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# SKETCHING USER FLOWS

Insert Instructor Name  
Title, Company

- What & Why of User Flows
- Garrett Vocabulary (The Formal Way)
- Storyboarding
- Exercise

# USER FLOWS

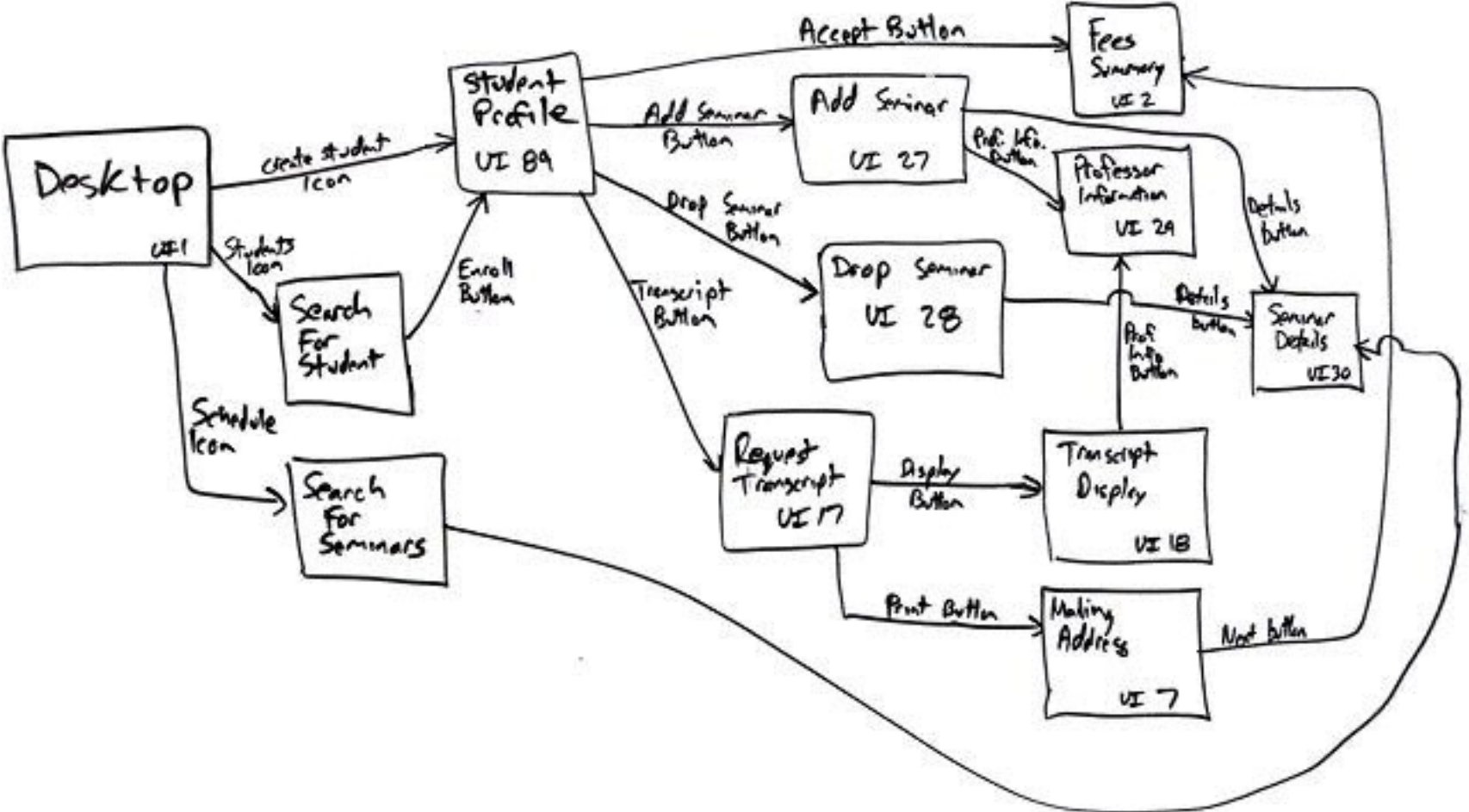
# WHAT IS A USER FLOW?

