

# Userflow Model and Notation (UFMn) 3.0

A user-friendly, cross-functional user flow language

**Sandra Hohl**  
UX Architect at ERNI Schweiz AG

March 8, 2025 | World IA Day 2025, Zurich



# Agenda



- A gap in the UX design process  
A process experience
- The missing link: UFMn  
What is UFMn and how does it work?
- UFMn in practice  
How can UFMn be used in project context?

# Who am I?



**Sandra Hohl**  
UX Architect

ERNI Schweiz AG

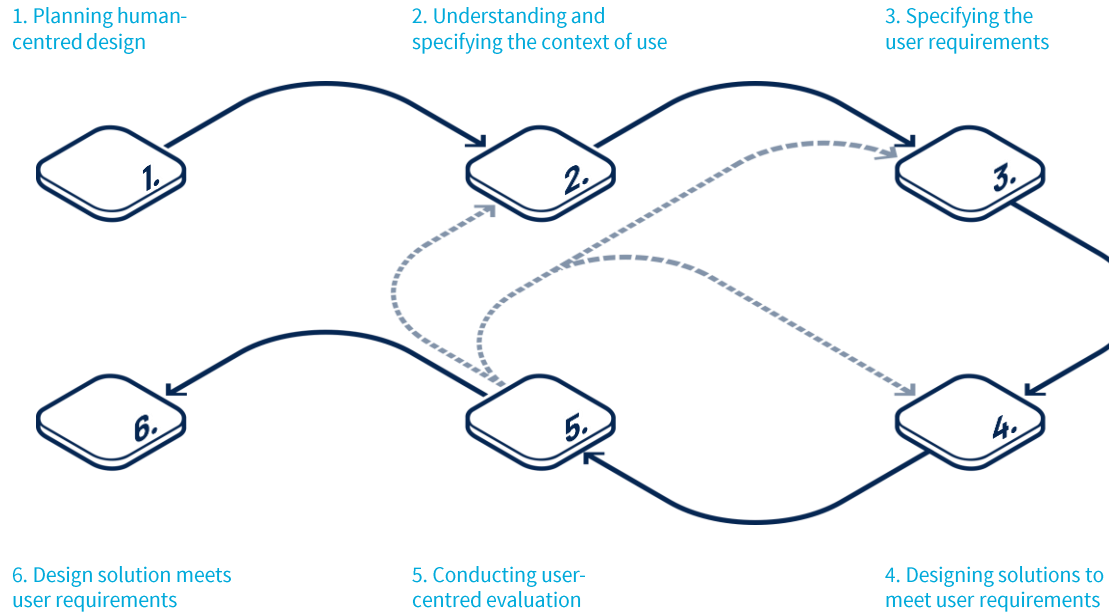


- Multiple years in Medtech as UX team lead and UX designer
- National and international small and large teams
- Agile and waterfall environments
- Public sector as UX architect, focusing on Design Systems
- **Upgraded UFMn 2.0 to 3.0**
  - → UFMn 2.0 created by [Stefan Degen](#), UX Expert at ERNI

