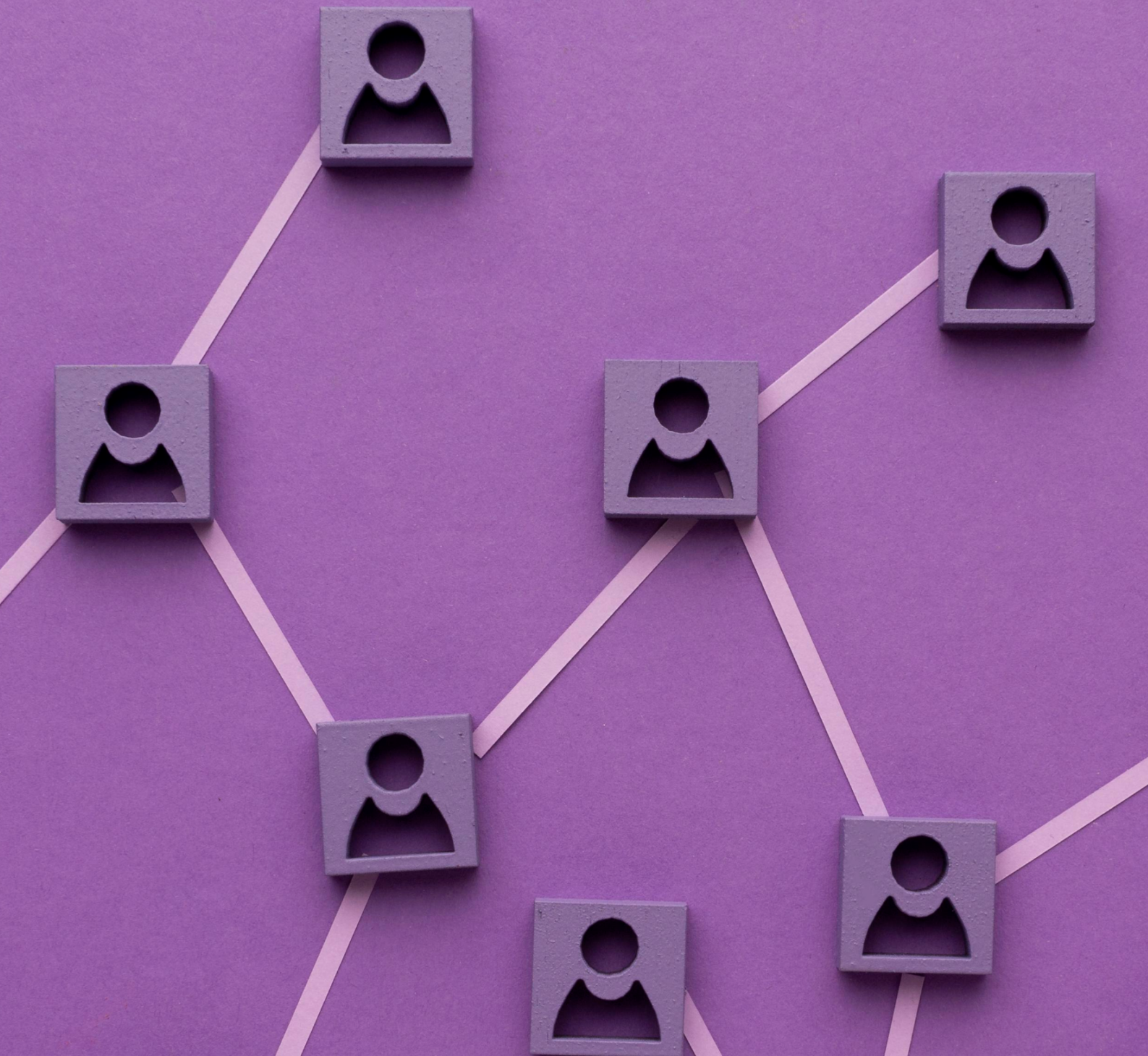# USER FLOW
&
TASK FLOW

Design isn't just about how it looks, but how it flows— seamlessly guiding users through their tasks."

You will dive into....

