ITI0209: User Interfaces

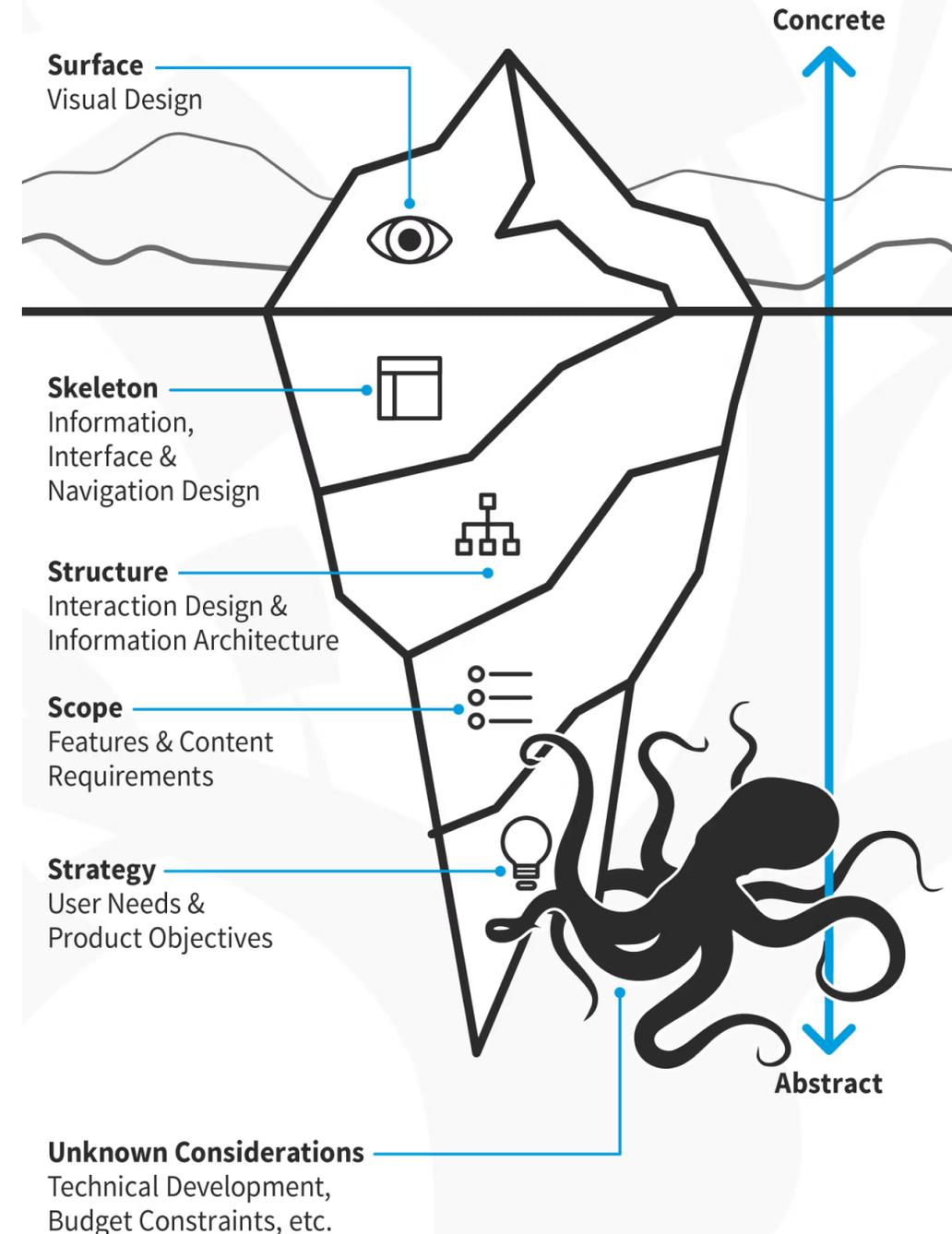# 04. Deliverables. Flows

Martin Verrev

Spring 2026

5 Levels of UX

1. **Strategy:** Why are we building this?

2. **Scope Plane:** What will the product include?

3. **Structure Plane:** How does it work?

4. **Skeleton Plane:** How is it arranged?

5. **Surface Plane:** What does it look like?

If the strategy is unclear, everything else will be misaligned!

See also: https://www.codecademy.com/resources/docs/uiux/design-methodologies/five-elements-of-ux-design

Jesse James Garrett. The Elements of User Experience: http://www.jjg.net/elements

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.

82% of UX professionals collaborate with other team members on the deliverables they produce.

Source: https://www.nngroup.com/articles/ux-deliverables-collaboration/

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.
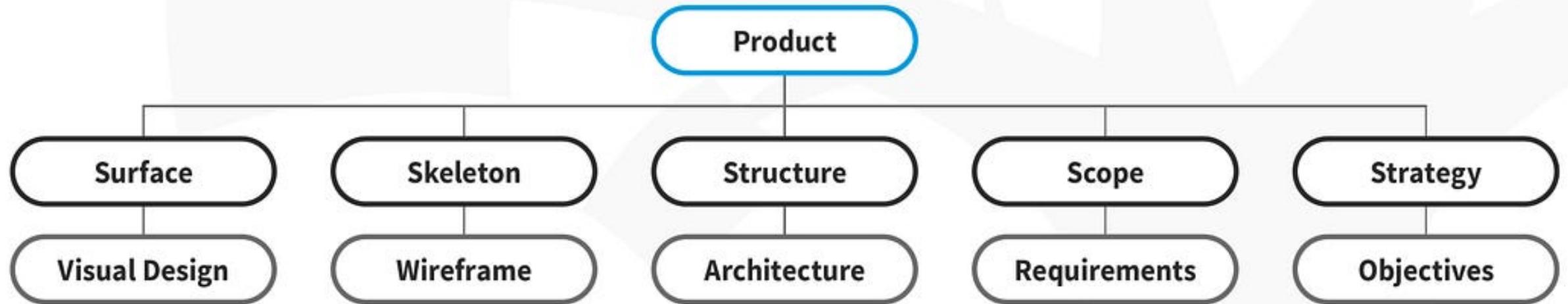
  wireframes, user flows, prototypes, and usability testing reports
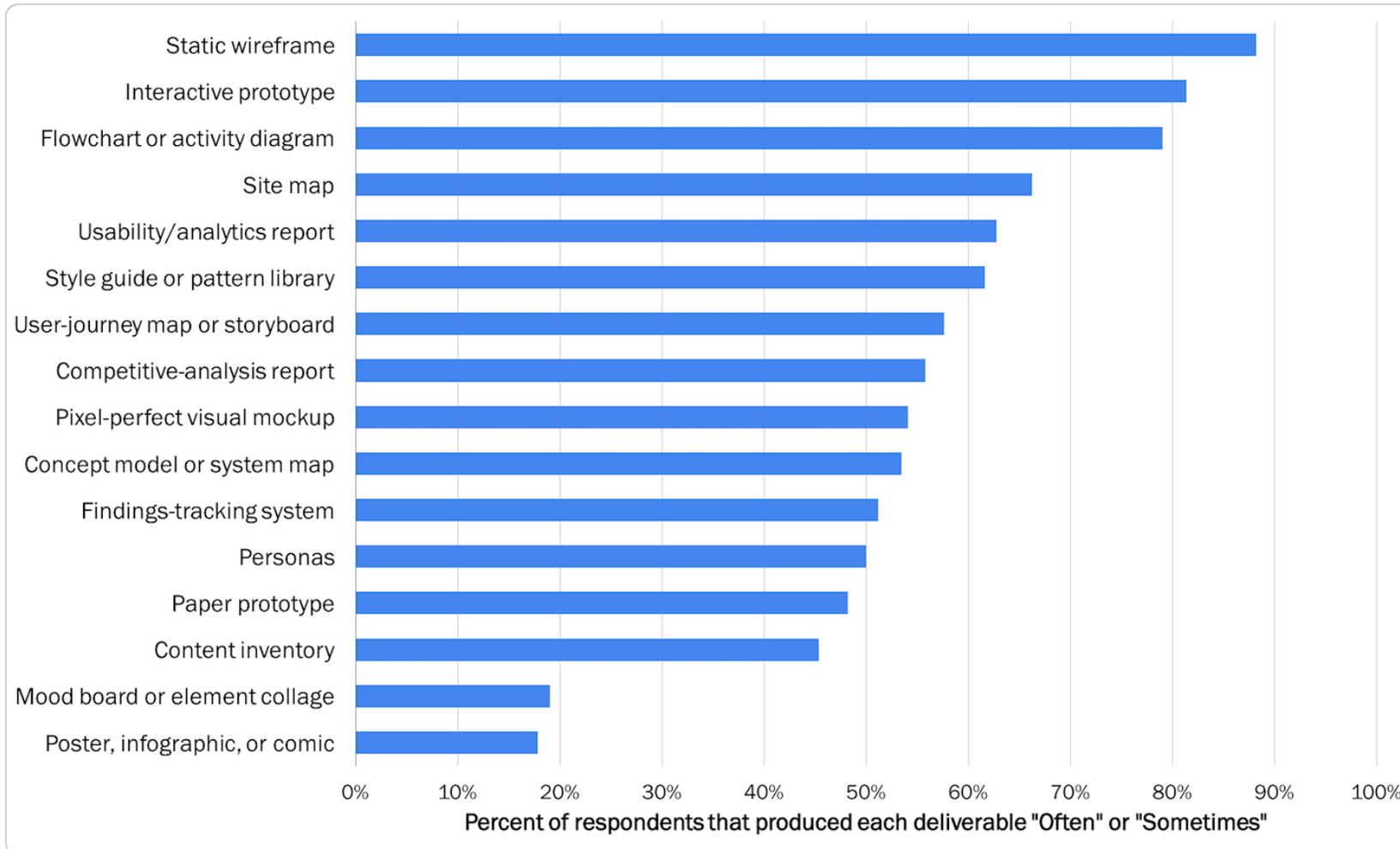
Incomplete List of Deliverables:

