Day 8

Agenda

- Flow (task flow, user flow, and wireflow)
- Information architecture

Flow

What is flow?

- Flow represents the movement.
- Designers need to consider how the user will navigate through the website or app.
- Creating any of these flows will help the designer think about what happens to the user before and after they visit a particular page and focus on what is important.
- We will discuss task flow, user flow, and wireflow.

Source: https://uxplanet.org/ux-glossary-task-flows-user-flows-flowcharts-and-some-new-ish-stuff-2321044d837d

Task flow

- Task flow shows the high-level steps that a person would take to get to a specific goal.
- It tends to be linear, simple, and no branch out.

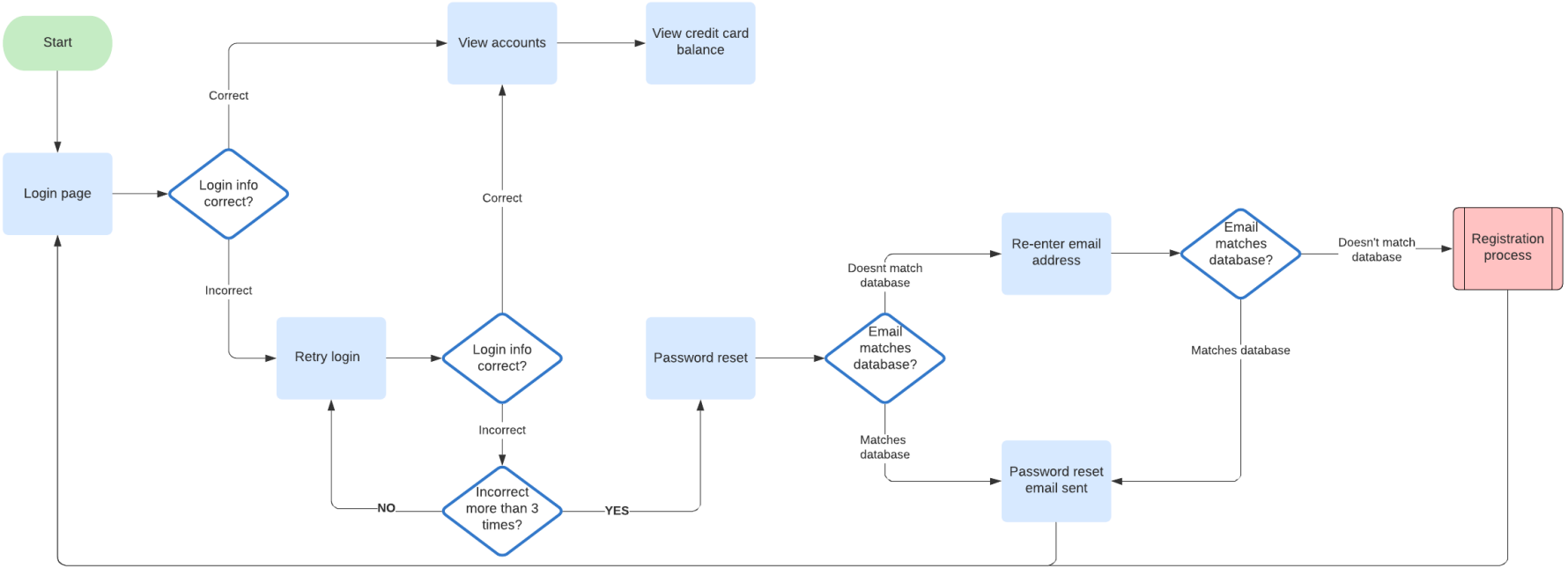
Source: https://medium.com/erika-harano/ux-task-flows-versus-user-flows-as-demonstrated-by-pancakes-896e78a98026

User flow (1)

- User flow tends to show a specific persona's pathway through the design at hand.
- User flow includes decision points wherein the persona's journey to the desired goal can differ.
- User flow tends to be more complex than task flows, with multiple ways to begin/enter and end/exit the flow.

