

**USER
FLOW**

What is it?

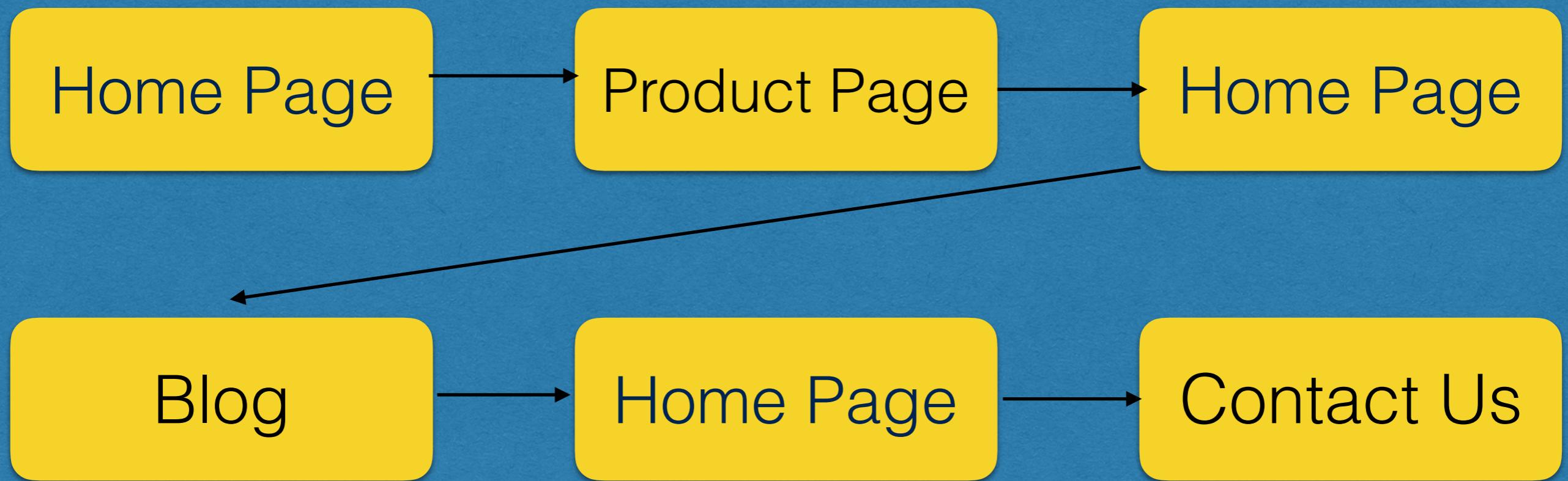
If we imagine a website like a map, the User flow is the route that users take when navigating your site.

As the designer, we want to direct our users across our site from Point A to Point B in as few clicks as possible.

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.

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

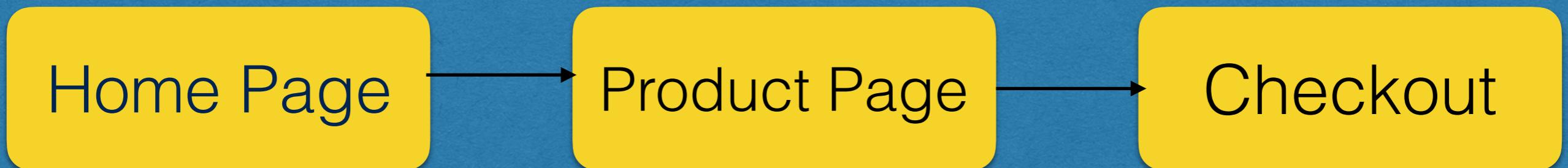


This is not a very good user flow, it takes too many steps and they never reach the checkout

Ideally you want to 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.

Visual Design

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.