1. What is a User Flow?

2. What is Task Flow?

3. Task Flow vs User Flow

4. Example of User Flow and Task Flow

5. How to create a User Flow?

6. Elements of a User Flow

7. Where do user flows fit into the UX design process?

8. Why do we use user flows in UX design?

What is User Flow?
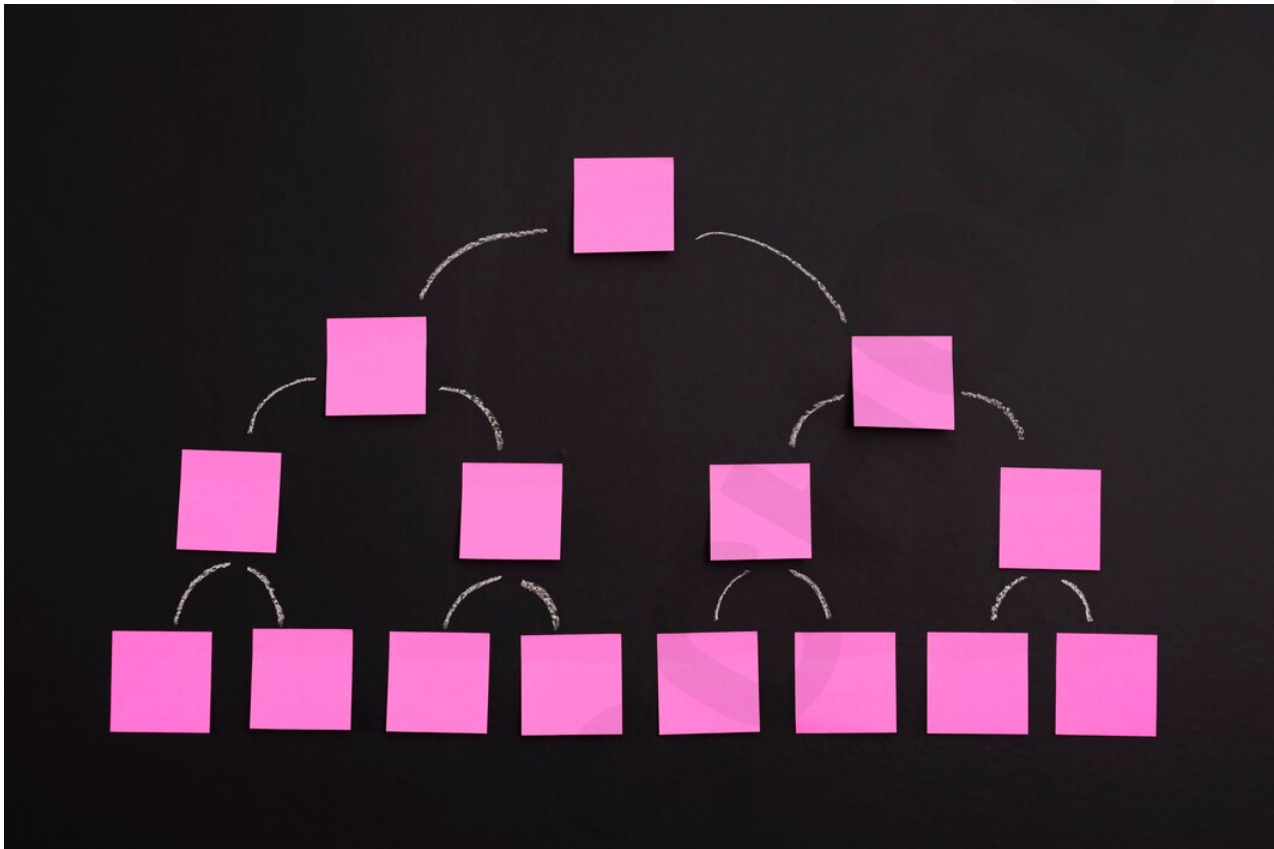
- A user flow is a series of steps a user takes to **accomplish a significant goal.**
- In simpler terms, this is mapping out all the possible options a user could take from beginning to end.
- Consider who uses the product when thinking about user flow. What is the main objective? What steps must the user take to reach their objective?
- In other words, What do they see? What do they do? What do they see next? What the Do next?

What is Task Flow?

- Task flows are typically linear and represent the **high-level actions** that a user would take to arrive at a particular objective or **endpoint**.

- Task flows are straightforward, have only one path, and don't include any branches.

- The steps necessary to complete a task or goal are only shown in the task flow. It excludes the user's choices and activities.
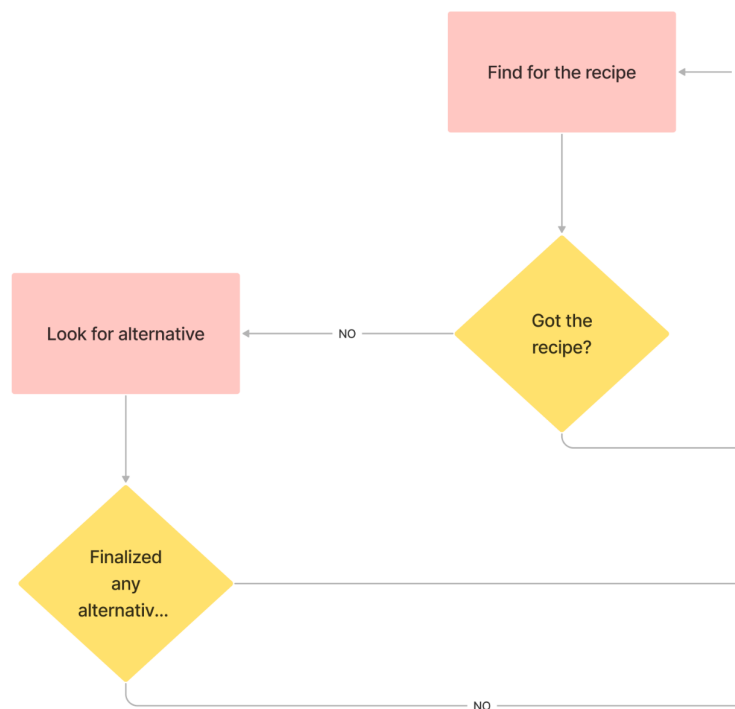
USER
FLOW