- › An illustration of movement through a system
- › Shows how users go from point A to point B
- › Can come in many forms

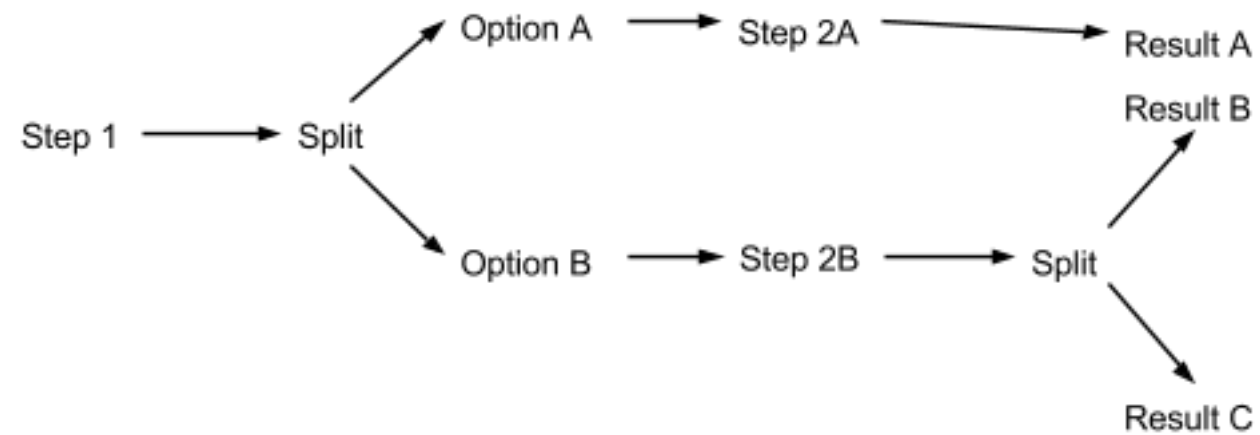
# WHY CREATE USER FLOWS?



