

ITI0209: User Interfaces

04. Deliverables. Flows

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The most important role of deliverables is to document your design choices. Deliverables play an important role in the success of the project, helping you to communicate key concepts and the project's direction. They also reduce project risk by recording decisions made throughout the process.

Different Roles

- **UX designers** create and use deliverables as part of their design process to communicate their decisions/plans to the rest of the team.

wireframes, user research reports, personas, user journey maps, usability testing reports

- **Developers/Designers** use deliverables to understand app's visual/UX design and functionality requirements and guide their development work.

design specifications, wireframes, prototypes

- **Project managers** use deliverables to track the progress of a project.

project timelines, budget plans, wireframes, prototypes, usability testing reports

- **Clients** use deliverables to understand the design decisions and validate the UX. They help them confirm that the final product will meet their users' needs.

wireframes, user flows, prototypes, and usability testing reports

List of Common Deliverables

Static wireframes; Interactive prototype; Flowchart or activity diagram; Sitemap; Usability/analysis report; User journey map; Competitive analysis report; Concept model/system map; Personas; Paper prototype; Personas ; User journey maps; Site maps ; Flowcharts; Wireframes and prototypes; Wireflows; Style guides; Usability reports; Research reports as documents, videos, and presentations

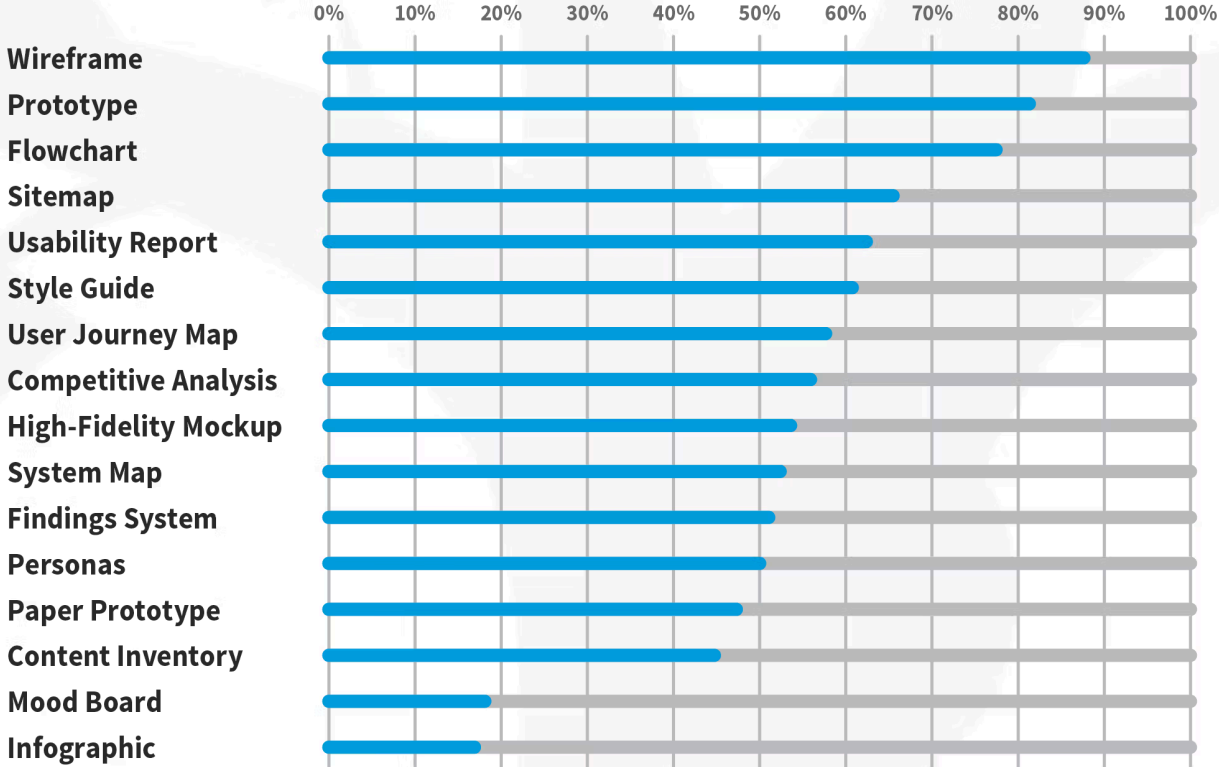
... etc.

Common UX Deliverables



An analysis of the most commonly used deliverables by UX designers.

Data Source: NNG survey of UX Professionals.