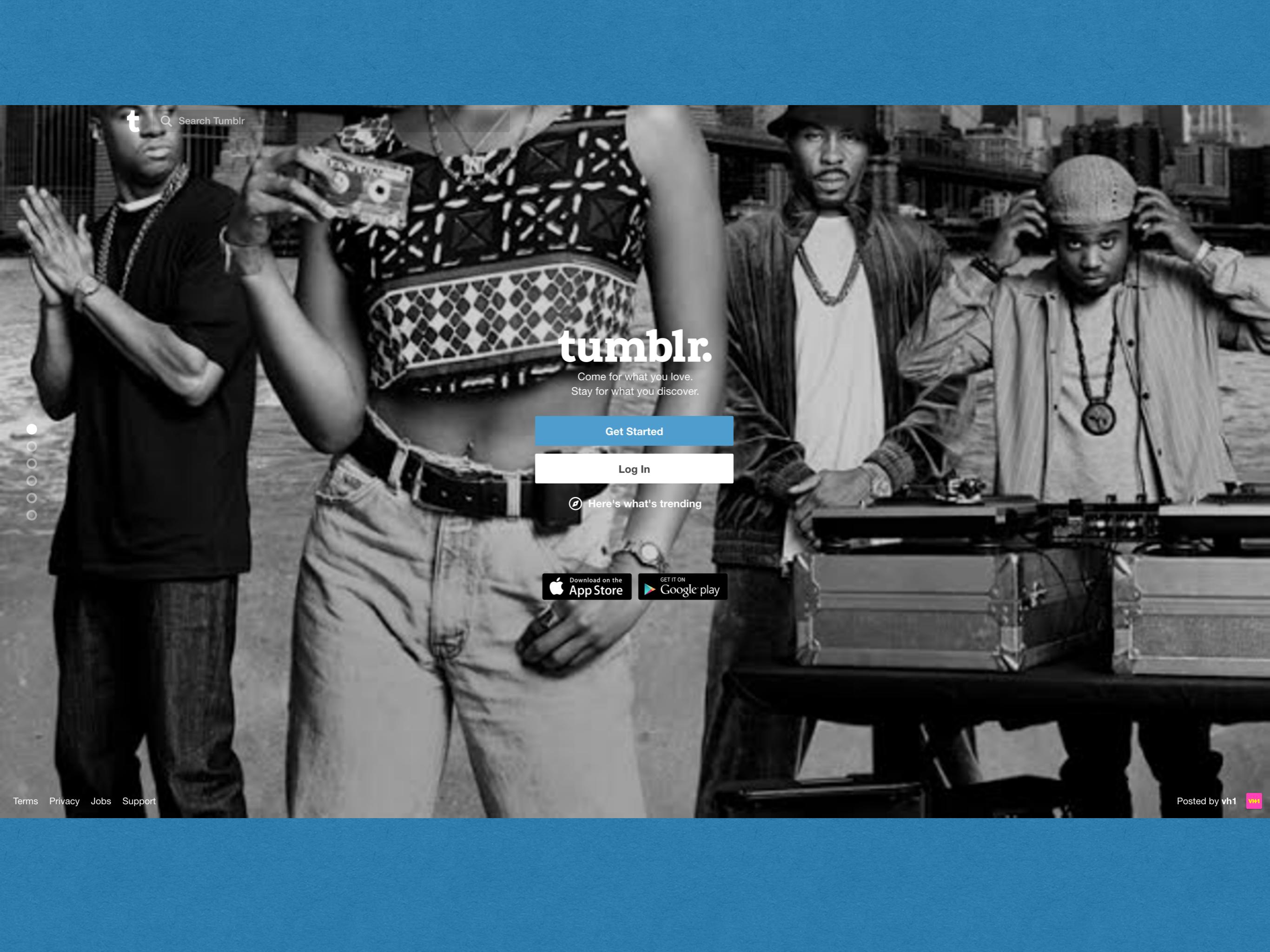
Visual Design

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.

[Get Started](#)

[Log In](#)

Here's what's trending

 Download on the
App Store  GET IT ON
Google play

Visual Design

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.

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

iPhone 7

[Overview](#) [iOS](#) [Tech Specs](#)[Buy](#)

This is 7.



Activity

Activity for User Flow

We are a brand new luxury airline called FancyAir, we are fully inclusive and super cheap, best of both worlds. We want you to make us a brand new homepage using the best possible user flow! User flow is getting the customer from point A to point B as directly as possible, on our homepage point B is the “Book Now” button. So we need our homepage to bring customers to that point as directly as possible.

What you need to do:

1. In Photoshop or Illustrator, design a full homepage layout incorporating the all of the elements required.
2. In point form, type out how you will maximize user flow on the homepage and explain how every element in your layout contributes to the goal. Include these points at the bottom of your webpage under the heading “Explanation”.
3. Upload the layout (with included explanation) as an image onto to your GitHub and link it on your homepage under the title “Presentation 7: User Flow”

Elements Required in Homepage Layout:

- A straight forward, Minimal Design
- At least three vacation packages advertised (with a photo)
- A design that highlights the option to “Book Now”
- At least three page elements (layout and design choices) with the purpose of encouraging bookings

Grading Rubric

Explanation includes how every page element contributes to the goal	/3
Company name and brief description are on the page	/2
At least three different vacation packages visible	/3
At least three different page elements direct towards the “Book Now” button(s)	/3
Simple and aesthetically pleasing	/1
Creative design	/3

If you have any questions, do not hesitate to ask one of us! We would love to help :)