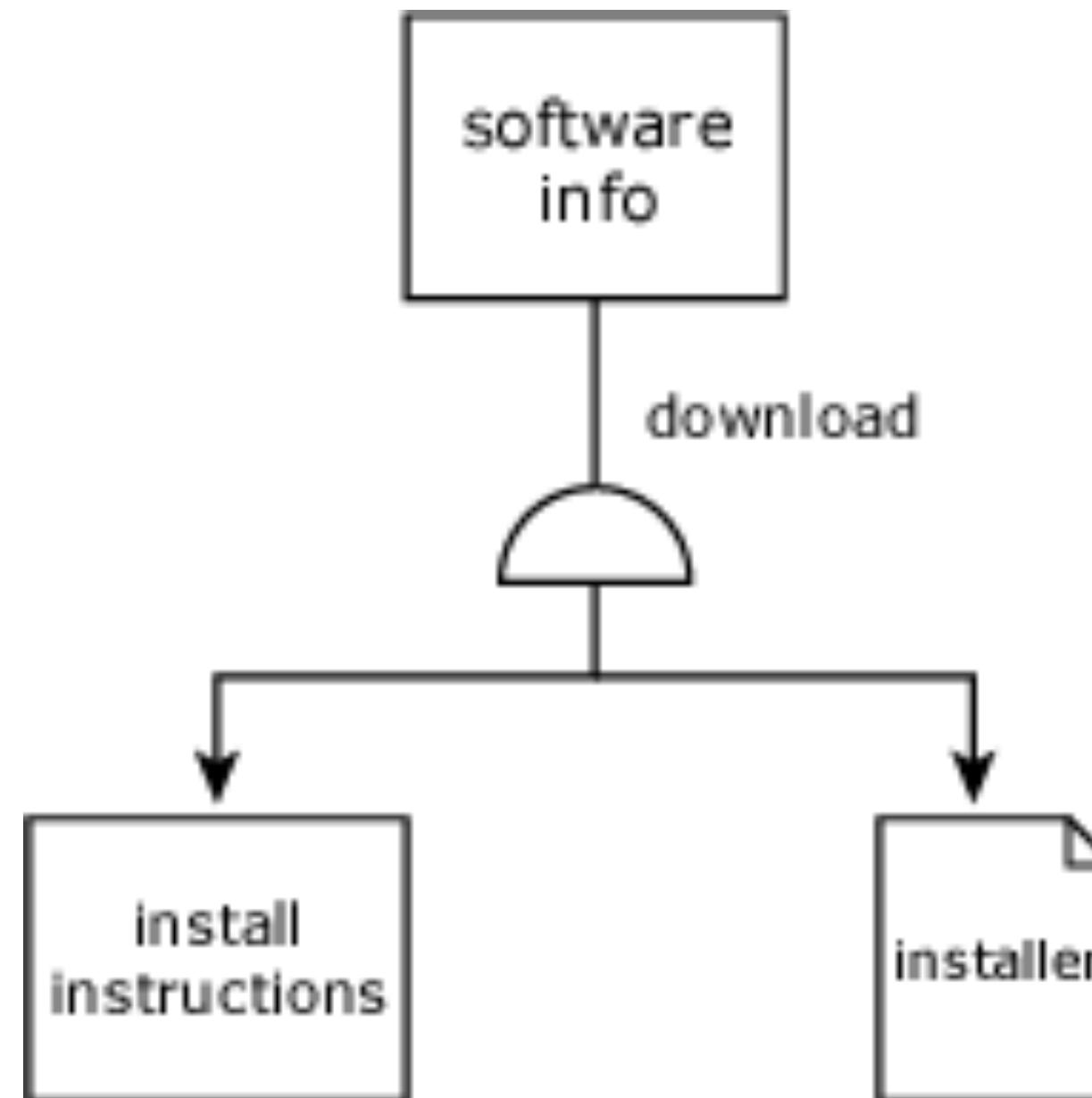
Relationships between elements are depicted with simple lines or connectors.

In the case of information architecture, these relationships are commonly reflected through a hierarchical organization of pages into trees. However, this is by no means required or even (in some cases) recommended.



