



# Assignment 2: Mapping a User Flow

Information Architecture (2022)

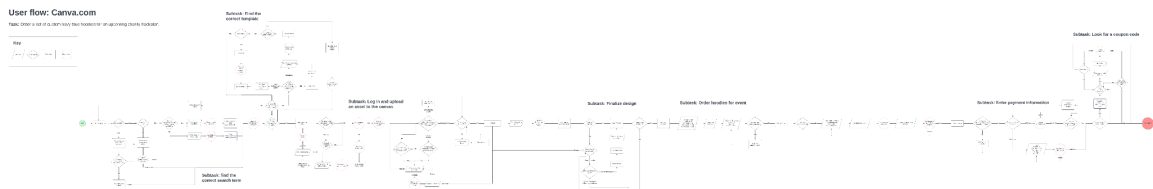
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## Task: Order a set of custom navy blue hoodies for an upcoming charity hackathon

In Assignment 1, I discovered that Canva has print services. In keeping with their main goals of attracting folks who are likely multitasking and just need quick, easy access to design tools, I decided to map out the user flow of designing and printing a sweatshirt for a volunteer hackathon. This is based off of a real life example I was a part of last year, where New England GiveCamp wanted to send a take home item with those who participated and a non-designer was in charge of using an on-demand print service to design and order a number of sweatshirts based on conference signup information. I was curious how Canva.com would stand up to this use case.

### User flow diagram



Live link for clearer viewing:

<https://lucid.app/documents/view/075018ab-1d98-447a-91b3-91b9c54dc10a>

### Opportunities for improvement

I found that the subtasks in my flow which required the most decision making points were the search disambiguation and template choice tasks. The key piece of information in my flow which helped refine the term “sweatshirt” to “hoodie” was an image of the product. Being able to see visually what Canva defines a sweatshirt as earlier in the process may help users choose the right terminology more easily. Alternately, a curated

index of all products, which recognizes that a hoodie is a type of sweatshirt, could alleviate this by presenting the term hoodie next to sweatshirt (Rosenfeld et al., 2015). This would make it easier for the user to distinguish between the two and choose the appropriate product.

Finally, I noticed I kept using the word “templates” when attempting to switch the product type. It is possible that in the context of printing a physical product, the word “template” takes on a different set of user expectations than with digital designs. Further research could be done to identify if other users experience the same disconnect, and provide a clearer cue to switch the design or product type from the web app interface. The application bar pattern, which shows only File and Resize, may also not contain enough information to give the user context that this webpage has typical app capabilities. For example, a typical application bar pattern for design software includes File, View, and Edit (Apple, n.d.), while Canva combines these items into one File item.

## References

- Apple. (n.d.). *Menu Bar Menus - Menus - macOS - Human Interface Guidelines - Apple Developer*. Retrieved April 23, 2022, from <https://developer.apple.com/design/human-interface-guidelines/macos/menus/menu-bar-menus/>
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- Browne, C. (2021, August 3). *How To Create A User Flow [Step-by-Step Guide]*. <https://careerfoundry.com/en/blog/ux-design/how-to-create-a-user-flow/>
- Rosenfeld, L., Morville, P., & Arango, J. (2015). 8. Navigation Systems. In *Information architecture: for the web and beyond* (Fourth edition). O'Reilly Media, Inc.