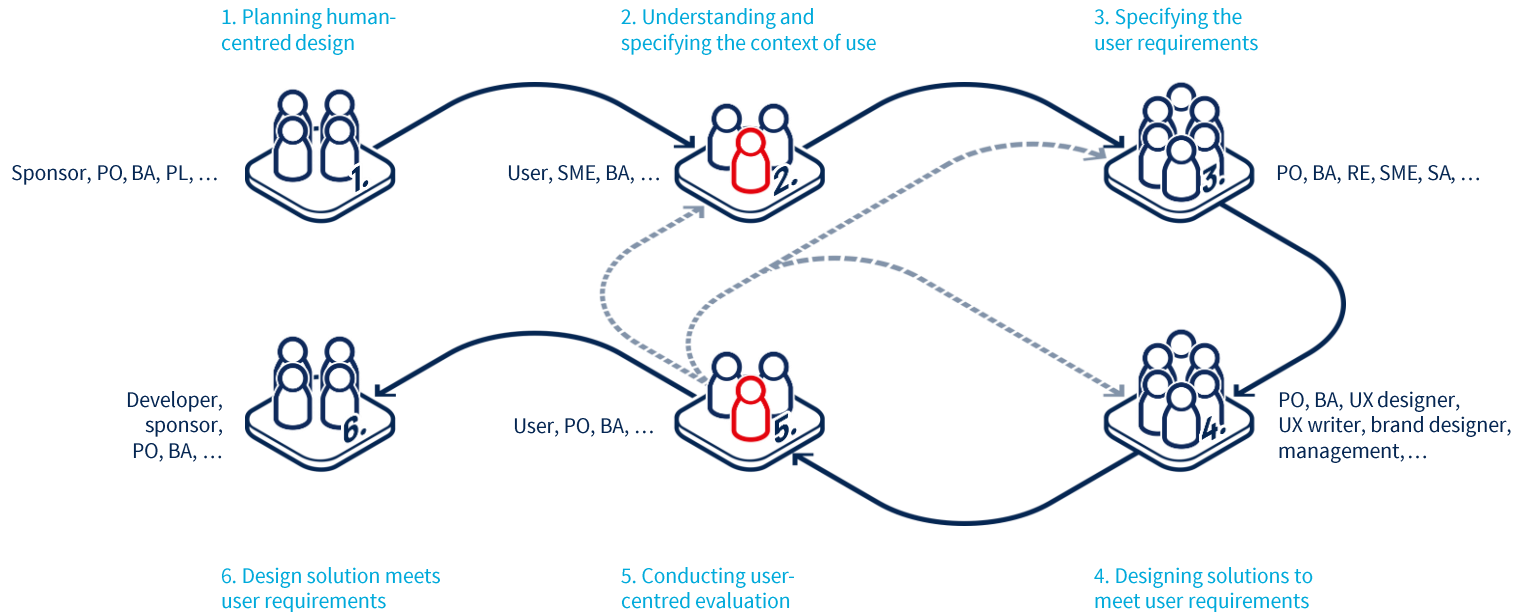
# A gap in the UX design process

A process experience

# Iterative UX design process




# Iterative UX design process

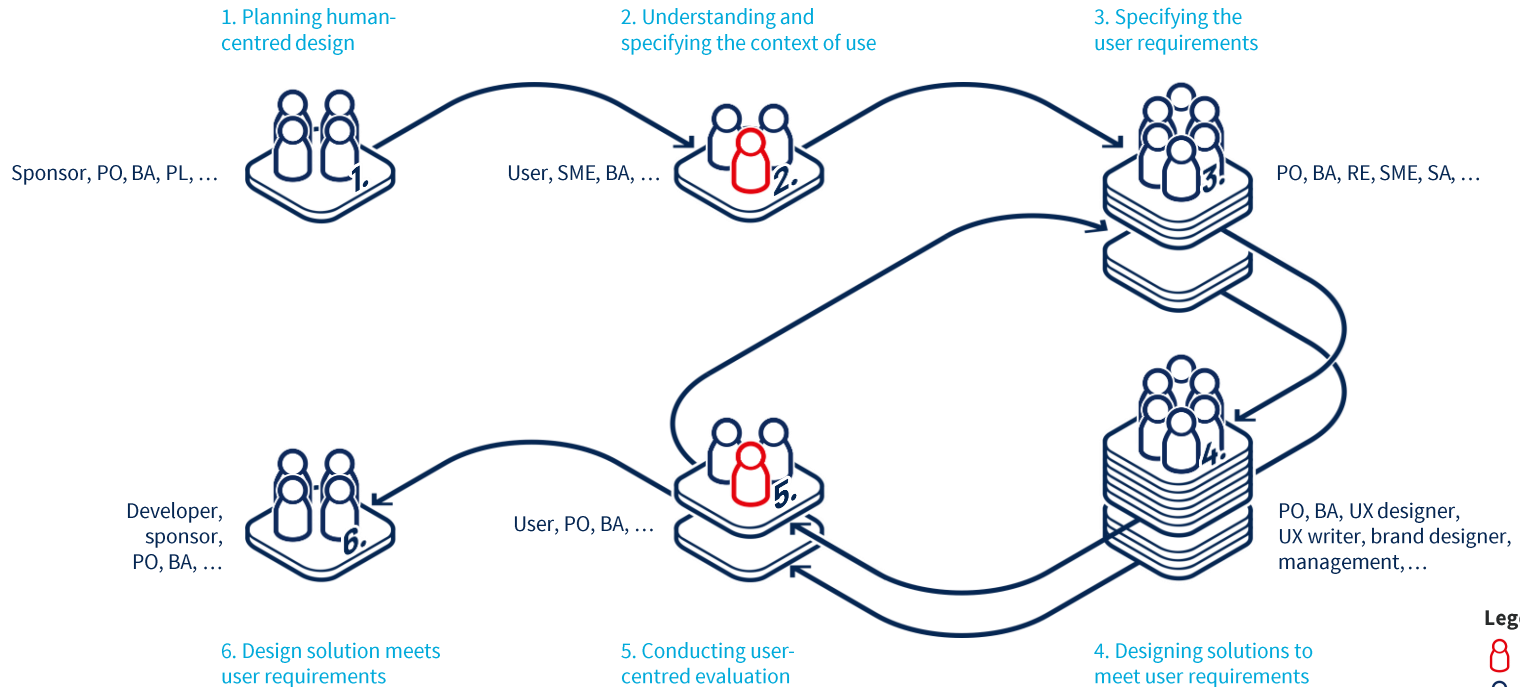


## Legend

 User

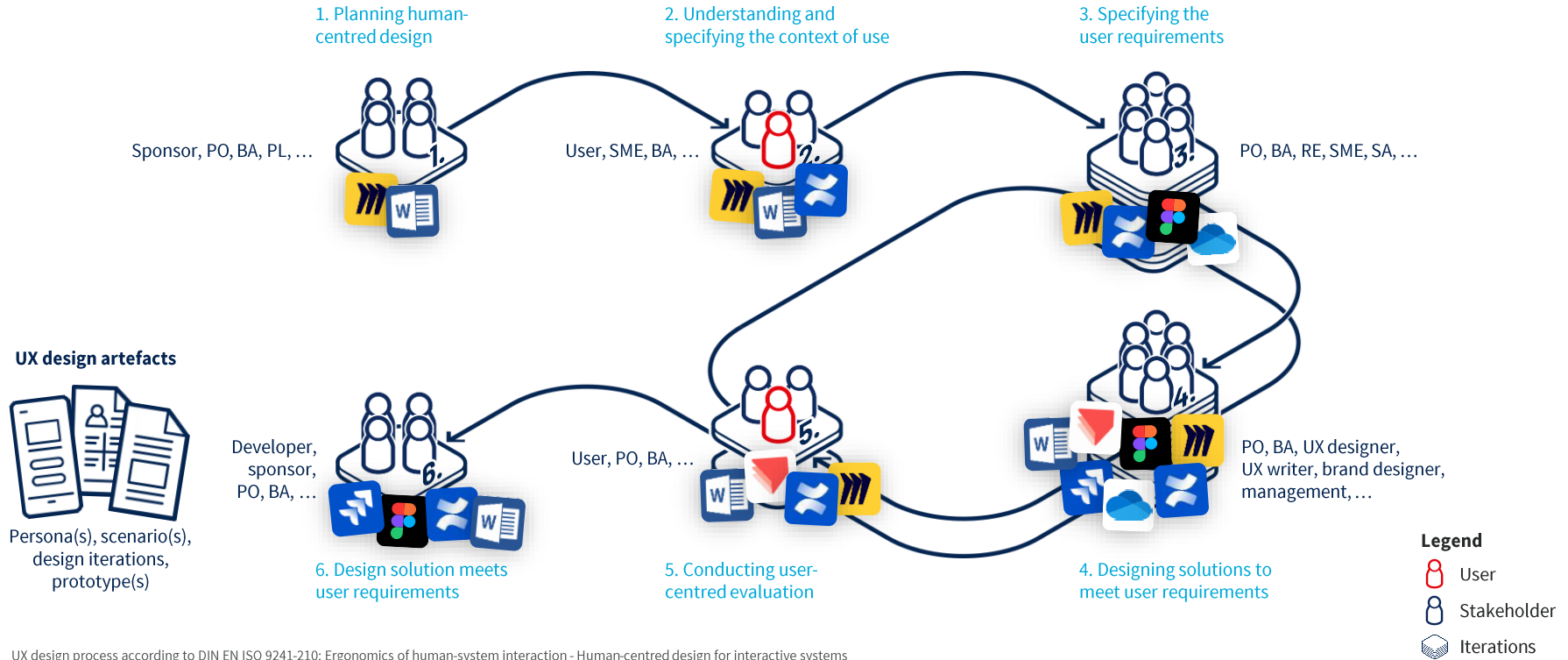
 Stakeholder

# Iterative UX design process



UX design process according to DIN EN ISO 9241-210: Ergonomics of human-system interaction - Human-centred design for interactive systems

# Iterative UX design process



UX design process according to DIN EN ISO 9241-210: Ergonomics of human-system interaction - Human-centred design for interactive systems



# UX design artefacts



Some challenges are results of ways of working ..



Developer

Difficulties finding (refined) designs which need to be implemented



UX designer

Impeded collaboration by unclear status and design team member assignment

Source: [Design to Engineering Handoff](#)

