Week Five: Task Analysis and User Flow Documentation for an Online Shopping Application

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Introduction

This experiment covers the process of conducting task analysis and documenting user flows for an online shopping application. It explores key tasks such as browsing products, searching for specific items, adding products to the cart, and checking out. Mapping out the sequential steps for each task provides a clear understanding of how users interact with the app. The experiment also involves creating visual representations of these flows using Lucidchart, incorporating shapes, connectors, and labels to illustrate the navigation process. This highlights the importance of clear and organized user flows in enhancing the overall user experience.

User Flow Diagram

The user flow diagram illustrates the navigation process of an online shopping application, highlighting the sequential steps a user takes to search for products, add items to the cart, and complete the checkout process.
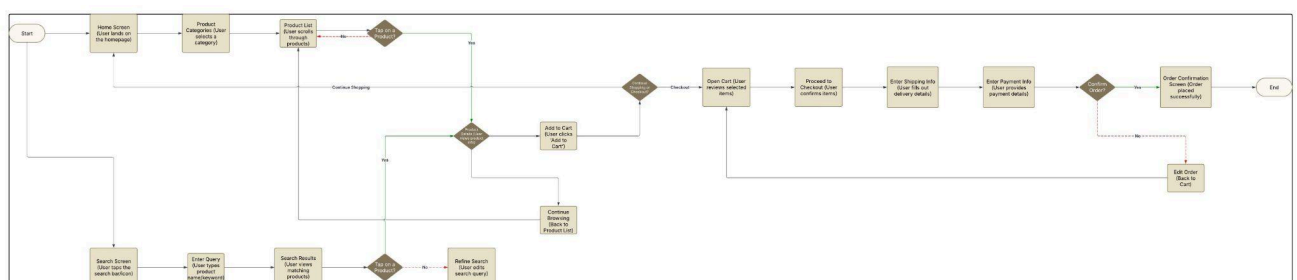
1. **Start Point:**

    ○ The process begins with the Home Screen, where the user lands on the homepage.

    ○ From here, they can either browse product categories or proceed to the search screen.

2. **Browsing and Searching:**

    ○ Browsing Path:

        ■ The user selects a product category and views the product list by scrolling through the available items.

        ■ If they tap on a product, they can view its details.

        ■ If not, they can continue shopping.

    ○ Search Path:

        ■ Alternatively, the user can tap the search icon to enter a query.

        ■ The app displays matching results, allowing the user to refine the search or tap on a product to view its details.

3. **Product Selection and Cart Management:**

    ○ Once the user views a product, they have the option to:

        ■ Add it to the cart by clicking the "Add to Cart" button.

        ■ Continue browsing to select more items.

    ○ When ready, the user can proceed to open the cart and review the selected items.

4. **Checkout Process:**

    ○ The user proceeds to checkout by confirming the items in the cart.

    ○ They fill in shipping information and payment details.

    ○ The flow includes a decision point:

        ■ If the order is confirmed, the user is directed to the Order Confirmation Screen, indicating a successful purchase.

        ■ If the user chooses not to confirm, they are redirected to edit the order by returning to the cart.

5. **End Point:**

    ○ The process concludes with the successful placement of the order.

The user flow diagram offers valuable insights into the user journey, helping to identify potential friction points and areas for improvement. By visualizing each step, it becomes easier to spot hurdles, such as complex navigation or repetitive actions, and find ways to make the experience more seamless. It also ensures that the app's design and functionality align with the users' needs, ultimately enhancing satisfaction and boosting overall usability.

Task Analysis Diagram

Task analysis is the process of breaking down individual tasks into smaller, detailed steps to understand how users interact with an application. In an online shopping app, it involves documenting separate flows, such as browsing products, adding items to the cart, and checking out, without necessarily connecting them.

The diagram illustrates four separate user flows for key tasks in an online shopping application. Each flow shows the step-by-step process the user follows to complete a specific action.

1. Adding a Product to the Cart:

- The flow begins with the user navigating to the product page.

- They select product options and quantity, then click the "Add to Cart" button.

- The system confirms that the product is successfully added to the cart, marking the end of this flow.

2. Checking Out:

- This flow starts with the user reviewing the items in their shopping cart.

- The user proceeds to checkout, entering shipping and payment information.

- After reviewing the order summary, they place the order and receive confirmation, marking the completion of the checkout process.

3. Browsing Products:

- The flow begins with the user opening the online store.

- They browse through product categories and select a category of interest.

- The user explores products within the chosen category, completing the browsing flow.

4. Searching for a Specific Product:

- The user starts by opening the online store and locating the search bar.

- They enter the product name or keyword and press search.

- The app displays search results, allowing the user to review and find the desired product, concluding this flow.

The diagram illustrates individual user flows for key shopping tasks, such as browsing, searching, adding items to the cart, and checking out. By breaking down each process into clear, sequential steps, it provides a detailed view of user interactions. This helps in identifying potential inefficiencies, streamlining navigation, and enhancing the overall shopping experience.