UX Deliverables Common Audiences

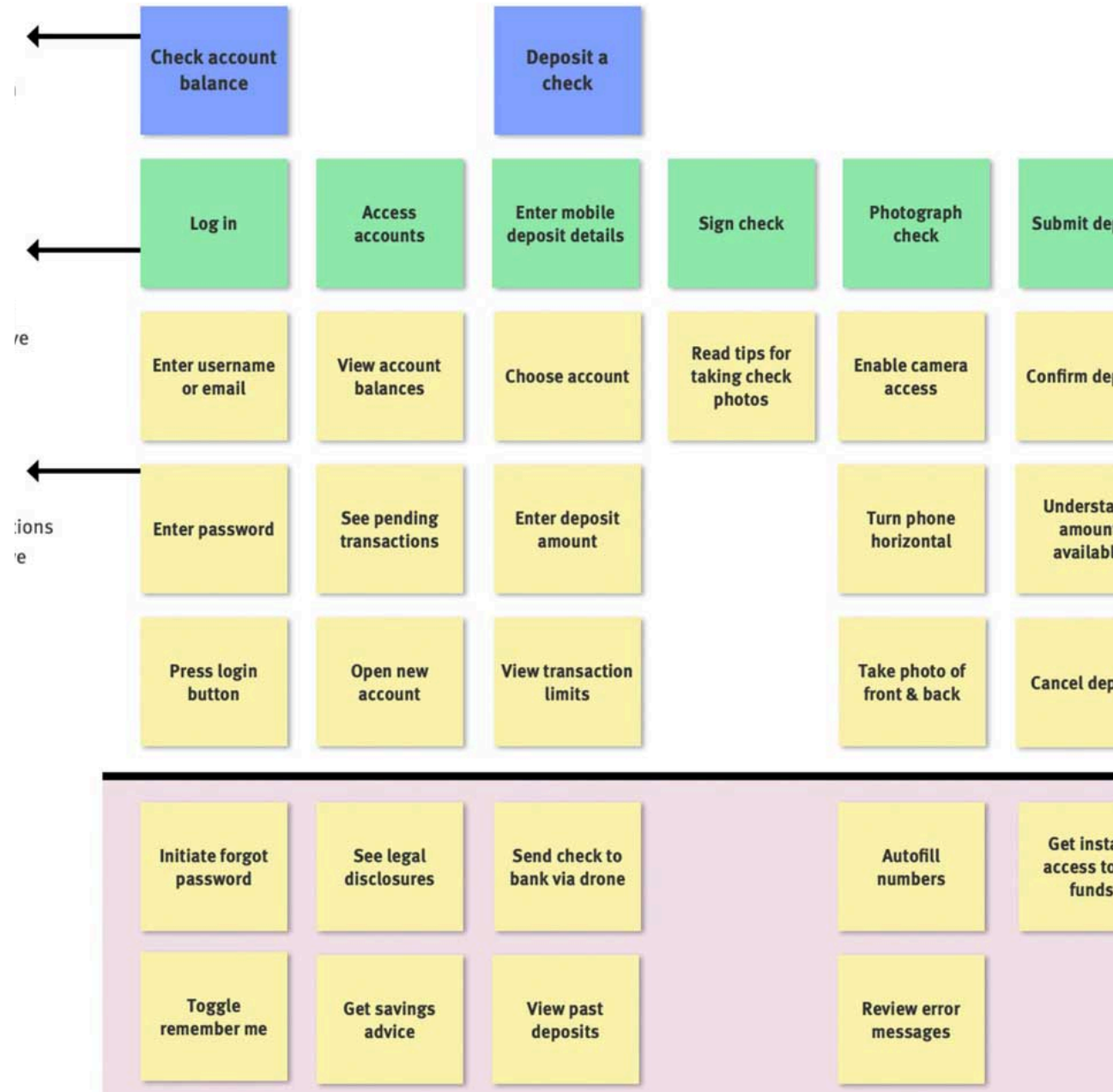


Developers	Internal Managers	External Clients
Interactive Prototype		
Wireframe		Hi-Fi Mockup
Flowchart	Home Page	
Sitemap	User Journey Map	
Style Guide	Usability Report	

User Story map

User-story mapping (Also known as user-story maps, story maps, and story mapping) is a lean UX-mapping method, often practiced by Agile teams, that uses sticky notes and sketches to outline the interactions that the team expects users to go through to complete their goals in a digital product.

Map: Mobile App Feature for Depositing Checks



Service Blueprint

A service blueprint is a diagram that displays the entire process of service delivery, by listing all the activities that happen at each stage, performed by the different roles involved. The service blueprint is built by first listing all the actors involved in the service process on a vertical axis, and all the steps required to deliver the service on the horizontal axis.

PRINT

	SIGNUP PHASE		RIDE PHASE				
Step of	Facebook pages, emails, Website, internet forums, television commercials	Push notification confirming booking	Push notification received for approaching ride	<ul style="list-style-type: none"> • Appearance of car • Appearance of driver • Appearance and cleanliness of car interiors • Smell of car interior • How old is the car • Push notification received 	<ul style="list-style-type: none"> • Quality of driving • Does the customer feel relaxed/ safe? • Is the driver being erratic 	Push notification received for completing ride	Payment confirmation email
	Register as a passenger and connect credit card or paypal/ paytm account	Request for a pickup 🕒	Text/ push notification received with driver details and status of the approaching ride	Passenger boards the car and commences the ride	Passenger rides to the entered destination	Passenger reaches final destination and completes the ride	Passenger payment
	⚠️ Be accepted as a Uber driver partner after background check	Clean vehicle and services, prepare for ride requests Log on to Uber driver partner mobile app and make oneself visible	Reach the passenger location within the stipulated waiting time	⚠️ Greet the passenger and start the ride on the mobile app	Turn radio on/ offer aux cord Make polite conversation with the passenger if required Drive the vehicle safely and make the passenger feel comfortable	⚠️ Make sure the passenger reaches safely to the destination End the trip on the mobile app Make polite conversation with the passenger if required	⚠️ Collect ride fee Ensure collection before vehicle Greet and make conversation
	Create passenger and driver profile Validate credit card/ paypal/ paypal accounts for users and drivers	Identify location of the passenger and drop location Identify ride availability Communicate waiting time and price for the ride Communicate driver details to passenger and vice versa	Communicate driver details to passenger and vice versa Communicate status of approaching ride to the passenger	Communicate the confirmation of driver reaching the pickup location Communicate the commencement of the ride to the driver and passenger Communicate optimised travel route to the driver	Communicate start of the ride to passenger and driver	Communicate end of ride with passenger and driver Start payment process for the ride	Proceed with ride
	Background checks on the driver Vehicle quality inspection	Record and maintain ride encounters, ride demand on routes, driver availability on routes	Record and maintain ride encounters, ride demand on routes, driver availability on routes	Keep track of waiting time, ride time, and route taken by the vehicle	Keep track of waiting time, ride time, and route taken by the vehicle	Keep track of waiting time, ride time, and route taken by the vehicle	Incorporate codes Calculate amount

Customer Journey Map

A diagram that represents the steps taken by a user to meet a specific goal. By laying the process out along a timeline, designers can understand the changes in the user's context, and their motivations, problems and needs along the way. By identifying the major stumbling blocks for users, we better relate to their problems and begin to see where a product or service can help the user.

