

User Flow Diagram

Project 7

| **Hotel Website** Desktop Case Study

| By Richard Styring

Objective & Tasks

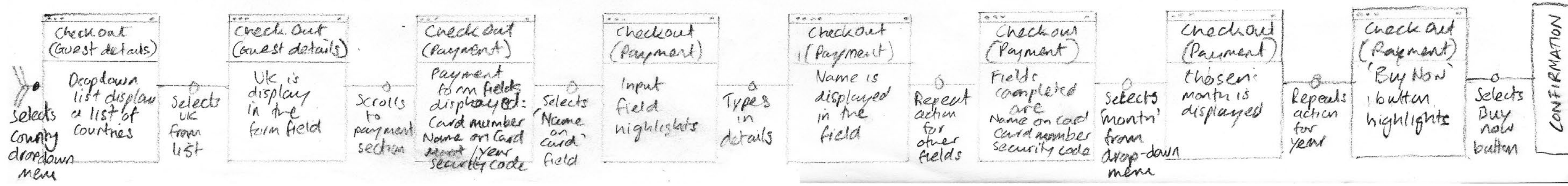
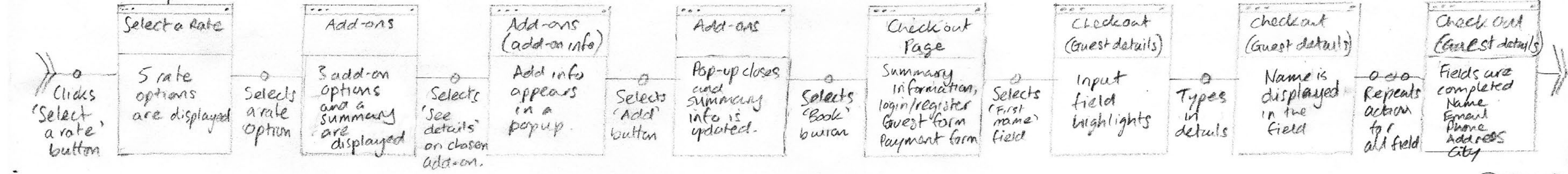
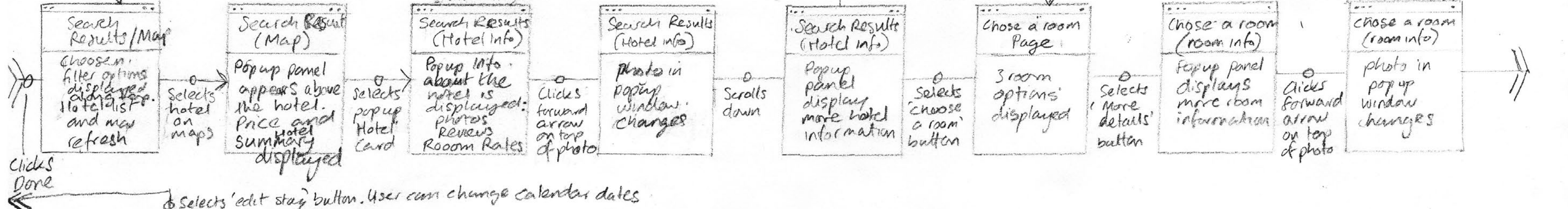
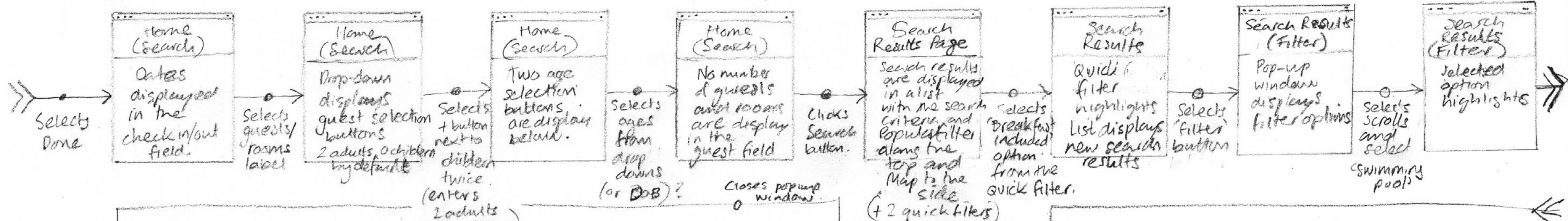
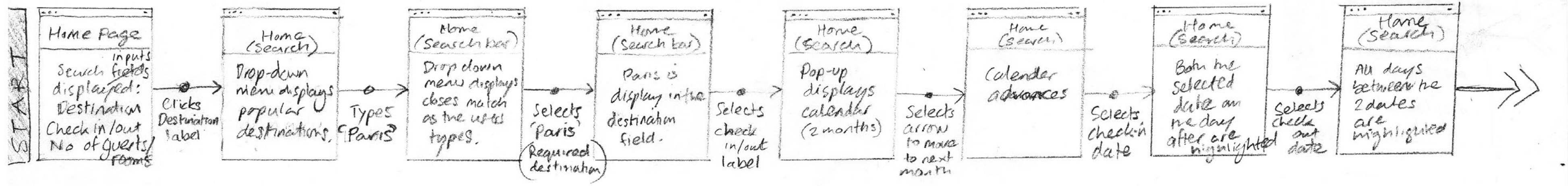
- **Define the user's high-level booking flow for a new hotel website**
- **Address the issues highlighted in the customer journey map**
- **Sketch the users flow from the homepage to the payment screen**
- **Lay the groundwork on which to build future designs**

