



User Flows

MAD9034



UX Design Process

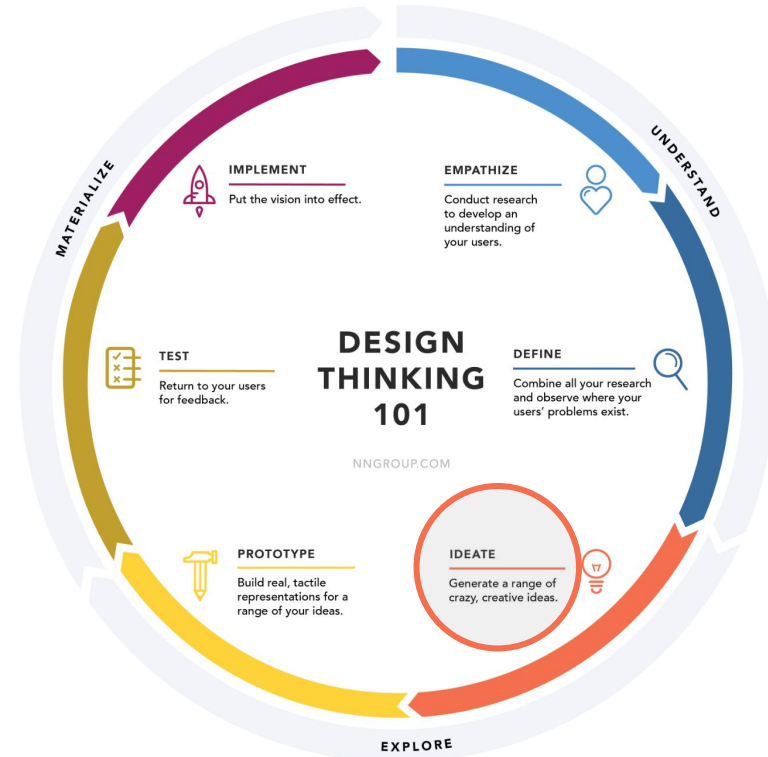
User flow

- Empathize
- Define
- Design/Ideate

Experience and explore possible solutions

- Ideation
- Scenario Mapping
- **User task flow diagram**
- Wireframes (UI layout/user flow)
- Interaction design
- Visual design

- Prototype
- Test
- Implement + Measure



User Flow

Definition and Goals

A **user flow** is a visual representation of all the possible paths a user can follow through an application/product. The user flow takes users from their **entry point**, through a **set of steps** towards a successful **outcome and final action**.

Goals

- Understand and optimize the user's experience through the product
- Examine possible paths through the product from the perspective of the user or customer focused on accomplishing user goals
- Map out all paths through the product in a flow diagram

User Flow

Example

- A user flow is not always linear.
- It can branch out in **non-linear paths**.
- Start **simple** > branch out into a **more complex flow** > deeper, more detailed path

[Link to the FigJam file](#)