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 ... etc.

Affinity Diagram	Feasibility, Desirability, and Viability Scorecard	Process Map	Sketch Test
Analytics Report	Field Roadmap	Product Roadmap	Skill Map
Antipersona	Hierarchical Task-Analysis (HTA) Diagram	Promptframe	Specialty Roadmap
Archetype	Impact–Effort Matrix	Proto Persona	Stakeholder Persona
Asset map	Interactive UX Map	Prototype	Stakeholder Profile
Chronological Map	Interview Guide	Prototype Specification	Statistical Persona
Cognitive Map	Job-to-Be-Done	Qualitative Persona	Story
Concept Map	Journey Map	RACI Matrix	Storyboard
Content Audit	Kano Model	Relationship Map	Style Guide
Content Inventory	Landscape Map	Research Plan	Survey
CSD Matrix	Mind Map	Research Repository	Usability Report

UX Design Process


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                        ┌─────────────┐
                        │   Product   │
                        └──────┬──────┘
    ┌──────────┬──────────────┼──────────────┬──────────┐
┌───┴───┐ ┌───┴────┐ ┌────────┴───┐ ┌────┴───┐ ┌───┴────┐
│Surface│ │Skeleton│ │ Structure  │ │ Scope  │ │Strategy│
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│Visual  │ │Wireframe│ │Architecture│ │Require-  │ │Objectives│
│Design  │ │        │ │            │ │ments     │ │        │
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Interaction Design Foundation
interaction-design.org

Common UX Deliverables

Source: https://www.nngroup.com/articles/common-ux-deliverables/

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.

User-Story Map: Mobile App Feature for Depositing Checks   NNGROUP.COM NN/g

1. Activities:
High-level tasks users can do in the digital product

| Check account balance | | Deposit a check | | | | |

2. Steps:
Steps users go through to complete the activity above

| Log in | Access accounts | Enter mobile deposit details | Sign check | Photograph check | Submit deposit | Confirm deposit |

3. Details:
Granular, discrete interactions to complete the step above

Enter username or email	View account balances	Choose account	Read tips for taking check photos	Enable camera access	Confirm deposit	View confirmation messaage
Enter password	See pending transactions	Enter deposit amount		Turn phone horizontal	Understand amount available	Receive email confirmation
Press login button	Open new account	View transaction limits		Take photo of front & back	Cancel deposit	

| Initiate forgot password | See legal disclosures | Send check to bank via drone | | Autofill numbers | Get instant access to all funds | View deposit in past deposits |
| Toggle remember me | Get savings advice | View past deposits | | Review error messages | | Receive text message |

Service Blueprint

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

Example: https://media.nngroup.com/media/editor/2017/08/22/nng-service-blueprint-example.png

UBER SERVICE BLUE PRINT

	SIGNUP PHASE		RIDE PHASE					POST RIDE PHASE	
EVIDENCE.	Appearance and ease of use of Uber Mobile Application (User)	Facebook pages, emails, Website, internet forums, television commercials	Push notification confirming booking	Push notification received for approaching ride	• Appearance of car • Appearance of driver • Appearance and cleanliness of car interiors • Smell of car interior • How old is the car • Push notification received	• Quality of driving • Does the customer feel relaxed/ safe? • Is the driver being erratic	Push notification received for completing ride	Payment amount communicated to passenger through SMS/ email/ Push notification	Rate/ Review request displayed on mobile app
USER ACTIONS.	Download Uber Application	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 makes payment for ride	Passenger rates the driver/ ride in accordance to his/her experience
FRONT OF STAGE EMPLOYEE INTERACTION/ UBER DRIVER.		⚠ 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 payment for the ride from the passenger / Ensure the passenger collects all his/her belongings from the vehicle / Greet the passenger and make polite conversation	Rate the passenger for the ride / Prepare vehicle for next ride / Employee adds the details of the expense required for approval
LINE OF VISIBILITY									
BACK OF STAGE INTERACTION.		Create passenger and driver profile / Validate credit card/ paytm/ 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	Process payment for the ride	Communicate the passenger to rate the driver and vice versa
LINE OF INTERNAL INTERACTION									
SUPPORT PROCESSES		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 discount codes / Calculate final payment amount for the ride	Record and update ratings and reviews for passengers and drivers