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.

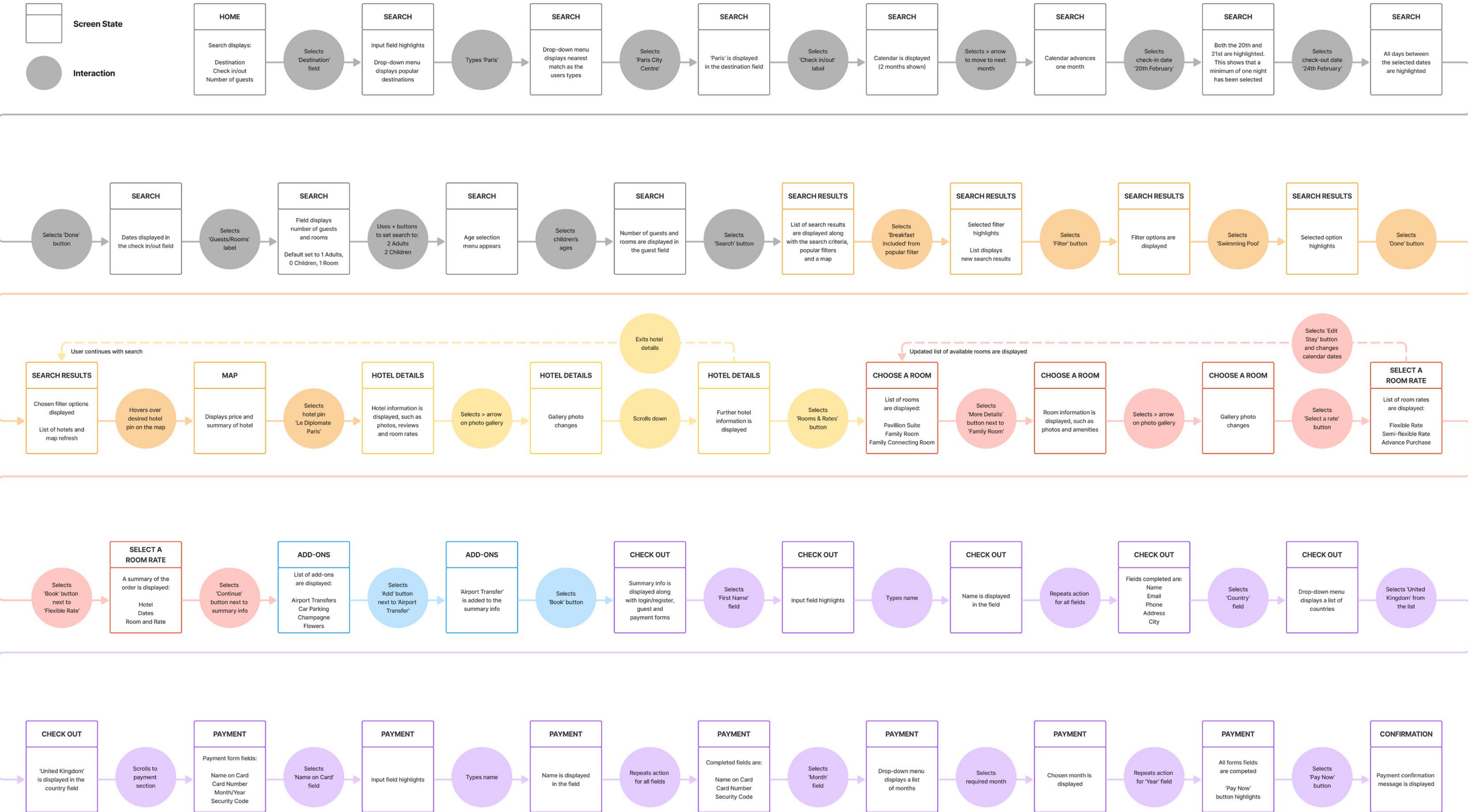
A square was used to represent each screen's state and a circle to represent a user's interaction.



