ITI0209: User Interfaces

06. Deliverables. Flows and Wireframes

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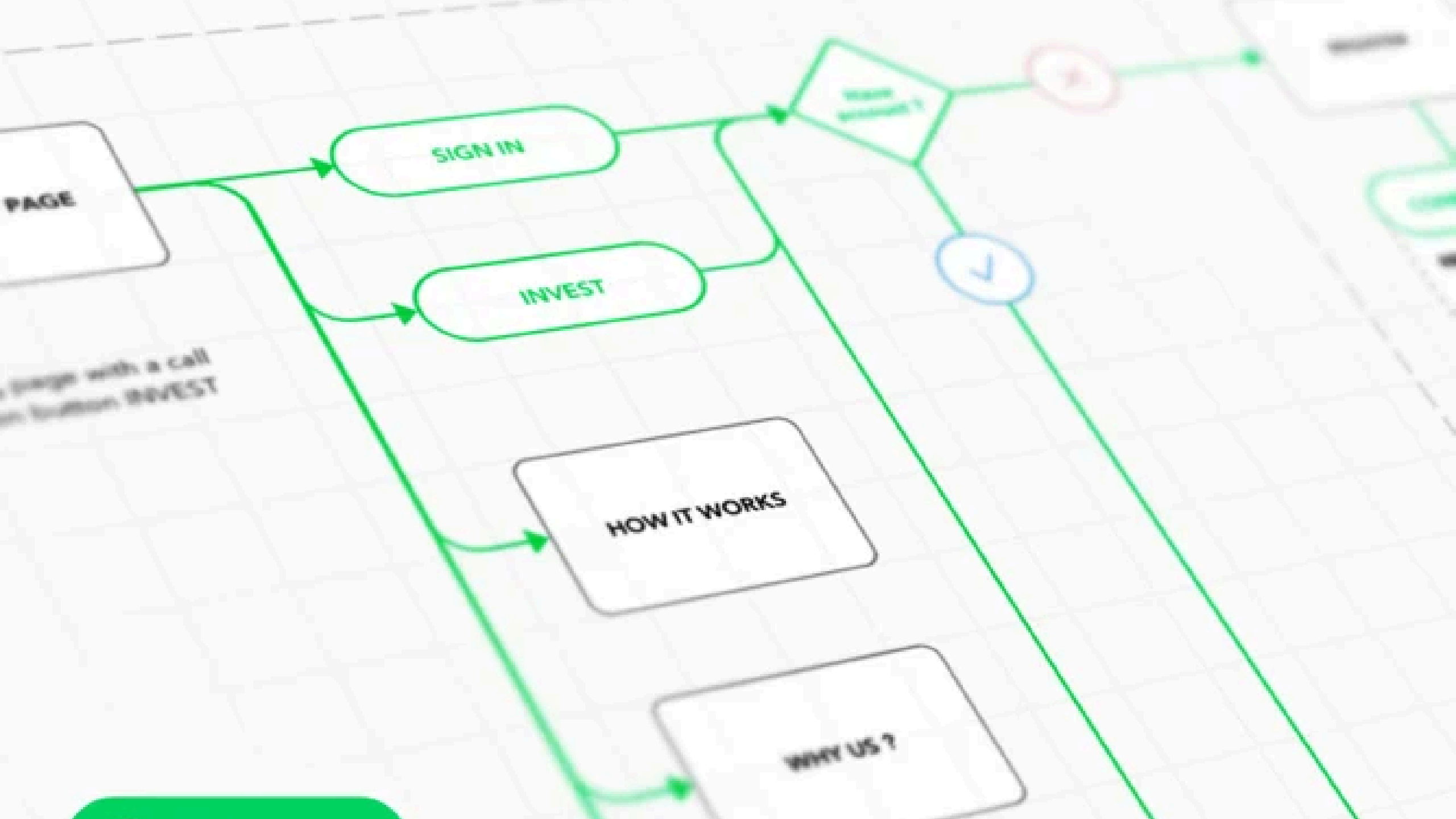
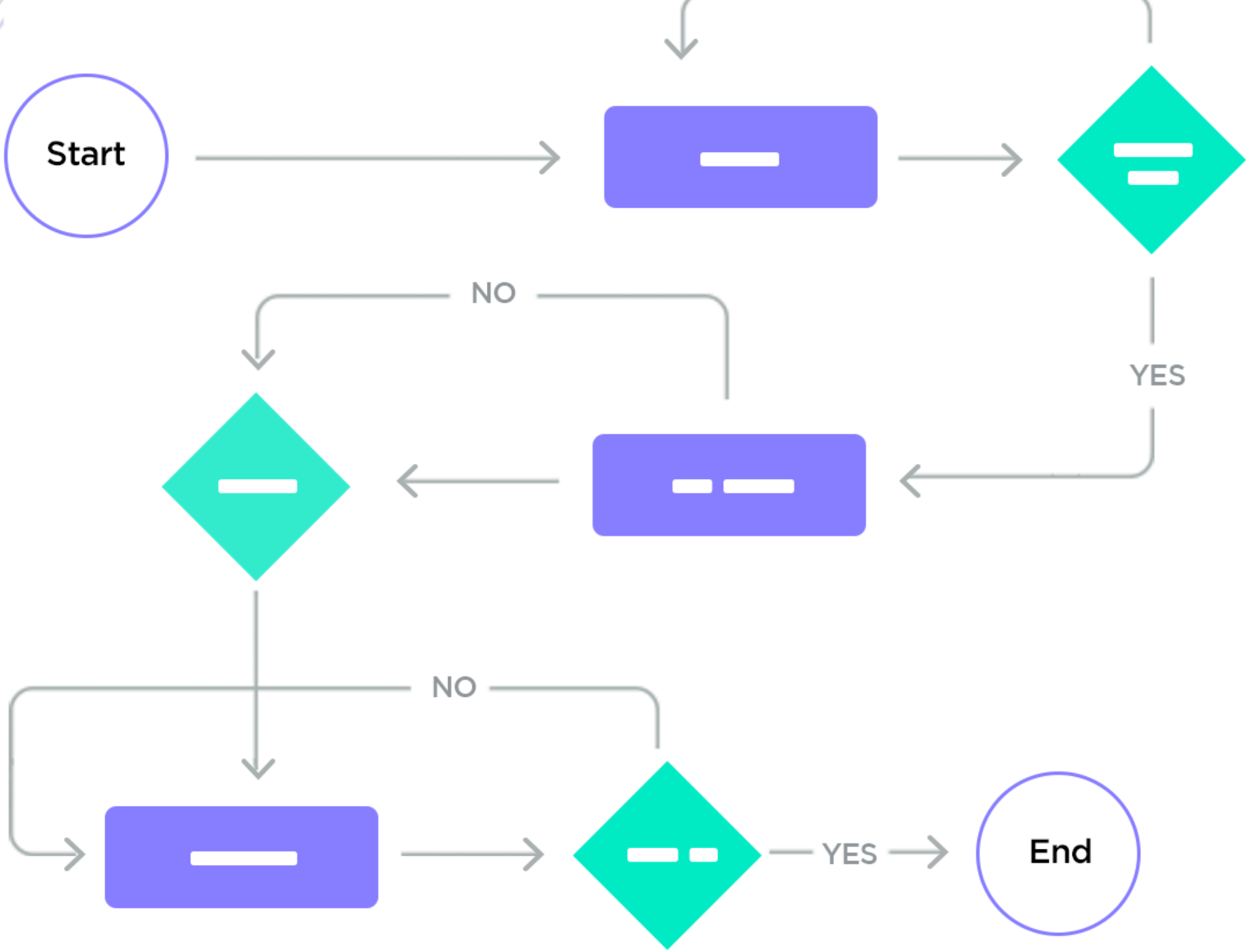