⚱ Risk of excessive waiting ⚠ Fail points

Customer Journey Map

Diagram representing steps taken by a user to meet a specific goal along a timeline. It describes the changes in the user's context, motivations, problems and needs along the way. By identifying the major stumbling blocks for users, we can relate to their problems and begin to see where a service can help the user.
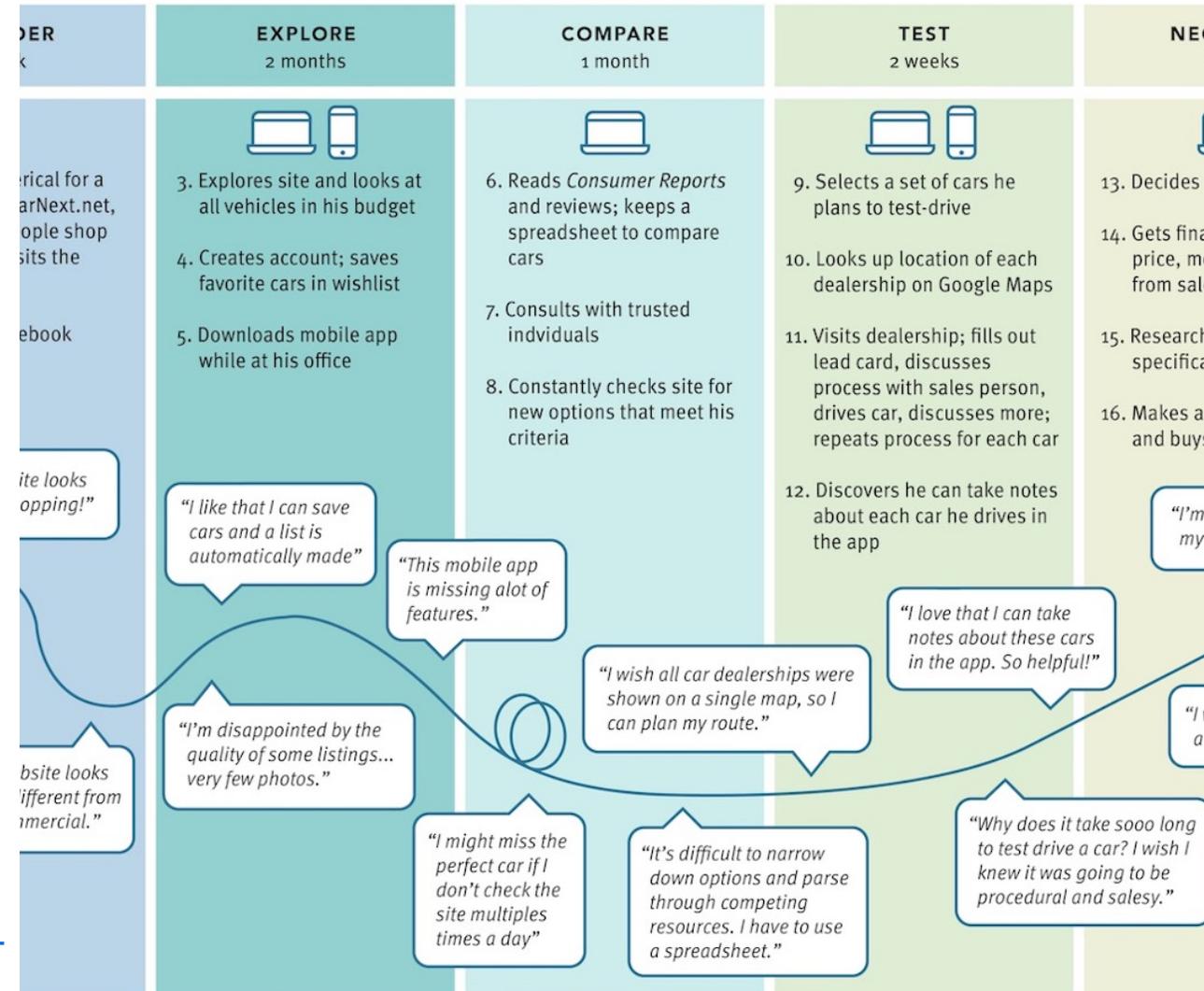
Example: https://media.nngroup.com/media/editor/2020/02/24/faux-journey-map.jpg

Moodboard

Moodboards are used to visually show the feelings or values that the digital product should create. Mood boards 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 colors and the visual design identity.
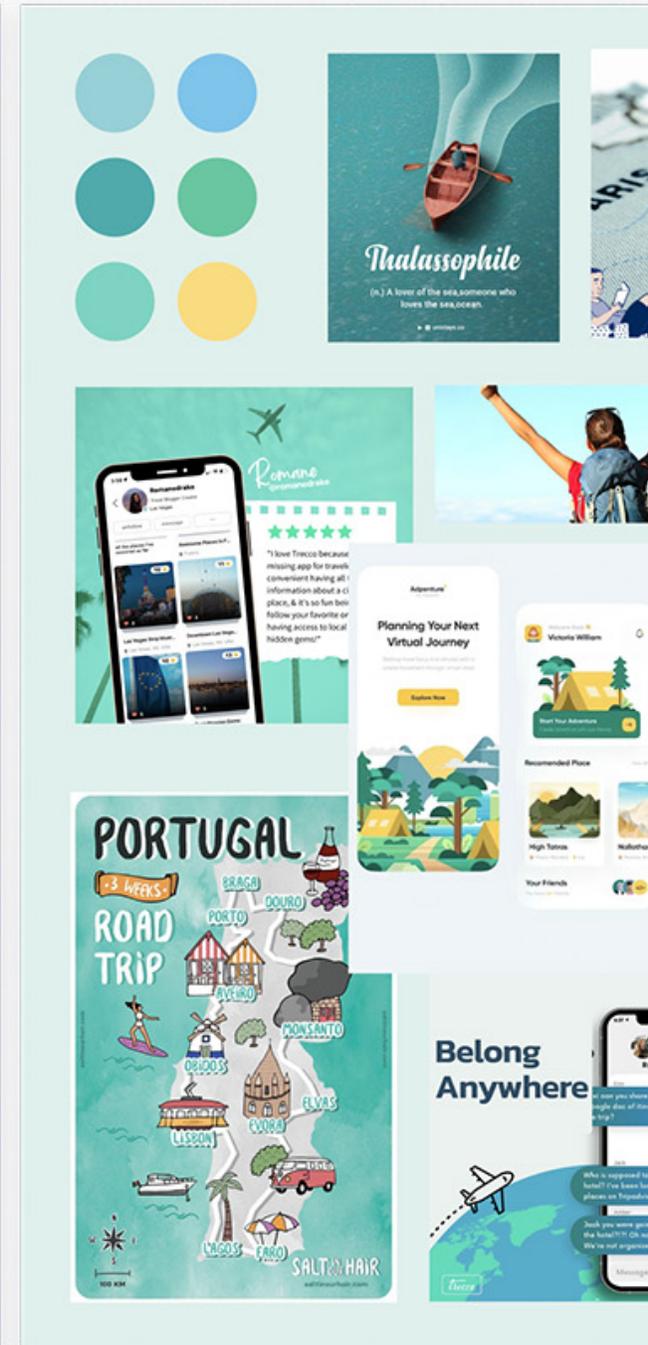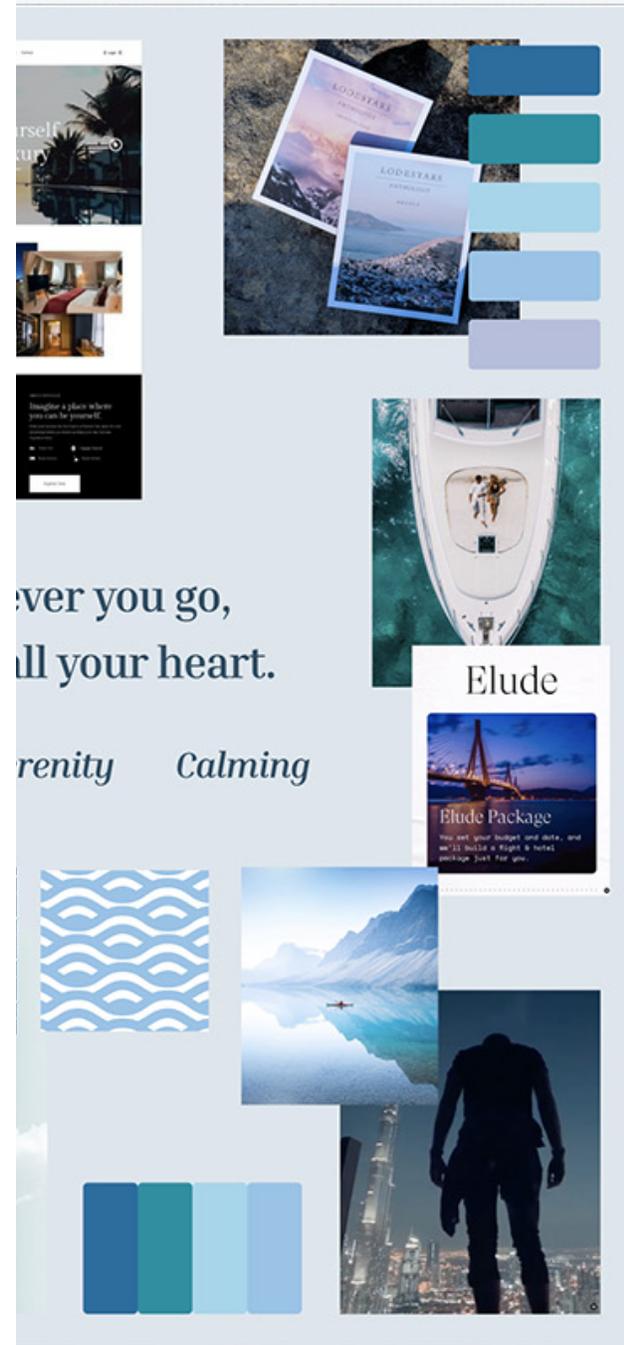
Storyboard

A storyboard is an idea borrowed from the movie industry. It consists of a comic strip, outlining user's actions and circumstances under which these are performed. It does not only demonstrate what the user does, but it also reveals the environment, which might be affecting how or why the user does something.