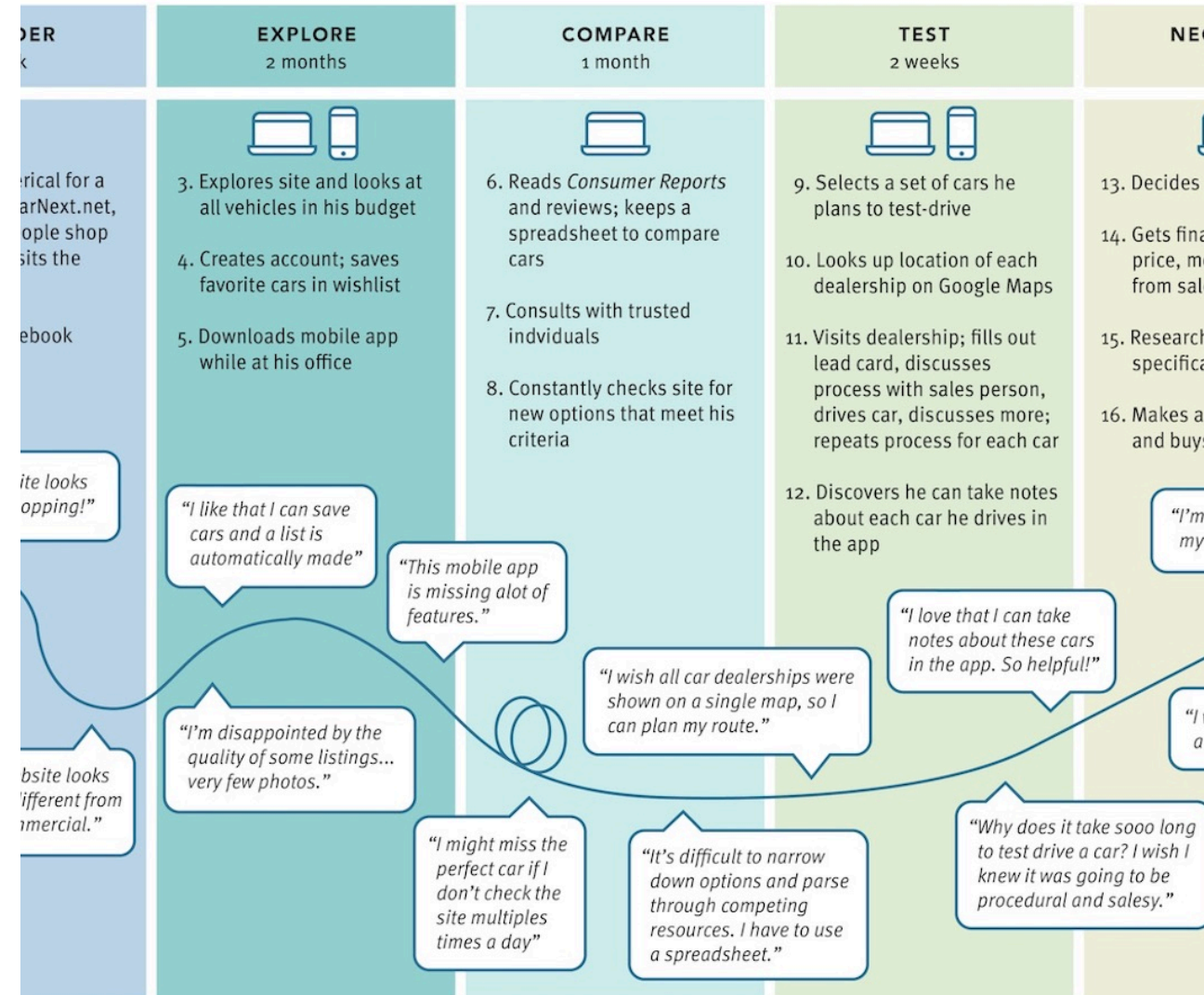
MER JOURNEY MAP *Shopping for a New Car*

EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.
Scenario: Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

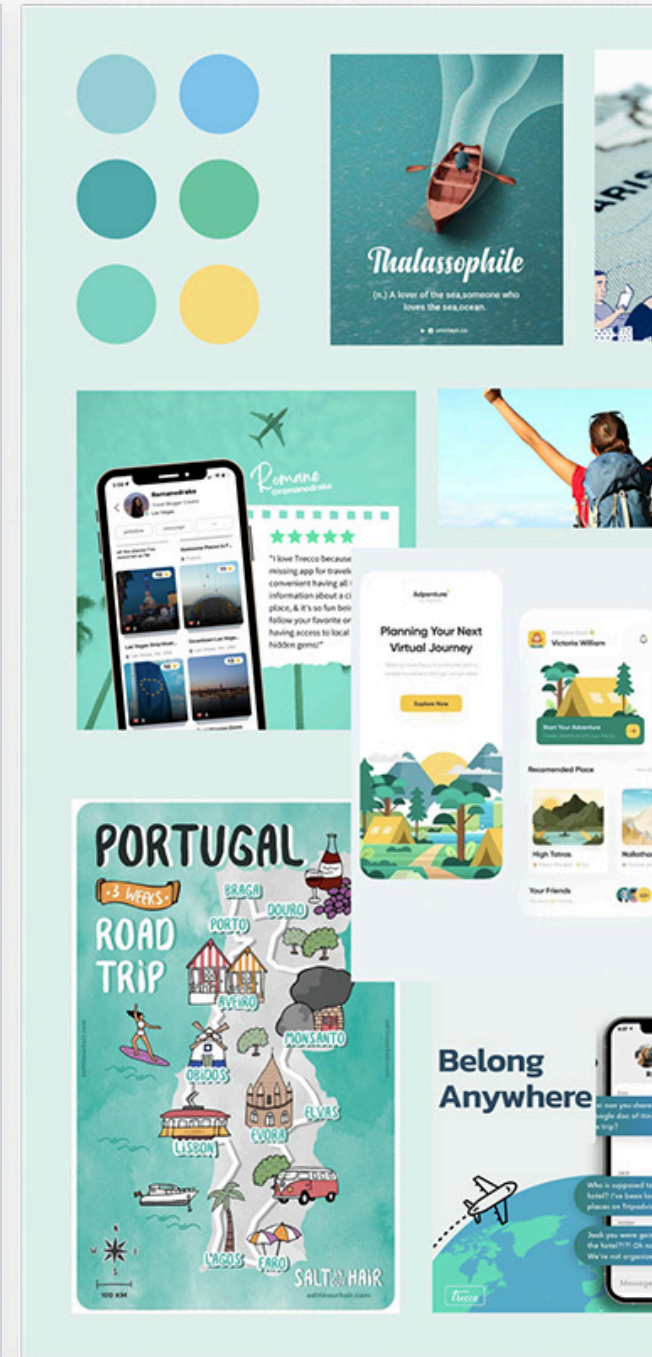
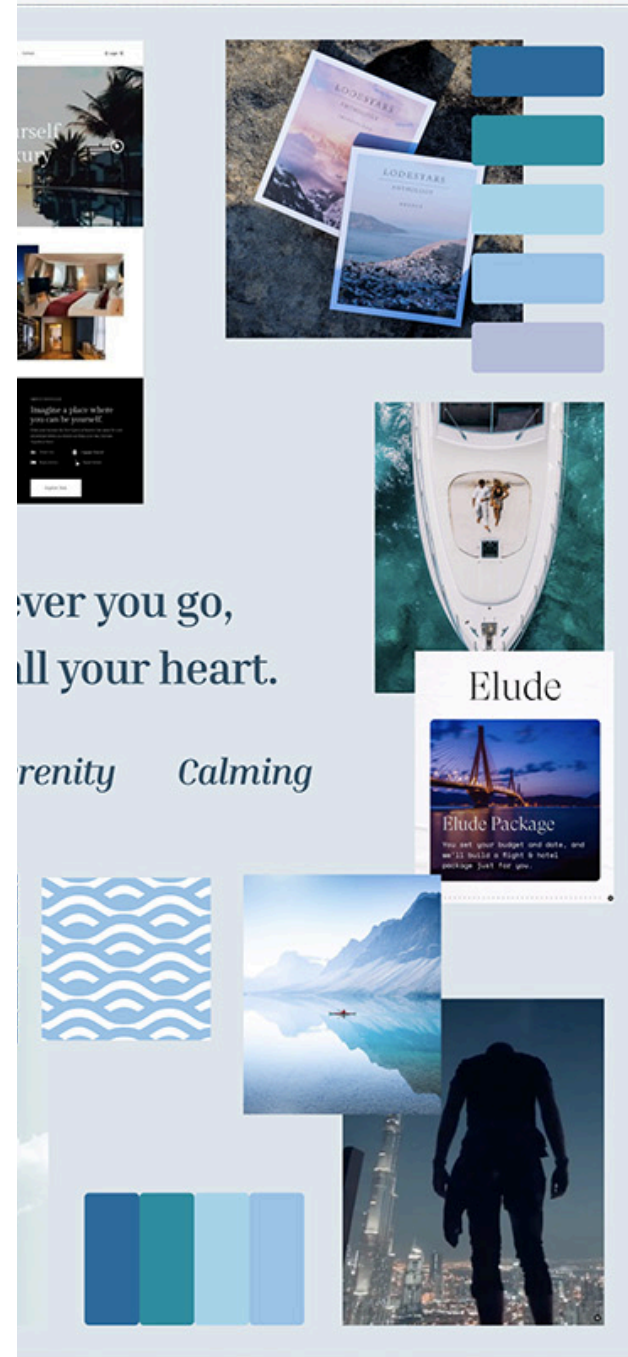
EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and
- Video overview of car with demonstrations