PAGE
SIGN IN
INVEST
HOW IT WORKS
WHY US ?

Flow (Kasutajavood)

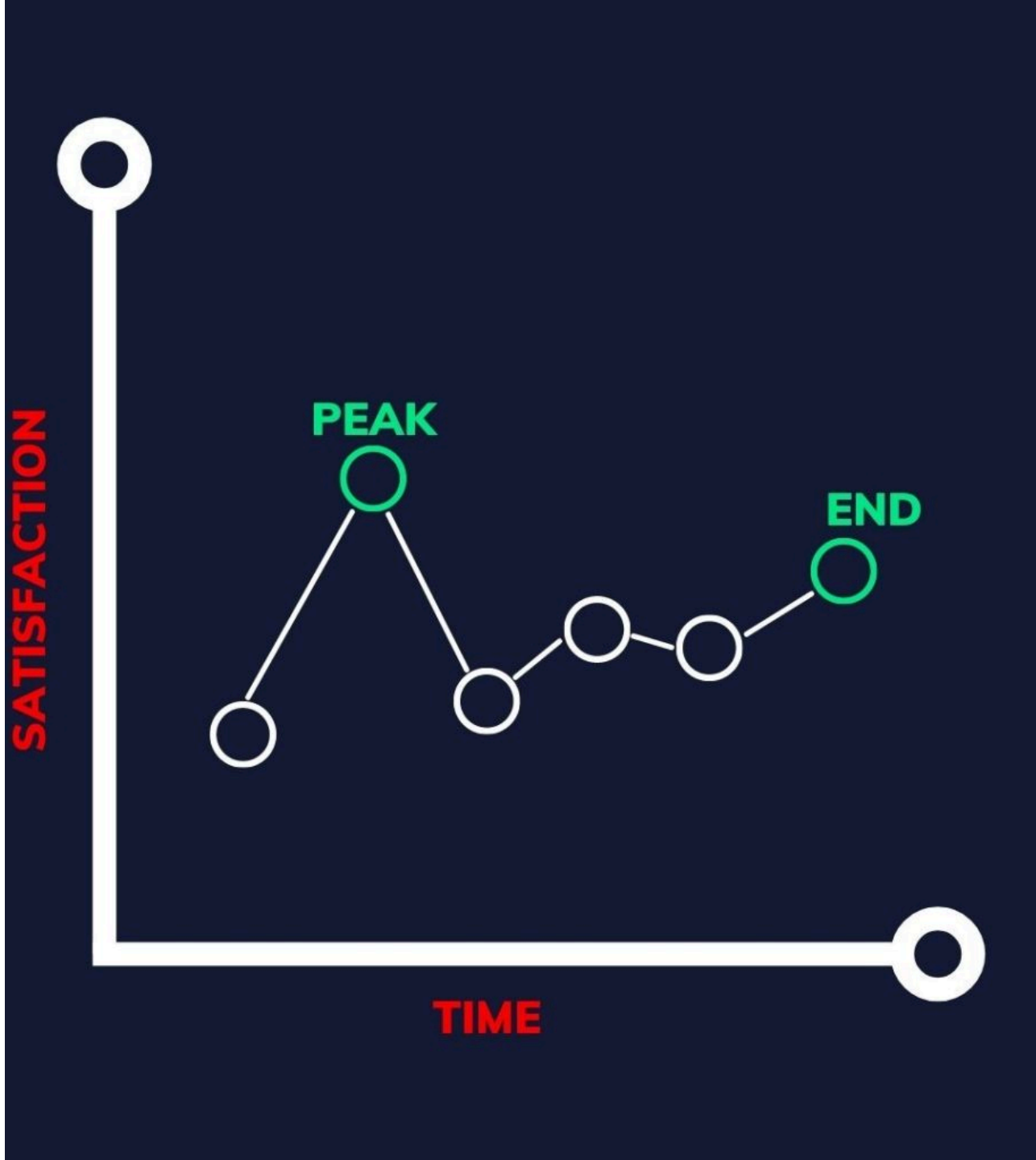
A user flow is a diagram that shows at a glance, the path your user will take through your app or website to achieve a certain goal. You can create user flows at any stage of the design phase and this will help determine the information architecture.


Start
NO
YES
NO
YES
End

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.