Examples:
(low-res): https://miro.medium.com/v2/1*uPpTa6licyWJWiVgg7FUcg.png
(high-res) https://miro.medium.com/v2/1*No9D6azPgPhAjmaMyhWyLg.jpeg
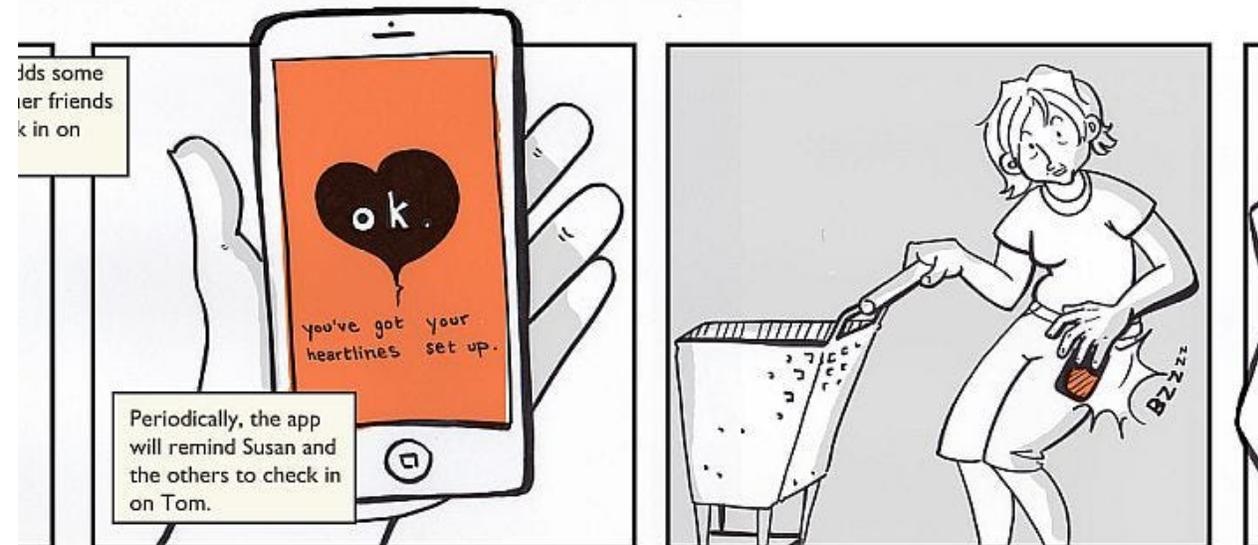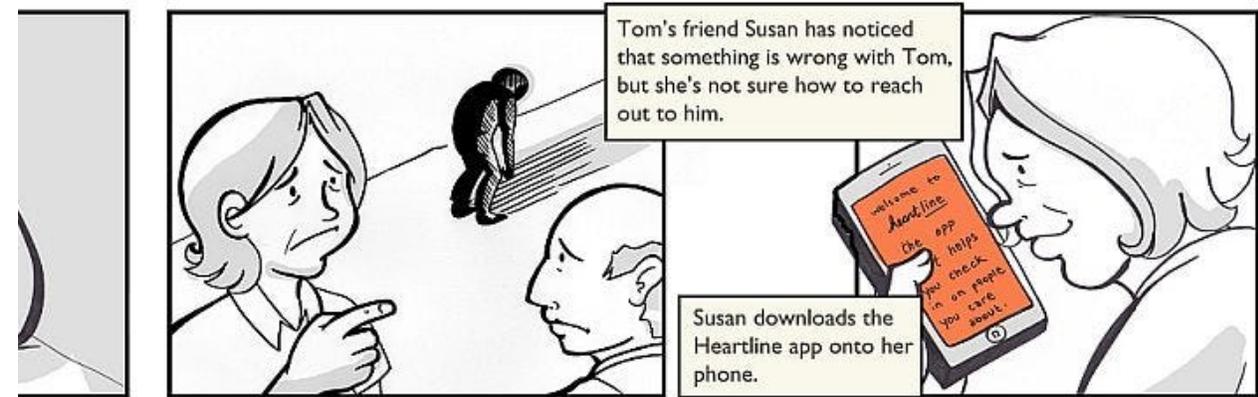
A **user flow** *(kasutajavoog)* is diagram showing a set of interactions that describe the typical or ideal set of steps needed to accomplish a common task performed with a product. The focus is narrowed to a specific objective within one product.
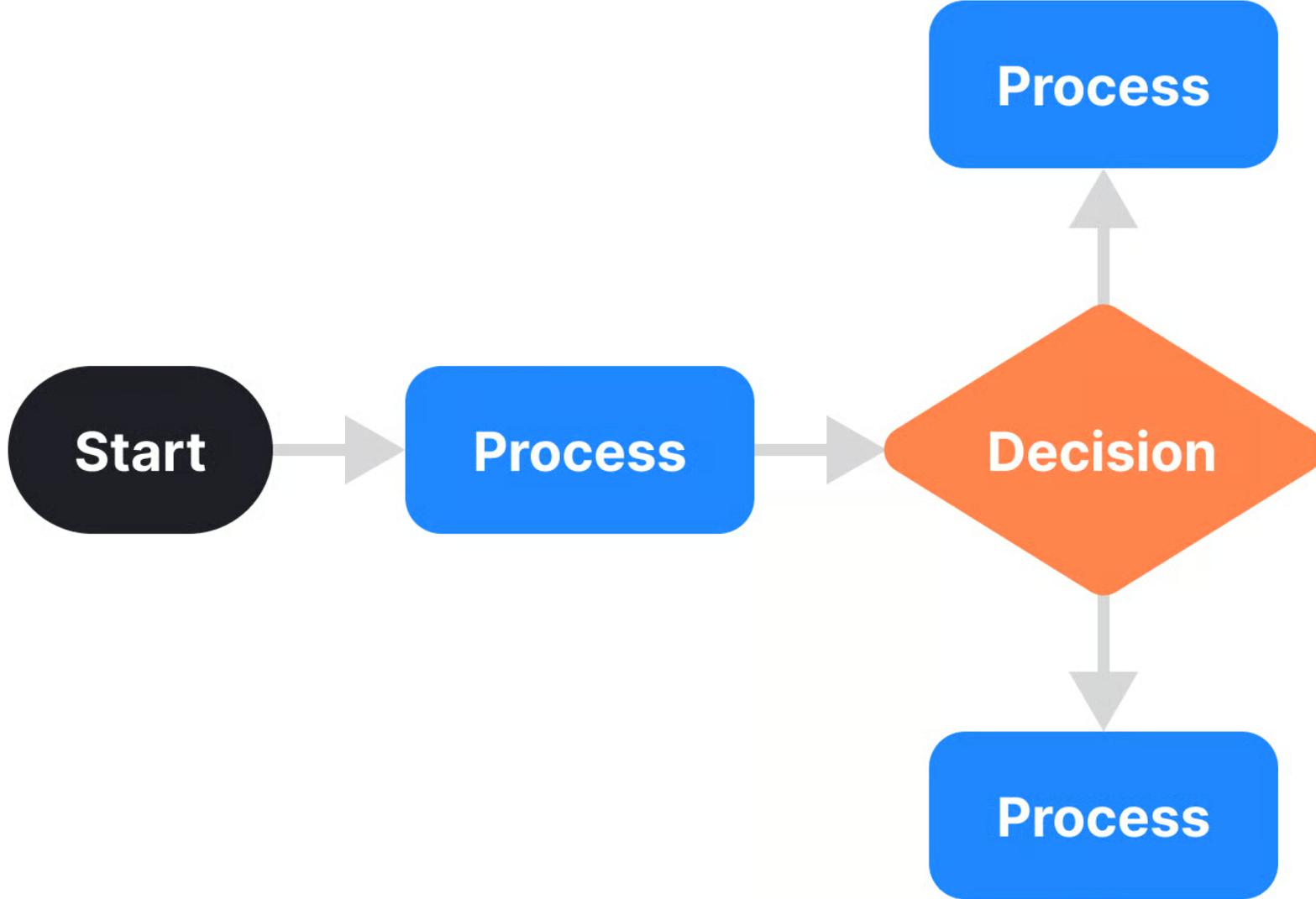
User flow is similar to a simplified UML state diagram.
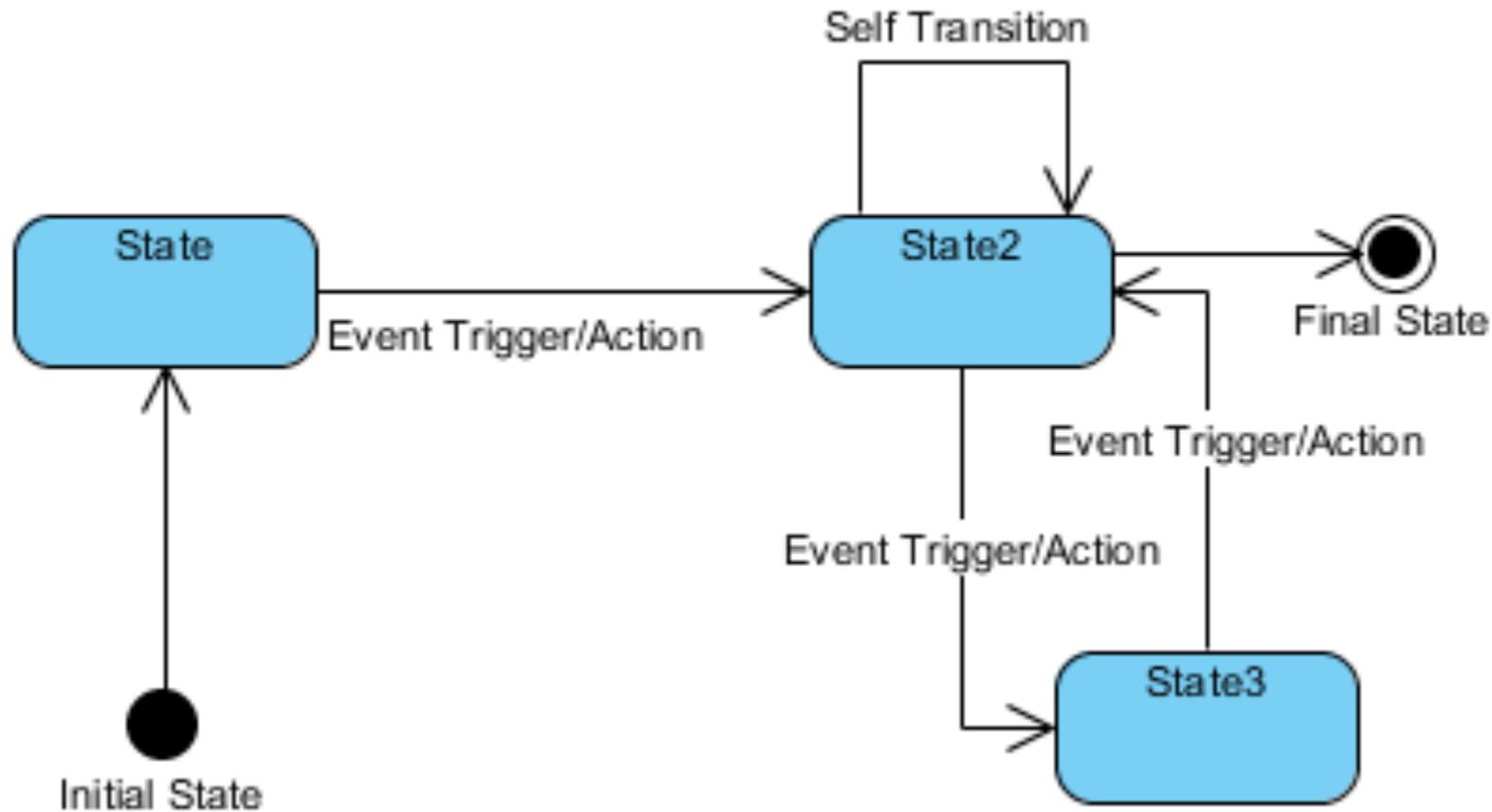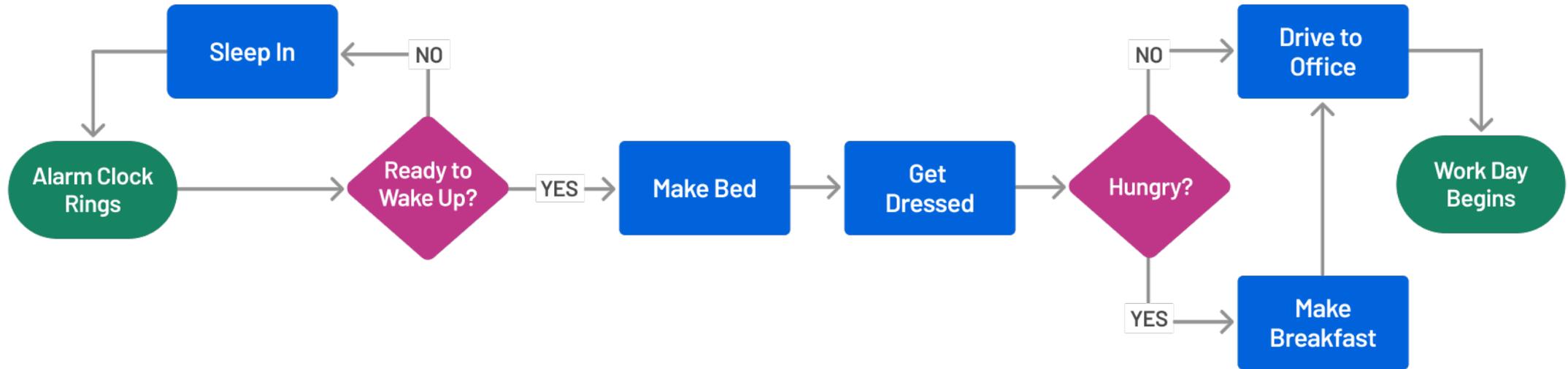
Key Elements of a User Flow