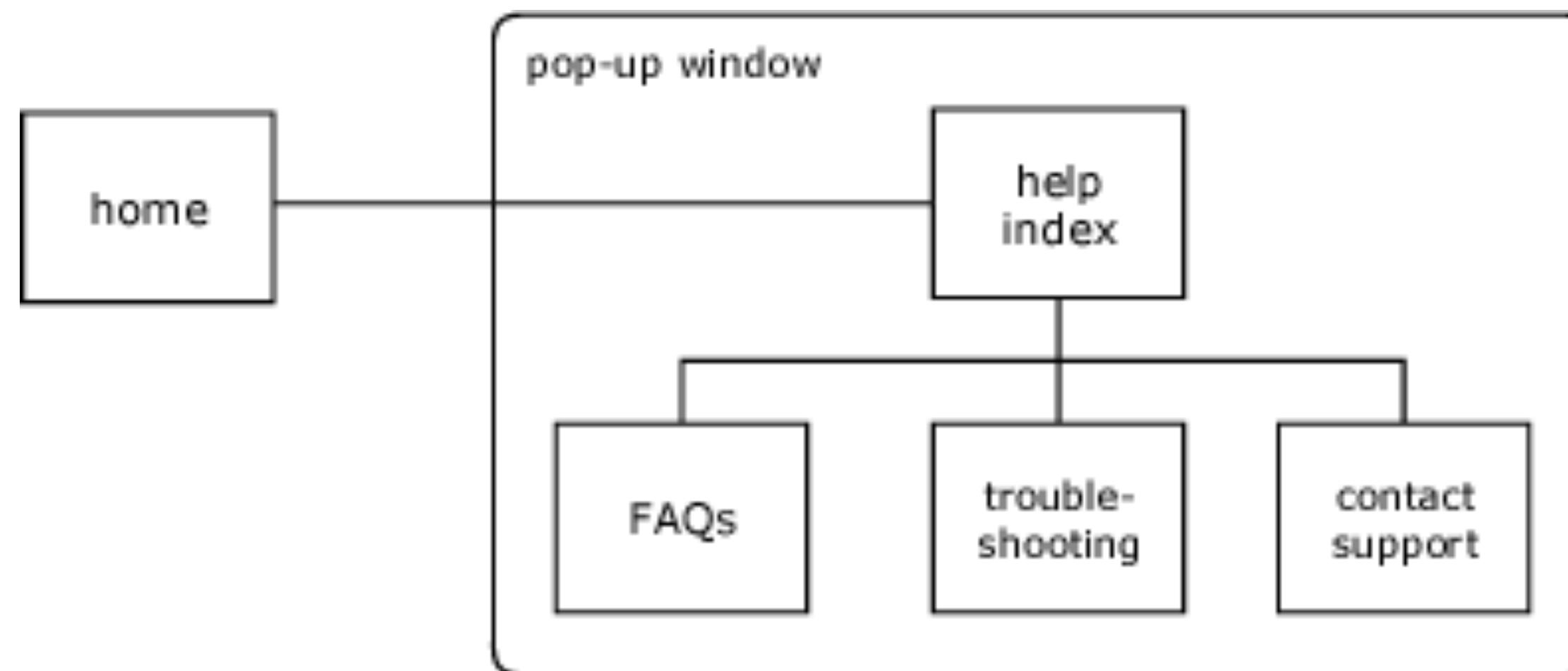
Concurrent Sets

A concurrent set (represented by the half-circle) is used in cases where a user action generates multiple, simultaneous results (such as spawning a pop-up window at the same time a page is loaded in the main window, or displaying a page while a file is being downloaded).



