What is a User Flow?

If a sitemap is like the bird’s eye view, then a user flow is like the street view details.

A user flow is a series of steps a user takes to achieve a meaningful goal.

They are used to communicate the intended flow of a user through various screens and actions in an app or website.

They usually include a name, steps, users, and a description of what happens at each step.

Fundamentals of Creating User Flows

1. Show their purpose.
2. Go in one direction.
3. Represent a complete task.

1.

User goal

Goal or story level

2.

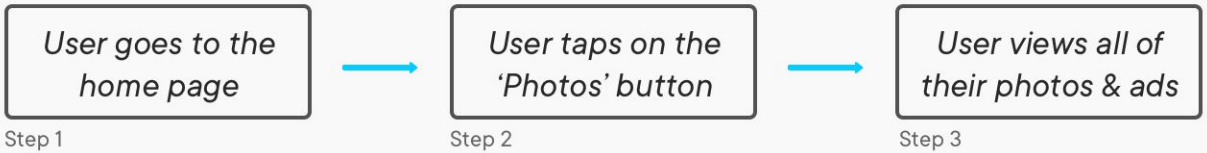
Task flow

Action level

DEFINITION

A user flow with distinct steps of what the user does at each step to complete the goal or task.

EXAMPLE

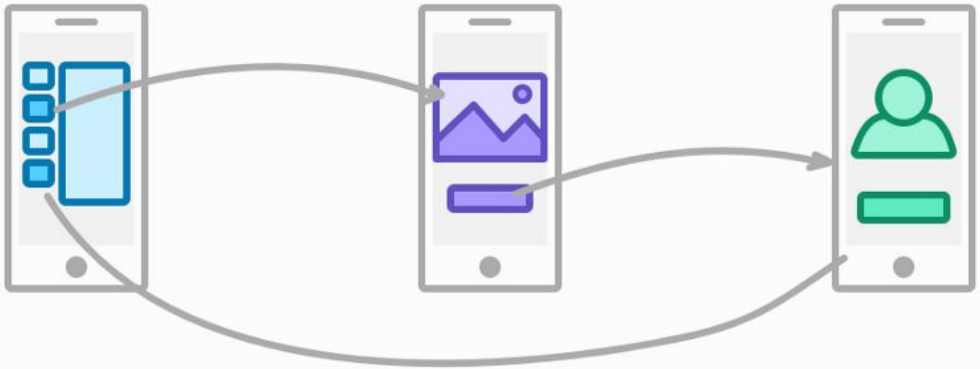


Images/Info from UX Collective author, Alexander Handley

User Flow:

User Settings

Vague user flows and name



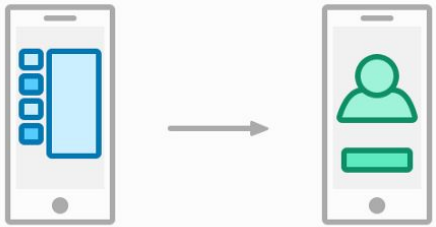
Images/Info from UX Collective author, Alexander Handley

User Flow:

Update Profile Picture

Use descriptive names

View Account Settings



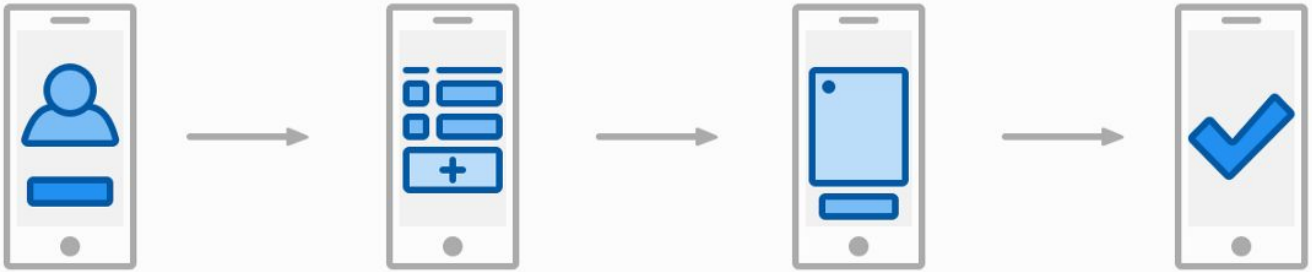
Organise into separate user flows

Images/Info from UX Collective author, Alexander Handley

User Flow:

Onboarding

Missing information



Step 1:

Click the button

Step 2:

...

