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Assignment 3 - UX Flow Chart Documentation

This assignment aims to explore the use of user flow diagrams in UX design through practise. I aim to create six different user scenarios in a UX flow chart, each of which will be displayed on a HTML website. These user scenarios will be based on different tasks that a user may attempt on the *Film Freeway* website.

In her LinkedIn Learning course entitled 'Interaction Design: Flow', Designer Cronenwett notes how diagrams are an essential way to both 'visualise and communicate user experience (Cronenwett).' This is important as it allows developers and designers an understanding of how an application may be improved to be more accessible for the user. By analysing the steps involved for the user a UX designer can 'facilitate shared understanding' between all parties involved in the design process (Cronenwett). For this assignment, I have created a user persona inspired by Pratt's *Interactive Design* book. The book explores how understanding user personas can allow you further insight into how a user may interact with a web application.

<u>Persona:</u>

Name: Holly

Background: Holly has just completed her MA in Film studies at NUIG and would like to submit her final assignment to a small film festival.

Needs: As Holly is new to the world of Film Festivals she needs a simple and effective user interface that displays all the necessary information. Holly has a busy work-life schedule and would benefit from a quick and easy process.

User Flow Diagrams:

To gain a further understanding of our user (Holly's) process, I have created six different scenarios that she might encounter when using the *Film Freeway* website. I have created these diagrams using a collection of shapes, colours, and text. I will outline the meaning of each of these below:

Pink Rectangle: Indicates a webpage

Yellow Rectangle with curved edges: Terminator (indicates the end of a process)

Blue Diamond: Indicates a decision

Green Hexagon: Indicates an action

Blue line and arrow: To indicate flow or connection

Scenario One:

Scenario one follows the user's journey of submitting a film festival without having a film in their *Film Freeway* account. Firstly, the user will search the website and visit the home page. The user must then log in. I have marked this as a user decision and indicated it with a blue diamond. There are then two options for the user depending on if they have an account or not. If they don't they must then sign up, this account is indicated with a green hexagon. The user may then go to the enter info page and finally submit. However, if the user does have an account they can take the alternate route to log in. Once logged in, the user can take the action of browsing and selecting a festival. Once a festival has been selected they may go to the festival page, as it is a new page it is indicated with a pink rectangle. The user can then decide to submit by going to the project form page, completing the action of filling it out and finally they can decide to either save or not save their project. Either of these final outcomes

is the last step in the process. The last step is indicated by a yellow rectangle with rounded edges.

Scenario Two:

Scenario two follows the user's journey of searching for festivals that accept music videos and successfully submitting their project to a film festival and paying a fee. Similar to scenario one, the user begins by searching the *Film Freeway* website and going to the homepage. Once on the homepage the user can make two actions of selecting the music video category and selecting submit. Both of these actions are indicated by green hexagonal shapes. The user is then brought to the categories page which appears in the form of a modal. They may then complete the actions of selecting a category and adding to cart and checkout. The user must then decide to complete the payment. This decision is indicated by a blue diamond shape. If they decide to go ahead and pay they must then complete the actions of entering the payment info and hitting the pay button. The user will then be brought to a new page with a confirmation, here the task has been completed. If the user decided not to pay this would also terminate the process as indicated by the yellow rectangle.

Scenario Three:

Scenario three follows the process of a user changing the image for one of their projects. The user begins the process by going to the *Film Freeway* website and going to the homepage. The user then goes to the 'my projects' page (indicated by the pink rectangle). The user must then take the action of selecting a project. They may then make the decision to select an image. This decision is indicated by the blue triangle shape. If the user decides on an image they can select open. The task is then complete as indicated by the yellow rectangle. Alternatively, the user may decide to not select an image and complete the action of cancelling.

Scenario Four:

Scenario four represents the user looking for a festival that doesn't require an application fee. The user will begin the journey in the standard way (searching the website and going to the homepage). The user must then complete the actions of sliding the toggle for the entry free to zero and browsing the filtered festivals. Both of these actions are indicated by the green hexagonal shape. The user must then decide on a festival as indicated by the blue diamond shape. The user may then decide to end the process and complete the action or select a film festival. The process is then complete as indicated by the yellow rectangular shape.

Scenario Five:

Scenario five follows the process of the user withdrawing their submission from a film festival. The scenario begins in the usual way and then the user will go to the submissions page. Here they can take the action of selecting their submission as indicated by the green hexagonal shape. The user can then make the decision to withdraw the submission. If they decide not to, the process will be complete. However, if they decide to withdraw they must take the action of selecting withdraw. The user will then get a 'are you sure' pop up. Here they can either decide to cancel and complete the process or the take action to select ok. Once ok has been selected the user will be brought to a confirmation page indicated by the pink rectangle on the flow chart, the process is now complete.

Scenario Six:

The final scenario tracks the user's process of adding a festival to their watch list. The user will begin the process in the usual way. The user may then take the action of selecting a festival. They are then brought to the festivals page as indicated by the pink rectangle. Here they may take the action to select to add it to the list. They user is then brought to a modal page where they may decide to add the festival to their watch list and exit the modal.

Works Cited:

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Application of User-centered Design. Quarto Publishing Group USA, 2012.