

**USER  
FLOW**

# What is it?

If we imagine a website like a map, the User flow is the route that users take when navigating your site.

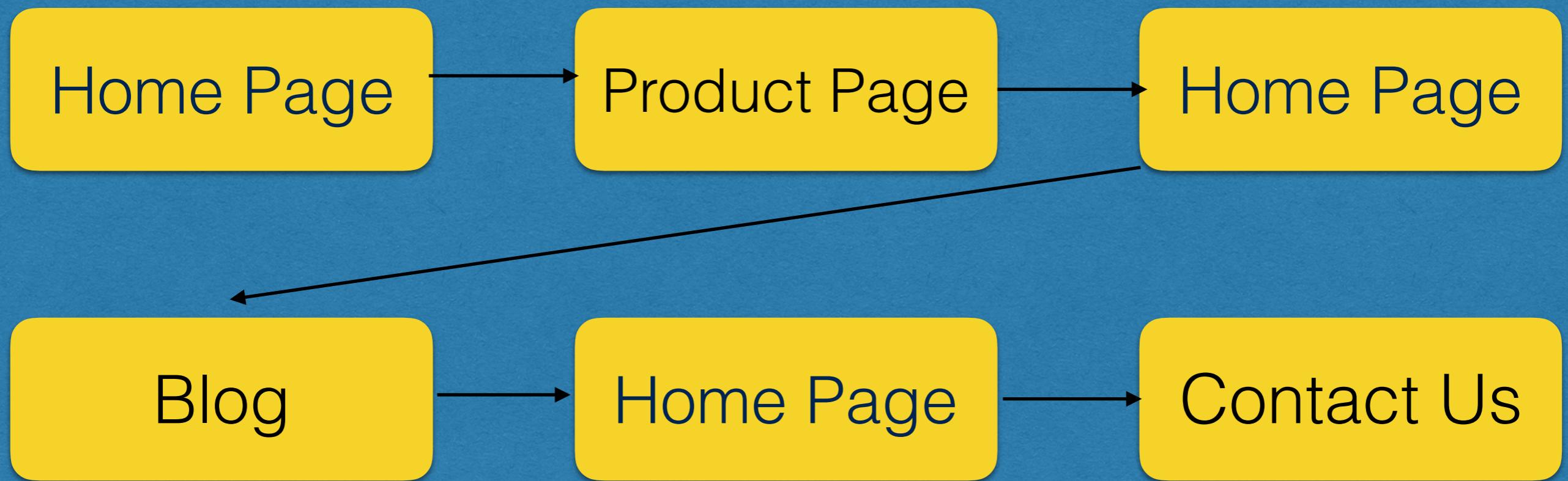
# There are three types of User Flow:

1. In App User Flow: This is when the user is expected to stay on the same site or application throughout their whole journey.
2. Cross-Application User Flow: This is when the user may be expected to leave our site during their journey, such as using a third party log in service or if there is an email confirmation of some kind
3. Cross-Device User Flow: This is the when the user is expected to pick up another device during their journey, such as when text message verification is used.

# What is the point of it?

The point of using this User Flow information is so you can direct users towards your end goal. Get users from Point A to Point B as directly as possible.

In this case Point A is the homepage and Point B is the checkout.

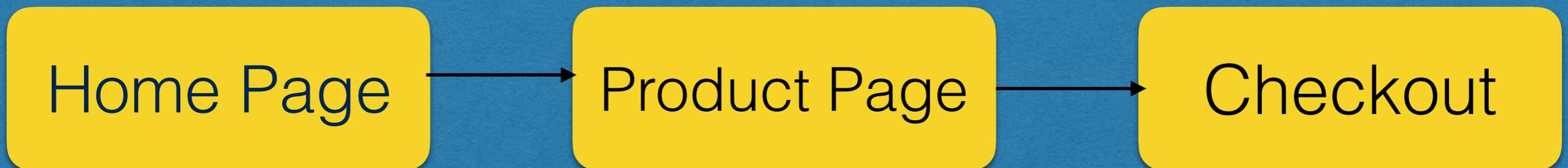


This is not a very good user flow, it takes too many steps and they never reach the checkout

Ideally you can get the user from Point A to Point B in the fewest steps possible and as directly as possible.

Point B can be anything, some sites want their users to buy things, some sites want you to sign up for their newsletter or their online game.

In this case Point A is the homepage and Point B is the checkout.



This is a great User Flow because it is very direct and achieves the goal!

# How do we direct User Flow?

In order to get our user flow from the first diagram to the second one, we need to direct our users.

After deciding on your goal there are a number of ways we can direct the users through their journey using the visual design.

# How do we direct User Flow?

Colour: Using contrasting colours you can draw attention to particular features on your site which encourage your user to click there.

Example: Amazon's goal is to get you to the checkout with lots of stuff in your cart so they have yellow "Add to Cart" buttons all over their pages, the colour draws your attention one step closer to their goal.

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 Mpow Streambot 2 IN 1 Bluetooth  
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★★★★★ 924

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 TaoTronics Bluetooth 4.1 Stereo  
 Magnetic Headphones  
 Sold by Sunvalleytek Canada and Fulfilled  
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★★★★★ 371

Add to Cart



C\$6.99  
 List: C\$8.92 (22% off)  
 uni-ball KURU TOGA Mechanical  
 Pencil, Mechanical Pencil Starter ...  
 Ships from and sold by Amazon.ca.

