App Launch
Skeleton

slide up feed, slide dashboard from left, darken scrim, slide up welcome card from below

swipe left
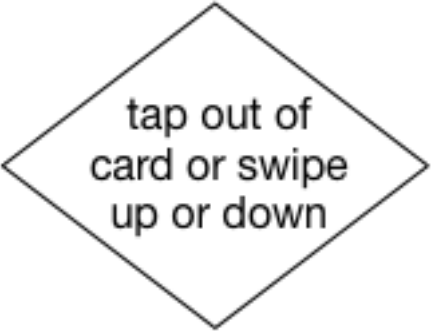
welcome card 2
(save and
personalize)

tap sign in

slide up welcome
card, slide up full
screen sign in modal

import dialogue
popover

tap out of
card or swipe
up or down

fade in import
confirmation

importing
confirmation

fade out
confirmation, slide
up edit tickers card
from below with
keyboard

tap confirm

slide up edit tickers card, slide down keyboard, fade out scrim, fade in confirmation
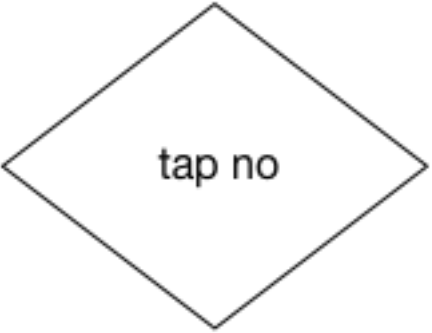
edit quotes

fade out
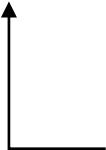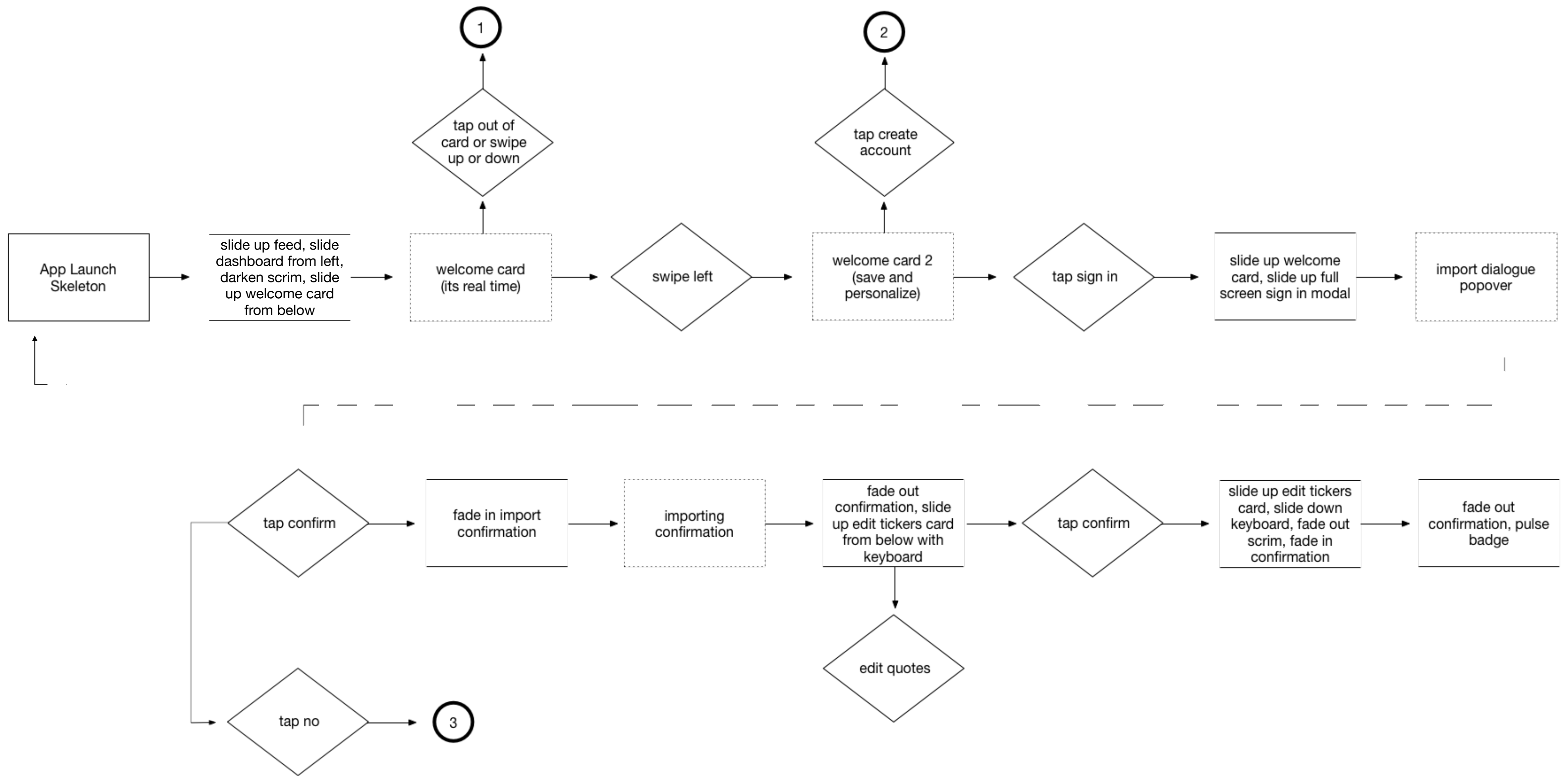confirmation, pulse
badge