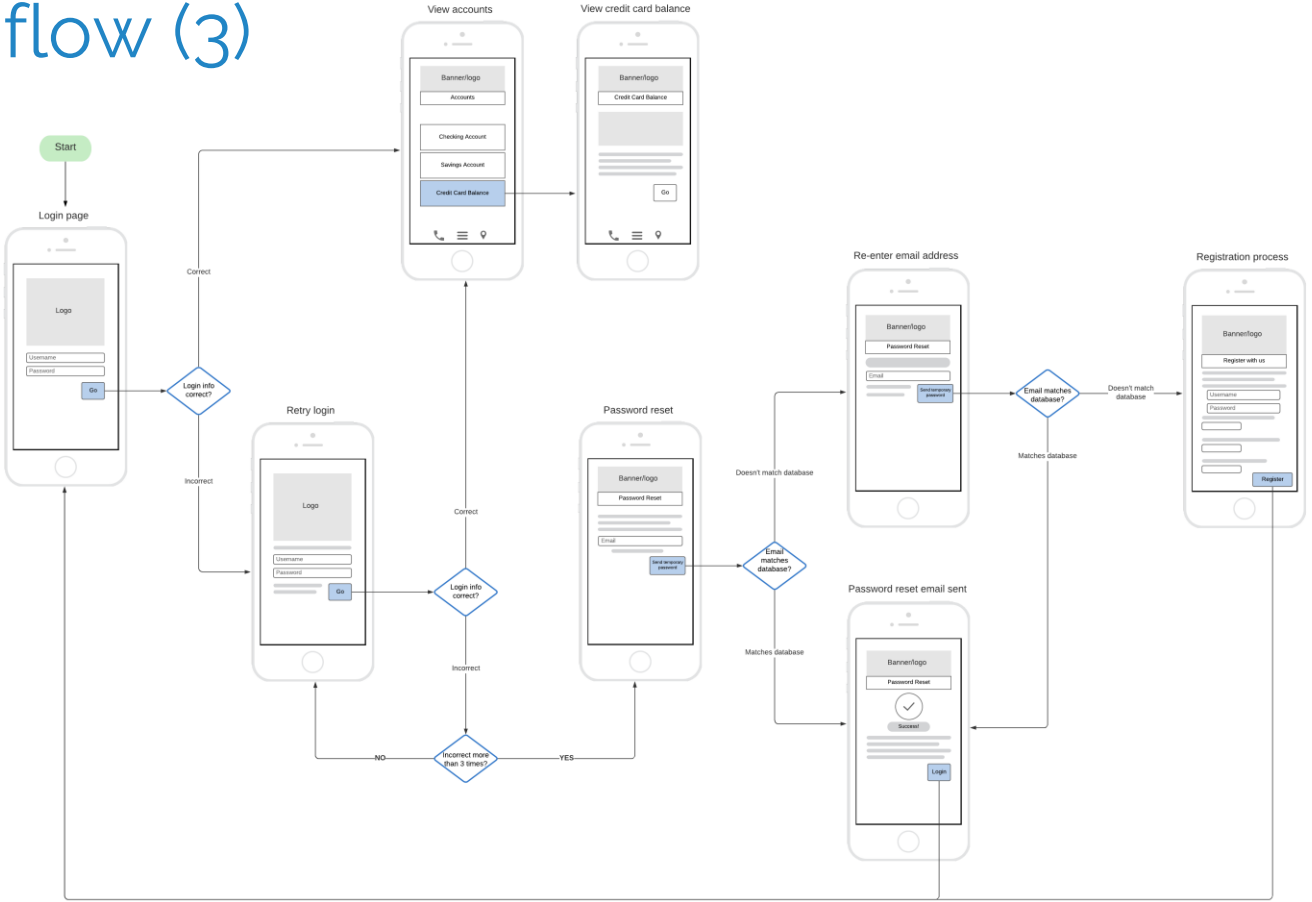
Source: https://medium.com/erika-harano/ux-task-flows-versus-user-flows-as-demonstrated-by-pancakes-896e78a98026

User flow (2)



Source: https://www.lucidchart.com/blog/how-to-make-a-user-flow-diagram

User flow (3)



Source: https://www.lucidchart.com/blog/how-to-make-a-user-flow-diagram

Wireflow

- Wireflow is a combination of wireframes and simple flowcharts.
- It can document workflow and screen designs when there are few pages that change dynamically.