Moodboard

Moodboards are used to visually show the feelings or values that the digital product should create. Moodboards are collages that are approachable and easy to understand — even for people with little design experience. Typically they are used to define the product's primary UI colors and the visual design identity



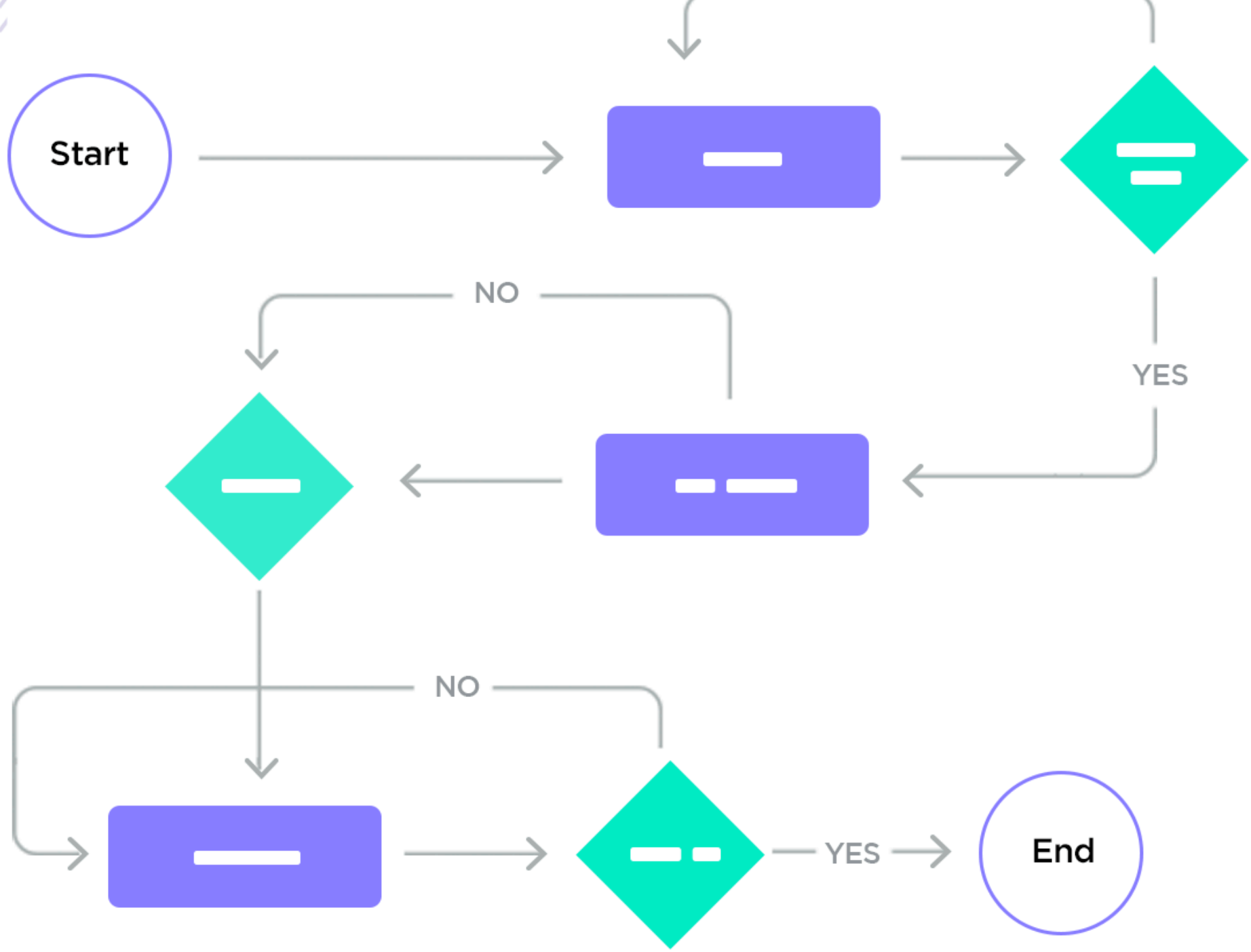
Storyboard

A storyboard is an idea borrowed from the movie industry. It essentially consists of a comic strip, outlining the user's actions and circumstances under which these are performed.