Areas

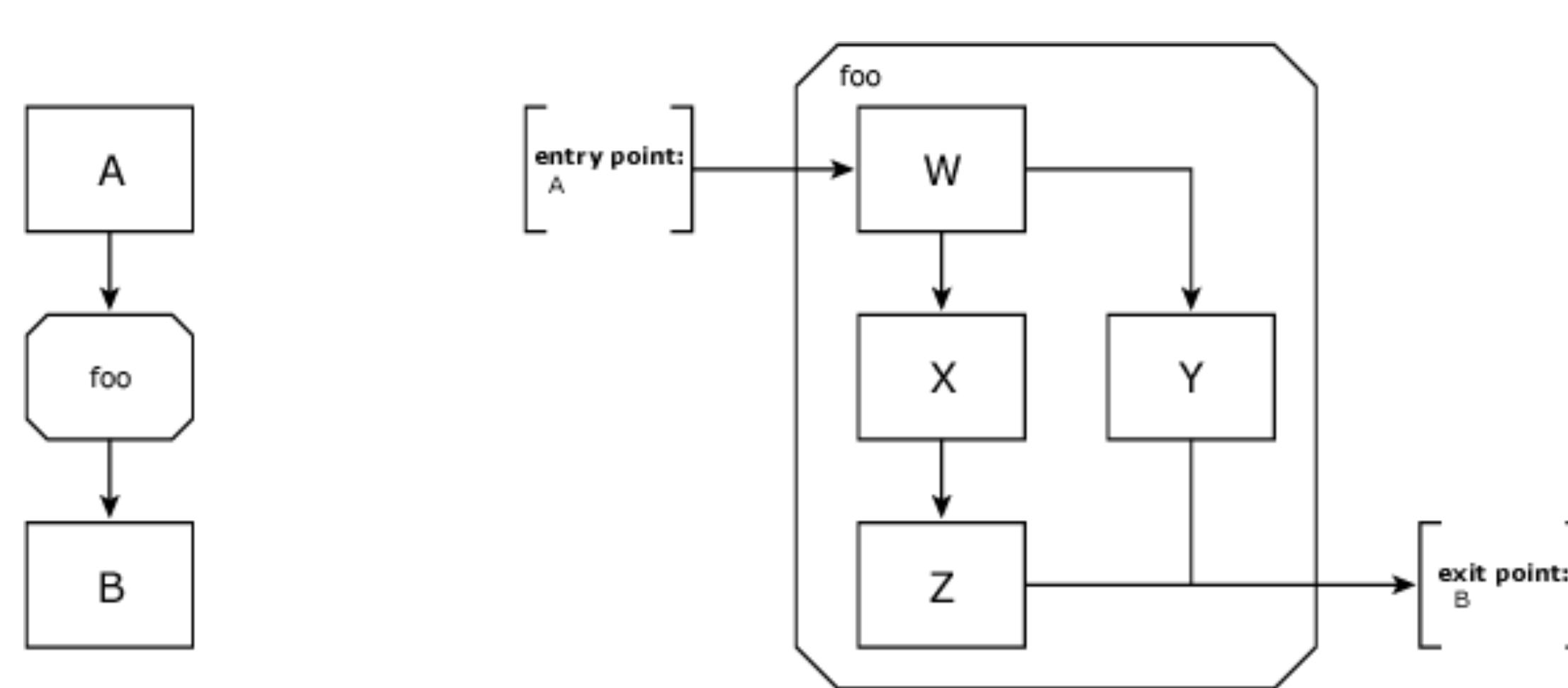
The area element (a rounded-corner rectangle) is used to identify a group of pages that share one or more common attributes (such as appearing in a pop-up window, or having some unique design treatment). Use labels to identify these attributes or (as with connectors), refer to notes elsewhere in the document if you have a lot to say.



