1.

Activity introduction

In this activity, you'll create a user flow diagram for your portfolio project. As you learned earlier, a user flow is the path taken by a typical user on an app or website to complete a task from start to finish. Outlining user flows is important to understand what users need as they interact with your product.

You can use common shapes like circles, rectangles, diamonds, and lines with arrows to create a user flow.

Action | Screen | Decision

As a reminder, here are the user interactions each shape represents:

Circle: Circles show actions that a user will take when moving through your design. In other words, circles show a task that must be completed or steps that must be taken to complete a task, from start to finish.

Rectangle: Rectangles describe screens in your digital product, like a homepage or a confirmation page, that users will experience while completing tasks.

Diamonds: Diamonds ask a question where the user must make a decision. The decision a user makes will either move them forward through the flow or back to start the process again.

Lines with arrows: Lines with arrows tie everything together and display the flow of information.

Sticking to these common shapes makes it easier to visualize and communicate the steps in user flows. After completing this activity, you'll have the opportunity to compare your work to a completed exemplar in the following course item.

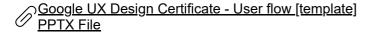# Step-by-step instructions

Step 1: Access the template

To create a user flow diagram, you can use either pencil and paper or the template provided below.

To use the template for this course item, click the link below and select "Use Template."

Link to template: user flow template ↗ :

OR

If you don't have a Google account, you can download the template directly from the attachment below.

📎 Google UX Design Certificate - User flow [template]
PPTX File

Step 2: Decide user task

Before you create a user flow diagram, you need to decide which user task to map. Choose a task that is important to the app you're designing. You can use the goal statement that you developed in the build a goal statement ↗ activity earlier in the course to help identify a primary user task.

For example, here is the goal statement from the CoffeeHouse scenario:

Our _____CoffeeHouse app_____ will let users _____place group orders in advance_____
          product (what)   perform specific actions (what)

which will affect _____users who have to make and pick up large orders_____
                            describe who the action will affect (who)

by _____letting users skip the in-store order line and saving them time_____ .
          describe how the action will positively affect users (why)

We will measure effectiveness by _____tracking orders of 5+ items placed through the app_____ .
                                          describe how you will measure the impact

Our CoffeeHouse app will let users place group orders in advance, which will affect users who have to make and pick up large orders by letting users skip the in-store order line and saving them time. We will measure effectiveness by tracking orders of 5+ items placed through the app.

With this goal statement in mind, the primary user task might be:
Use the CoffeeHouse app to place a group coffee order quickly and easily.

This provides a clear task and success criteria for task completion. The user flow diagram should map this user task from start to finish.
Step 3: Outline user flow steps

With the user goal in mind, list the steps for the user flow.
Start with the entry point, which is the place where users initially access your product. Since you're designing an app in this course, the most likely entry point is to open the app from a device like a mobile phone.
Next, list each step the user would take until they reach task completion. Task completion happens when users successfully complete their goal. In the CoffeeHouse example, task completion will be reached when users receive their order confirmation.
Here is an example of user flow steps from entry point to task completion for the CoffeeHouse app:

. Open app

. Home screen

. Search coffee locations

. Select coffee location

. Order from here? Yes or No

. Order screen

. Click link to share coffee menu

. Send menu to team? Yes or No

. Start order timer

. Team adds items to order

. Order preview

. Go to checkout

. Insert checkout information

. Confirm order? Yes or No

. Order confirmation

Step 4: Diagram the user flow
It's time to start mapping the user flow! Follow the steps you outlined in Step 3 to create the user flow diagram. For example, the first shape in a user flow represents users' entry point.

Keep in mind that you might need to add steps or change the flow you outlined as you create the diagram. That's totally normal!

Let's diagram the user flow for the CoffeeHouse app. The entry point for this app was "Open app." Draw a circle to represent an action, and fill it in with a description of the action, which is "Open app".

User task: Use the CoffeeHouse app to place a group coffee order quickly and easily.

Open app

Next, draw a line with an arrow that connects this circle to the next step in the user flow. For the CoffeeHouse app, connect the first action, "Open app," to a rectangle that represents the user landing on the home screen of the app. Make sure to include clear and simple labels within the shapes for each step.

User task: Use the CoffeeHouse app to place a group coffee order quickly and easily.

Open app → Homepage

Continue this process for each step in the user flow. Remember to use the appropriate shape to indicate whether users are completing an action (circle), landing on a screen (rectangle), or making a decision (diamond), and connect each shape with arrows.

Here's a quick pro-tip: Don't worry about making the user flow too complicated. Focus on mapping the quickest and easiest way to get from the entry point to task completion.

Step 5: Reflect on the completion of this activity

Review the user flow you created for your app to make sure you followed these guidelines:

The user flow demonstrates the steps that users take to get from the entry point to task completion.

All actions are in circles.

All screens are in rectangles.

All decisions are in diamonds.

Each shape is connected by an arrow.

Step 6: Save your work

As you complete the user flow activity, remember to:

. Take photographs or screenshots of the user flow you created.

. Save all of your work to your computer, a hard drive, or a cloud drive like a Google Drive folder to make sure you have all the resources you'll need later, for your portfolio.