The power of this idea is that it doesn't only demonstrate what the user does, but it also reveals the environment, which might be affecting how or why the user does something

User Flow (Kasutajavood)

A user flow is a diagram that shows at a glance, the path your user will take through your app or website to achieve a certain goal. You can create user flows at any stage of the design phase and this will help determine the information architecture.



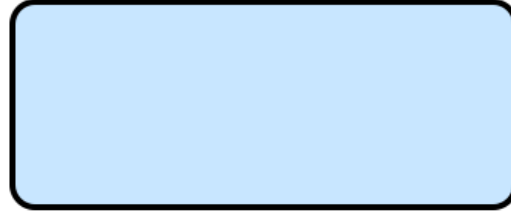
Key Elements of a User Flow

Whenever you visualize a user flow, these are the must-have components.

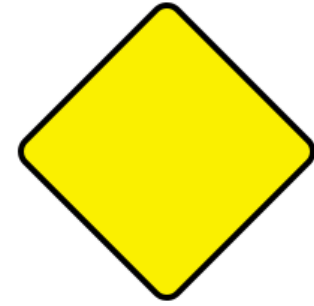
- **Entry Points:** Where the user flow begins, whether users are landing on your homepage, clicking an email link, or opening your app.
- **Decision Points:** are the critical points where users need to make choices, such as signing up or selecting between different paths.
- **Actions and Interactions:** These are the specific tasks users must complete, like creating an account, making a purchase, or setting up their profile.
- **Arrows** are the connectors that guide users from one step to another. and show the flow of actions and decisions showing how each part of the journey is linked.
- **End Goal:** The ultimate objective you are aiming to achieve with your app.



START/END



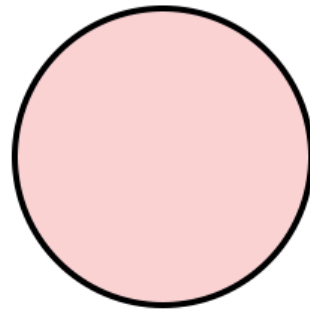
PROCESS / ACTION



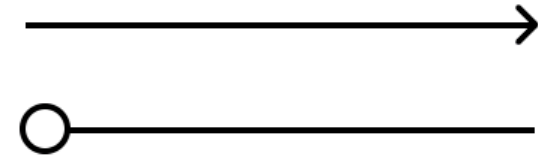
DECISIONS



INPUT / OUTPUT



CONNECTOR

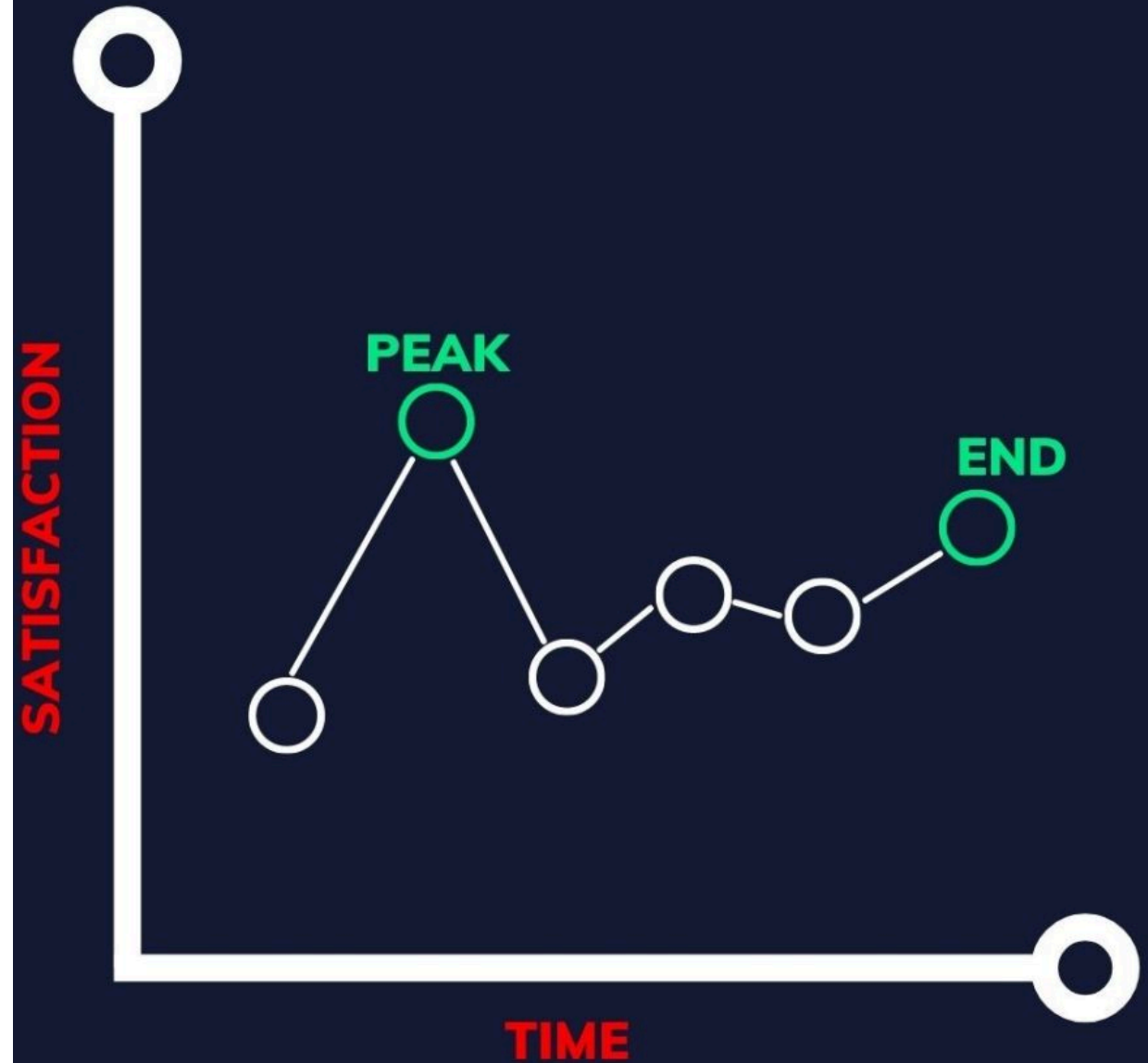


CONNECTIONS / ARROWS

Peak-End Rule

People judge an experience largely based on how they felt at its peak and at its end, rather than the total sum or average of every moment of the experience.