3

tap confirm

tap no

welcome card
(its real time)

tap create
account

```
                                    ( 1 )                              ( 2 )
                                      ↑                                  ↑
                              ┌───────────────┐                 ┌───────────────┐
                              ╱  tap out of    ╲                ╱  tap create    ╲
                             ╱  card or swipe    ╲             ╱    account        ╲
                             ╲   up or down      ╱             ╲                   ╱
                              ╲                 ╱               ╲                 ╱
                               └───────┬───────┘                 └───────┬───────┘
                                       ↑                                  ↑
┌──────────────┐   ┌──────────────────┐   ┌ ─ ─ ─ ─ ─ ─ ┐   ┌───────────┐   ┌ ─ ─ ─ ─ ─ ─ ┐   ┌───────────┐   ┌──────────────┐   ┌ ─ ─ ─ ─ ─ ─ ┐
│              │   │ slide up feed,   │     welcome card    ╱             ╲   welcome card 2    ╱             ╲   │ slide up welcome │   │ import dialogue │
│ App Launch   │→  │ slide dashboard  │→  │ (its real time) │→  ╲ swipe left  ╱→  │ (save and    │→  ╲ tap sign in ╱→  │ card, slide up full │→  │ popover      │
│ Skeleton     │   │ from left,       │   │                 │   ╲             ╱   │ personalize) │   ╲             ╱   │ screen sign in modal │   │              │
│              │   │ darken scrim,    │   └ ─ ─ ─ ─ ─ ─ ┘    ╲           ╱    └ ─ ─ ─ ─ ─ ─ ┘    ╲           ╱    └──────────────┘   └ ─ ─ ─ ─ ─ ─ ┘
│              │   │ slide up welcome │
└──────┬───────┘   │ card from below  │
       ↑           └──────────────────┘
```


App flow diagram (onboarding / import sequence)

Top row: App Launch Skeleton → slide up feed, slide dashboard from left, darken scrim, slide up welcome card from below → welcome card (its real time) [→ tap out of card or swipe up or down → (1)] → swipe left → welcome card 2 (save and personalize) [→ tap create account → (2)] → tap sign in → slide up welcome card, slide up full screen sign in modal → import dialogue popover

Bottom row: tap confirm → fade in import confirmation → importing confirmation → fade out confirmation, slide up edit tickers card from below with keyboard [→ edit quotes] → tap confirm → slide up edit tickers card, slide down keyboard, fade out scrim, fade in confirmation → fade out confirmation, pulse badge

tap confirm → tap no → (3)

Charting flows to conversion

Flows help evaluate competition, plan design updates, and facilitate discussions with developers and stakeholders early on in a project with little investment in UI. Much of my work with subscription products benefits from understanding the many paths to subscriber status.