Flow areas and references

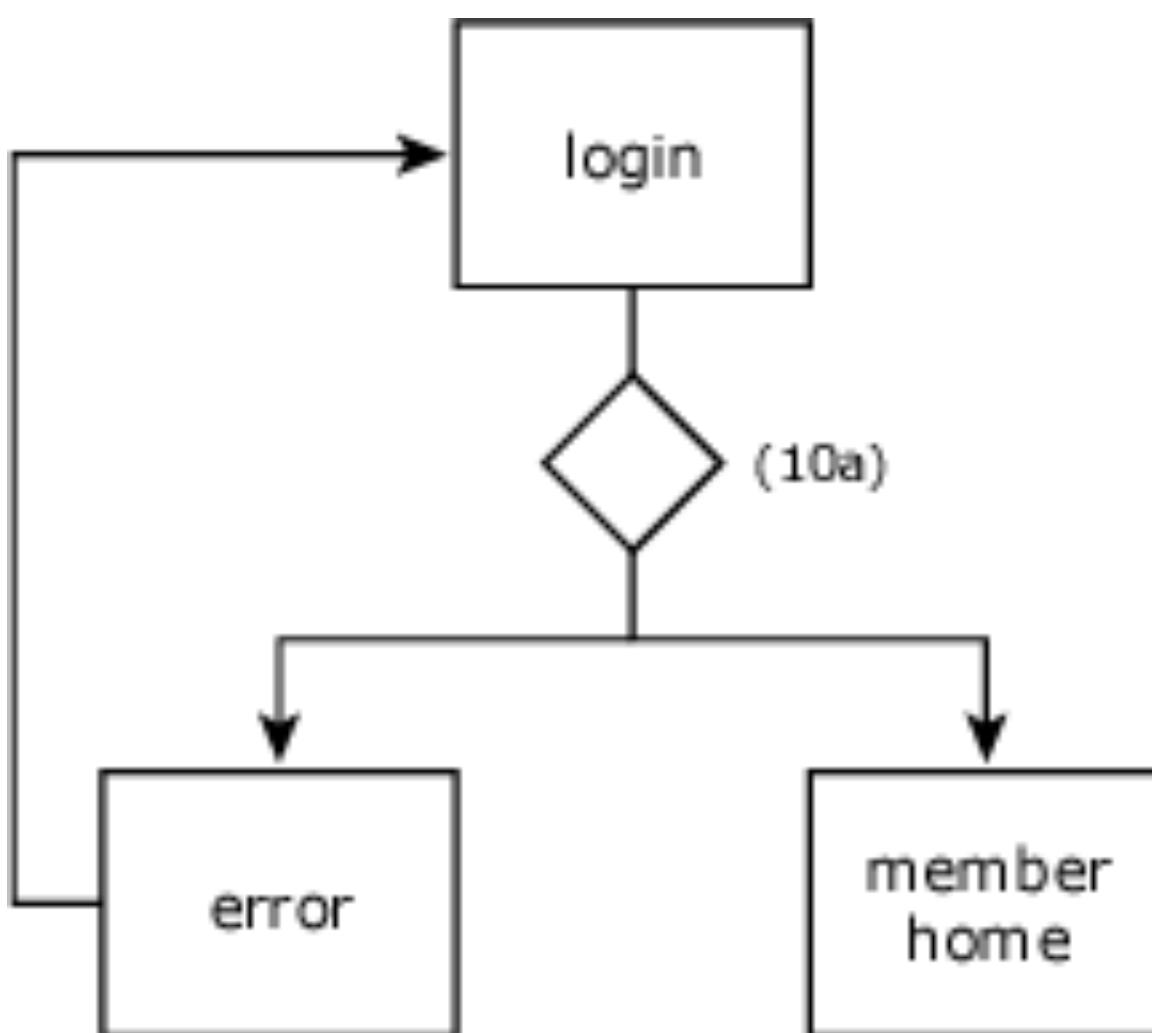
Some interaction designs require a sequence of steps (like a login procedure, for instance) to appear repeatedly in different contexts throughout the design.

Such a reusable sequence is called a flow, and it is represented in the diagram through two elements: the flow area, which encloses the flow itself; and the flow reference, which serves as a sort of "placeholder" for the flow in every context in which it is repeated. Both elements have the same basic shape, a rectangle with the corners clipped off.