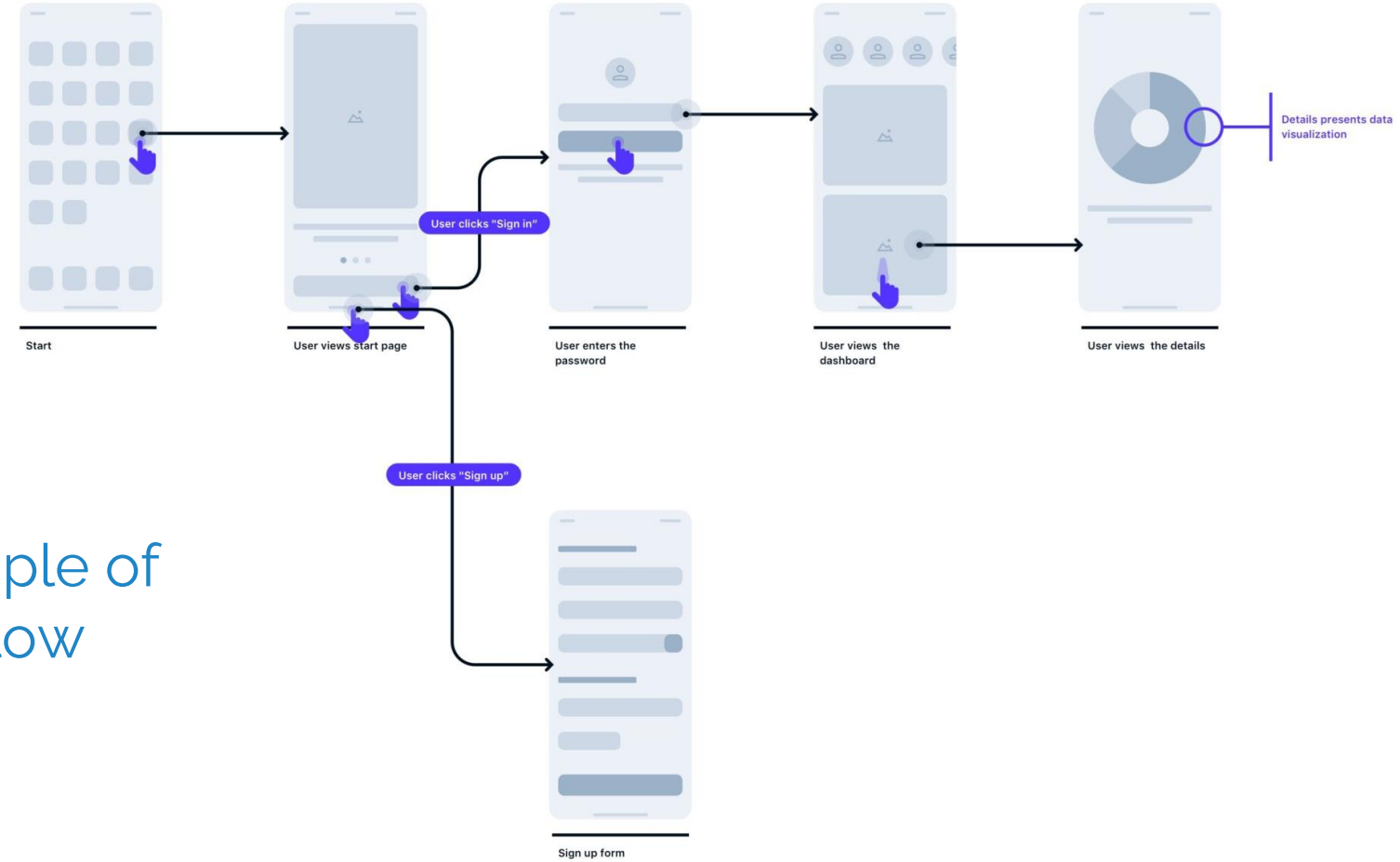
Source: https://www.nngroup.com/articles/wireflows/

Wireflows document interactions

- At each step in the workflow, a simple wireframe shows the screen available to users.
- An arrow is used to indicate the specific UI component where the user takes action (such as a tap on a button, click on a link, and so forth).
- Then, such arrow points to another wireframe of what happens as a result of the interaction.

