User Flow Diagram Project 7

Hotel Website Desktop Case Study

. . By Richard Styring





Objective & Tasks

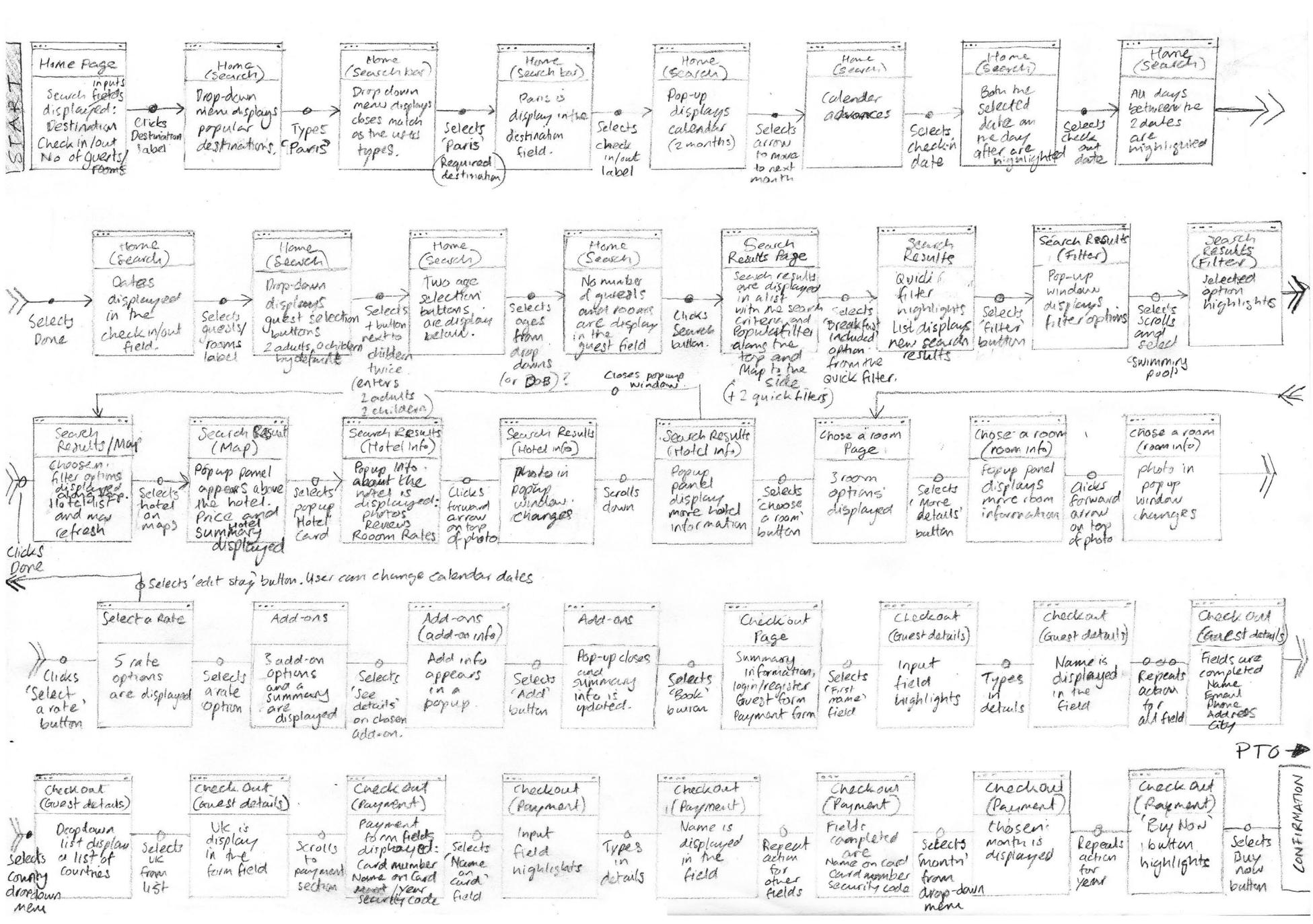
- Define the user's high-level booking flow for a new hotel website
- Address the issues highlighted in the customer journey map
- Sketch the users flow from the homepage to the payment screen
- Lay the groundwork on which to build future designs

For the purpose of the project a typical user scenario was created; a family (2 adults, 2 children) booking a hotel stay in Paris.

The diagram would document all the main user interactions of a positive experience or 'happy path' through the booking process.

To create the diagram the path was first sketched on paper.

A square was used to represent each screen's state and a circle to represent a user's interaction.