Hand drawn sketch...

PTO →

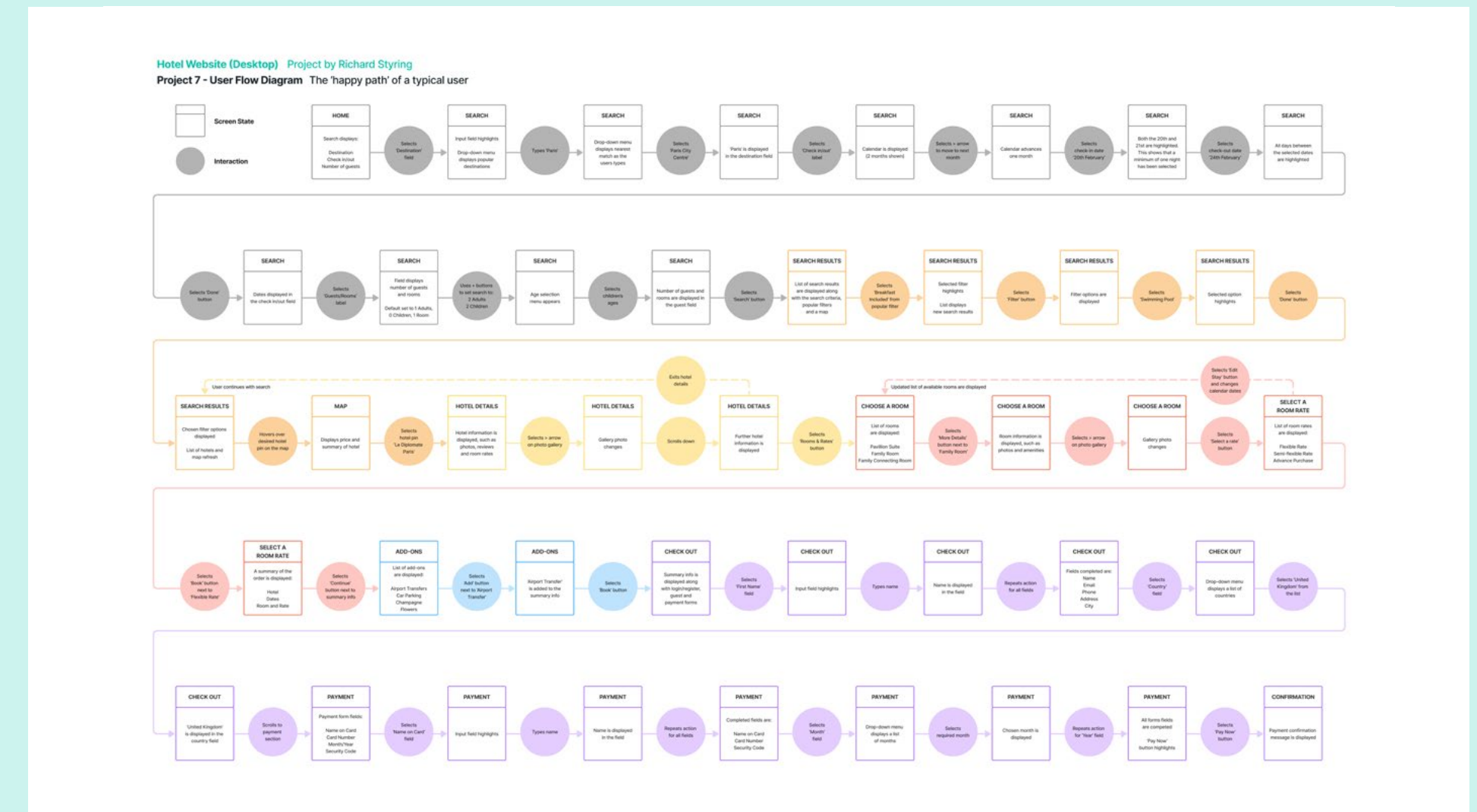
Project 7 - User Flow Diagram The 'happy path' of a typical user



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>