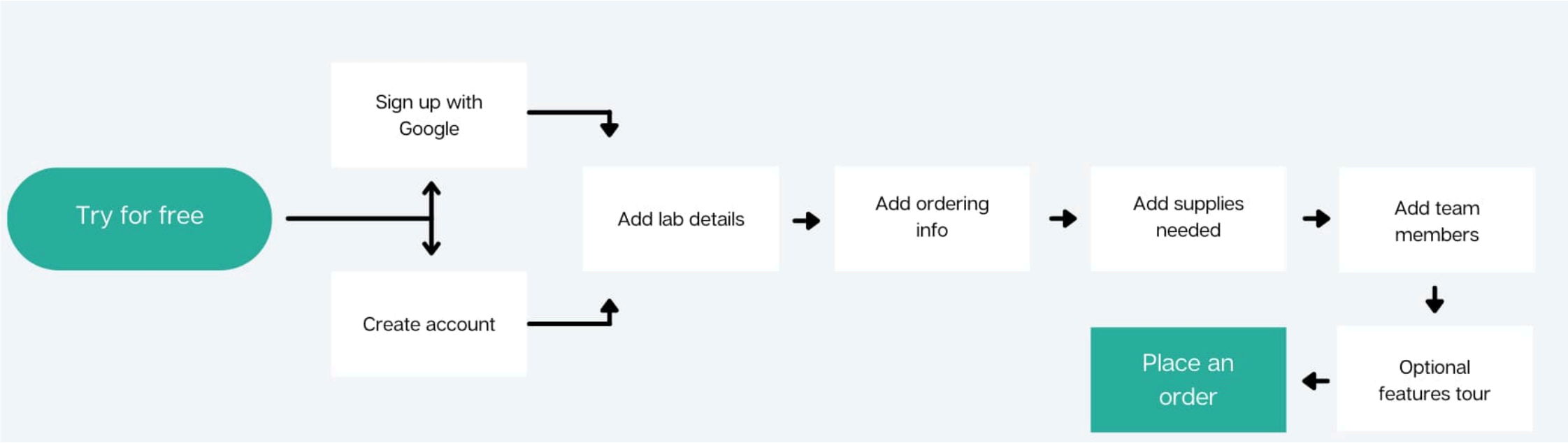
https://lawsofux.com/peak-end-rule/



Designing User Flows - Considerations

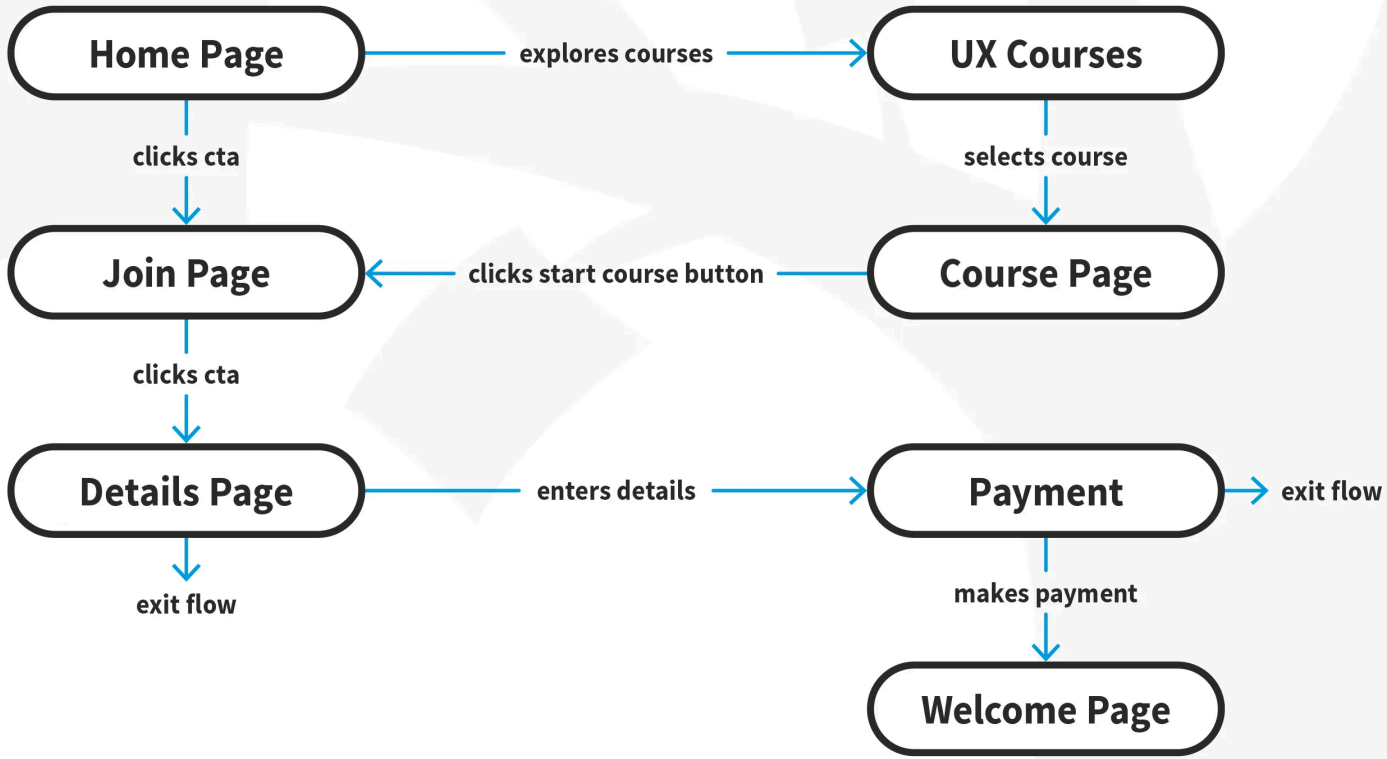
1. Descriptive name.
2. One directional flows.
3. One goal per flow.
4. Always have a legend key for users who are not familiar with such deliverables.
5. Decide and entry point
6. Clearly label each action
7. Use colors wisely.
8. Always make sure your user flows are complete when it comes to a goal.