VS

TASK
FLOW
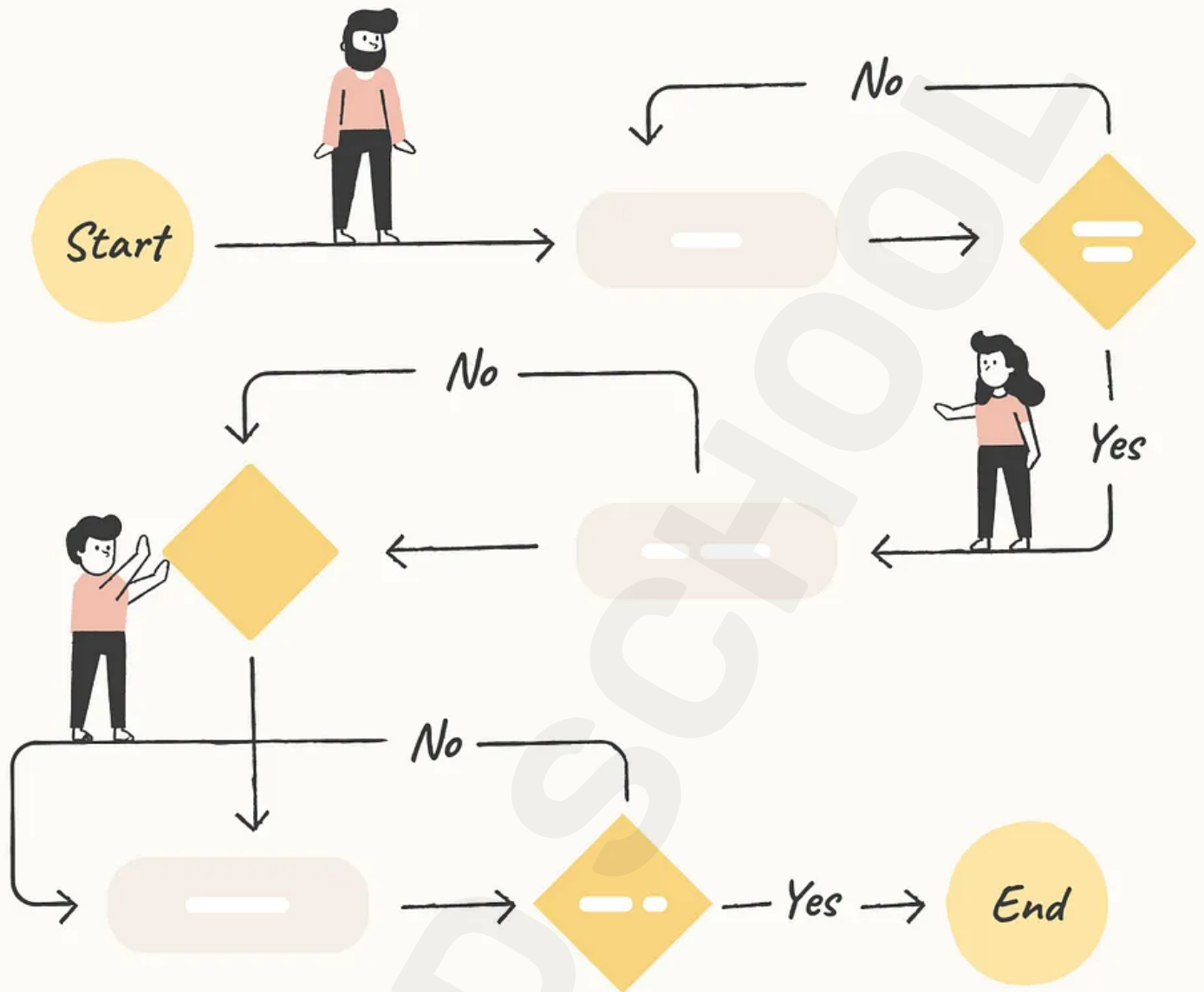
- **Task flow** focuses on a single task, While **user flow** focuses on the specific user journey.

- **Task flow** does not include user action and their decision while **User flow** defines all the user actions and decisions.

- **Task flow** is a linear path and it has no alternative path. **User flow** is complex and it has alternate paths to reach the specific goal or an endpoint.
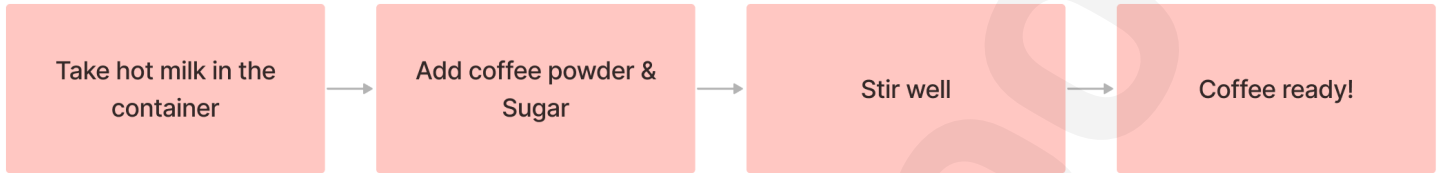
Examples of task flow and User Flow