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
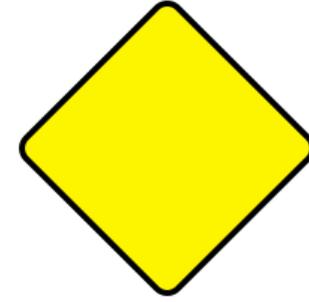
DECISIONS
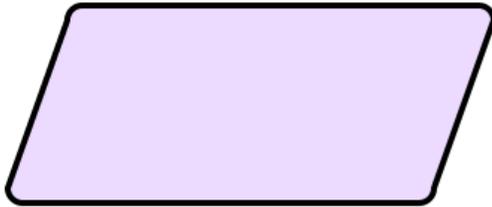
INPUT / OUTPUT
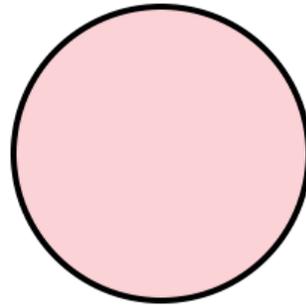
CONNECTOR
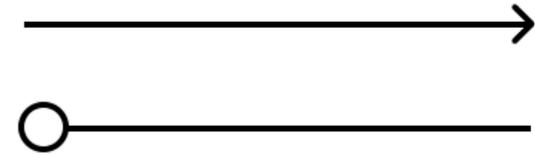
CONNECTIONS / ARROWS