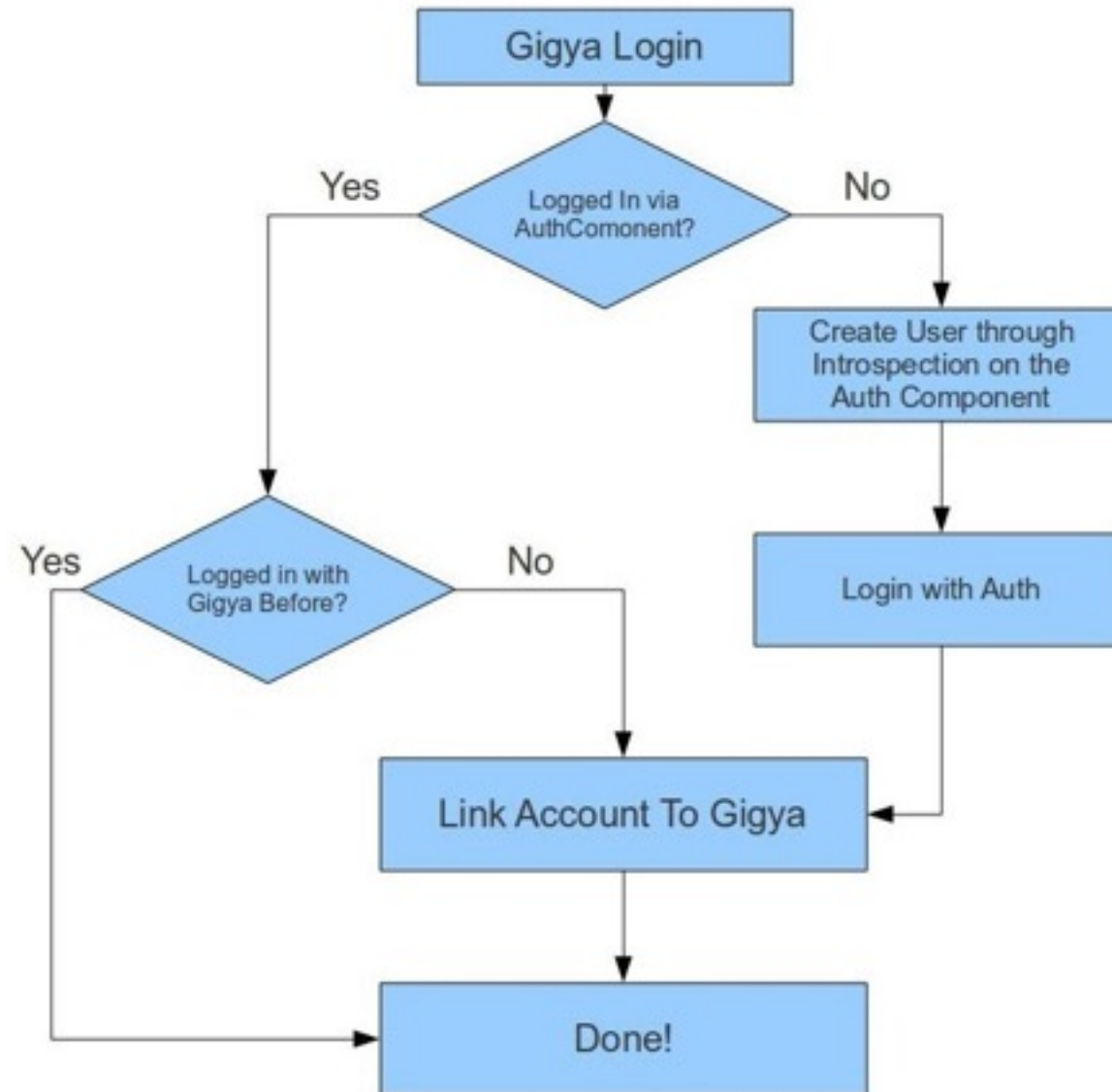
IT LOOKS LIKE THIS



## AND THIS

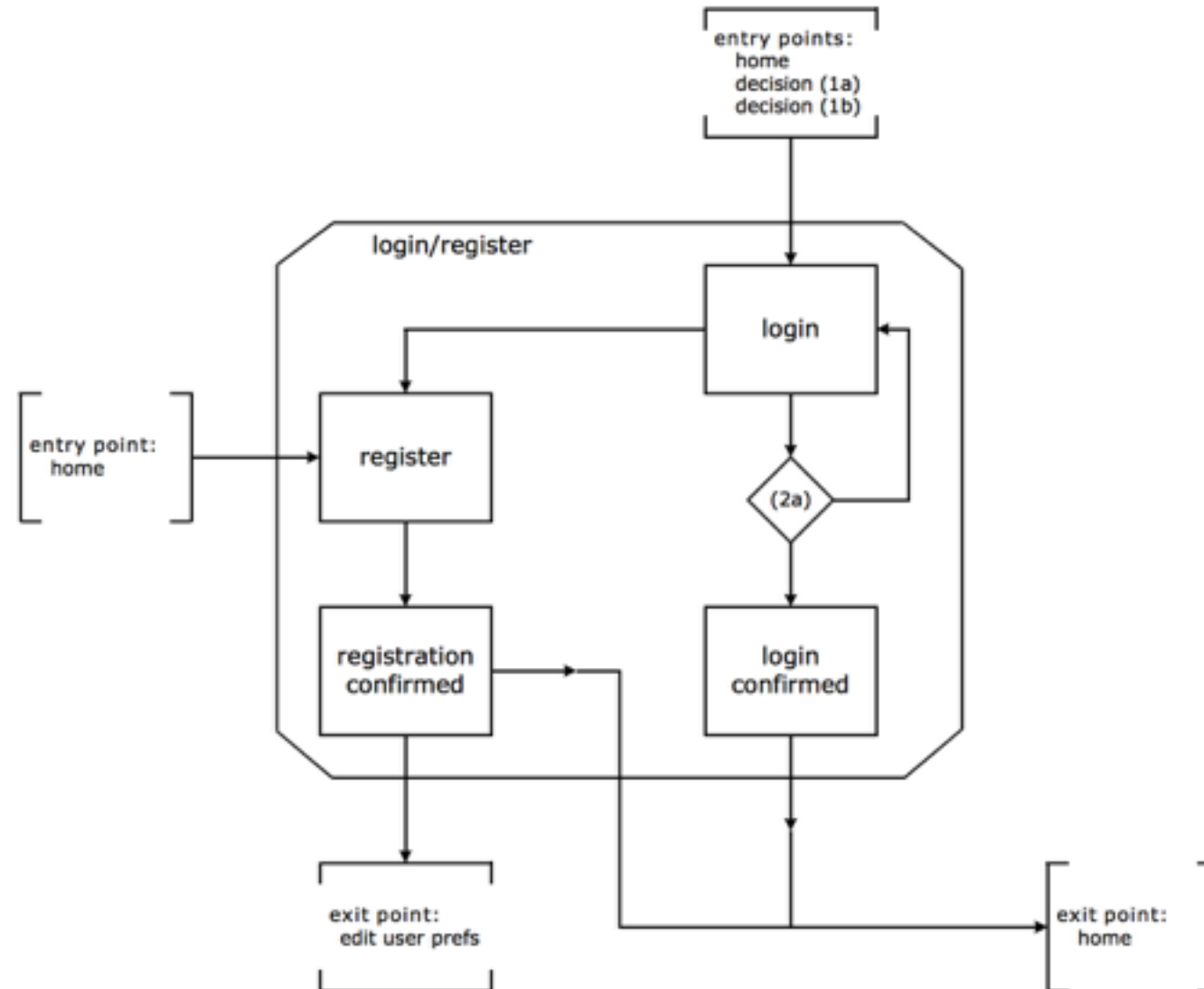


## AND THIS





## AND THIS



# TIPS FOR CREATING USER FLOWS

# START WITH THE USER

- Your goal is to map users paths – flows that take users from their entry pages through conversion funnels – toward the final action (signup, purchase etc)

## **ENTRY POINT**

- Make sure to note where the user is coming from or where they start

# **ASK THE RIGHT QUESTIONS**

- What needs or desires do your visitors have? Which problem do they want to solve?
- Why do they need it?
- What qualities (about your product or service) are most important to them?
- What are all the questions they have about the product?
- What are their doubts or hesitations?
- What information do they need to take action?

# MAKE THE USER FLOW FLOW

- Flow, as a mental state, was first proposed by psychology professor Mihaly Csikszentmihalyi.