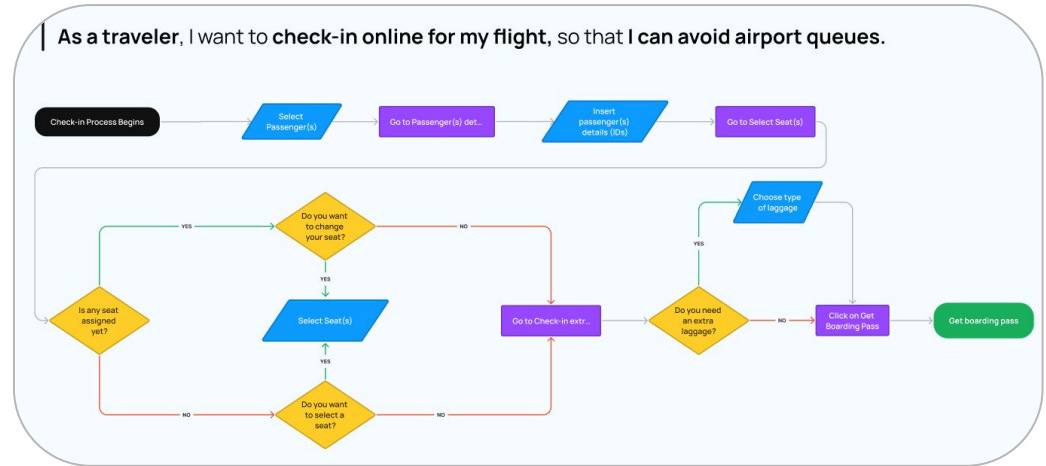


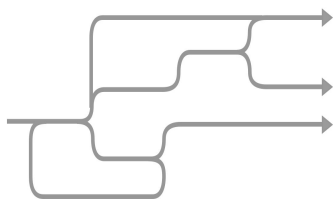
Image by uxchunks.com on Figma Community

User Flow vs Task Flow

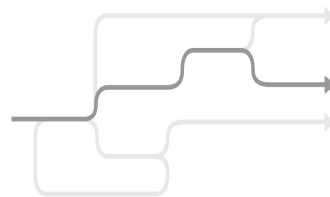
The difference

Both capture a path taken through a product to accomplish a task or tasks.

A **user flow** considers the **entire path** taken through an application. It can branch out, and be non-linear.



A **task flow** is a **single flow** completed similarly by all users for a specific action. They **don't branch out**.



[UX Glossary: Task Flows, User Flows, Flowcharts](#)

User Flow

Benefits

- Inform and validate your information architecture before proceeding to screen design
- Think through a user's overall experience before designing any details
- Consider various entry and exit points
- Optimize a user's ability to complete a task
- Make sure you connect all screens appropriately
- Achieve better results - both for the end user and the business

User Flow

Text-based

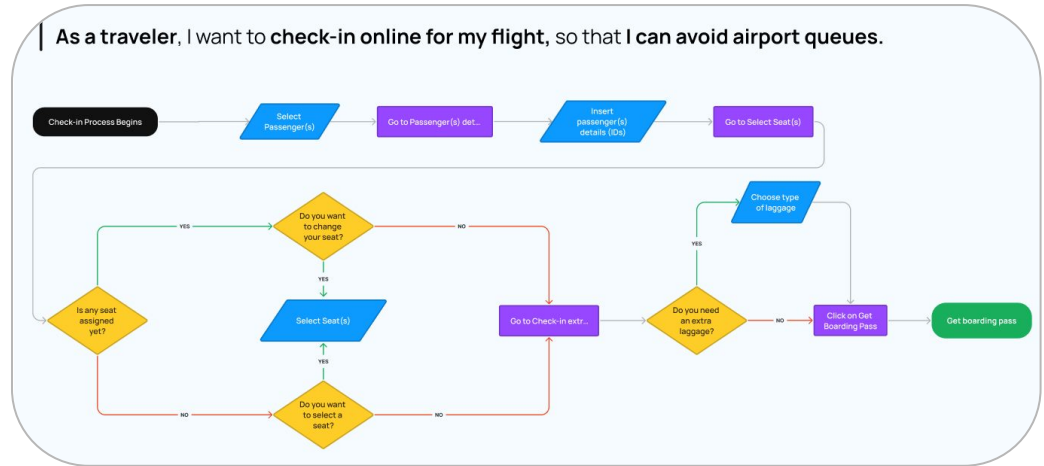
- The user starts on the home page
- From the home page, the user searches for items
- From the search results, the user adds items to cart
- From the shopping cart, the user checks out
- From the check-out screen, the user selects the payment method
- The user completes the purchase and receives confirmation
- The user monitors the status of the order

User Flow

Flowchart

Example

- Visual representation of the sequence of movements and the paths that the user can take through the application
- Nodes for each major navigational path