Task flows tend to be linear, showing the high-level steps that a person would take to get to a specific goal or end point.
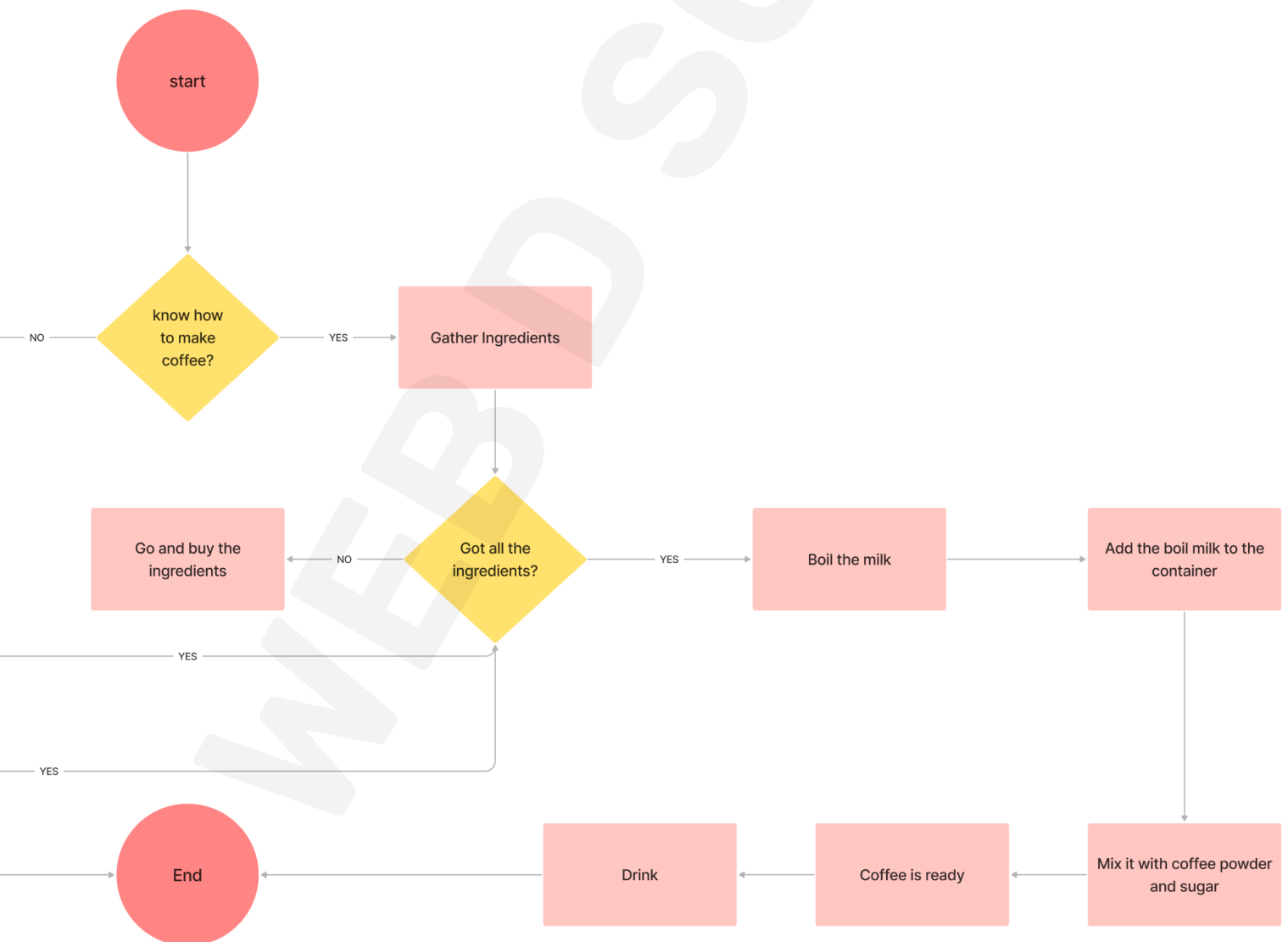
User flows, on the other hand, tend to show a specific persona's pathway through the design at hand. A set or series of task flows, user flows include decision points wherein the persona's journey to the desired goal can differ, based on decisions the persona need to make in interacting with the design.

Example of task flow

| Take hot milk in the container | → | Add coffee powder & Sugar | → | Stir well | → | Coffee ready! |

Example of User Flow

start

know how to make coffee? — NO

know how to make coffee? — YES → Gather Ingredients

Got all the ingredients? — NO → Go and buy the ingredients

Got all the ingredients? — YES → Boil the milk → Add the boil milk to the container

YES

YES

End

Drink ← Coffee is ready ← Mix it with coffee powder and sugar

How to create a User Flow?

To understand how to create a user flow, like most things in design, it's best to start off with a first draft or outline. Start by writing down a basic flow like a mind map. Each box you draw should represent a step in a user action. It can be helpful to outline and break down your flow chart into three main stages: an **entry point, steps to completion,** and the **final step in completing** a task or the final interaction.

1. Entry Point

Entry points are the means by which a user accesses the product initially. Websites can have many points of entry, while apps often have limited and distinct entry points. Websites are usually visited by a google search or clicking on product ads and shared hyperlinks.

Applications, on the other hand, are most commonly entered from the app store or the downloaded version on a user's phone. However, points of entry for an application can also be an article, links, or advertisements.

Entry o---> Welcome o--> Select Task o-->
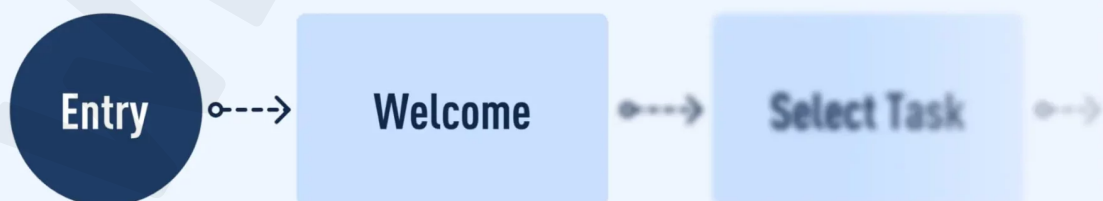
2. Steps to completion