- It's a state of being that makes an experience genuinely satisfying. Everybody has experienced it. Most people refer to it as being “in the zone” or “in the groove”.
- Design experiences that get users in the groove!

# FLOW VS TASK VS JOURNEY

- Flows demonstrate the choices a user can make throughout a system from point A to point B
- Tasks demonstrates the motivation and steps a user takes in a system to accomplish a goal
- Journeys demonstrate the emotions and attitudes users experience through a flow

# GARRETT IA VISUAL VOCABULARY



# **PAGES AND PAGE STACKS**

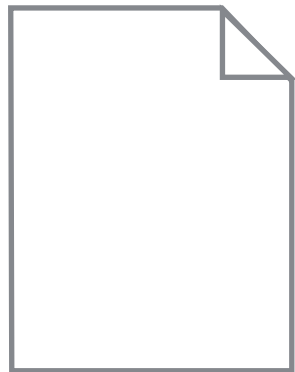


Page

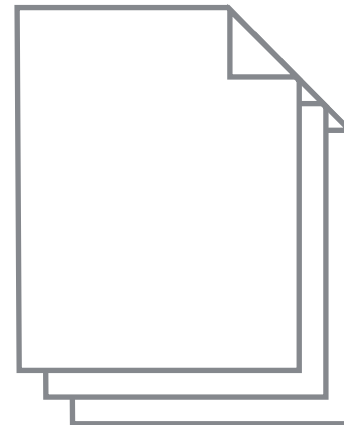


Page Stack

# **FILES AND FILE STACKS**



Page



Page Stack

# CONNECTORS



Connector

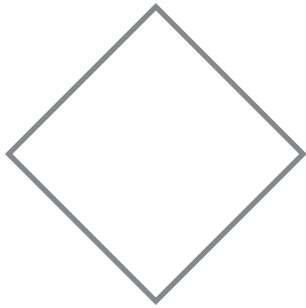


Connector  
(No Upstream)