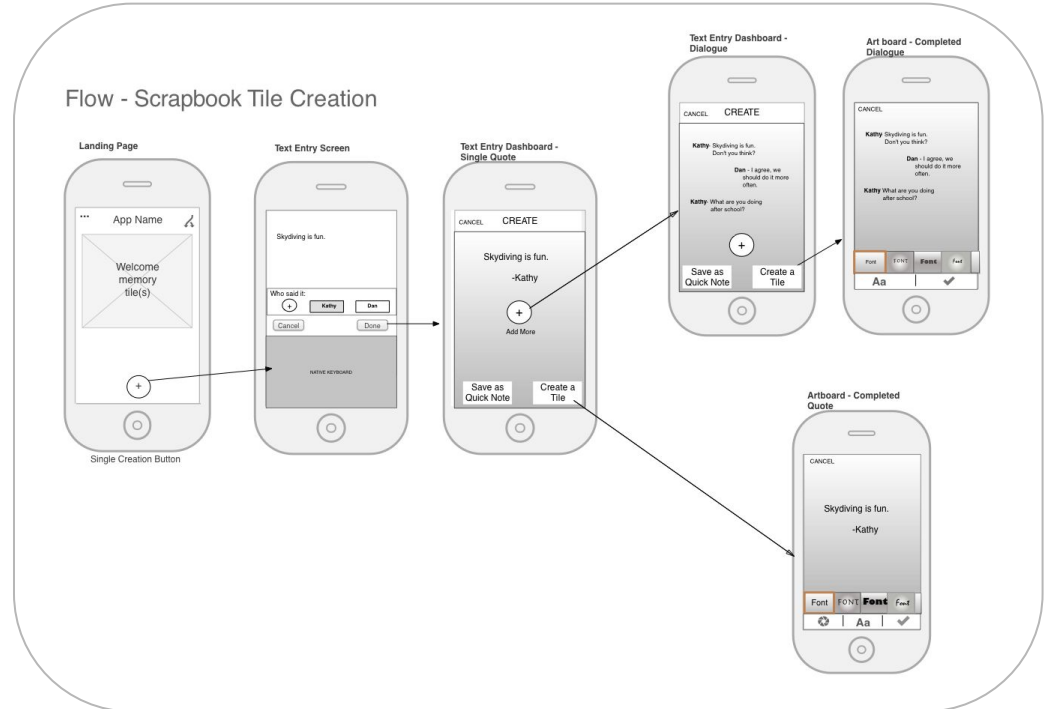


User Flow

Wireframe flows

Example

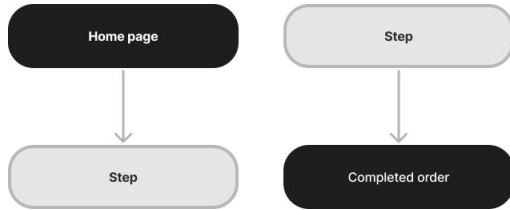
- A combination of wireframes and flowcharts.
- Document workflow and screen designs