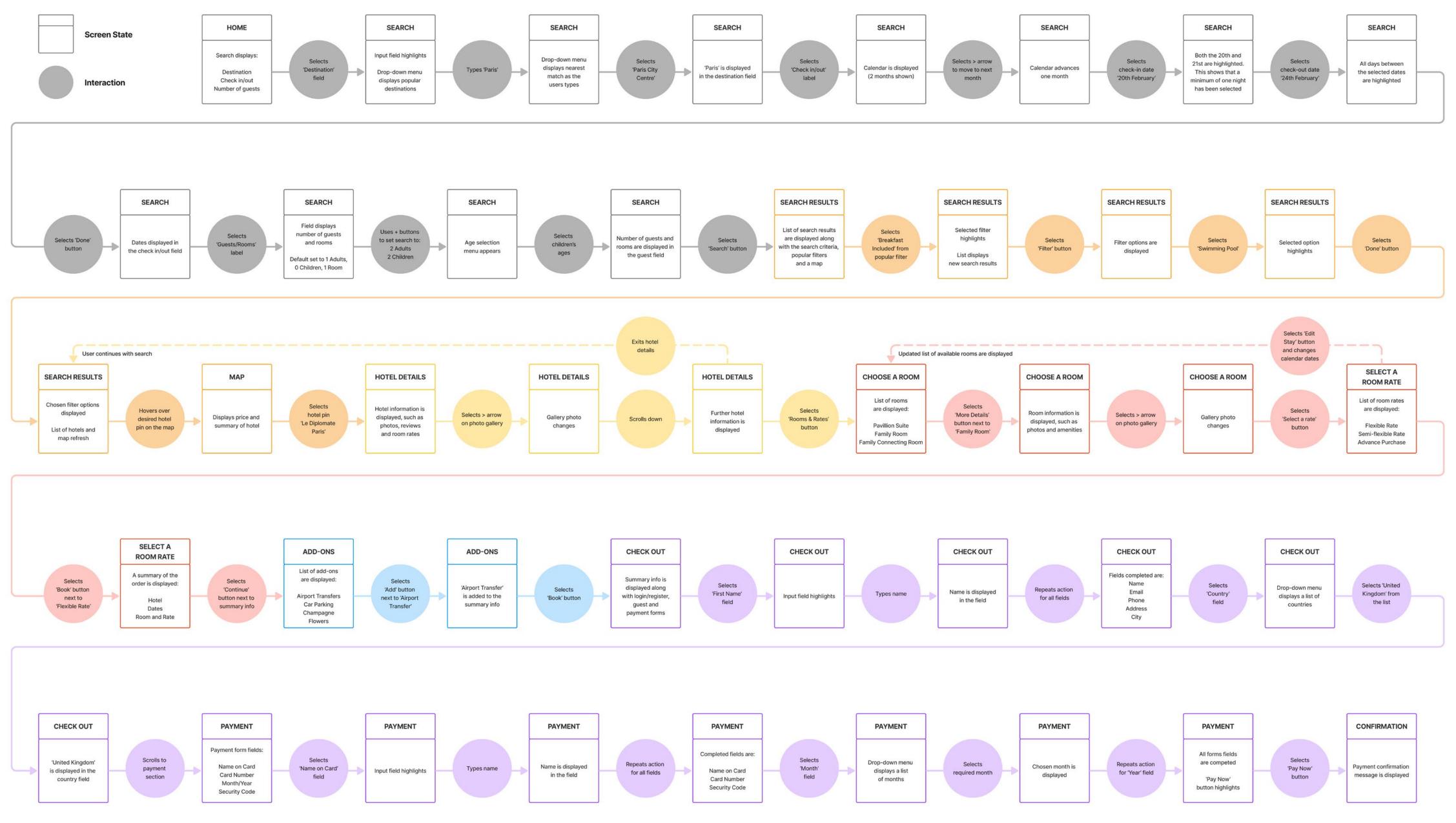
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Hotel Website (Desktop) Project by Richard Styring

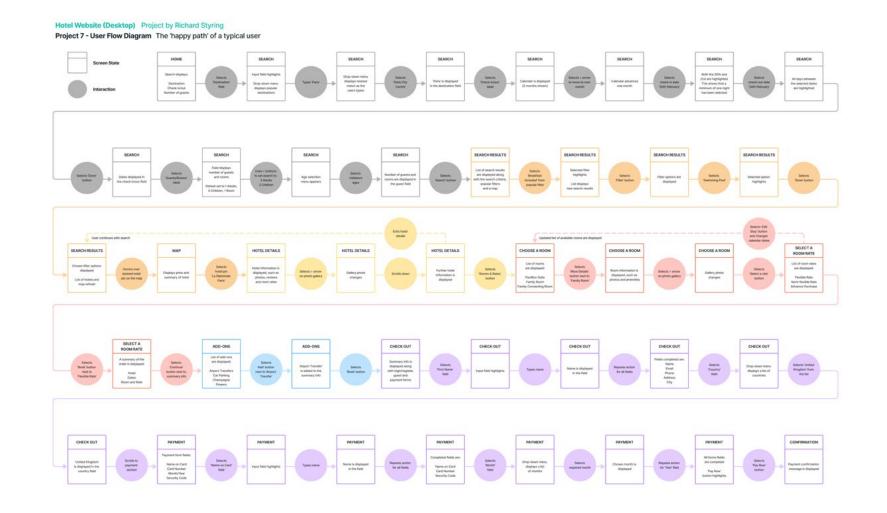
Project 7 - User Flow Diagram The 'happy path' of a typical user



Visualising the user flow

 To complete the exercise the diagram was then transferred to Figma for clarity and further adjustments

(See next page)



https://www.figma.com/file/OKXilw10haQyQo0uayGBQb/Project-7---Richard-Styring?node-id=0%3A1&t=gcCYSRU58kUCM4aE-1