<https://lawsofux.com/peak-end-rule/>



How to make a user flow diagram

When crafting your user flow diagram, discuss the following with your team:

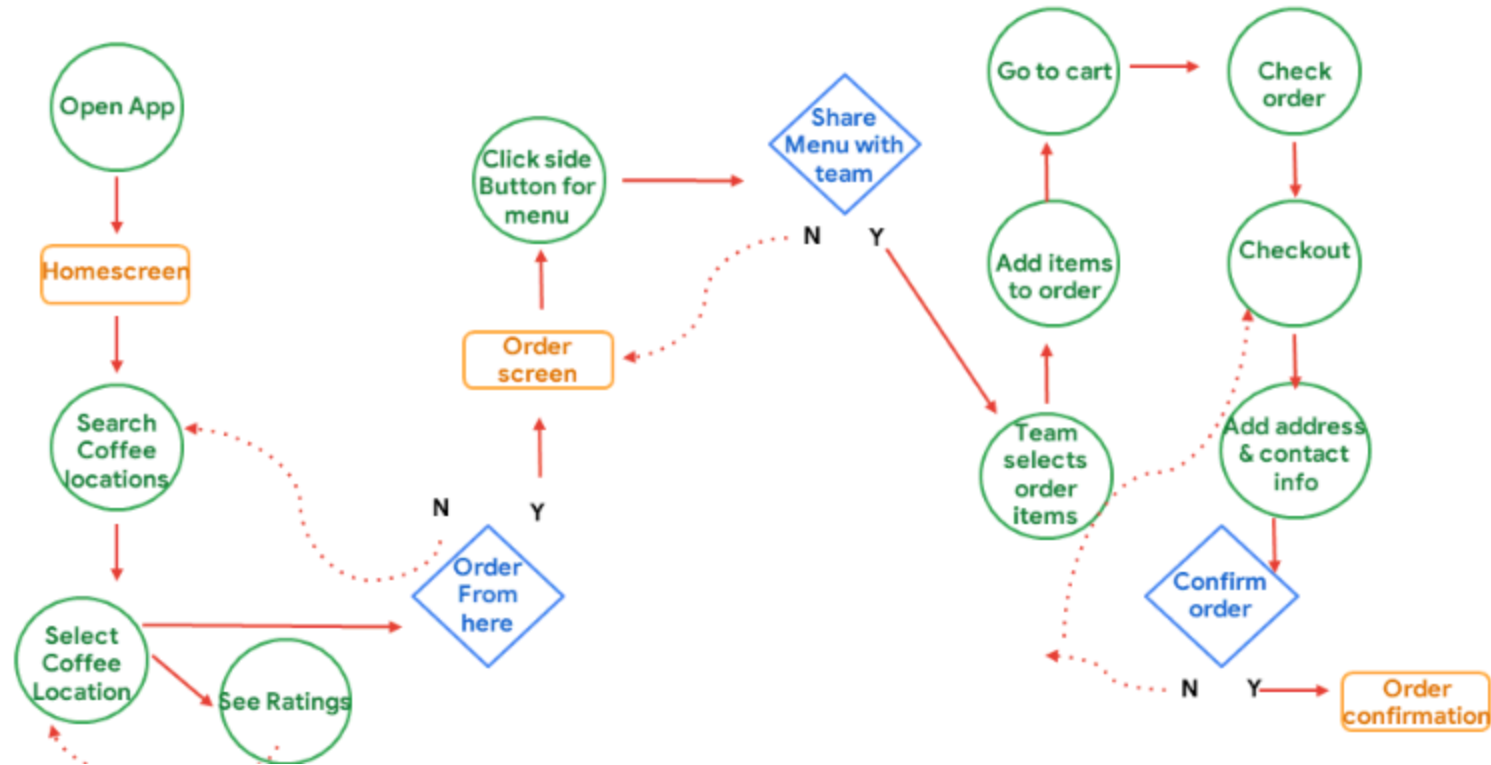
1. **What is the user trying to do?** — Determine your objective and your users' objectives.
2. **What is the entry point into this flow?** — Identify where your users are coming from.
3. **What extra information will the user need to be successful?** — Identify what information your users need and when they need it.
4. **What are the user's hesitations or barriers to accomplishing the task?** — Identify the challenges and keep them in mind when designing the full experience.

Designing Flows - Considerations

1. Descriptive name.
2. One directional flows.
3. One goal per flow.
4. Always have a legend key for users who are not familiar with such deliverables.
5. Decide and entry point
6. Clearly label each action
7. Use colors wisely.
8. Always make sure your user flows are complete when it comes to a goal.

User flow

User task: Use the Coffee House app to quickly and easily make multiple orders in an organised way.



<https://matomo.org/blog/2024/10/understanding-user-flow-eight-practical-examples-for-better-ux/>

Example: Zoom Video Call Flow

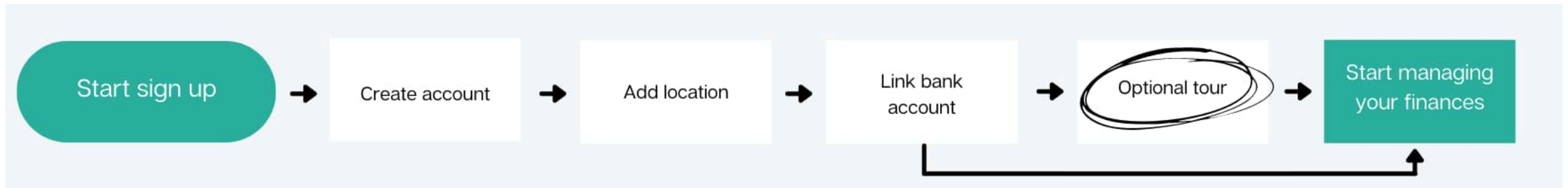
Zoom is easy to use. In five clicks or less, you can open a room and invite all your friends and colleagues to a video chat.



