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MURAL

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PRODUCT SCHOOL

Envision how users will engage with your product

User Flow Template

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March 2021

INTRODUCTION

A user flow shows the steps a user takes to achieve an objective in your product. Use this template to show how you envision users will engage with your product, and then share it with designers, engineers, and other stakeholders to collaborate on the flow.

PEOPLE	TIME	DIFFICULTY
2 -10	**1 hr - 3hr**	**Beginner**

STEPS

1. Identify actors
2. Collect information
3. Map it out
4. Share and collect feedback

TOOL TIPS

Create connections at the speed of thought:

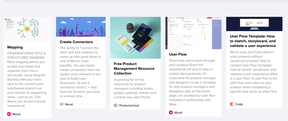
Hold C + click and drag to **draw a connector.**

Switch between different shapes and sticky notes quickly.

Bulk edit objects of the same type by filtering your selection from the toolbar.

Add icons then you can increase their size and change color.

RESOURCES



1 IDENTIFY ACTORS

Actors are anyone or anything that will interact with your product, such as a single user, system, or organization.

Use a bullseye diagram to prioritize which actors are relevant to your product and which to focus on first.

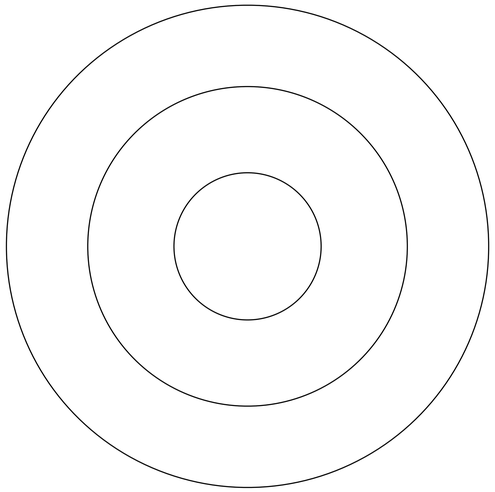
Copy and paste the icons, placing the most important actors in the center of the bullseye

User

System

Organization

PRIORITIZATION BULLSEYE



2 COLLECT INFORMATION

Now that you've identified your highest-priority actor, gather information about how they will find and use your product. It may seem counterintuitive, but start at the end with the final result or objective you want your actor to achieve, and then go back to the beginning and identify how they get there.

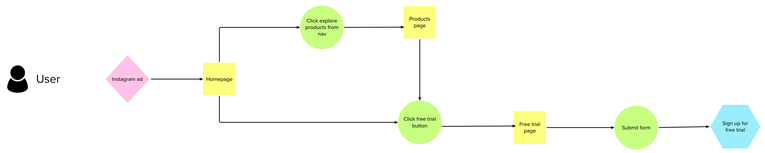
3 IDENTIFY THE ACTIONS THE ACTOR WILL TAKE
How will your actor get from the channels above to the end objective?

2 IDENTIFY HOW THE ACTOR WILL FIND YOUR PRODUCT
What channels will your actor use to discover your product?

1 IDENTIFY THE OBJECTIVE
What do you want your actor to accomplish at the end of the flow?

3 MAP IT OUT

Move the channels, actions, and objective to this section and connect them with connectors. You may have to add additional shapes to represent logic or pages and complete the flow. Below is a very simple example of a user flow. Yours will likely have more pathways and complexity.



4 SHARE AND COLLECT FEEDBACK

Regardless of what your product is, make sure to share your user flow diagram with designers, developers, engineers, and other stakeholders to gather essential feedback and make adjustments accordingly. Your user flow must visualize the experience you're proposing at a glance.

CAPTURE FEEDBACK AND ACTION ITEMS HERE

Share your feedback