Source: https://www.nngroup.com/articles/wireflows/

Example of wireflow



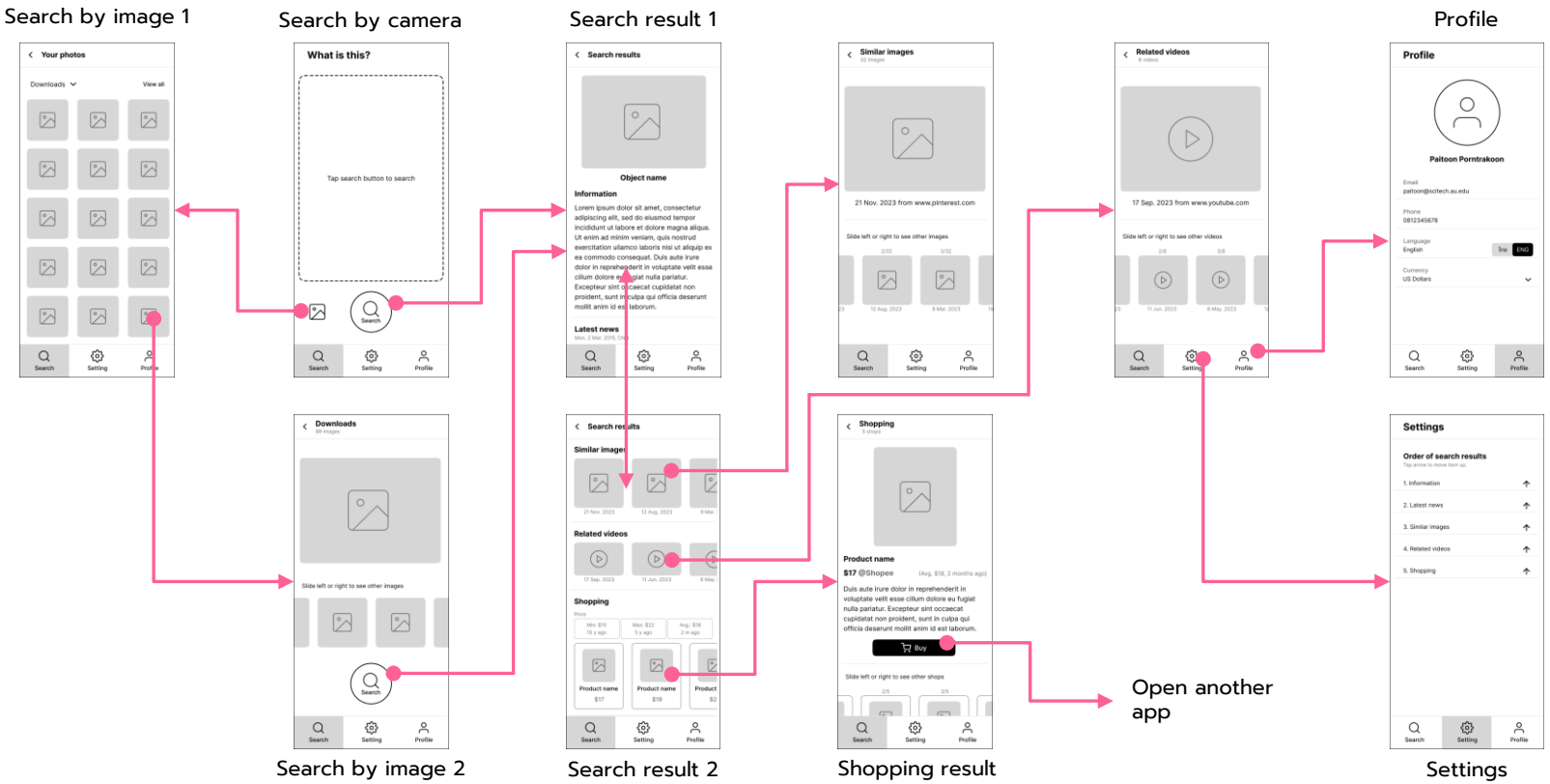
Source: https://uxmisfit.com/2020/08/17/what-is-a-user-flow-everything-you-need-to-know/

Assignment: Draw your wireflow

45 mins

- Objective
  - To understand and be able to draw the wireflow of your project from the beginning until the end.
- Instructions
  - Refer to your project, draw the wireflow of all steps from the beginning until the end.
  - Insert pictures and short descriptions of each step in your worksheet.

Wireflow (example)



Assignment: Draw your wireflow

- Grading Criteria
  - 0 = Blank
  - 1 = Incomplete steps from the beginning to the end.
  - 2 = Complete steps are drawn although the flow is not clearly described.
  - 3 = Complete steps are drawn, and the flow is clearly described.

Wireflow

Replace this message by your wireflow showing the steps from beginning until the end.

Short description

Short description

Short description

Short description

Information architecture

What is information architecture (IA)?

- Information architecture is a discipline that focuses on the organization of information within digital products.
- IA helps the users to easily find the information and navigate between screens without much effort.

Source: https://xd.adobe.com/ideas/process/information-architecture/information-ux-architect/

Why is IA important?

- IA relies on cognitive psychology to organize information within the products.
- Cognitive psychology is the study of how the human mind works.
- IA is important because it takes the user's mental models and cognitive load into account.

Source: https://xd.adobe.com/ideas/process/information-architecture/information-ux-architect/

Mental models (1)

- Mental models are assumptions people have in their minds before they interact with a product.
  - For example, when a user is looking for contact information, the first thing they're going to look for is a page, link, or section that says "Contact Us".

Source: https://xd.adobe.com/ideas/process/information-architecture/information-ux-architect/

Mental models (2)

- When information architects take the mental models of their users into account, they create IA that makes it easier to discover information.
  - Meaning, the information is located in places where users expect to find it.

Source: https://xd.adobe.com/ideas/process/information-architecture/information-ux-architect/

Cognitive load

- Cognitive load is the amount of information that a user can process at any given moment.
- Our short-term memory (also known as working memory) cannot retain much information,
- So, no more than seven options/choices should be provided at a time.