There's no barrier between what the user wants (to start a call) and what they need to do. No windows ask whether you want to invite person x or disable option y—just start the meeting and go.

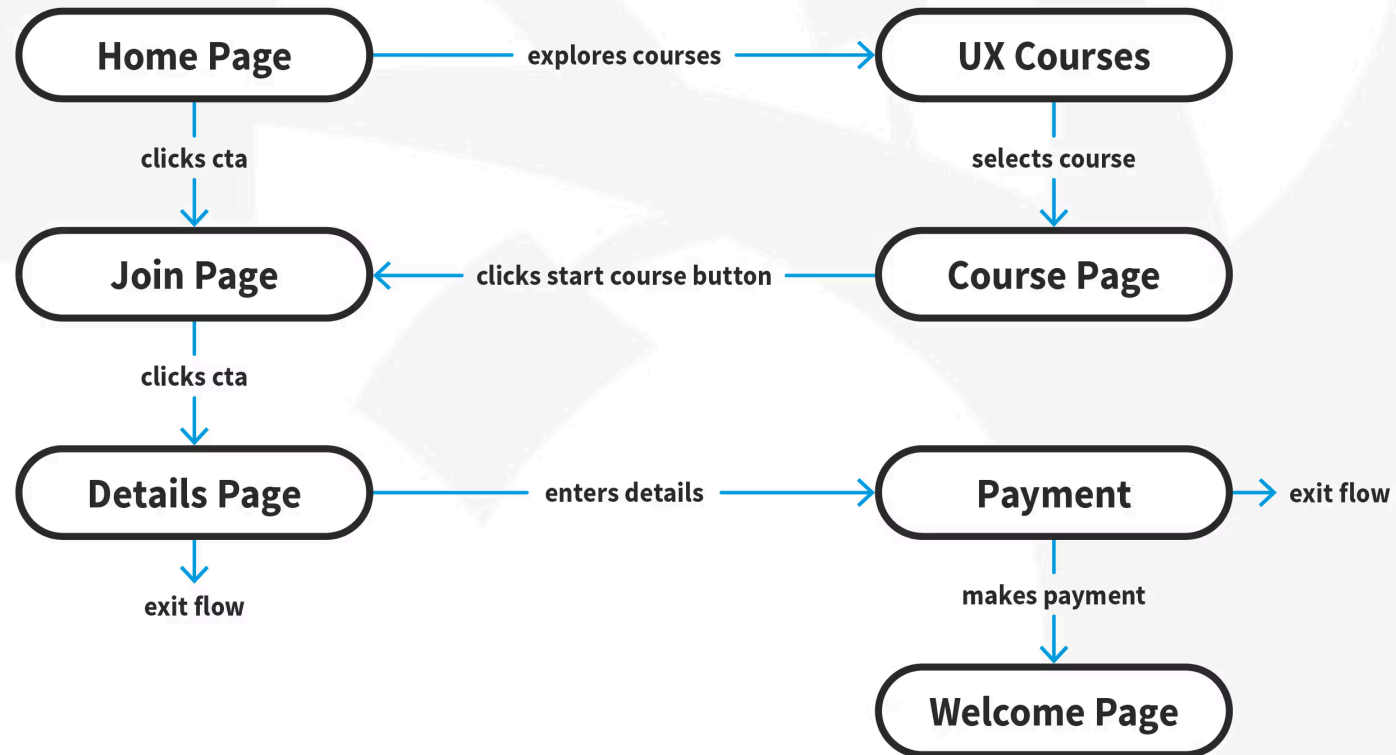
Example: Mint's product tour

Mint has designed an optional product tour that shows off its features while educating its audience.

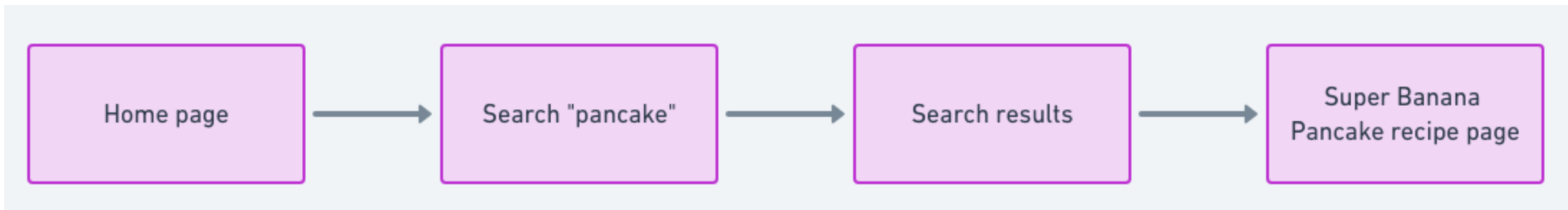


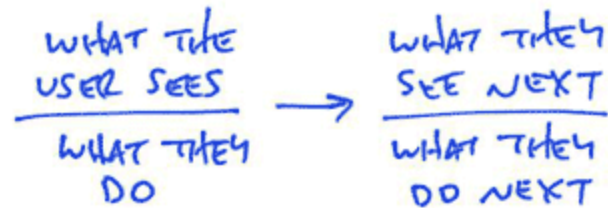
The optional tour can feel a bit extra when it comes to a user onboarding flow. It's the only part of the flow that's completely optional. However, Mint uses it as a life preserver for those financial newbies drowning in unfamiliar terms that'll determine their ability to buy a house or retire.

User Flow



Example: Finding Pancake Recipes





From: A shorthand for designing UI flows. <https://signalvnoise.com/posts/1926-a-shorthand-for-designing-ui-flows>

Wireframe (*Sõrestikmudel*)

A wireframe is a low-detail representation of an interface. It omits color, image detail, and other visual design specifics, providing instead a simple inventory of what's on the page and how it should be laid out.

