

UX AND USER FLOWS

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INTRODUCTION

WHAT ARE USER FLOWS?

Flow charts show the potential processes, actions and decisions made by end users when they are using the website/app. User flows basically shows the steps the user would take to complete their tasks.

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"Flowcharts are visual representations of processes and systems, showing the various steps, decision points, and paths through a process. [It is used to help understand, analyze, and optimize processes.]"

Creately

HOW ARE THEY USEFUL?

The benefits of having a companion app outweigh the inconvenience of having to adjust your site for mobile. For starters, having a mobile-friendly site increases your brand reliability to the consumer - it makes you more credible.

Having a mobile version also allows accessibility for your site. What if your users didn't have access to a computer? I really don't see any disadvantages (besides the slight annoyance and confusion that comes with building the settings).

THE APP OF STUDY

THE APP

www.WalkingForRochester.org

What is WFR?

Walking For Rochester is a 501(c)3 non-profit organization in Rochester, NY. What exactly do they do for the community? They host weekly Community Cleanups, plan private Corporate Cleanups for businesses/teams, offer a Volunteer Program to record service hours, and have a Litter Removal Service.

USER STORIES & SCENARIOS

USER SCENARIOS

COMMUNITY CLEANUPS

Matt comes to a community cleanup event to help out his neighborhood with the litter problem. He finds it hard to make it to events because he works on weekends, but he happens to have off today. Matt starts talking to the community cleanup coordinator and finds out that there is an app for the organization. By being able to record where he finds litter in the city, Walking For Rochester is now aware of areas of need and can direct volunteers to those areas.

USER SCENARIOS

VOLUNTEER PROGRAM

Savannah finds out that her university's film club mandates volunteer hours to maintain membership. Researching online about volunteer opportunities, she finds out that Walking For Rochester has an app! She realizes that she doesn't have equipment to pick up litter, but finds out that she can borrow some from the organization. Savannah also realizes that she can't make it to the next community cleanup to sign a waiver to participate in the program, but is relieved that she can sign one electronically.

USER SCENARIOS

CORPORATE CLEANUP

Robert wants to have the recreational kickball league (yes, this is very popular in Rochester, NY for some reason) participate in a community cleanup. A lot of the time the teams can't decide which one to go to and no one can find a date in common to attend. Robert decides to visit the WFR website, and sees that "corporate cleanups" are listed. He's curious as to what that entails, so he clicks on it. Quickly discovering that this could also be used for his needs, he emails WFR requesting more information on the cleanup type.

Fast forward to the date that the cleanup is held, everyone has the option to download the app to track their progress and compete on the leader board for the #1 spot.