This is the meat of the flow chart. This stage usually consists of a login or signup screens, onboarding, a home screen, and any screens needed to navigate a task to completion.
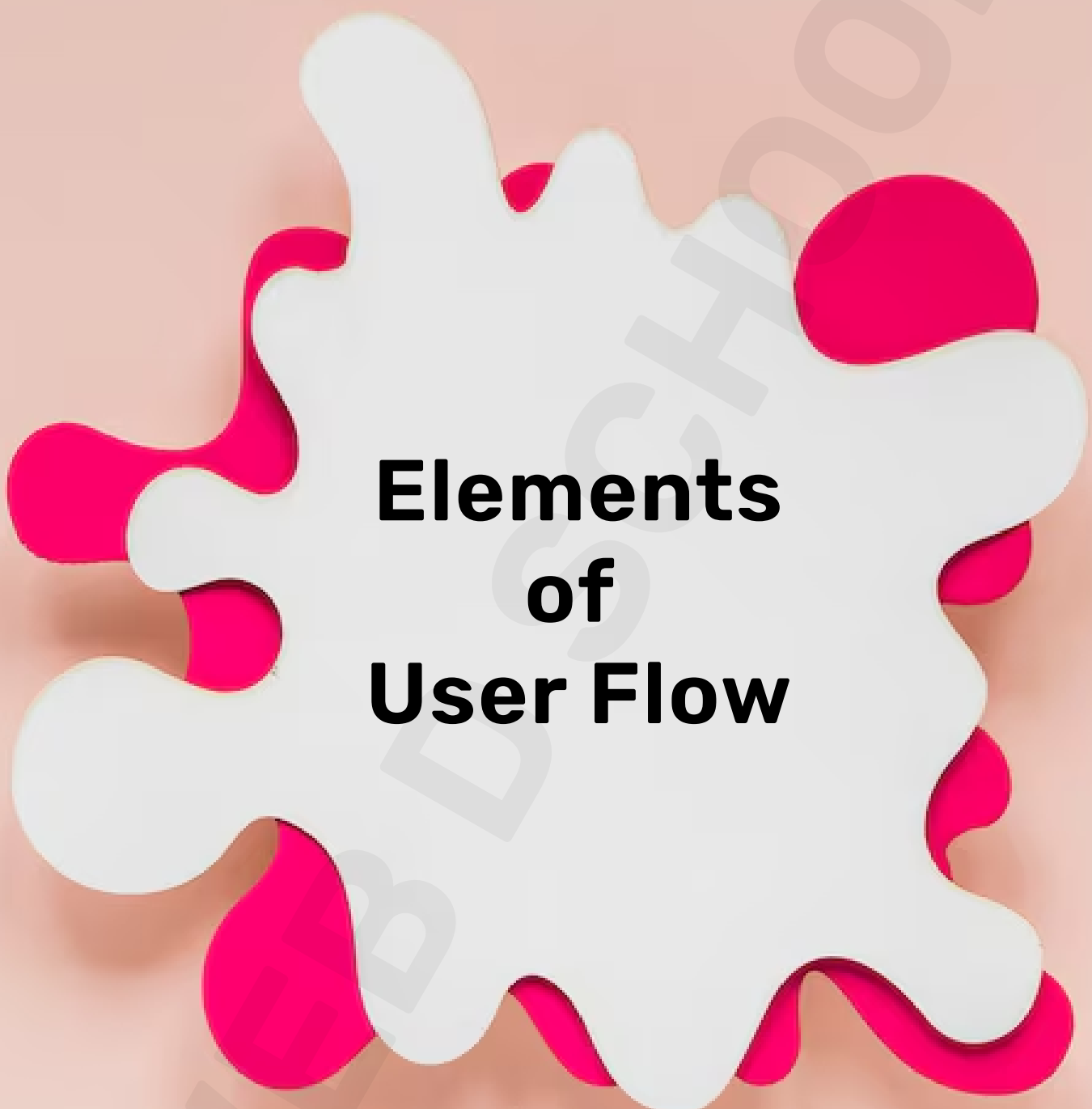
Remember to keep it simple, making sure each step is vital to the task. Your first draft doesn't have to explore every facet of your platform. For instance, an entire step-by-step outline of password recovery isn't crucial at this time. Stick to the steps needed for your user to achieve their ultimate goal.
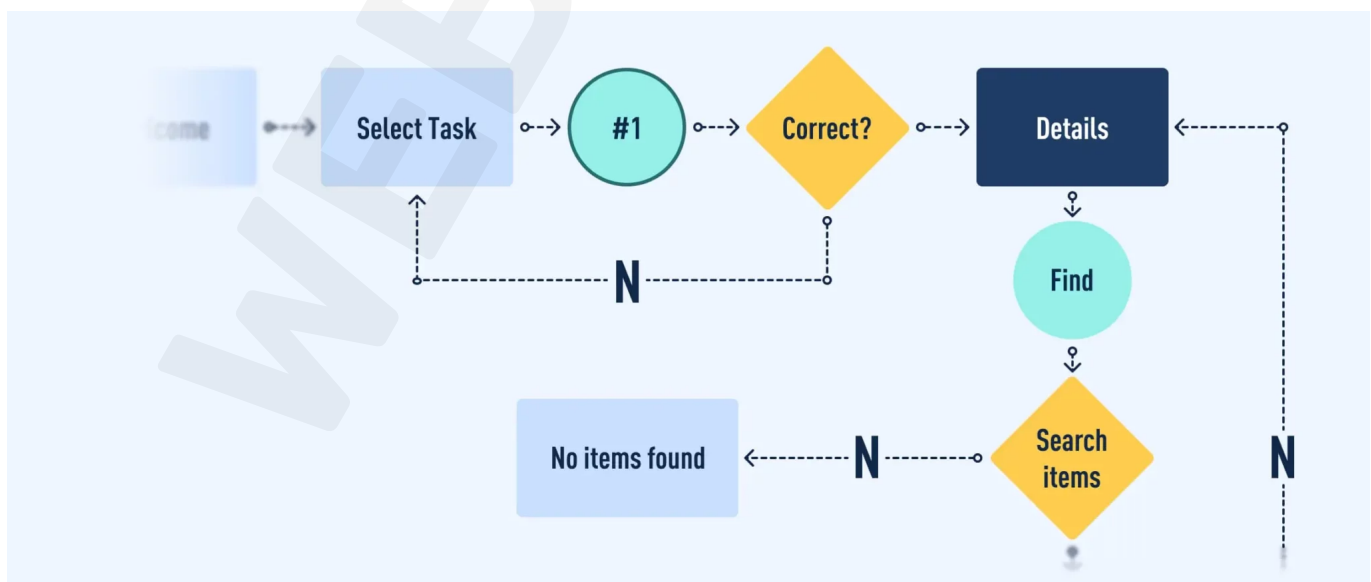
3. The final interaction