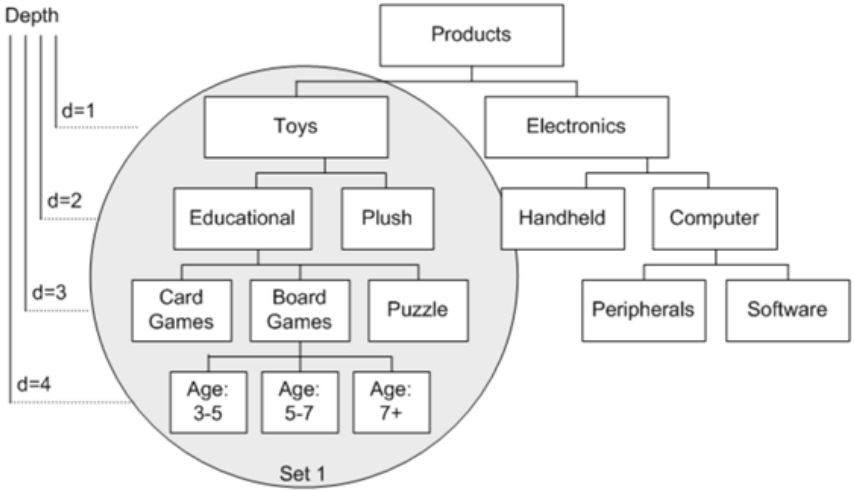
Source: https://xd.adobe.com/ideas/process/information-architecture/information-ux-architect/

Things to consider in IA

- To have the effective IA, we have to consider the followings.
  - Taxonomy
  - Label
  - Hierarchy
  - Navigation
  - Search

Taxonomy

- Taxonomy is the practice of organizing and classifying items based on similarities.
- The IA might classify the items using categories, sections, or metadata tags.



Source: https://xd.adobe.com/ideas/process/information-architecture/information-ux-architect/

Label

- Label is an integral part of IA design, because specific labels help users discover the information.
  - For example, you should label a page that contains information about a company “About” rather than “General Information”, which might be too vague for users to understand.

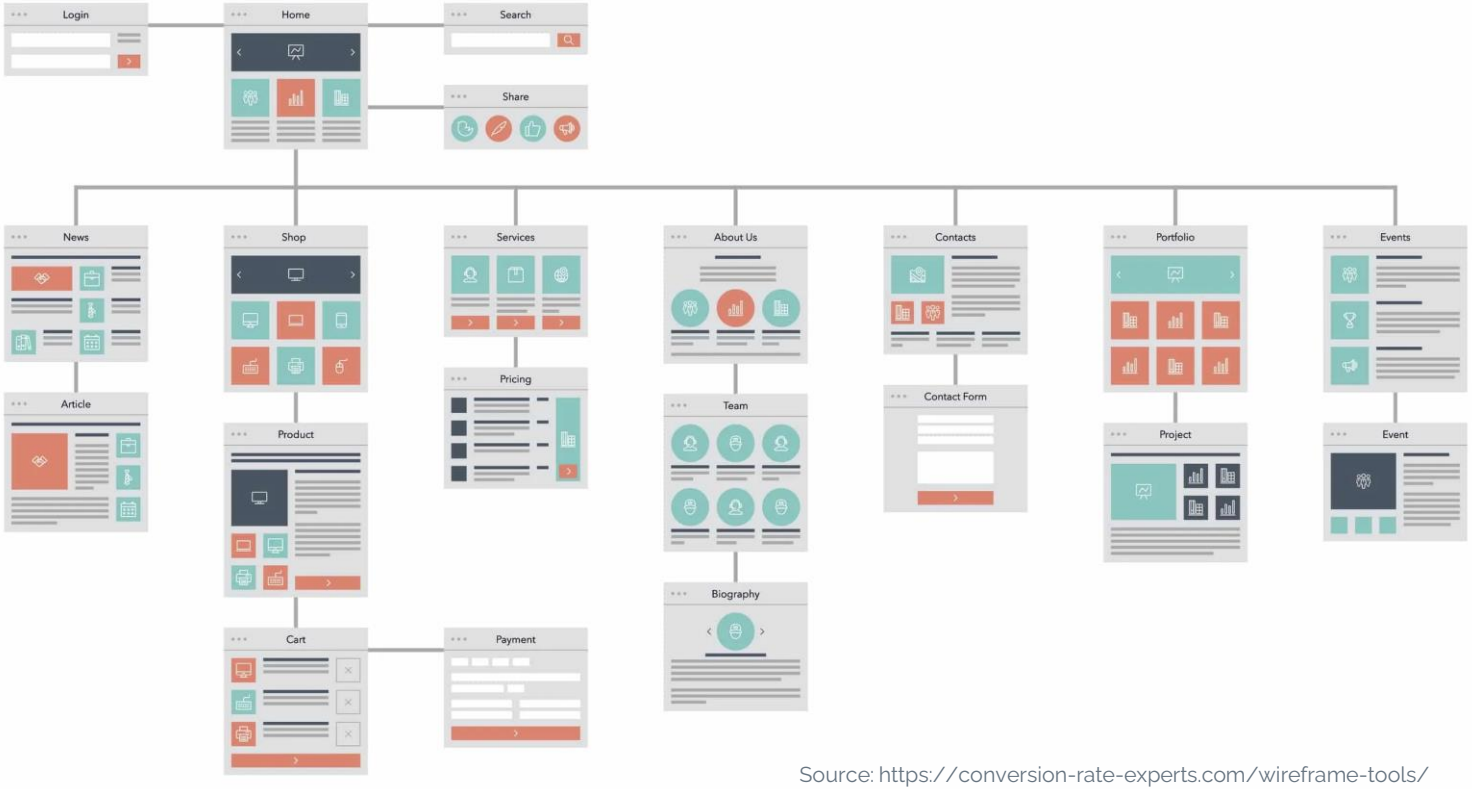
Source: https://xd.adobe.com/ideas/process/information-architecture/information-ux-architect/

