Site/App Flows

- The path a user follows through an application. Does not have to be linear, can branch out.
- **Goal**: to optimize users' ability to accomplish a task with the least amount of steps.
- Communicates transitions
- What pages/screens are needed
- Which pages/screens should link to each other
- Help to design a navigation experience

User Flows

- Microinteractions and responses to user's actions and errors
- Help to analyze the efficiency of a task
- Often attached to personas

Create Design Ideas → Prototype Design
Information Architecture - structural design of shared information environments

Richard Saul Wurman

Users flow through your product
Catalog user’s information
Presentation of the information
Decision driving function
Knowledge Organisation

Create Design Ideas → Prototype Design

Knowledge Organisation

Taxonomy

Folksonomy

Domain Analytics Approach
Create Design Ideas → Prototype Design

Knowledge Organisation

Taxonomy
- Practice of classification based on hierarchical relationship.
- Parent-child hierarchies

Folksonomy

Domain Analytics Approach
Create Design Ideas  
Prototype Design

Knowledge Organisation

**Taxonomy**
- Practice of classification based on **hierarchical** relationship.
- Parent-child hierarchies

**Folksonomy**
- Practice of classification based on **non-hierarchical** relationship.
- Public tags and their frequencies

**Domain Analytics Approach**
Knowledge Organisation

- **Taxonomy**: Practice of classification based on hierarchical relationship. Parent-child hierarchies
- **Folksonomy**: Practice of classification based on non-hierarchical relationship. Public tags and their frequencies
- **Domain Analytics Approach**: Practice of classification based on sociological-epistemological view. Indexing to fulfill a task by specific group

Create Design Ideas → Prototype Design
Closed Card Sort:

Participants get a stack of cards

Participants sort cards into groups the researchers created

Open Card Sort:

Participants get a stack of cards

Participants sort cards into groups

Participants label groups
Create Design Ideas  
Prototype Design

Knowledge Organisation

**Taxonomy**
- Practice of classification based on **hierarchical** relationship.
- Parent-child hierarchies

**Folksonomy**
- Practice of classification based on **non-hierarchical** relationship.
- Public tags and their frequencies

**Domain Analytics Approach**
- Practice of classification based on **sociological - epistemological** view.
- Indexing to fulfill a task by specific group
Create Design Ideas

Static representations of the product

Sketches, Wireframes, Mockups

Visualization
Create Design Ideas

- Sketches
- Wireframes
- Mockups

Static representations of the product

Prototype Design

- Prototypes
  - interactive design model of the product
- Low-fidelity
- High-fidelity

Testing and Evaluation

Visualization
Prototype Design

Prototypes
- interactive design model of the product

Low-fidelity VS High-fidelity
Prototype Design

Prototypes - interactive design model of the product

Low-fidelity VS High-fidelity

- Breadth - number of covered features
- Depth - degree of functionality
- Appearance - building means
- Input methods - device mediation
Prototype Design

Prototypes
- interactive design model of the product

Low-fidelity

High-fidelity

Tangible & Testable Artifacts

Low-tech

Partial functionality

Simulated interaction

High-tech

“Full” functionality

True interaction
Prototype Design

Prototypes - interactive design model of the product

- Low-fidelity
- High-fidelity

Tangible & Testable Artifacts

- Low-tech
  - Partial functionality
  - Simulated interaction
- High-tech
  - “Full” functionality
  - True interaction
Prototype Design

Paper Prototypes

Interactive
Simulation of a back-end

Lo-fi appearance / input
Early feedback

Hi-fi depth / breadth
Experiment with alternatives

Big picture focus
Prototype Design

Paper Prototyping Tips

- Make it large
- Add ideas as they come
- Make it monochrome
- Work fast!
- Preprint widgets
- Use audio description
- One sketch per screen