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 BE MEMORABLE
THE 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.
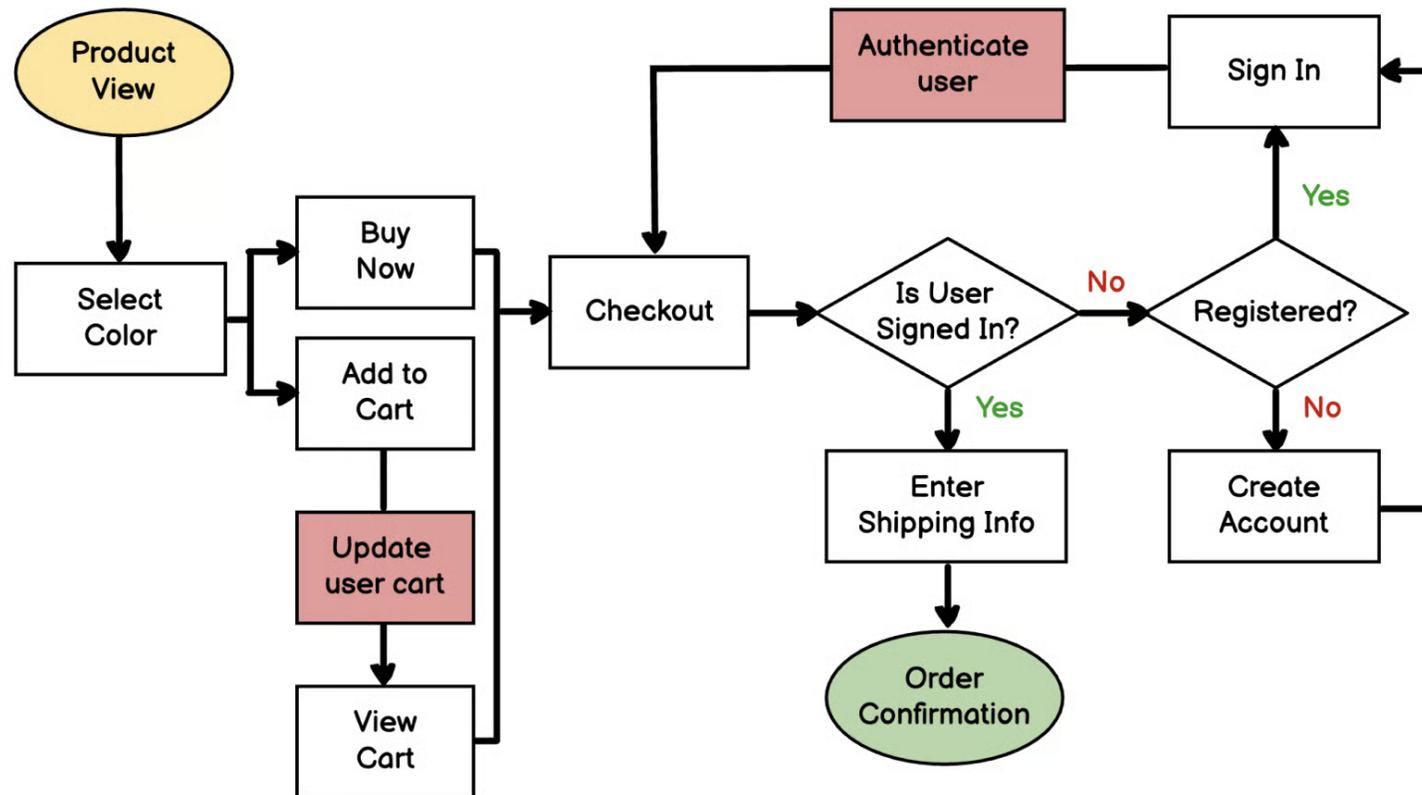
Example: Zoom Video Call Flow

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.
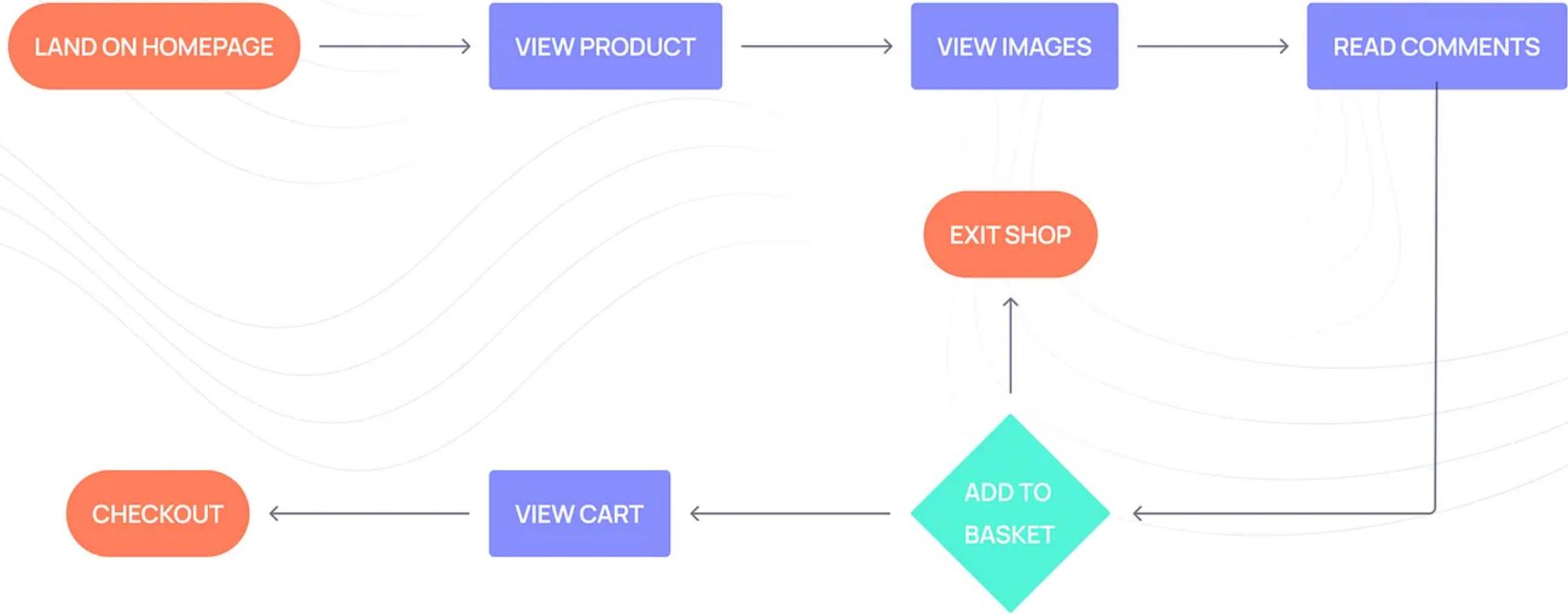
Example: Mint's product tour