Hierarchy

- Hierarchy in IA defines the structure of contents.
- We need to consider what the user expects to see as well as how the business wants to show the information.
- Sitemap can be used to illustrate the hierarchy of the content across a website.

Source: https://xd.adobe.com/ideas/process/information-architecture/information-ux-architect/

Hierarchy (2)

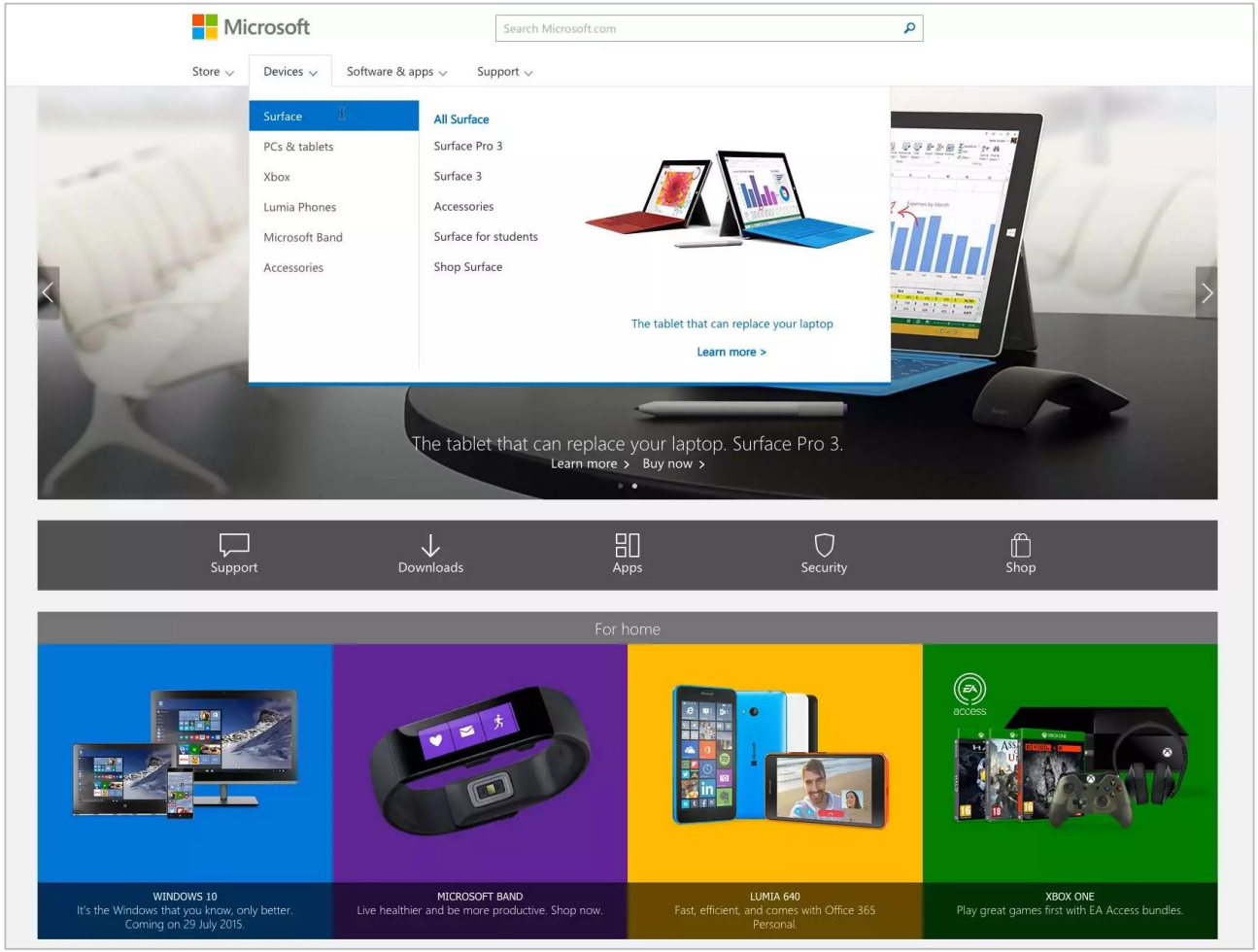


Source: https://conversion-rate-experts.com/wireframe-tools/

Navigation

- Navigation is the set of actions and techniques guiding users to move through content.
- Users are navigated via an interface with a number of interactive elements such as buttons, switches, links, tabs, bars, menus, fields and the like.
- Navigation must be easy to use and consistent.
- Click here for more information about the navigation elements.