Step 3:

Fill out task

Step 4:

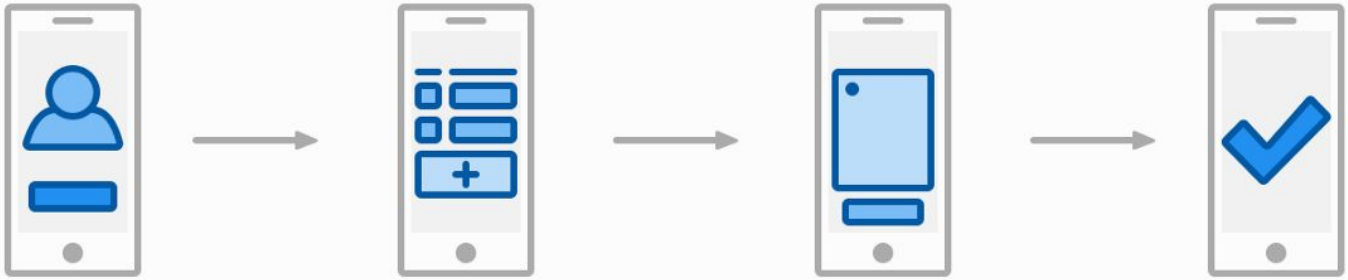
Done, but if user needs promo code message Pam

Images/Info from UX Collective author, Alexander Handley

User Flow:

Create new todo task

Right amount of detail



Step 1:

Complete the sign up modal

Step 2:

Click create new task

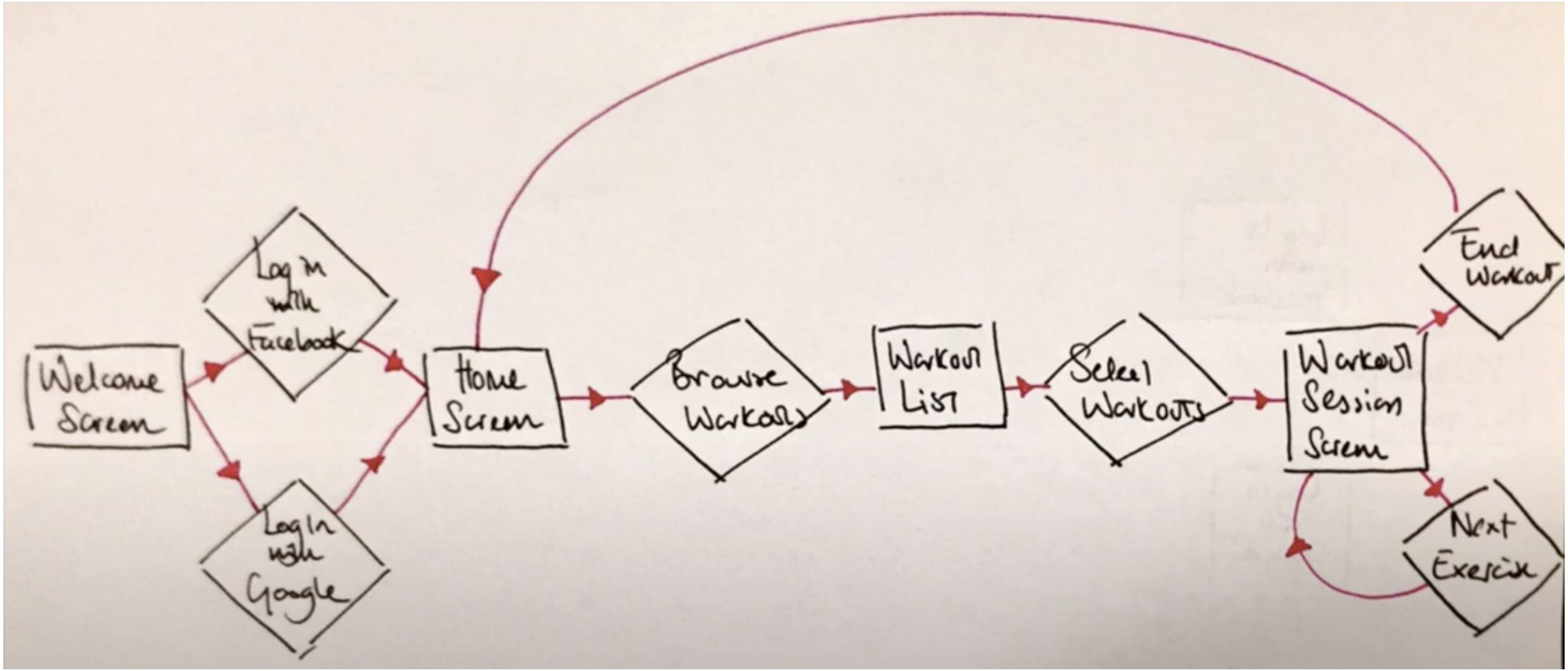
Step 3:

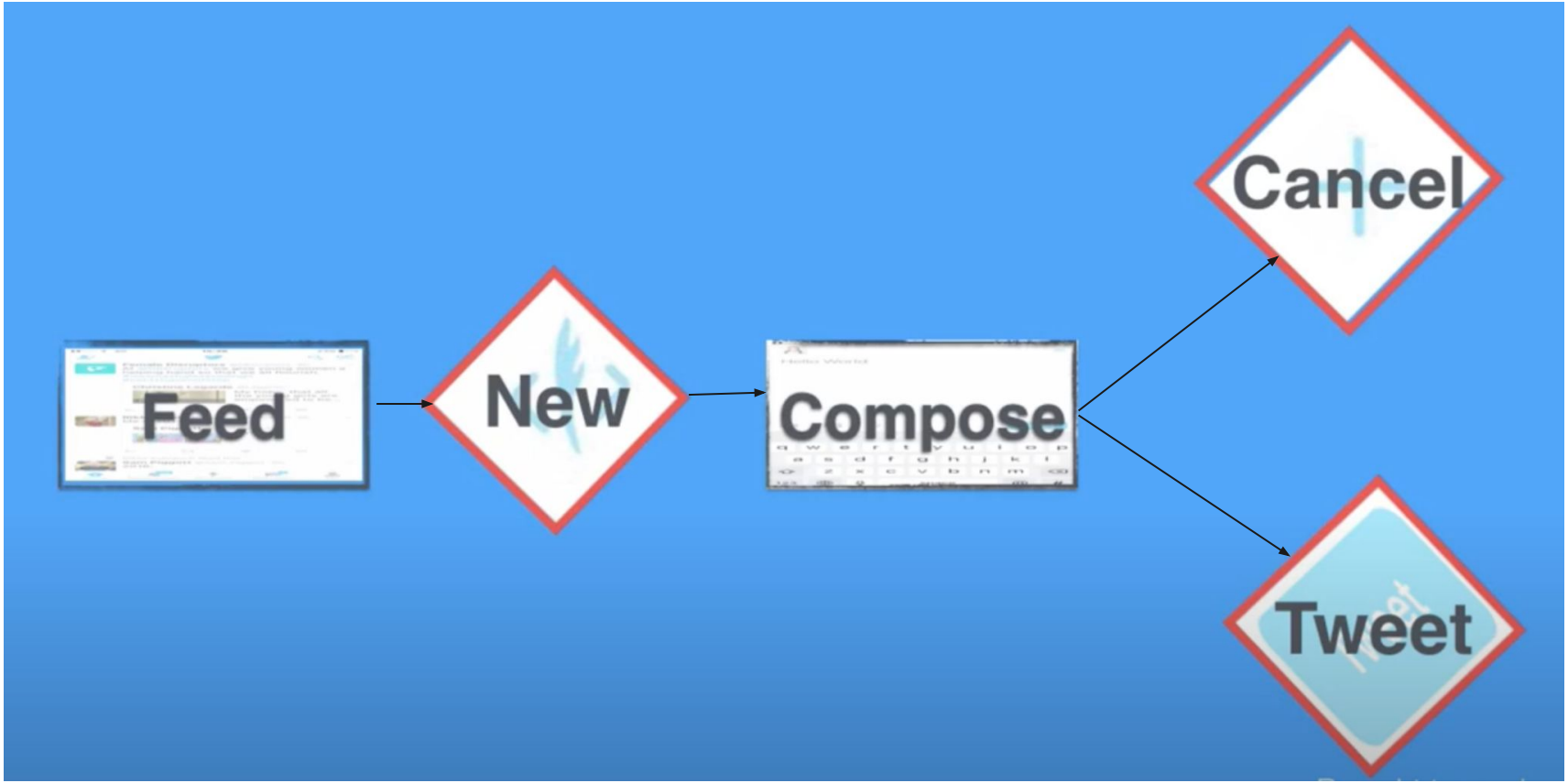
Fill out task title and priority

Step 4:

See success message and helpful hint

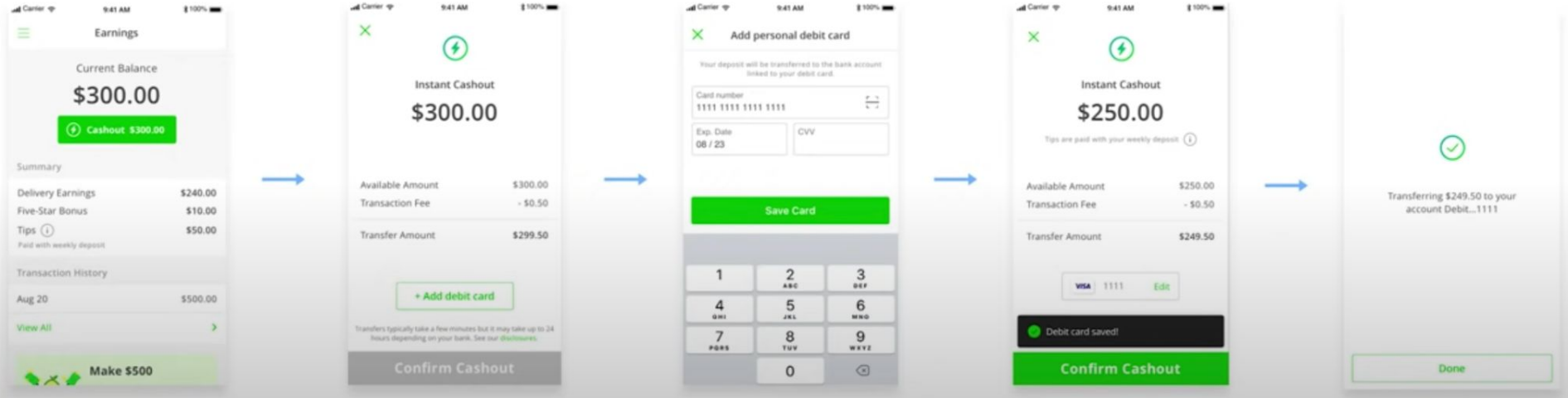
Images/Info from UX Collective author, Alexander Handley


Welcome Screen
Log in with Facebook
Log in with Google
Home Screen
Browse Workouts
Workout List
Select Workouts
Workout Session Screen
End Workout
Next Exercise


Feed
New
Compose
Cancel
Tweet

Task Flow

User goes to Earnings page from nav bar → Sees available amount for instant cash out → Has the option to add a debit card before confirming the transaction → Enters in debit card info → Transfer the available amount to personal bank account

additional steps

Screen Flow