

To: Dr. Nora Rivera
From: Christian Jeter
Subject: User Flow
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The user flow concept is a crucial piece of understanding the situations, motivations and intentions an individual(s) might have when accessing a website, program or application. For this reason, this memo will give a brief overview of a hypothetical scenario to demonstrate the significance and impact of a proper user flow.

Scenario

Lauren Howard, a 32-year-old American female, works as a receptionist for a law firm. Due to the amount of time dedicated to her job, she doesn't have much time for exercise or other activities. For this reason, she's decided she wants to begin tracking and passively increasing her daily step count through "StepsApp."

In the hypothetical scenario, Howard just went on to her lunch break at work around noon. She has about 30 minutes in total, but eating only takes her about 10 minutes, leaving her with 20 minutes of spare time. Thus, she wants to use the opportunity to **check her steps** for the day. If her step count is below 3000, Howard will go on a short walk to reach 4000 steps, meaning she'll **need to a timer** to manage the amount of minutes she has to reach her goal.

With these two specific tasks in mind, please refer to *Figure 1* on the following page to understand how Howard might access and navigate StepsApp to accomplish her goals and make an informed decision. Pink squares indicate user action while blue represents user choice. Likewise, green lines indicate a path leading to user task success, while red represents a path leading to user task failure.

User Flow:

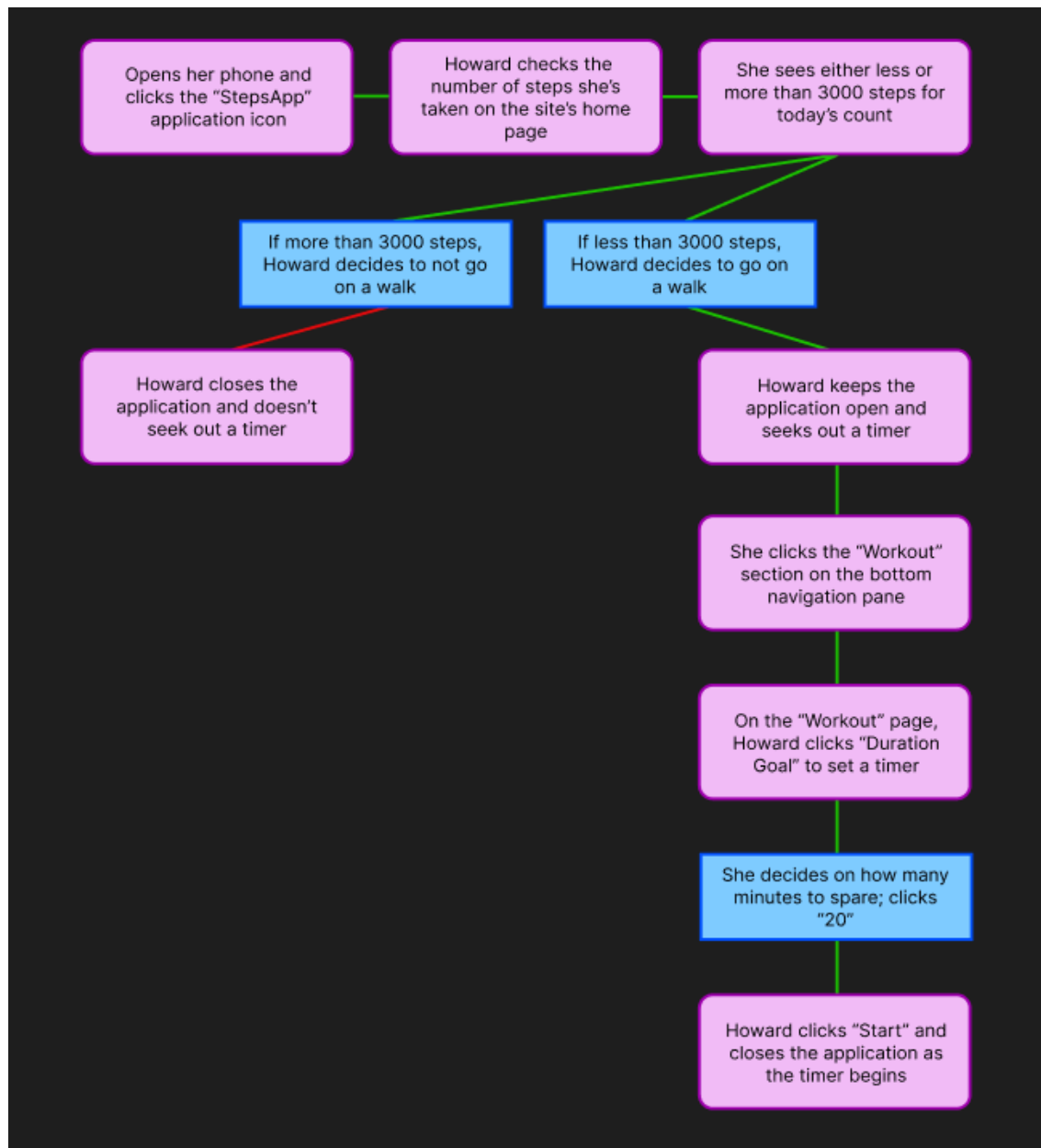


Figure 1: Lauren Howard hypothetical user flow scenario. Pink and blue squares indicate user action and choice, respectively. Green and red lines represent paths to user success and failure, respectively.

For a more in-depth analysis of the given user flow and the scenario it represents please use the following Figma link:

<https://www.figma.com/design/e3qhBi3nGA9O4csOnNo5Nu/User-Flow---Jeter?node-id=0-1&t=QCNrmjJozhv10MUI-1>