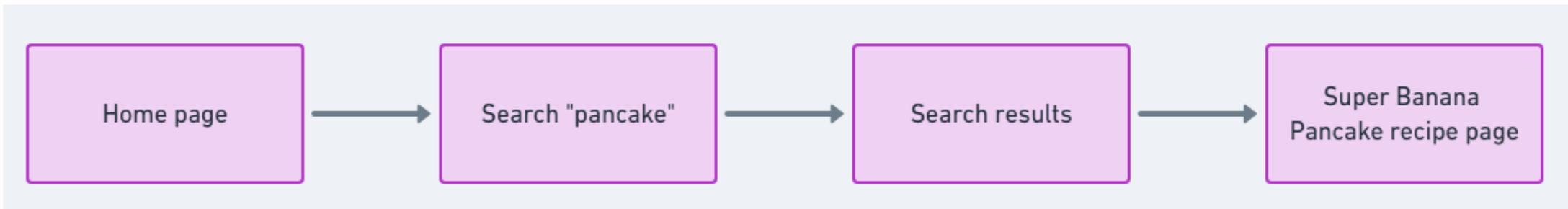Mint has designed an optional product tour that shows off its features while educating its audience.
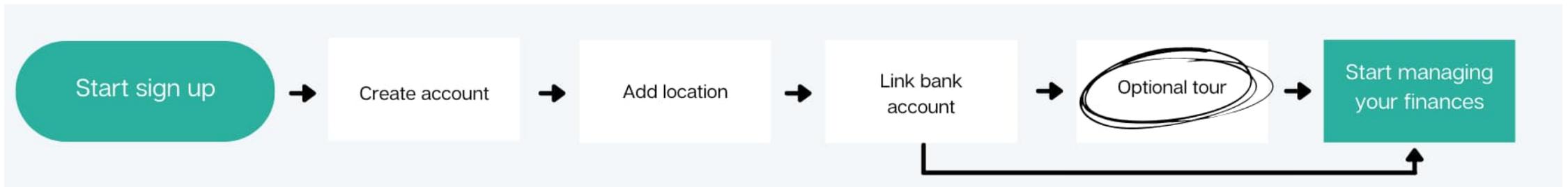
The optional tour can feel a bit extra when it comes to a user onboarding flow. It's the only part of the flow that's completely optional. However, Mint uses it as a life preserver for those financial newbies drowning in unfamiliar terms that'll determine their ability to buy a house or retire.
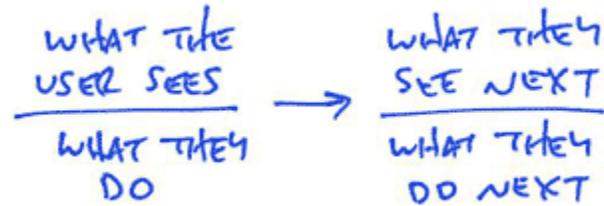
User Flow

LAND ON HOMEPAGE → VIEW PRODUCT → VIEW IMAGES → READ COMMENTS
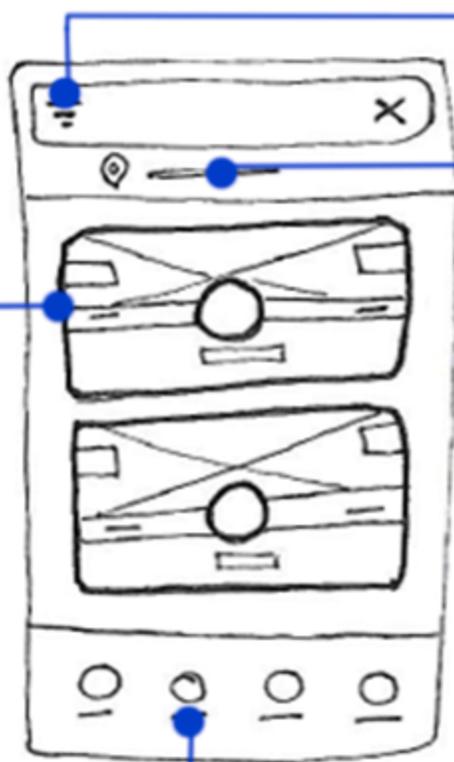
EXIT SHOP

CHECKOUT ← VIEW CART ← ADD TO BASKET

Example: Finding Pancake Recipes

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

1

2

3
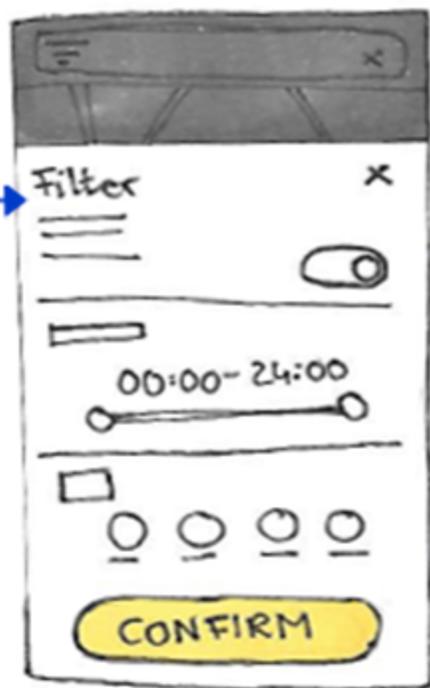
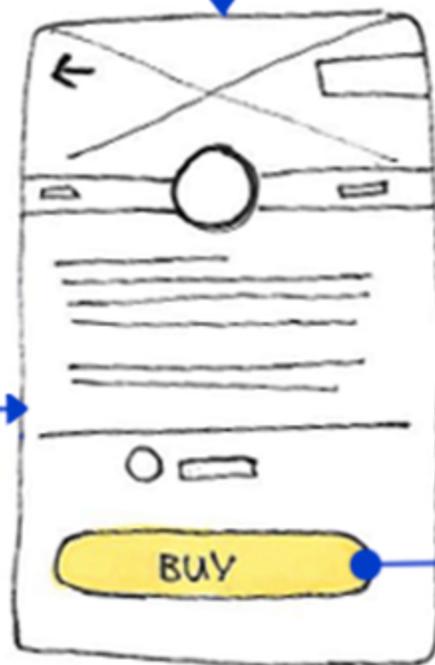Filter ×

00:00 - 24:00

CONFIRM

4

5

BUY

Checkout

3,90

BUY
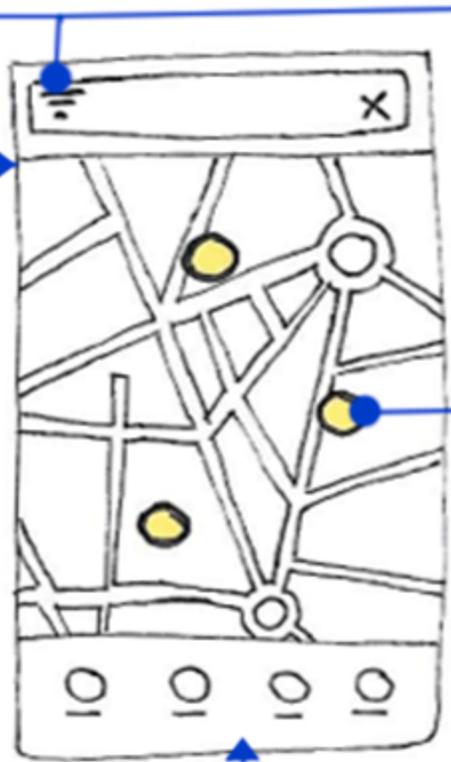
Wireframe (*Sõrestikmudel*)

