



User Flows

MSF Phase: Planning

Owner: UX Team

Status: Mandatory

Discipline: Information Design

What is it?

User flows are simple diagrams that follow a user down a path of activity. Occasionally they look like storyboards, other times like flow charts. The important thing is to not outline every single possible behavior, but rather show most likely user experience. It's a good way to understand what the product does without being confused by every tiny detail.

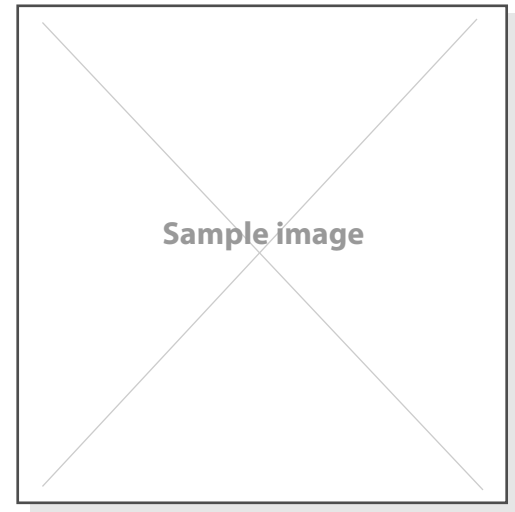
Scenarios are the written equivalent of User Flows.

Who uses it?

Design, marketing, content and product managers. Involving any teams that have contact with users (marketing, customer service), and other stake holders such as business strategists. It is a good way to build better personas and insure buy in.

How It Works

- 1. Write scenarios** based on user research and feedback, as well as review of site statistics.
- 2. Create diagrams** for each scenario or flow in order to visualize the process.



Relationships with other Deliverables and Activities

Input From

Use Cases
Personas
User Research

Output To

Wireframes
Page Flows
Site Map

Find Out More

Contact [\[internal contact\]](#) to find out more or request a sample.