The final interaction is the final screen the user will see when they accomplish the desired task. What screen pops up last to inform them that the task is complete? An example of a final interaction for purchasing an item could be a confirmation screen to inform you that your order has been received. Another example of a final interaction is when completing signing up for an account. Is it best for your product to end with immediate access to the homepage, or would the login page be a better last step?
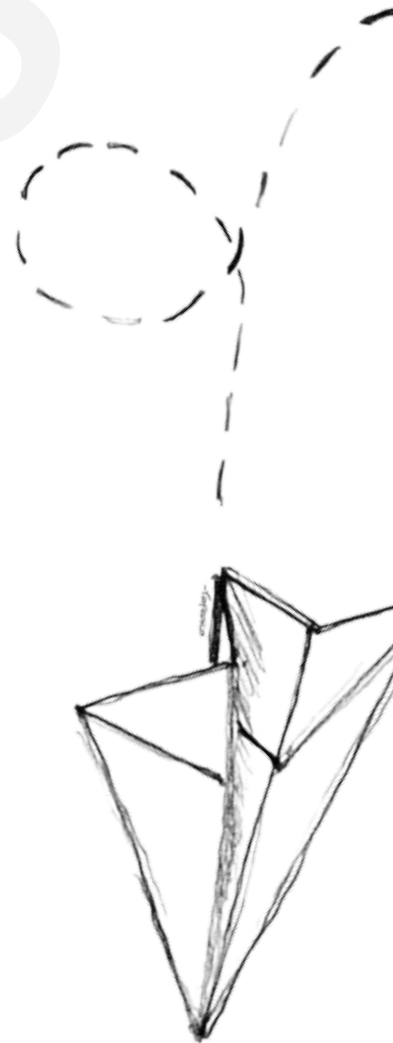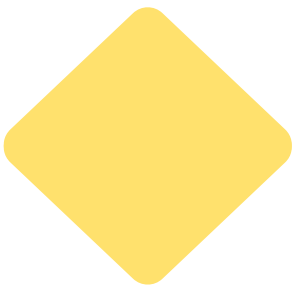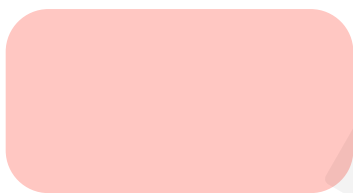
Elements
of
User Flow
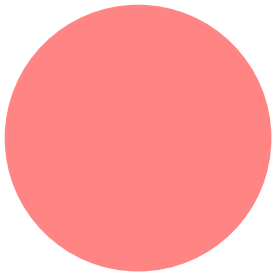
Circle indicate the beginning and the end of the user flow

Diamond indicate the decision points (yes/no), the user's decision (yes/ no, correct/incorrect, sign up now/later, etc.). That determines their next step.

Rectangle indicate the task that user must complete.

Arrow's indicate the user's direction from step to step.

Where do user flows fit into the UX design process?

UX flows are synthesized early, during the planning stages of your design —after **user research has been conducted.** They form an important part of the foundation on which your product is built, and can serve as a reference for other designers.

Once you have gathered your data from user testing, user flows help determine how many screens are needed, what order they should appear in, and what components need to be present.
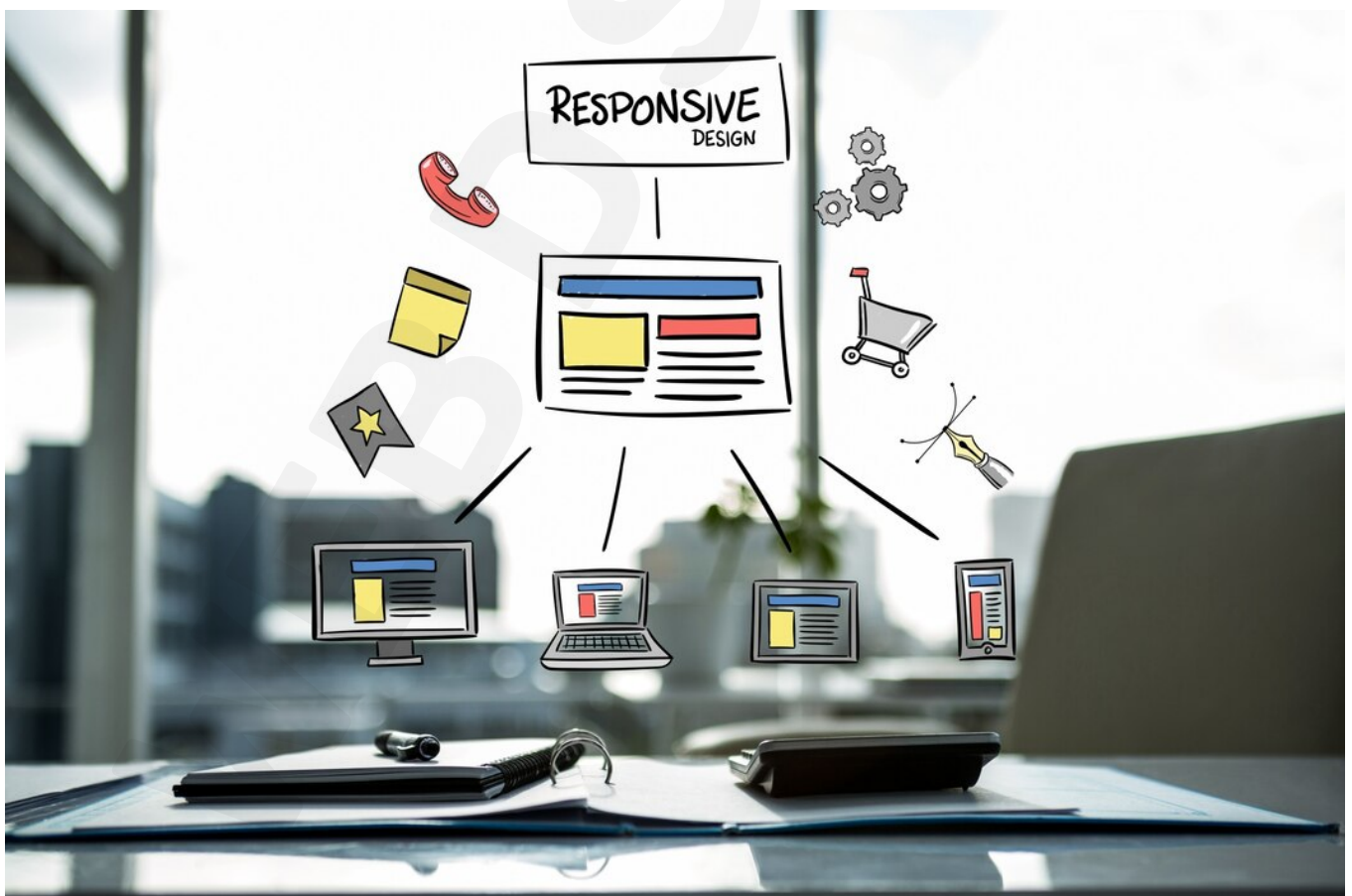
By the time you get to creating a user flow, your **affinity diagrams** and **empathy mapping** as well as persona development have all been completed. Flowcharts can also be made for existing interfaces to enhance the user's experience or clear up any trouble users are having with the interface.

