**Step 1: Identify the User Goals and Tasks**

**User Goal for User Flow:**  
Olivia wants to find a unique, handcrafted gift for a friend that aligns with her values of sustainability and ethical sourcing. She aims to have a seamless and trustworthy shopping experience.

**Specific Primary Task for Task Flow:**  
Olivia wants to filter products based on sustainability and ethical sourcing criteria to find the perfect gift.

**Step 2: Draft User Flow and Task Flow**

**User Flow:**

1. **Start** (Oval)
2. **Homepage** (Rectangle)
   * Olivia lands on the homepage and is greeted by a hero image and featured products.
3. **Browse Categories** (Diamond)
   * Decision: Does Olivia want to browse by category or use the search bar?
   * Yes: Go to **Category Page** (Rectangle)
   * No: Go to **Search Results** (Rectangle)
4. **Category Page / Search Results** (Rectangle)
   * Olivia explores products in her chosen category or based on her search query.
5. **Product Detail Page** (Rectangle)
   * Olivia clicks on a product to view more details, including the artisan's story and customer reviews.
6. **Add to Cart** (Diamond)
   * Decision: Does Olivia want to add the product to her cart?
   * Yes: Go to **Cart Page** (Rectangle)
   * No: Go back to **Category Page / Search Results** (Rectangle)
7. **Cart Page** (Rectangle)
   * Olivia reviews her cart and proceeds to checkout.
8. **Checkout** (Rectangle)
   * Olivia enters her shipping and payment information and places the order.
9. **Order Confirmation** (Rectangle)
   * Olivia receives a confirmation of her purchase and is directed to a thank-you page.
10. **End** (Oval)

**Task Flow:**

1. **Start** (Oval)
2. **Homepage** (Rectangle)
   * Olivia lands on the homepage and decides to use the filter options.
3. **Apply Filters** (Rectangle)
   * Olivia selects filters for sustainability and ethical sourcing.
4. **Filtered Results** (Rectangle)
   * Olivia views the products that match her filter criteria.
5. **Product Detail Page** (Rectangle)
   * Olivia clicks on a product to view more details.
6. **End** (Oval)

**Step 3: Annotate Your Flow Diagrams**

**User Flow Annotations:**

* **What is the user trying to do?**  
  Olivia is browsing the homepage looking for an affordable gift that aligns with her values of sustainability and ethical sourcing.
* **What are the key decision points, and why do they matter?**  
  At the **Browse Categories** decision point, Olivia chooses whether to explore by category or use the search bar. This matters because it determines the path she takes to find relevant products. Another key decision is at **Add to Cart**, where Olivia decides whether to purchase the item or continue browsing. This decision affects her shopping experience and the likelihood of making a purchase.
* **Where does this align with user research or sketches?**  
  In Olivia's interview, she mentioned the importance of transparency and ethical sourcing. The user flow reflects this by including steps where she can view detailed product information and artisan stories, aligning with her desire for a meaningful shopping experience.

**Task Flow Annotations:**

* **What is the user trying to do?**  
  Olivia is applying filters to find products that are sustainable and ethically sourced.
* **What are the key decision points, and why do they matter?**  
  The key decision point is at **Apply Filters**, where Olivia selects her criteria. This matters because it directly influences the products she sees, ensuring they meet her ethical standards.
* **Where does this align with user research or sketches?**  
  Olivia's pain points included the lack of transparency and difficulty in finding products that align with her ethical standards. The task flow addresses this by providing a streamlined path for her to filter products based on her values, ensuring a more tailored and satisfying shopping experience.

**Step 4: Review and Refine**

**Review and Refinement Notes:**

* Ensure that the user flow is logical and covers all major pages and decision points without confusion or dead-ends.
* The task flow should be streamlined, focusing on the specific task of filtering products, with minimal branching.
* Both flows should reflect Olivia's goals and context, ensuring that her needs for transparency, ethical sourcing, and a seamless shopping experience are met.

By following these steps, you can create clear and effective user and task flows that guide the design process and ensure a user-centered approach to the ArtisanCrafts platform.