★★★★★ 140

Add to Cart



C\$21.59  
 Mpow Streambot Mini Wireless  
 Streaming Receiver  
 Sold by Patec and Fulfilled by Amazon.

★★★★★ 472

Add to Cart



C\$26.34  
 Parasom A1 V4.1 Bluetooth Sports  
 Headphone black/green  
 Sold by Parasom Direct and Fulfilled by  
 Amazon.

★★★★★ 3108

Add to Cart



C\$299.00  
 List: C\$429.00 (30% off)  
 Save 30% on BlackBerry DTEK50  
 Unlocked Smartphone  
 Ships from and sold by Amazon.ca.

★★★★★ 68

Add to Cart

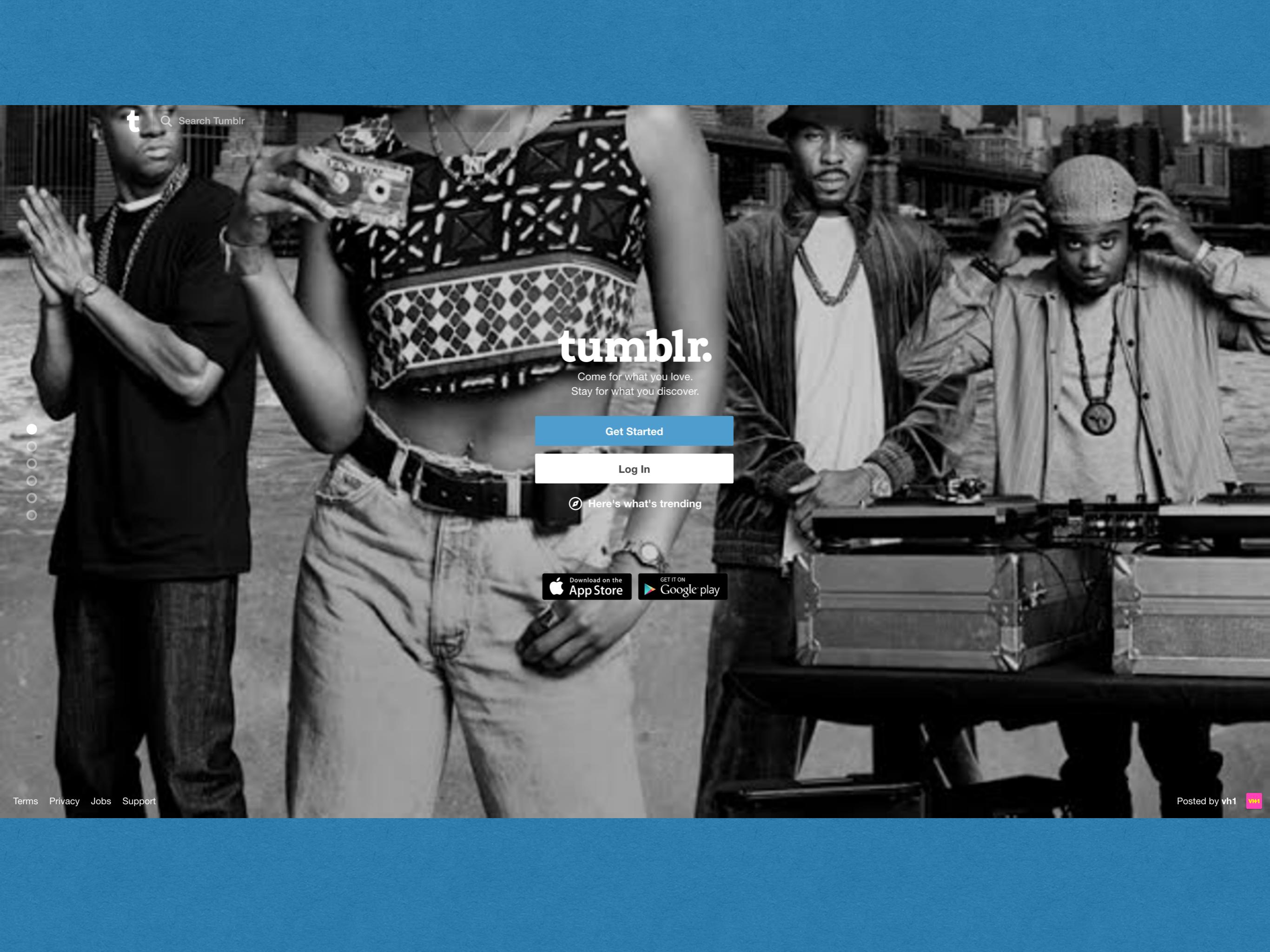
# How do we direct User Flow?

Minimalism: Using minimal components allows your users to navigate through the page with minimal distractions and therefore are more likely to stay on your desired path.

Example: Tumblr's goal is to get more registered users and the already registered users enjoying the site. Tumblr's homepage has a log in prompt right in the centre of the page with not much else, this prompts the user to either log in or make an account right away.



Search Tumblr



# tumblr.

Come for what you love.  
Stay for what you discover.

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# How do we direct User Flow?

Attention Grabbers: Using something, big and attractive to your users will draw them in immediately like a large product photo or immediate answers to their questions.

Example: Apple's goal is for the users to view and eventually buy their products, Apple's website features a huge photo of their newest iPhone and you can click this image for more information and even a bright blue "buy" button.

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# This is 7.