Wireframe - Decisions

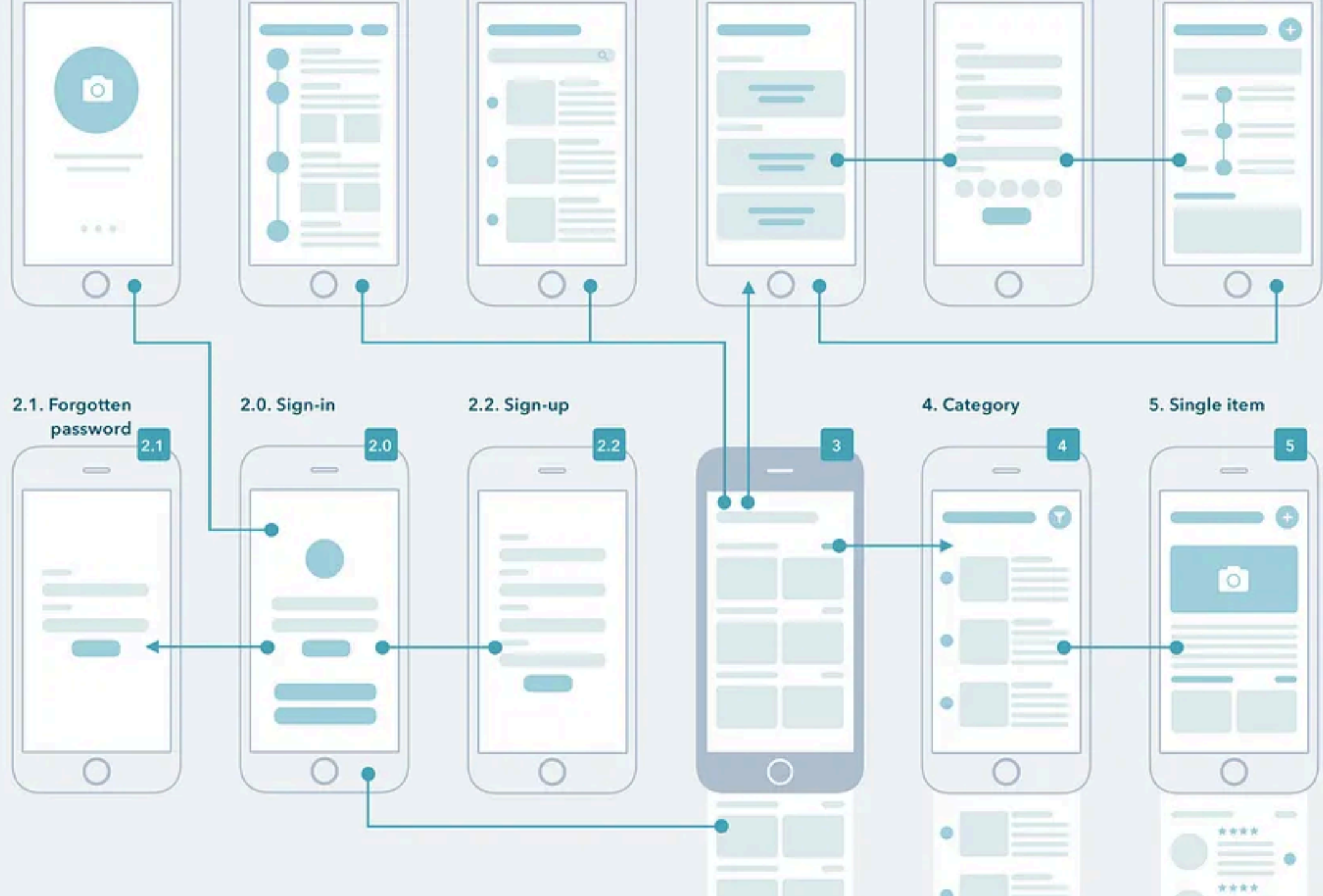
1. Information organization. Which items should be grouped and where? Are there any particular relationships that need to be made more evident than others? How should these groups be prioritized?
2. Content. What content needs to be present on the page? Will it be prose alone or does the page need to accommodate images and video?
3. Functionality and controls. What can users do on the page? How will users navigate the site? Is there a search function? A log-in control? Are there any inputs such as forms?

Wireframe - Decisions

4. States. What are the various states of the page? How do forms handle errors?
Does the page vary depending on the user's status—for example, logged in versus logged out?
5. Behavior. Are there interactions that happen without a full page refresh? How does the page respond to input?
6. Metadata. What page is this? How does it relate to the sitemap? What project does it belong to? Who is the author? What version is it?
7. Annotation. Nuanced interactions or complex points may need further explanation.
Use annotation callouts to highlight these areas

Wireflow

Wireframe + User Flow



Mockup

A mockup is the next, more in-depth iteration of the wireframe outline. A mockup is a static wireframe that includes more stylistic and visual UI details to present a realistic model of what the final page or application will look like.

The mockup's function is to communicate branding and style.

Mockup

A mockup typically includes additional visual details such as:

- Colors, styles, graphics, and typography
- Styled buttons and text
- Navigation graphics
- Component spacing

Links

- Ultimate guide to user flows. <https://www.justinmind.com/blog/user-flow/>
- UX Flows, and Why They're So Confusing. <https://blog.prototypr.io/ux-flows-and-why-theyre-so-confusing-26670b9089d4>
- Sitemaps & Information Architecture (IA).
<https://xd.adobe.com/ideas/process/information-architecture/sitemap-and-information-architecture/>
- A Beginner's Guide To User Journey Mapping.
<https://marvelapp.com/blog/beginners-guide-user-journey-mapping/>

Links

- Wireframing in UI/UX Design. <https://medium.com/detaux/what-is-ui-ux-wireframe-designers-46dac9c8a153>.
- Why the Best Wireframe Style Is No Style. <https://uxmovement.com/wireframes/why-the-best-wireframe-style-is-no-style/>
- A shorthand for designing UI flows. <https://signalvnoise.com/posts/1926-a-shorthand-for-designing-ui-flows>
- A UX designer's guide to user flows. <https://uxdesign.cc/a-ux-designers-guide-to-user-flows-bbbc61f8b666>
- Instagram Redesign Case Study. <https://medium.com/ux-case-study-instagram-redesign/personal-note-4e91fd4386db>

Thank you!