Example Onboarding Flow

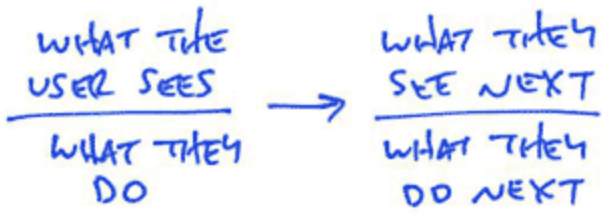


https://www.appcues.com/blog/user-flow-examples

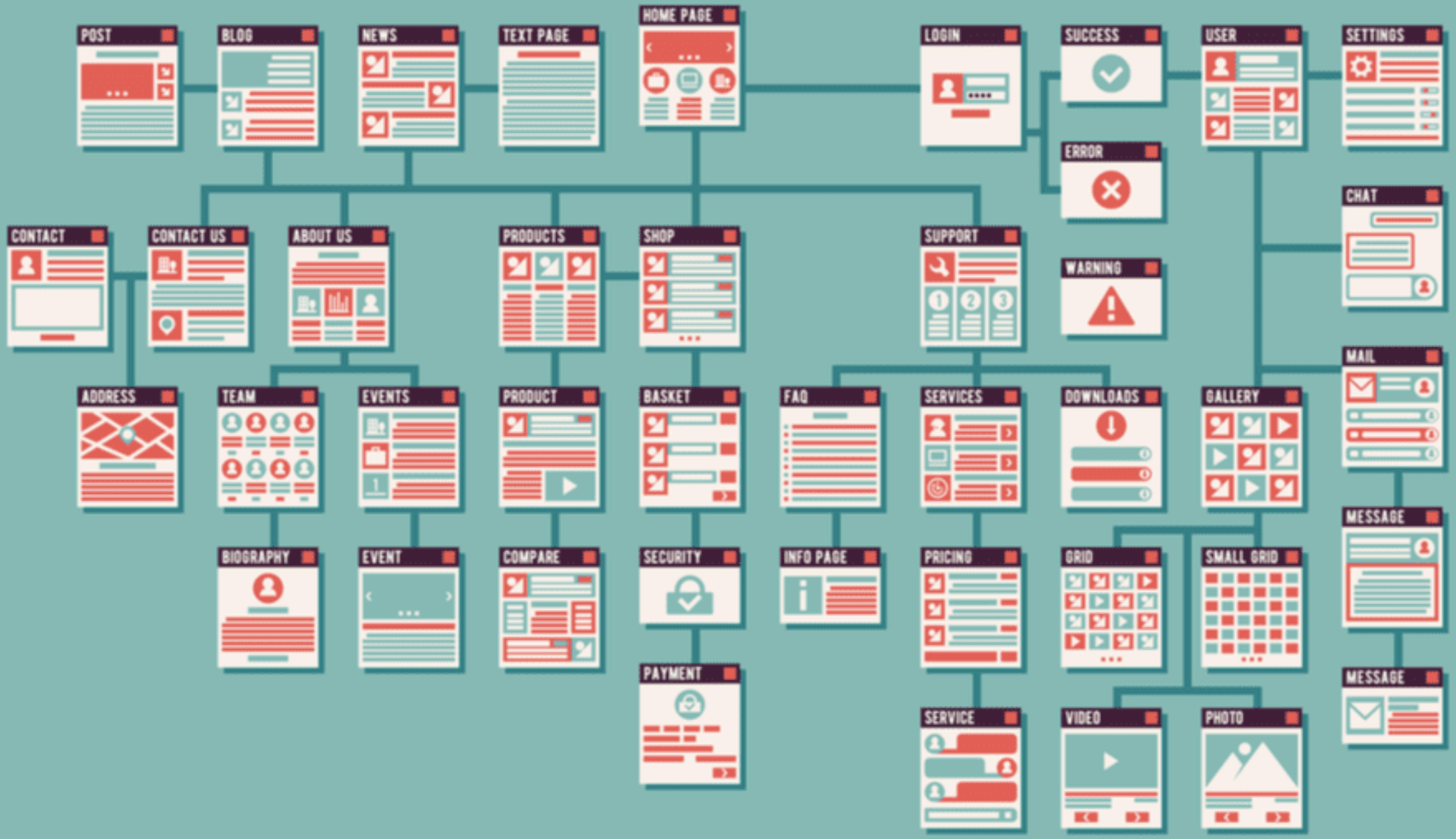
User Flow



Interaction Design Foundation
interaction-design.org



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


POST
BLOG
NEWS
TEXT PAGE
HOME PAGE
LOGIN
SUCCESS
USER
SETTINGS
ERROR
CHAT
CONTACT
CONTACT US
ABOUT US
PRODUCTS
SHOP
SUPPORT
WARNING
MAIL
ADDRESS
TEAM
EVENTS
PRODUCT
BASKET
FAQ
SERVICES
DOWNLOADS
GALLERY
MESSAGE
BIOGRAPHY
EVENT
COMPARE
SECURITY
INFO PAGE
PRICING
GRID
SMALL GRID
MESSAGE
PAYMENT
SERVICE
VIDEO
PHOTO