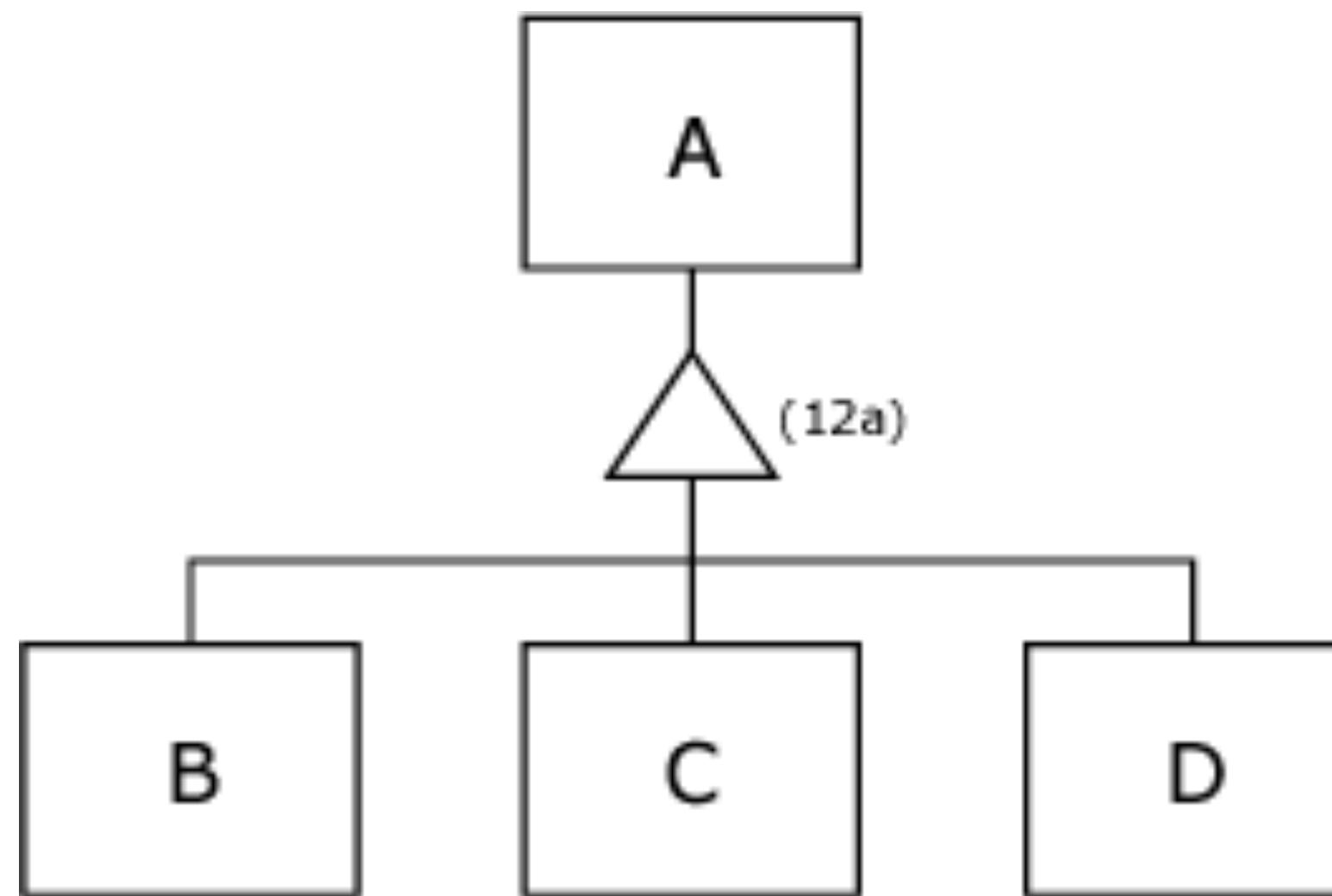
Decision Points

When one user action may generate one of a number of results, the system must make a decision about which result is to be presented. (Perhaps the most common example of this is error handling on form submission.) We call this a decision point, and as in traditional flow charts, it is represented by a diamond.