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

2.1. Forgotten
password

2.0. Sign-in

2.2. Sign-up

4. Category

5. Single item

2.1

2.0

2.2

3

4

5
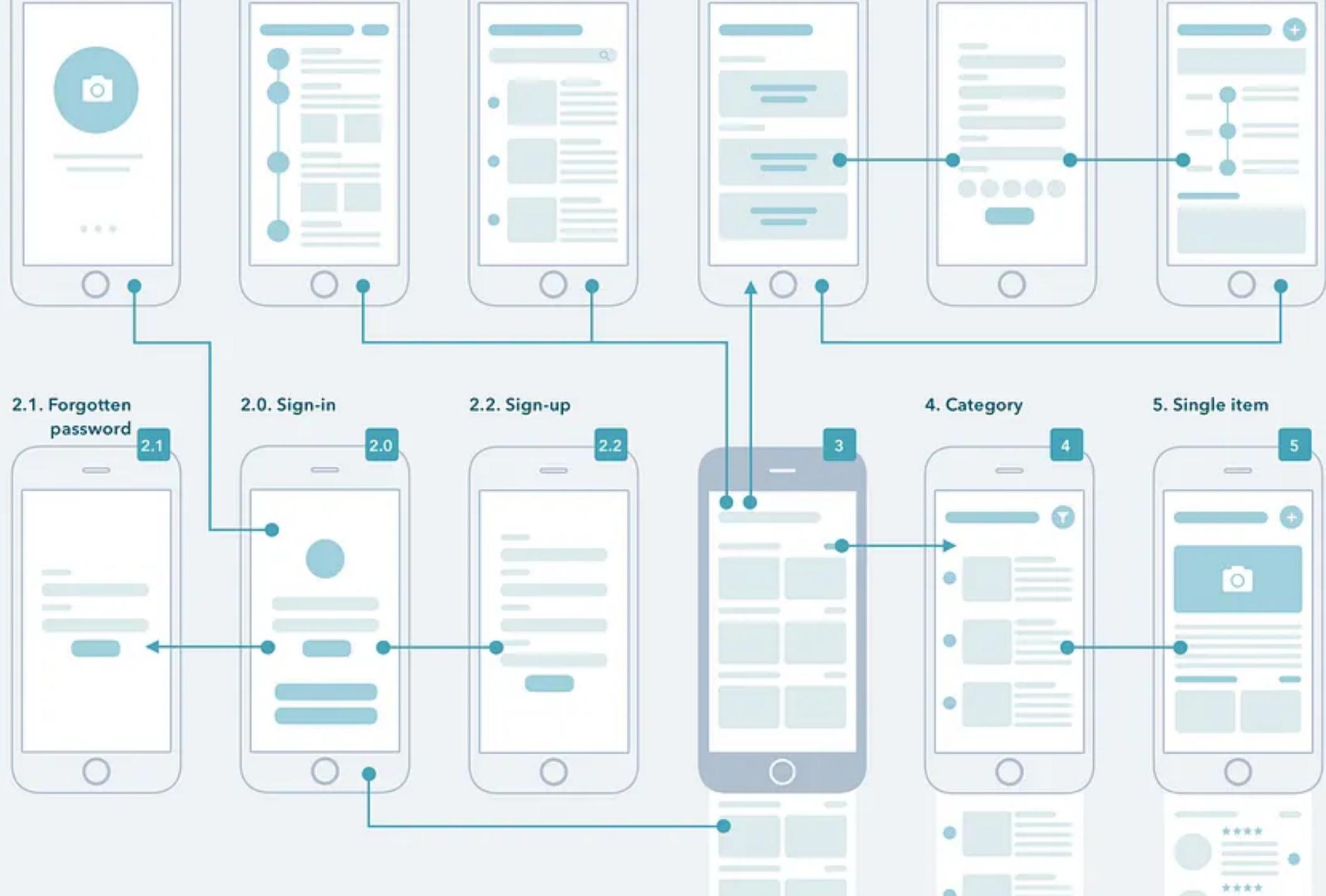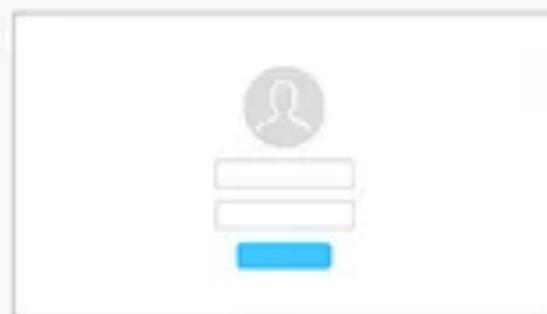
Wireframes

Dashboard

Login

Sign-up

Wireflow

Login

Login
(with success)
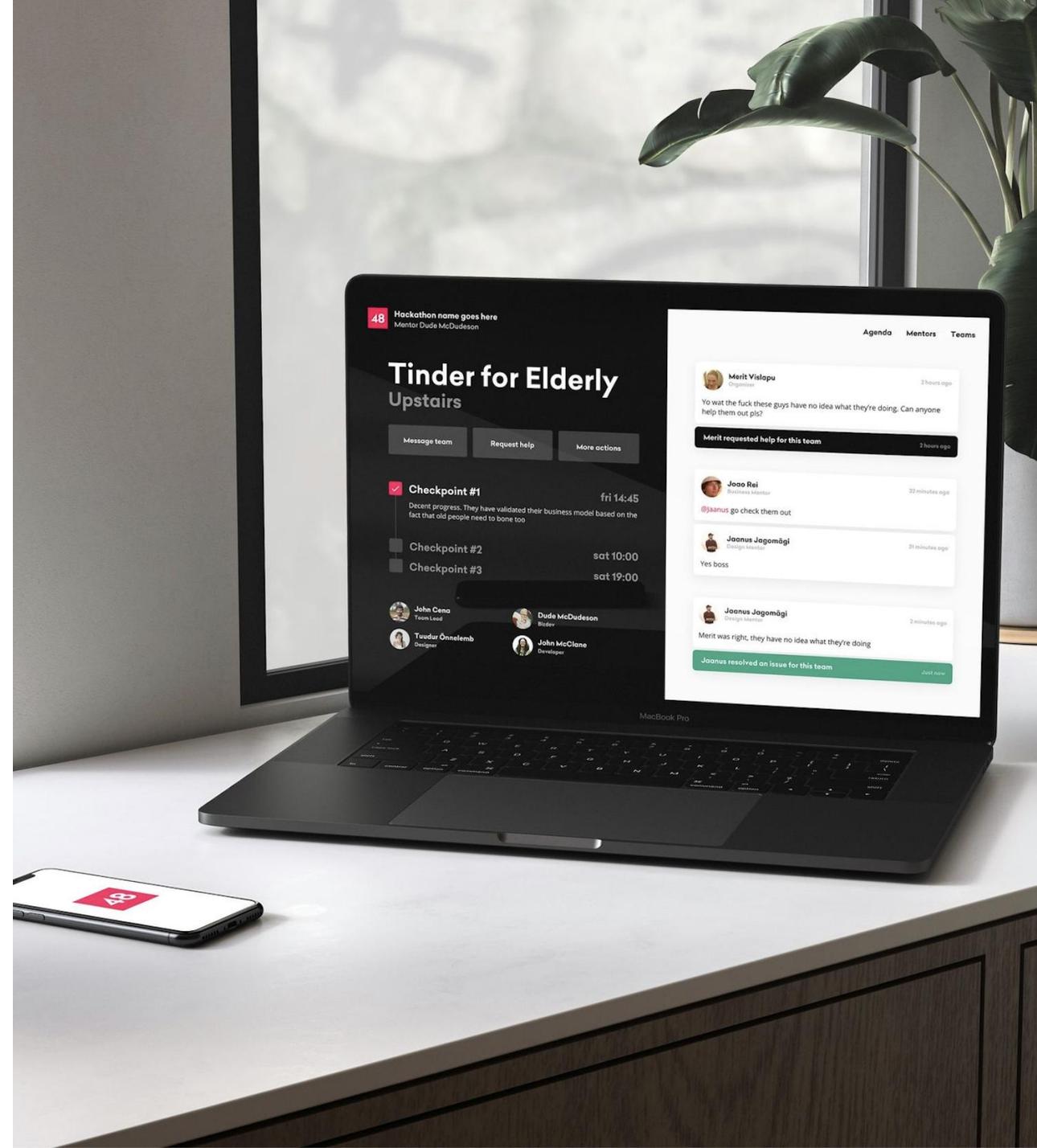
Dashboard

Sign-up

Sign-up

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-designerrs-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!