User flows are considered part of your deliverables, the elements you provide to the client and design team when your product is finished. Presenting a detailed flowchart can help validate your design decisions to your colleagues. However, designs are constantly being revised and user flows may be revisited and edited if further research deems it necessary.

Why do we use user flows in UX design?

Now that we've established what User flows are, we can look into why they are so beneficial to the design process. Studying the user flow of a website or app can prove useful whether you are designing a brand new product or revamping an old one.

User flows are extremely useful if you need to:
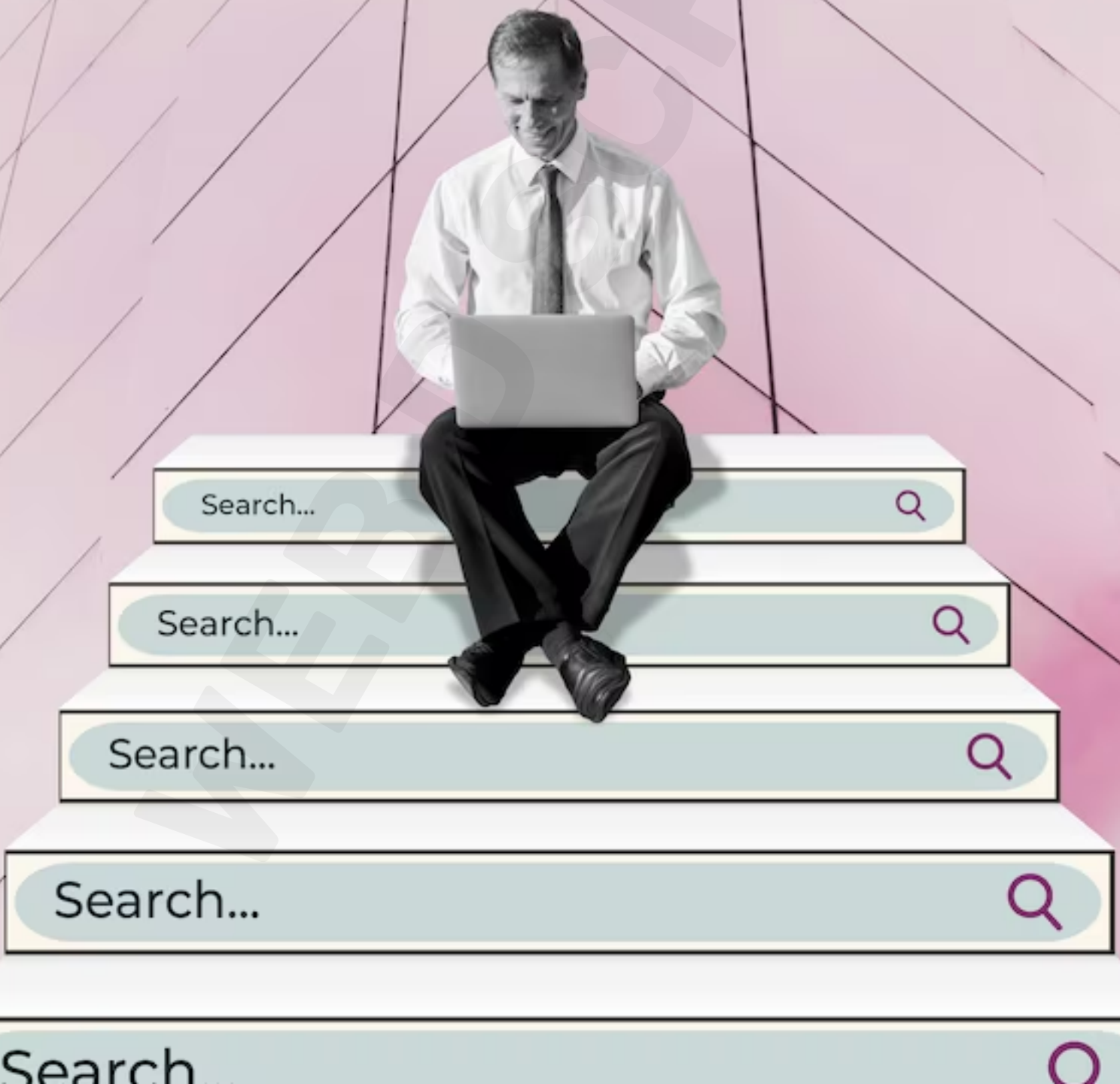
Create an Intuitive Interface

The main benefit of designing a product where users can get "in the zone" quickly is the ability to increase the probability of a user purchasing or signing up for the client's product.