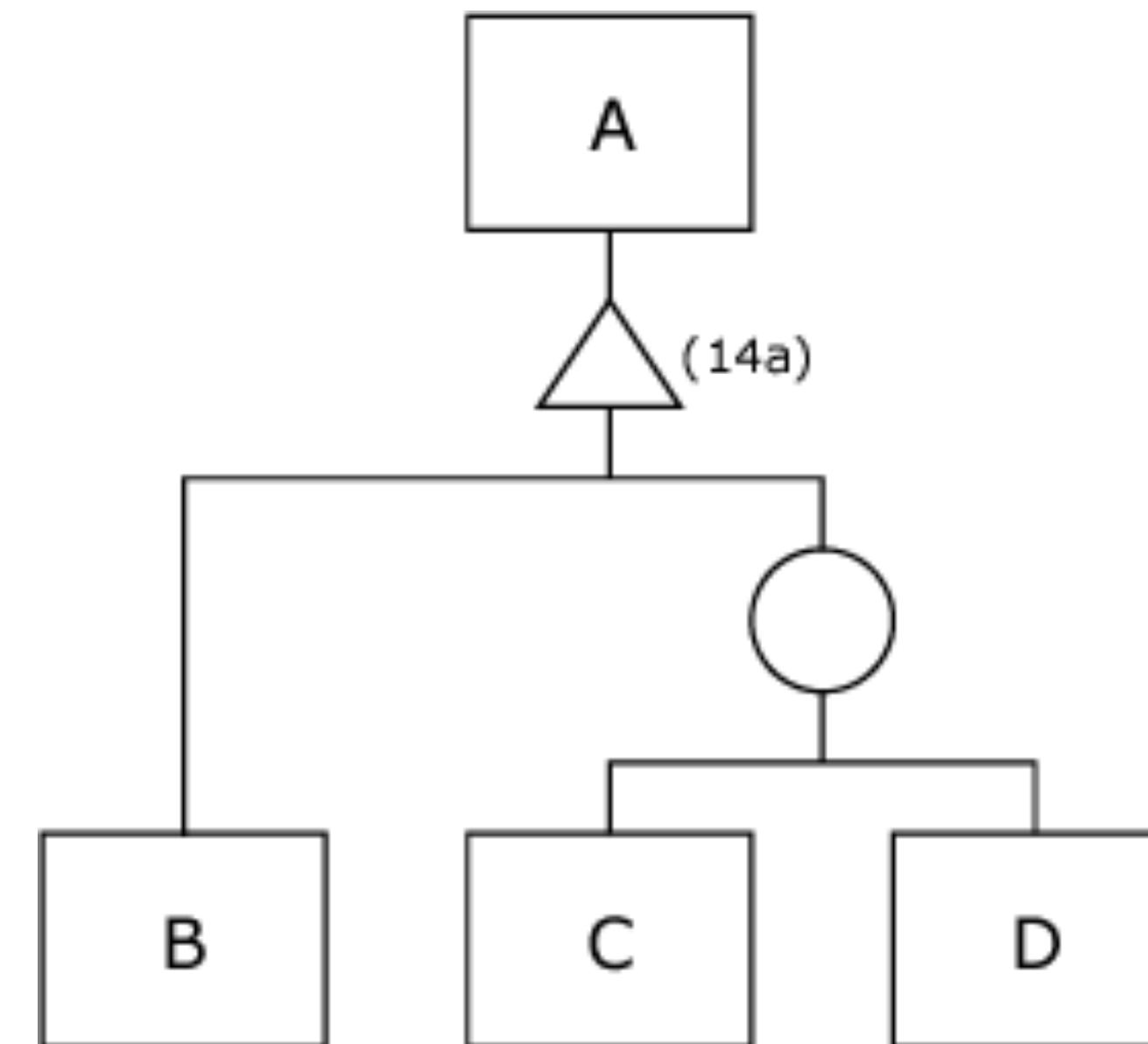
Conditional Branches

When the system must select one path among a number of mutually exclusive options to be presented to the user, we use a conditional branch (triangle). Upstream elements connect to one point of the triangle; downstream elements connect to the opposite side.