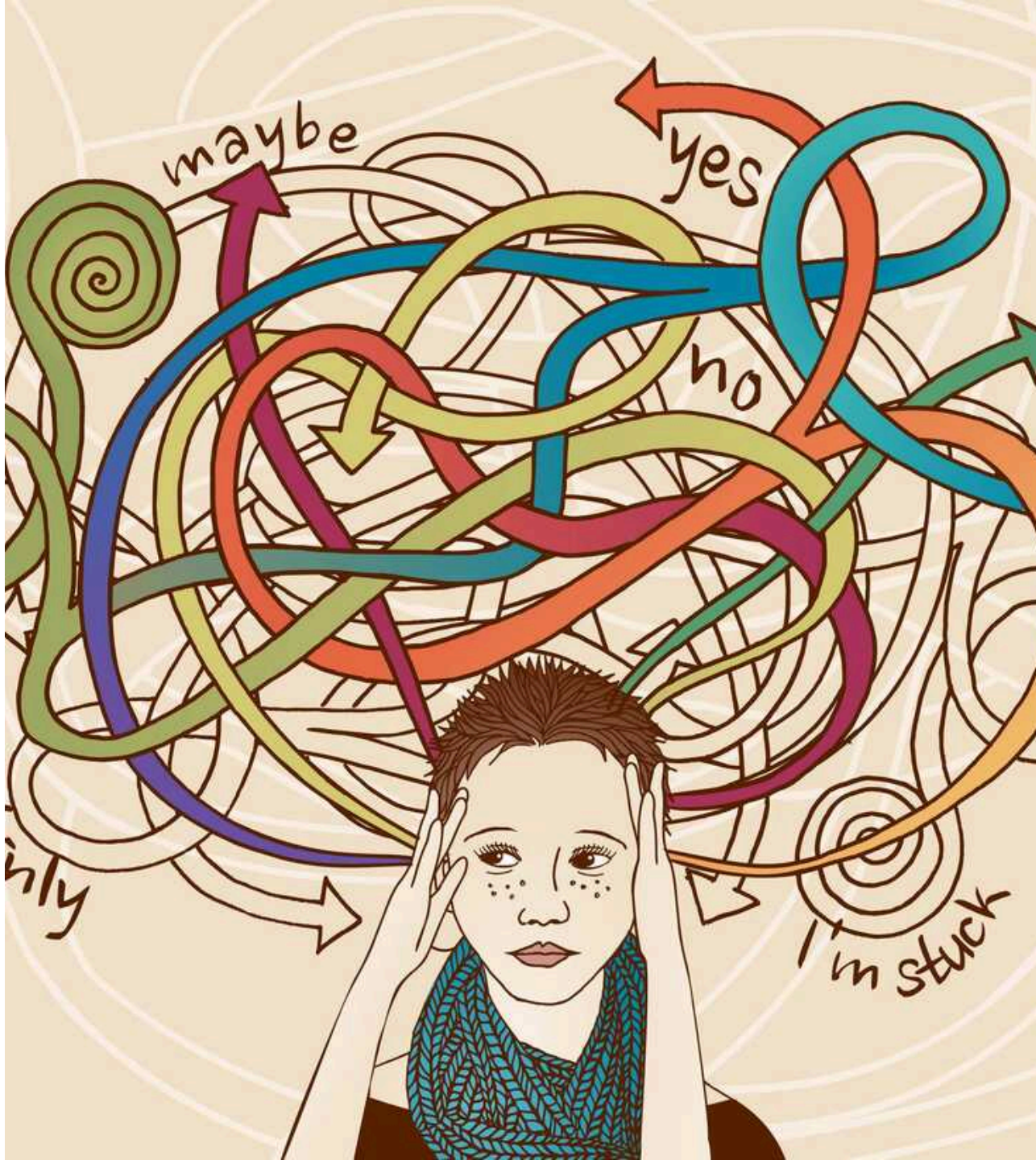
Jakobs's Law

Users spend most of their time on other sites, and they prefer your site to work the same way as all the other sites they already know.

Jakob Nielsen. 2000

https://lawsofux.com/jakobs-law/

Bad structuring can lead to a poor user experience — and beyond that, lost business: you have 10 to 20 seconds to capture your user’s attention. If your visitors don’t know where to go or what to do, they’ll leave.



Sitemap *(Sisukaart)*

A sitemap is a visual representation of a site’s structure . Usually arranged hierarchically, sitemaps indicate how content and information are organized and,consequently, how users will navigate the system. A sitemap documents the system as a whole, pulling back from interface specifics to look from a broader vantage point.