Another benefit is enhancing the ease of movement through your platform, making sure the user's time isn't being wasted looking for what to do next. Of course, there is often more than one route a user could follow to complete the task. User flows portray these possible patterns in a way that makes it easy for designers to assess the efficiency of the interface they are creating.

Evaluate existing interfaces

For products that are already in use, user flow charts help determine what's working, what's not, and what areas need improvement. It helps to identify why users might be stalling at a certain point and what you can do to fix it.
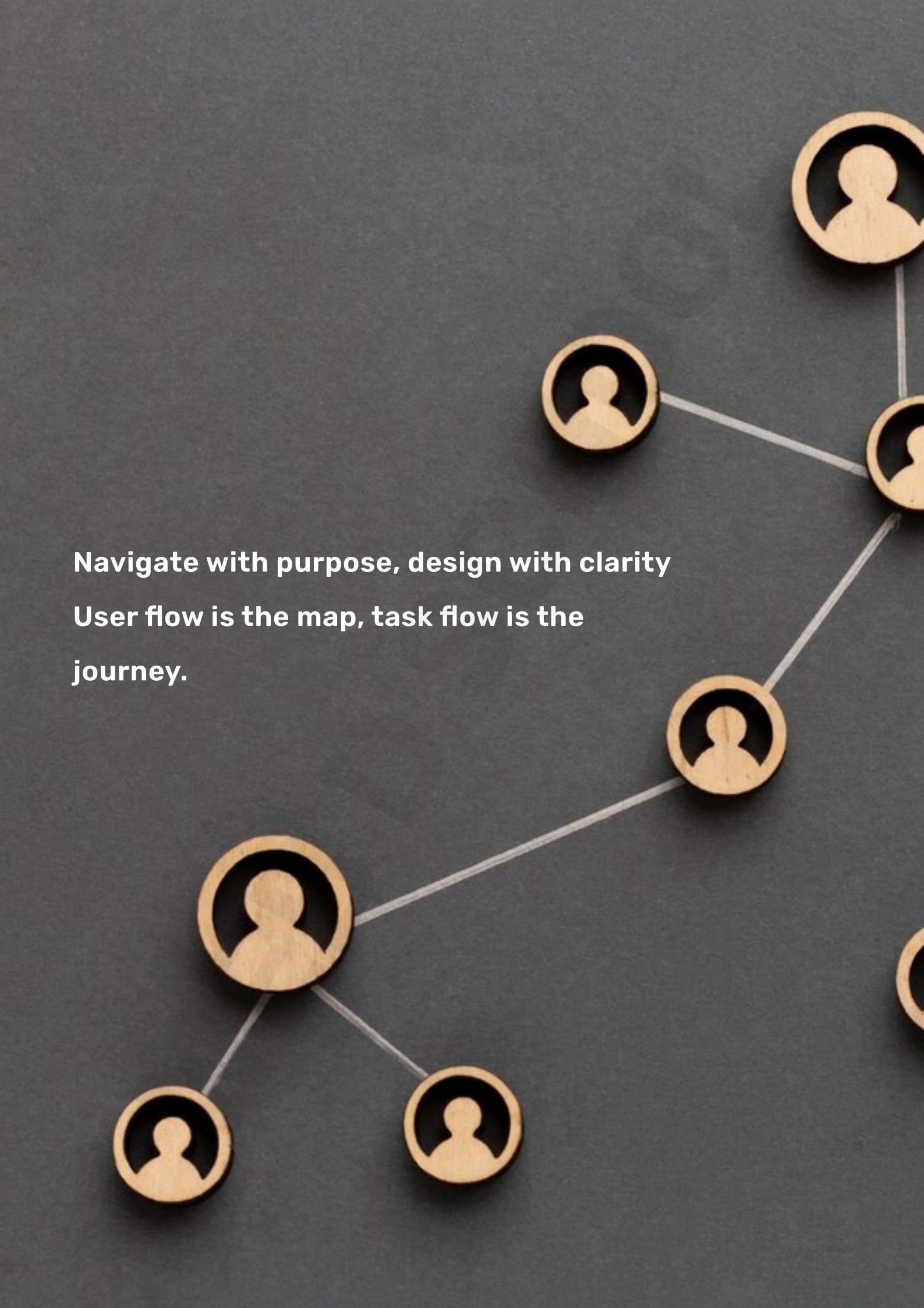
Does one screen flow into the next? Does the pattern of the screens make sense? Mapping out the movement within an interface in a blueprint type fashion helps you see what options the user has on each page and if the routes available help the user accomplish a task innately and without wasting time.

Present your product to clients or colleagues

User flows also easily communicate the flow of the product to your stakeholders and provide a general view of how the interface you've created is intended to work in its most efficient form.

They provide a step-by-step breakdown of what the customer will see and do in order to purchase, log in, sign up, etc. Helping your design team visualize how users will move through the product ensures everyone is on the same page—which allows for a more productive and rewarding work environment.

Navigate with purpose, design with clarity

User flow is the map, task flow is the journey.