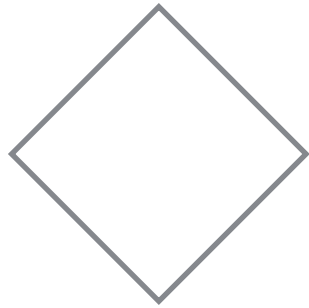
Conditional  
Connector

# **DECISION POINTS**

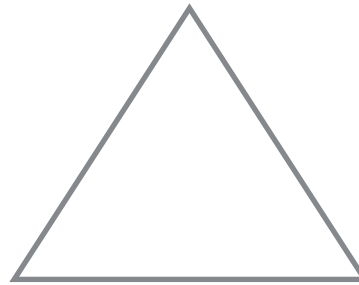


Decision Point

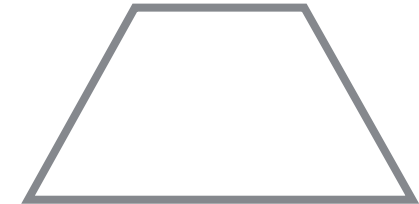
# **DECISION POINTS**



**Decision Point**

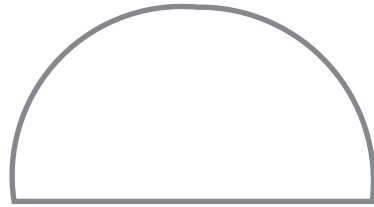


**Conditional  
Branch**

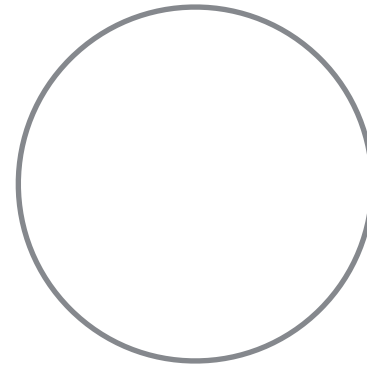


**Conditional  
Selector**

# CONCURRENCY

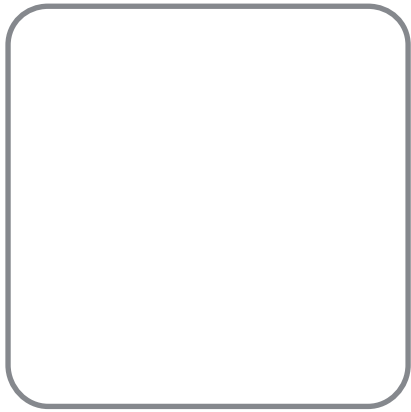


**Concurrent Set**

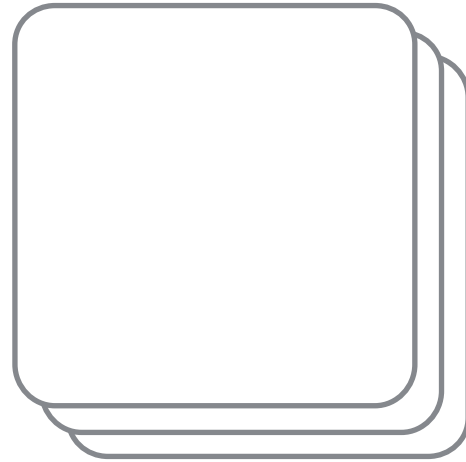


**Cluster**

# **AREAS AND ITERATIVE AREAS**



**Area**

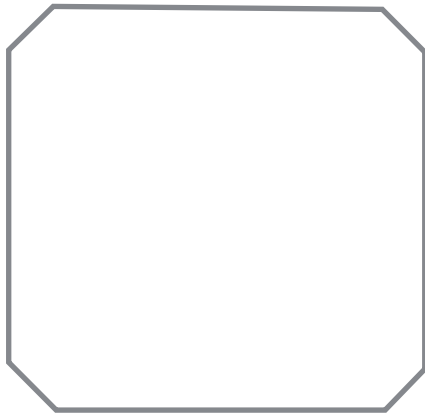