USER SCENARIOS

LITTER REMOVAL SERVICE

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USER FLOWS

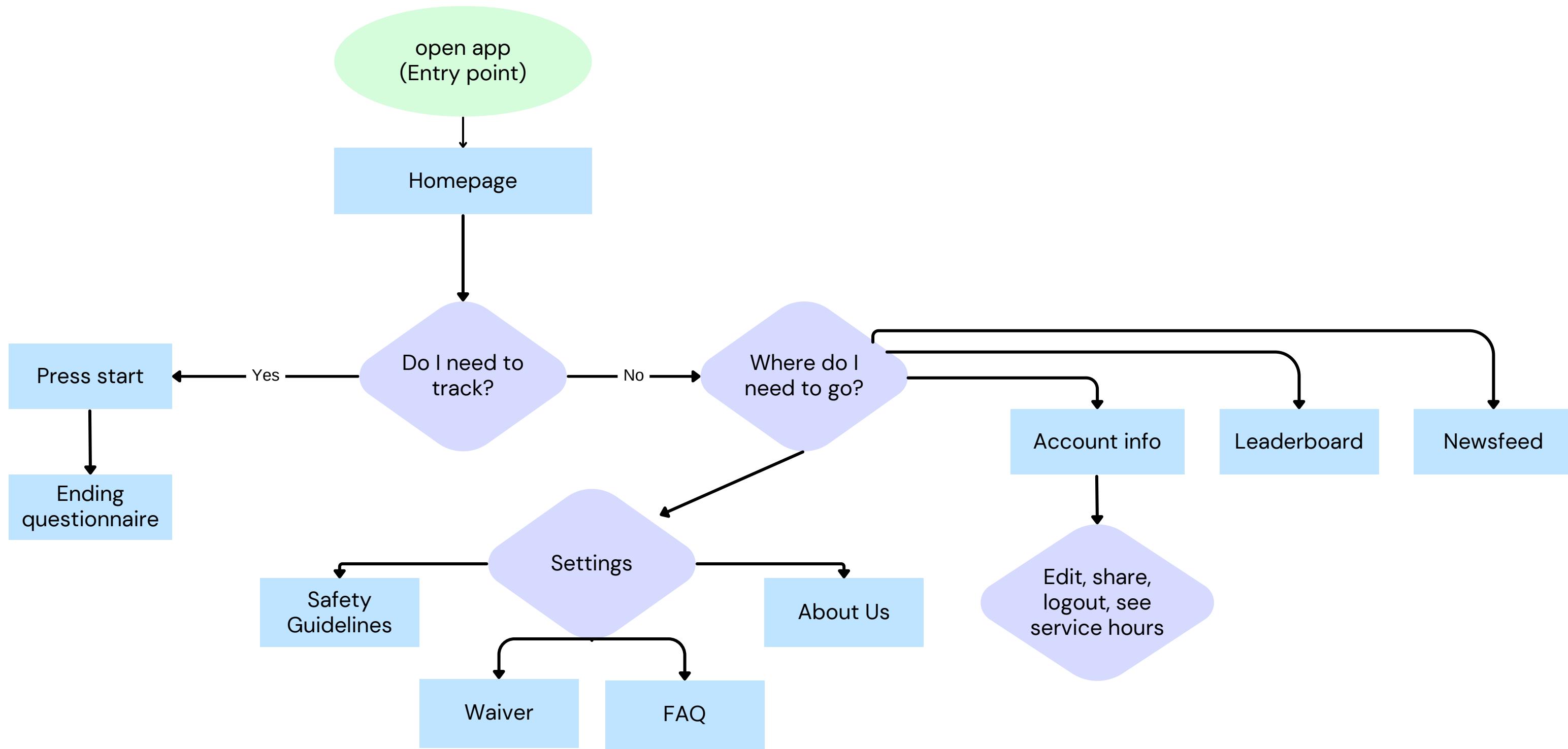
COMPONENTS

Components

- Round - start
- Diamond - decision made by the user
- Rectangle - process or action that is completed by the user
- Bold font indicates user flow based on the current site map