It’s sometimes called an information architecture (IA) diagram or content outline.

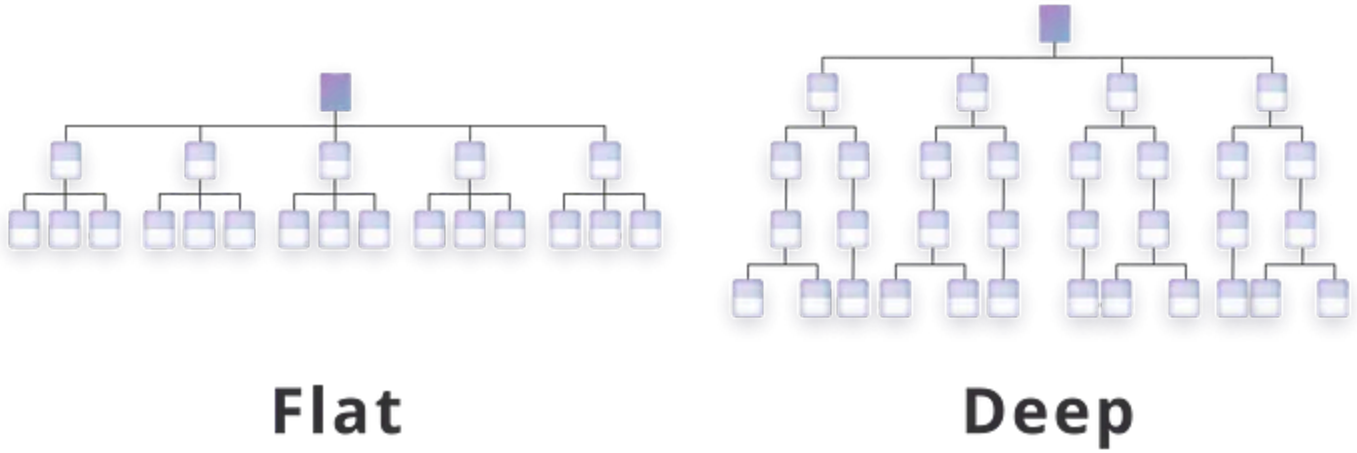
Sitemap

- **What:** UX sitemap is a hierarchical diagram of linked pages.
- **When**: Create early in the UX design process, after discovery phase.
- **How**: Each page has a reference number and label, and pages are linked from high-level categories to specific pages. Consider a flat sitemap for smaller websites, and deep sitemap for larger websites.
- **Why**: UX sitemap shows a full picture of your digital product so you can make better design decisions, provide single source of truth and eliminate unneccessary pages.