**Iterative Area**



**Conditional Area**

# **FLOW AREAS AND CONTINUATION POINTS**



**Flow Area**



**Flow Reference**

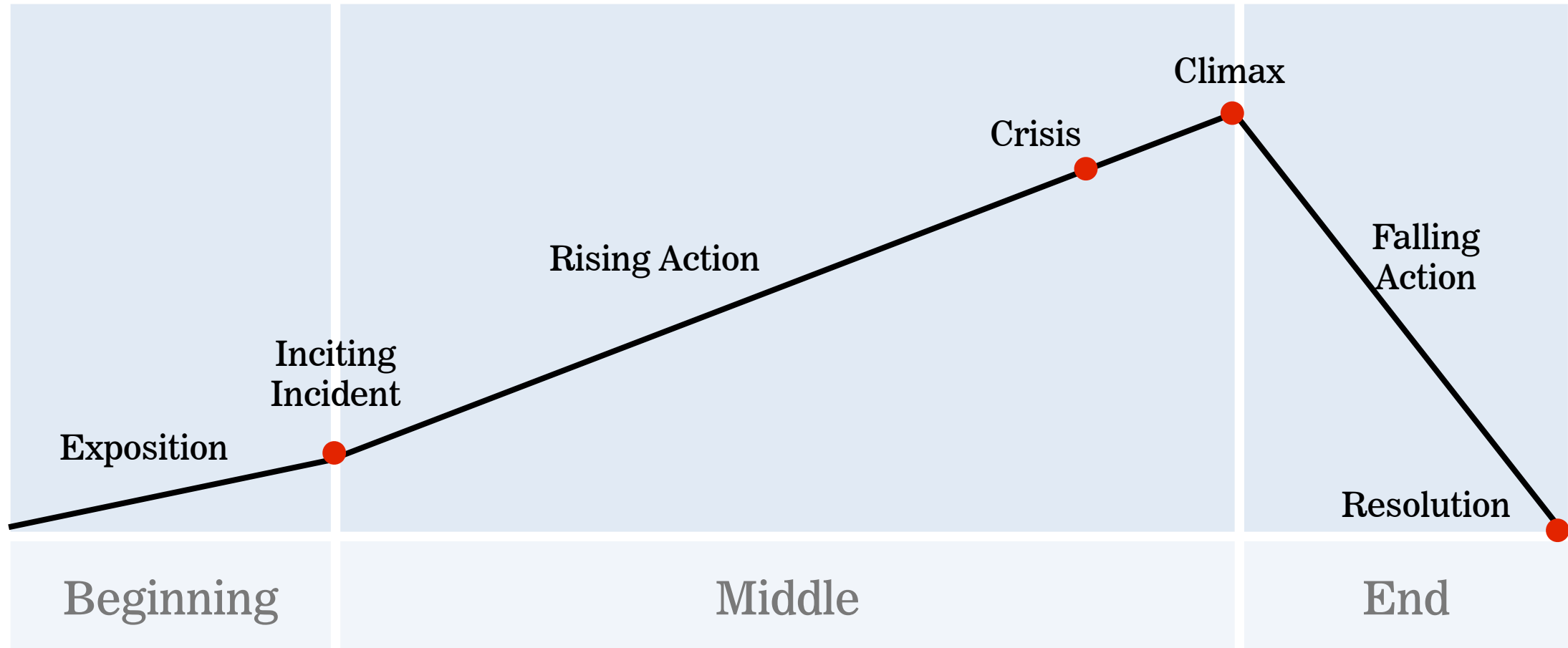


**Continuation Point**



# STORYBOARDING

## DESCRIBING A USER EXPERIENCE = TELLING A STORY



# **WHAT ARE STORYBOARDS?**

- A series of images and words (sometimes) that describe a story
- Like a comic or graphic novel

# WHY SHOULD WE STORYBOARD?

- Look at user activities at an even higher level
- Consider parts of the experience that don't involve the system
  - “John comes home from work exhausted from a long day”
  - “Nancy tells her friends about how easy it was”
- Storytelling depicts the user experience in an emotional way

## IT LOOKS LIKE THIS



## AND THIS