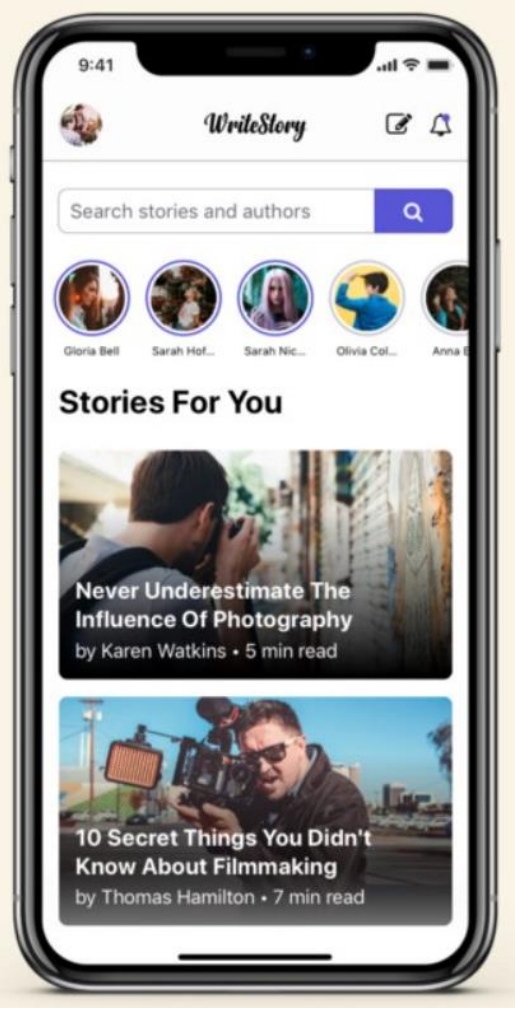
Source: https://blog.tubikstudio.com/uiux-design-glossary-navigation-elements/



Source: https://www.tmogroup.asia/tips-how-design-efficient-navigation/

Search

- Search is used in IA to help users search for the data within the digital product that has a lot of information.
- The searching system is effective only for the products with loads of information when the users risk getting lost there.
- Search can help users to find content easily.