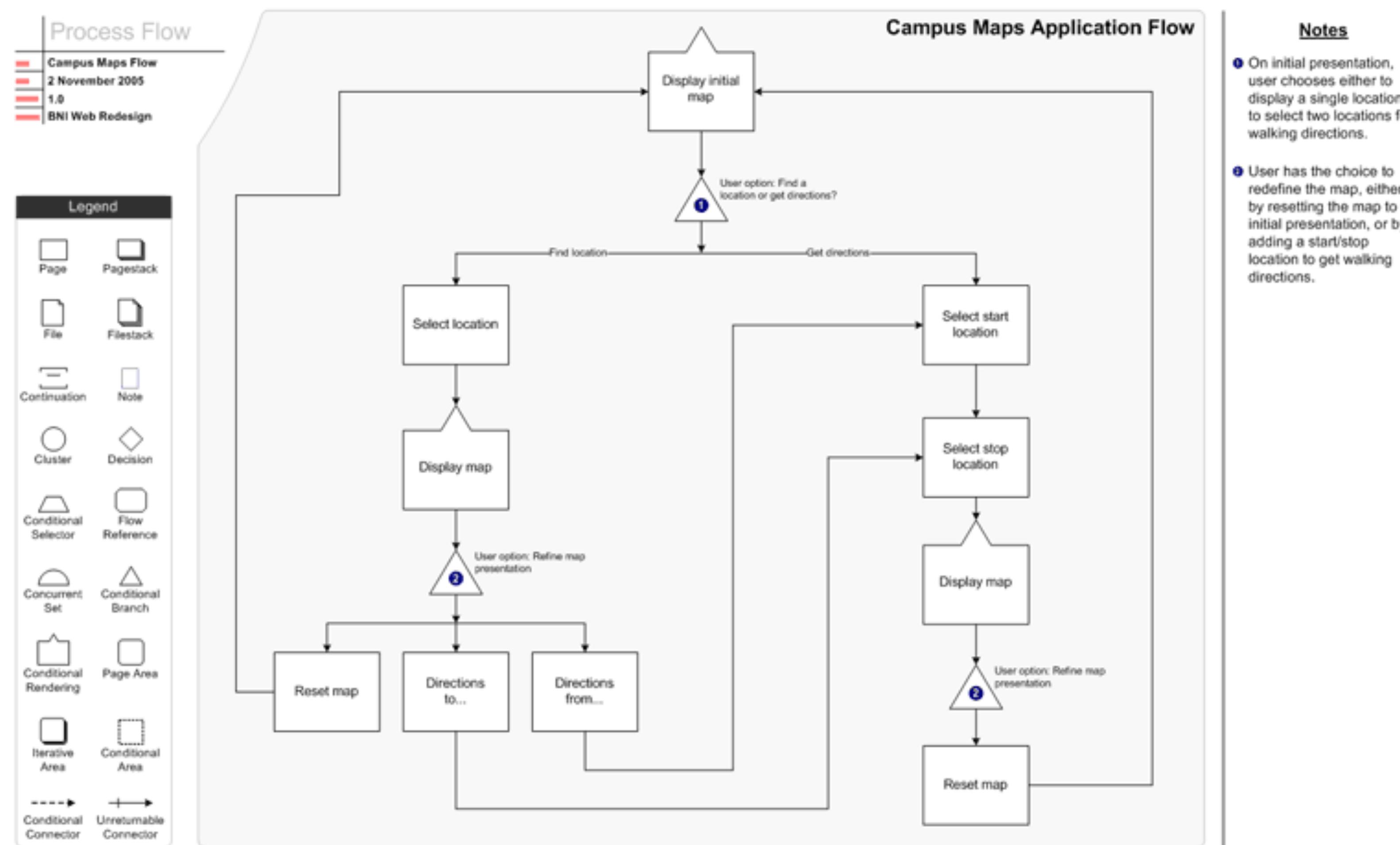


Clusters

Some conditional structures require that the system present more than one path based upon certain conditions. We associate these paths together in the structure with a cluster (represented by a circle). The cluster can appear downstream from either a conditional branch or a conditional selector.



Putting it all together



Buying a single scoop of ice cream

In seven minutes, please use the blank sheet of paper in front of you to create a visual user flow map to buy a single scoop of ice cream using the information provided.



Woodside Site Info

Ordering Conditionals

- Flavors
 - Vanilla
 - Chocolate
 - Cookies & Cream
 - Strawberry
 - Mint Chocolate Chip
- Cones
 - Waffle
 - Sugar
- Toppings
 - Fudge
 - Carmel
 - Jimmies
 - Pretzels
 - Peanut Butter Cups



Group Activity:

With your assigned group, walk through your individual flows.

Are they the same or different?

What would you change?

Morning Break

“Rule of thumb for UX: More options more problems.”

-Scott Belsky, Adobe