Creating a Sitemap

1. Start working on the sitemap from the beginning of the web design process.
2. Organize your content
3. Think about how your site will be used
4. Define your primary pages
5. Add your secondary pages
6. Link your pages
7. Share with the wider team
8. Update sitemap regularly

Flat vs Deep Sitemaps



- For a small website or application consider creating a flat sitemap.
- For large sized onsider creating a deep sitemap to help house all the information

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

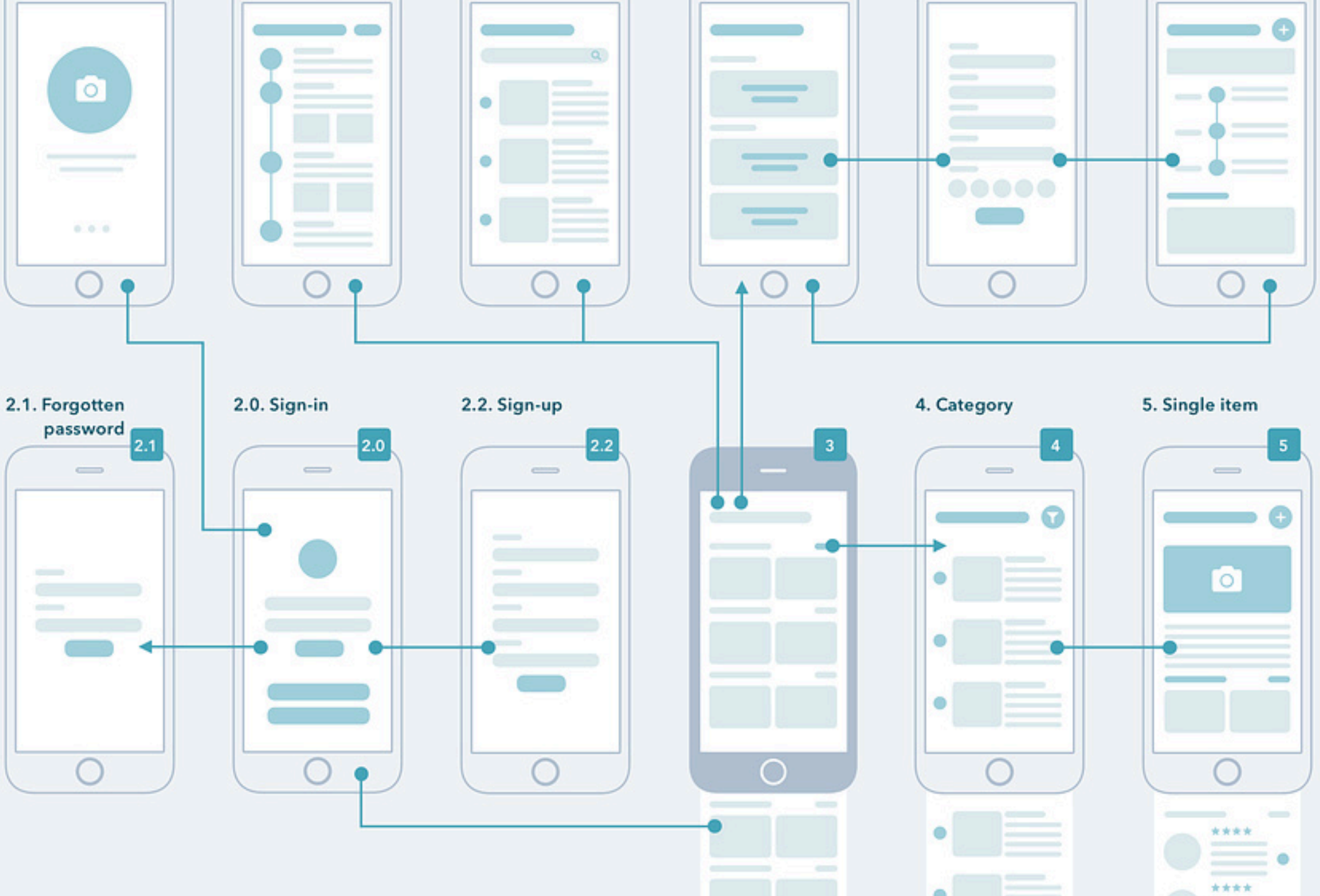
1. Information organization. Which items should be grouped and where? Are there any particular relationships that need to be made more evident than others? How should these groups be prioritized?
2. Content. What content needs to be present on the page? Will it be prose alone or does the page need to 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
2.1
2.0. Sign-in
2.0
2.2. Sign-up
2.2
3
4. Category
4
5. Single item
5

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

- What is a UX sitemap, and why is it important? https://nulab.com/learn/design-and-ux/what-is-a-ux-sitemap-and-why-is-it-important/
- How to create a UX Sitemap: a simple guideline. https://uxdesign.cc/how-to-create-a-ux-sitemap-a-simple-guideline-8786c16f85c1
- 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!