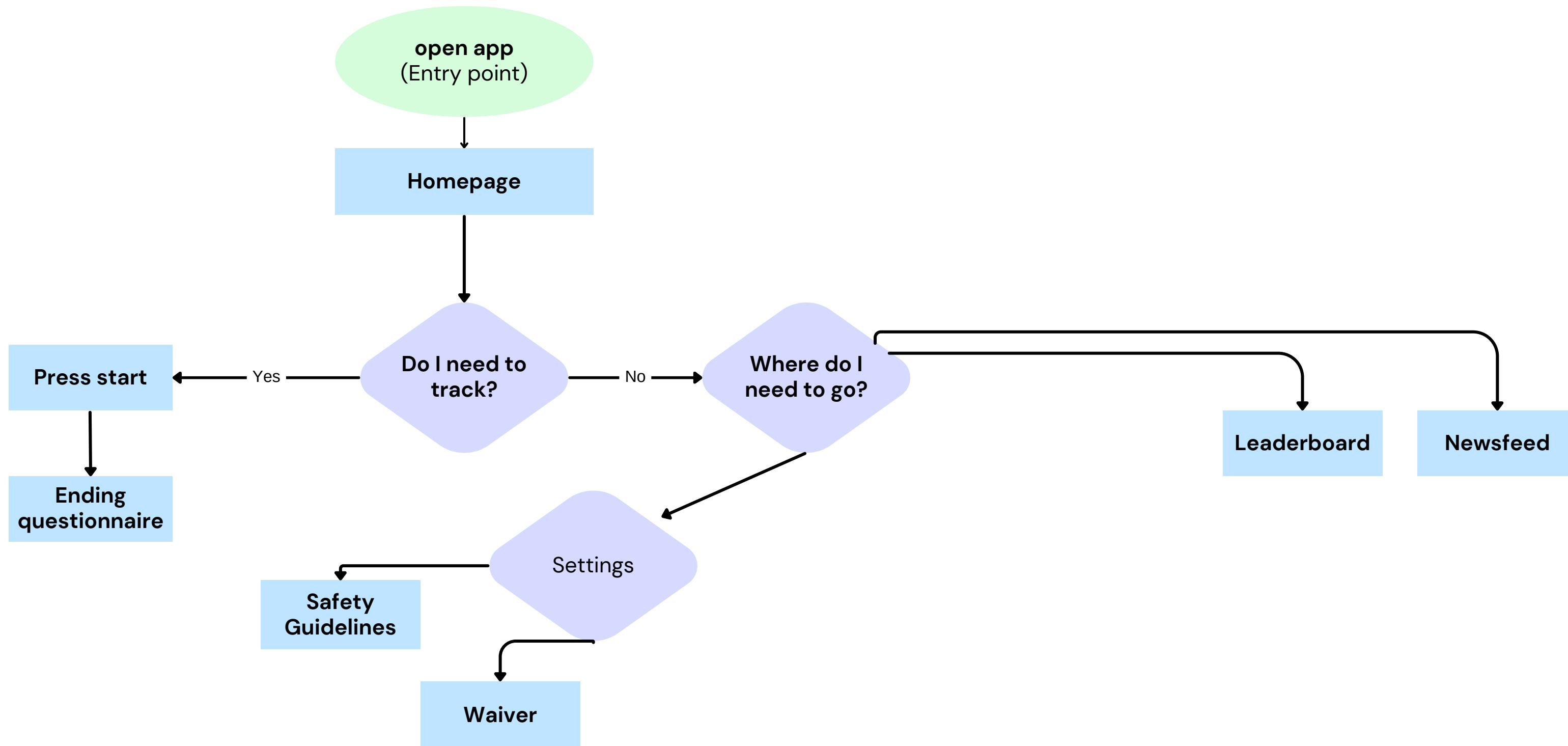
USER FLOWS

CURRENT SITE MAP



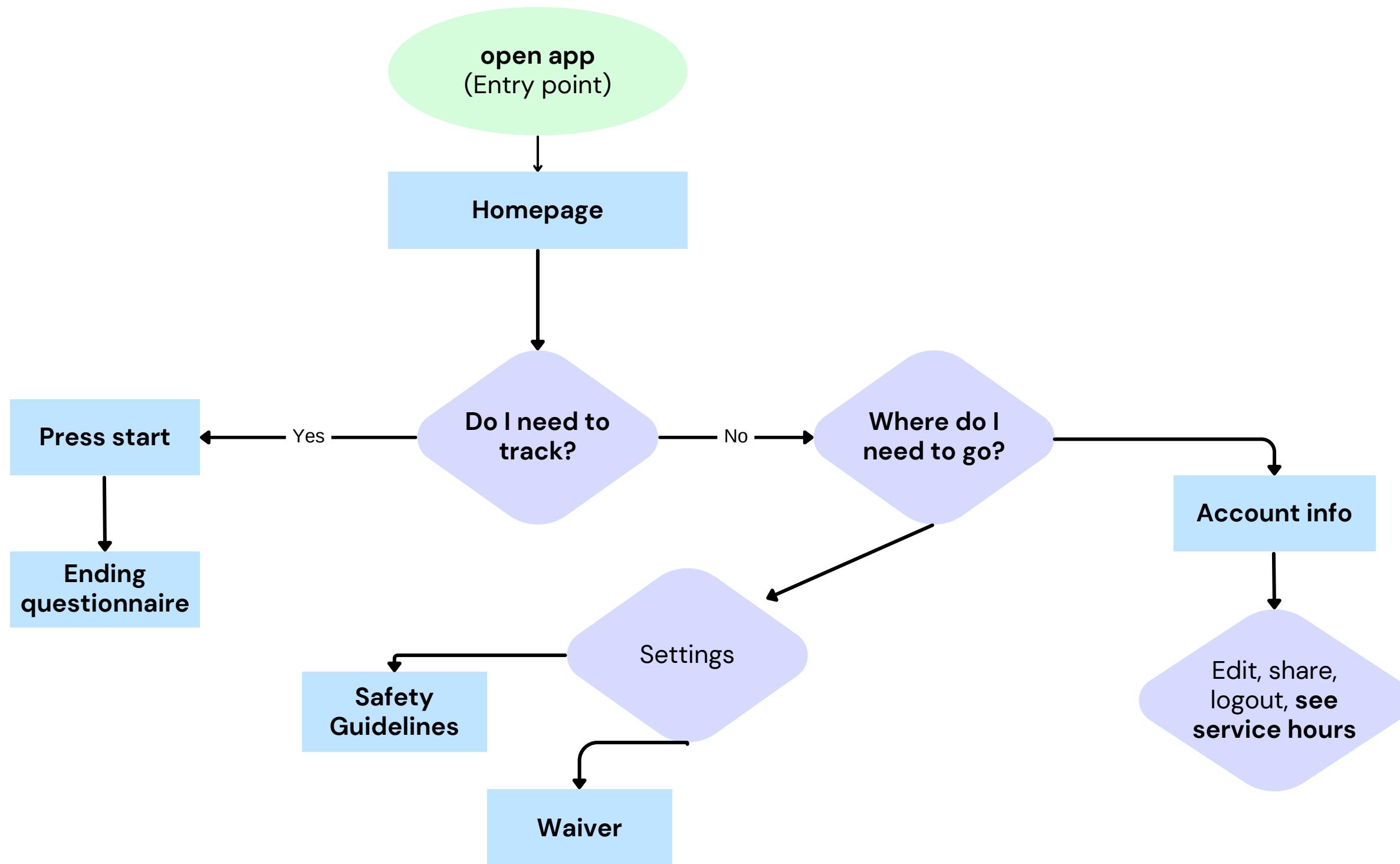
USER FLOWS

COMMUNITY CLEANUPS



USER FLOWS

VOLUNTEER PROGRAM



USER FLOWS

CORPORATE CLEANUP