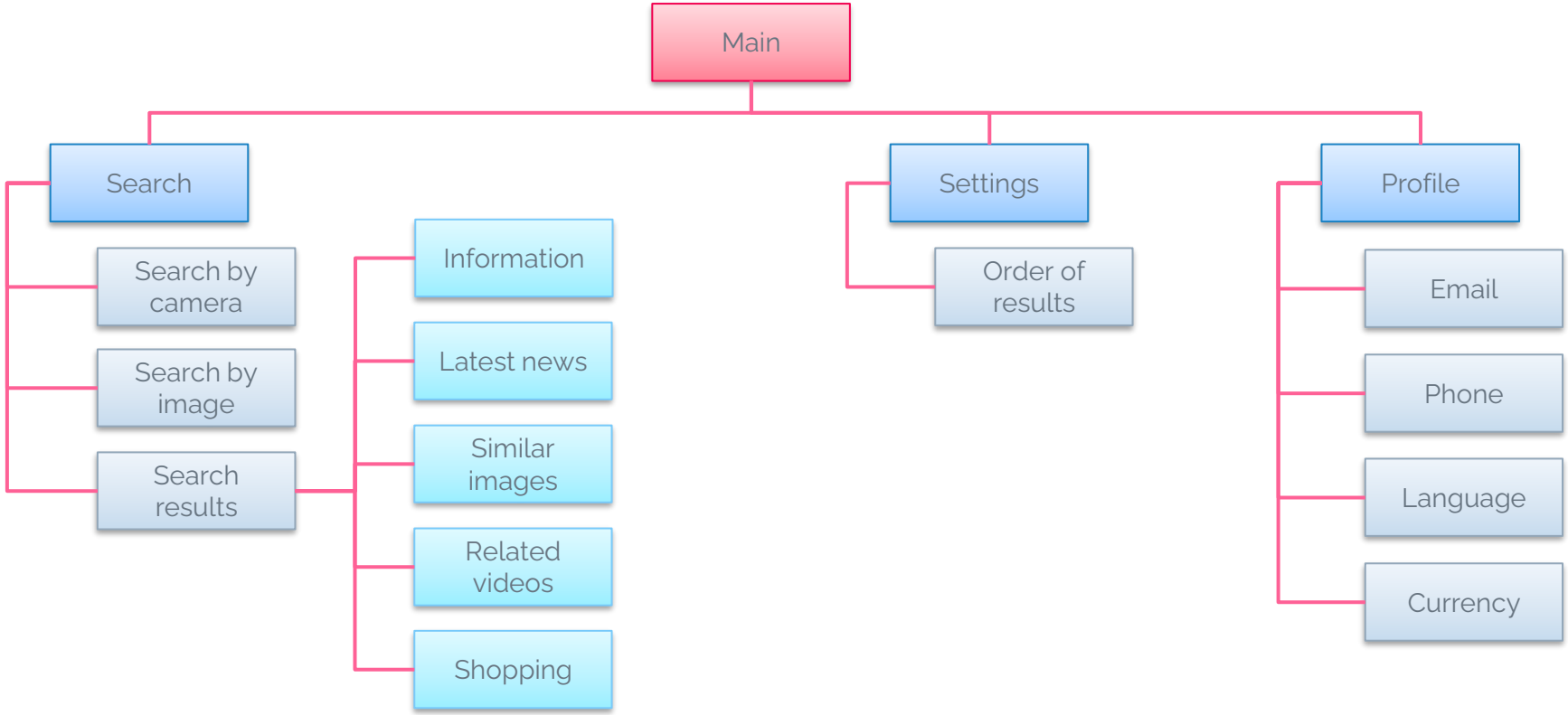
Source: https://miro.medium.com/

Assignment: Create the sitemap of you project

45 mins

- Objective
  - To understand and be able to create the sitemap of your project.
- Instructions
  - Refer to your project, list the information that you will provide to users.
  - Then, group related information together.
  - Next, arrange the groups of information into a hierarchy.
  - Finally, create the sitemap in your worksheet.

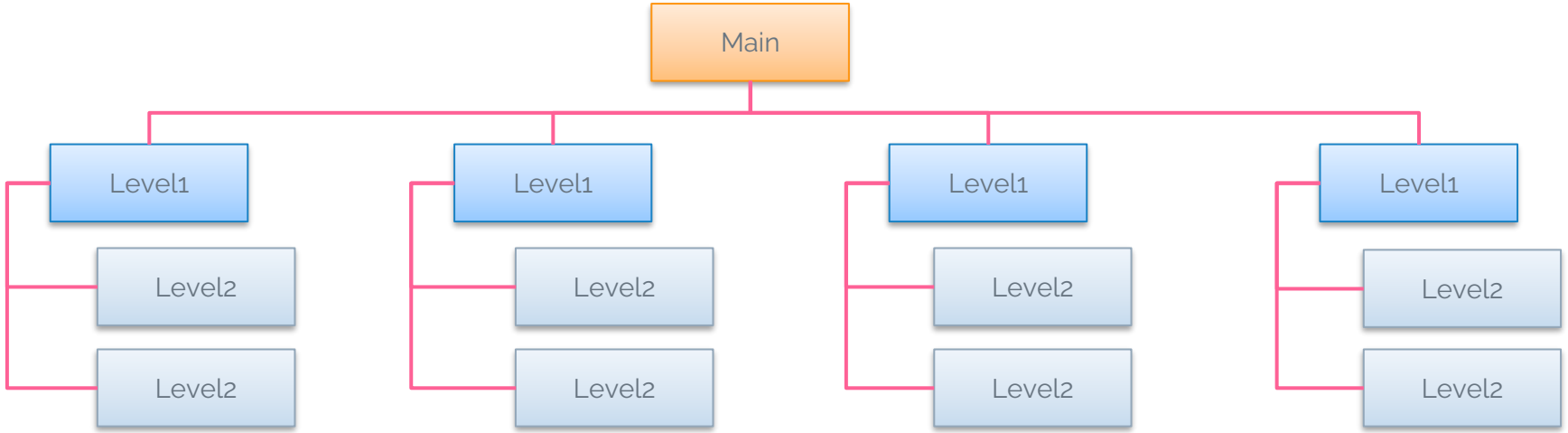
Sitemap (example)



Assignment: Create the sitemap of you project

- Grading Criteria
  - 0 = Blank
  - 1 = Incomplete or information is not in the right group.
  - 2 = Information is in the right group although the hierarchy is not well organized.
  - 3 = Information is in the right group and the hierarchy is well organized.

Sitemap


Main
Level1
Level2
Level2
Level1
Level2
Level2
Level1
Level2
Level2
Level1
Level2
Level2

Q&A

End