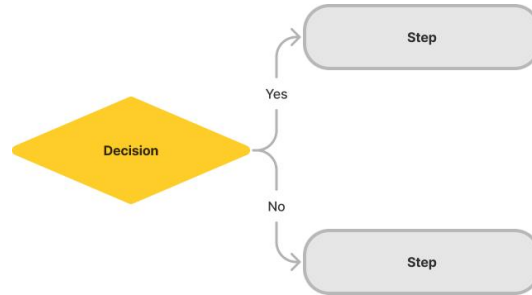
Building a User Flow

Flowchart components

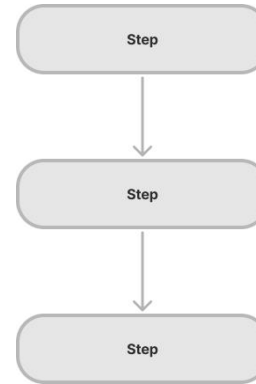
Entry/Exit points



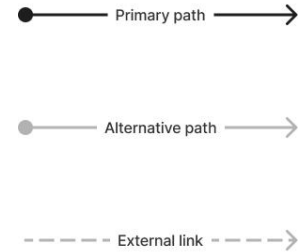
Decision points



Steps



Connections



Building a User Flow

Entry points

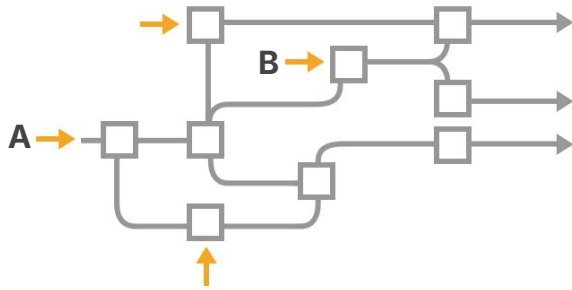
For each entry point

- Persona and the intention entering your application/site
- Task to complete
- Can we anticipate their expectation or next move?
- How can we give them the confidence that they know what to do next?
- What messages do we need to display? What language to use?
- What are the best calls to action?

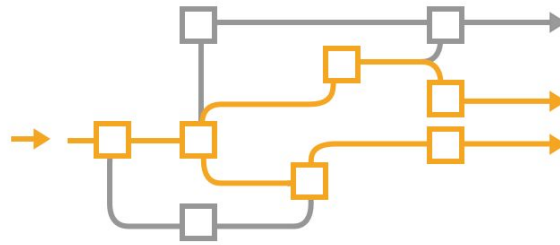
Building a User Flow

Possible flows

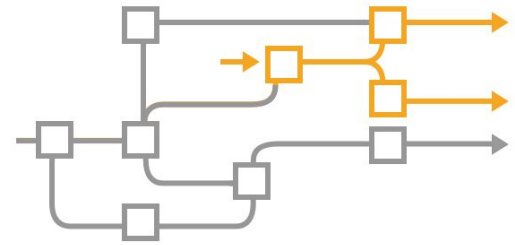
Entry points



Flows from entry point A



Flows from entry point B



Now you can **think about** what happens **before and after** a user is on a particular screen.

Link up your screens and create as many flows as you need.

Information Architecture and User Flow

How they relate

- Start with an information architecture
- Create user flows for as many tasks and scenarios as your app supports
- Validate the flows with your IA
- Make any necessary changes to your IA to optimize flows

User Flow

User flows to validate the IA

Major project: Week 4 of 9

Today, in class

Integration of user flow and IA

Information Architecture > organization and structure of content for best findability based on users' tasks.

The **user flow** > optimizes the users' ability to accomplish their tasks.

IA and user flow effectively integrated > seamless user experience

[How to Use Information Architecture and User Flow Together](#)

Today, in class

Integration of user flow and IA

Information Architecture > organization and structure of content for best findability based on users' tasks.

The **user flow** > optimizes the users' ability to accomplish their tasks.

IA and user flow effectively integrated > seamless user experience

You have

- Your key scenario > critical path
- Information architecture > entry points

You need

- User end goals
- The steps that the user will take to accomplish the goals

Today, in class

Integration of user flow and IA

Scenario - first user flow 10 mins	<ul style="list-style-type: none">• The tasks/steps you identified in your scenario are one user flow• Draw out the tasks/steps as a flow, with any loops that may occur
Identify 2-3 more paths 10 mins	<ul style="list-style-type: none">• Consider other entry points• Consider other user goals• Consider other end points• Consider what loops may occur• Draw out 2-3 other user flows through your product
Validate user flows against IA Remainder time	<ul style="list-style-type: none">• Identify:<ul style="list-style-type: none">◦ the screen in your IA which is the entry point◦ the screen which would be the end point◦ which screens would be accessed along the way◦ any loops, backtracking, etc. required• Repeat for all flows• Notice where there are barriers, inefficiencies, high traffic, etc.• Adjust IA if needed, or at least identify which screens are key

Integration of user flow and IA



Information Architecture

OPTIONAL: Assignment Re-submission

After you test your IA against the different flows, tweak the IA and re-submit if you wish to.

Coming up

Ideation and Design Concept Mockups



Mandatory

Submit your revised information architecture - OPTIONAL