UI Flow Shorthand Scenarios:

Buying an Item from Amazon.com:

Homepage Search results Product Page Cart Confirmation Page

Type "throwing knives" Into the search box and

Click "Enter"

Checkout Page Order Confirmation Page

Clicks "Place your order" Close Page

Searching for "Onion Dip" on google:

Homepage Search results display page Food Network recipe page

Type "Onion Dip"
Into google search box
and click "Enter"

Submit a petition on: https://petitions.whitehouse.gov/:

Homepage Sign in page Basic Petition Information Page Option to sign petitions page

Click "Start a Petition" Enter username Enter statement and Click Save and Continue

Button and Password, Click up to 3 issues, Click

"Enter" save and continue

Add petition details page Preview and Publish Page

Enter description Review and click

Click save and continue "Publish my petition"

Reach Out Website:

An application to better connect individuals from the Western world with the wants and needs of the Syrian refugees, in an attempt to restore the humanity of the displaced population.

Calls to Action:

- 1. Watch intro/how it works videos
- 2. Download the app

User Flows (Shorthand)

Watch intro and how it works videos:

Homepage	Video plays in full screen	Homepage
>		
Into/How it works	Closes Video Page	User Downloads app
Video Displayed		
Click "Play"		

Download the app:

Homepage	Application download page	Confirmation page	App is downloaded
>		>	>
Click "download app	click confirm download	User waits for download	Open app on phone
button"			

Card Sort Examples:

[App logo]

[Intro video]

[Link buttons to social media pages]

[Picture of how the app looks on an iPhone]

[Text app link to phone]

[About the creators]

[Features of the App]

[Frequently asked questions]

[Real-time display of ideas/updates posted to app]

[Map that shows geographical distribution of users]

[Number of downloads]

[Link to download app]

[Email list/sign up]

[Slideshow on bottom of refugee camps]

[Links to different donation pages]