User Interface (UI) Diagrams

The UI is an integral part of any application which involves user interactions. This is the case because the impression users have of the application will be dictated by the look and feel of the user interface. The user interface must be designed in such a way that enables the user to easily understand and interact with the application. To ensure that the UI is designed in such a way, it is important to create diagrams with mock-ups of potential designs. This process allows design teams to put something together quickly without worrying about the specificities of the implementation.

User Flow

The creation of the user flow diagram is an important step in the UI design process. A user flow diagram can be compared to a flow chart which outlines the ways in which a user will interact with a system.

User Flow Symbols

A user flow diagram involves different types of symbols, which are used to indicate certain features of a process. The symbols are depicted in the following image.

Start	Marks the start/ end of the user flow
Process	Indicates steps users take
Decision	Indicates a choice or decision point for the user
→	The arrow indicates the flow of the symbol

Creating a User Flow Diagram

Step 1: Understand Your User

Because the user flow will be outlining the steps that your user will take, it is important to first gain an understanding of your user. You should understand your users' expectations, motivations, needs, and behaviors. It is important to gather this general information about your users because the users' expectations or needs may dictate the flow of your website. For example, if your users are not technologically proficient, the design of the site would differ from that of a site designed for technologically proficient users. This can be done by creating an audience persona that will provide you with the information you need about your users.

Audience Personas

Audience personas are created by conducting extensive research on your target audience. This research can include customer interviews. In some cases, you may have to make educated guesses regarding the attributes of your target audience. The audience persona also known as the buyer persona differs from a user persona. The audience persona contains information about people who are considering whether to buy/use your product or service. On the other hand, a user persona regards people who are actively using your product/service. It is important to note that for a single project there could potentially be multiple audience personas. Each persona would correspond to a different section of your target audience. This is needed when your target audience includes users with different expectations, motivations, needs, and/or behaviors. Below are a couple audience persona templates.

	CUSTOMER PROFILE
Mark Davis	Name: Age:
Who is he?	- General explanation of the person - Career history - Net earning / worth - How to reach the person - The places / conference / meetings he attends - Specialties of the personality
How did he find us?	- Did anyone refer us to him? - At which point in her buyer journey, does he visit the website? - Is there any other way that we could directly contact him
Pain points	- The things he care about the support team - The process he has to go through to take the decision - Negotiations
What he wants to know?	- Latest projects - Expertise - Testimonials - Awards - Press releases - Trial period
What he doesn't want	- Unnecessary changes - Delays of support - Terrible bugs
Why does he buy from us?	- Price and expertise - After service - Features

Step 2: Identify and Define Your Goals and Your Users' Goals

Once you have identified and defined your users, it is important to also identify and define your goals and your users' goals. It is important to outline your goals so that you can ensure the user flow will be designed in such a way that will help you attain them. However, it is just as important to ensure that the flow is designed in such a way that your user goals are also met.

Step 3: Identify Entry Points

Determine how your users are accessing your service or application. Users may be accessing your site from many different channels. Websites can be accessed via direct traffic, social media posts, emails, searches, or advertising. It is important to develop user flows for the different entry points that may be reached via these different channels of access. For example, if a user searches for a product they would expect to view the product upon entry to the site. However, if the user directly accesses the website via a URL, they would expect to enter at the homepage of the website.

Step 4: Identify Information the Visitor Needs

In this step, you ensure that you have a strong understanding of your users' needs. By fully understanding their needs, you will be able to predict their doubts, hesitations, and potential pain points.

Step 5: Visualize the User Flow

Once you have completed the previous four steps, you are ready to create a visual representation of your user flow. When creating the user flow, you will need to consider where a user should be directed and what actions they should be allowed to take to reach their goals. The development of the user flow will help you determine which content

Wireframes

Wireflows

UX Prototyping

Project

Sources

User interface design steps:
https://careerfoundry.com/en/blog/ux-design/user-flows-vs-wireframes/
User flow vs wireframe:
https://careerfoundry.com/en/blog/ux-design/user-flows-vs-wireframes/
User flow diagram: https://creately.com/blog/diagrams/user-flow-diagram/

Audience persona: https://creately.com/blog/diagrams/how-to-create-a-buyer-persona/