# UX design artefacts



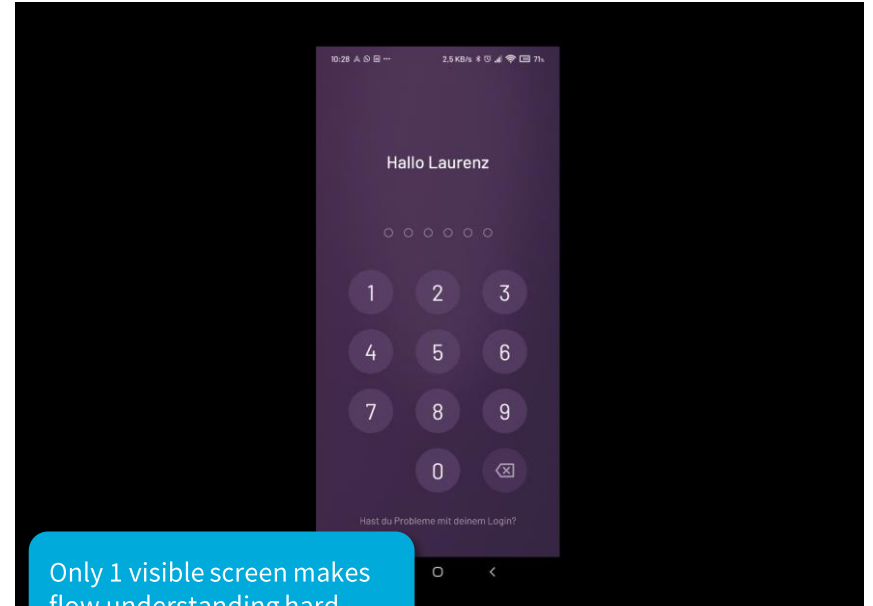
... others are tool-related (Figma in this case)

## Prototype mode



- Figma-expertise necessary
- Risk of “spaghetti mess”

## Presentation mode



Only 1 visible screen makes flow understanding hard



How user-friendly are our UX design artefacts for stakeholders and design team colleagues?



We are lacking a **simple-to-create, consistent and user-friendly notation to visualize user flows self-explanatory** for the stakeholders and us.

# The missing link:

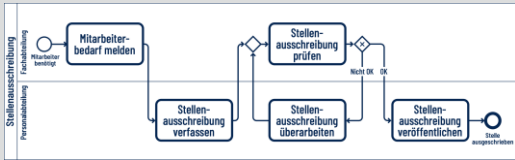
**UFM<sup>n</sup>** Userflow Model and Notation  
**.org**

What is UFMn and how does it work?

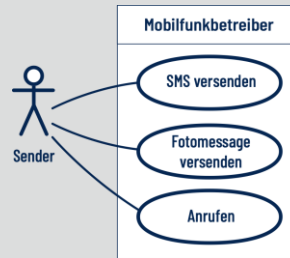
# What is UFMn 3.0?

Combining different existing notation concepts

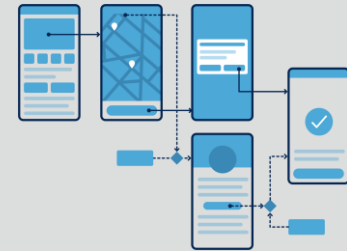
**Notation and swimlanes** from **BPMN** for flow identification and differentiation



**Cases** from **Use Case scenarios** to reflect different cases (happy, worst, ...)



**UI process flow** from **User Flow** to reflect screen connections

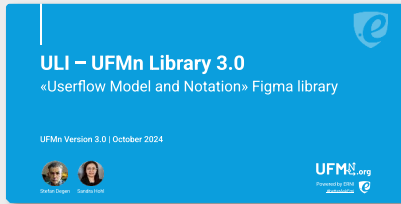


**UFMn** is a **notation** to **visualize task flows**  
from a **users perspective**



# What does it look like?

## The library (Figma)



**Page cards**

- Key acronym ULI-KS** (Orange card)
- Prototypes ULI-PR** (Yellow card)
- Useflow models ULI-UF** (Green card)
- Local components ULI-LOCCO** (Blue card)
- Sketches ULI-SK** (Purple card)
- Prototypes ULI-PC** (Brown card)

**ufm\_n\_page\_cards / sequence**

- Prototype ULI-PR-?** (Yellow card)
- Useflow model and notations ULI-UF-?** (Green card)

**ufm\_n\_page\_cards / supportive page**

- Legend ULI-?** (Dark grey card)
- Brand colors and textstyles ULI-?** (Dark grey card)
- Roles and personas ULI-?** (Dark grey card)
- Forms ULI-?** (Dark grey card)

**Titles**

- ufm\_n\_title / sequence activity**: ULI-UF-[key] [Activity name]
- ufm\_n\_title / documentation**: Documentation title

**Status**

- Draft
- Ready for review
- Ready for testing
- Ready for implementation
- Option - implemented later
- Will not be implemented
- Archived

**Operators**

- ufm\_n\_operators: A set of icons for various operators like 'Start', 'End', 'Link', etc.

**Link card**

- ufm\_n\_linkcard: A set of cards for linking different elements, such as 'Link to ULI-UF-1000'.

**Notes**

- ufm\_n\_notes: A set of cards for adding notes to specific elements, such as 'This is updated'.

**Flow lines**

- Sequence flow**: A line with a diamond at the end.
- Message flow**: A line with a diamond at the end and a small box.
- Info line**: A line with a diamond at the end and a small box.

# What does it look like?

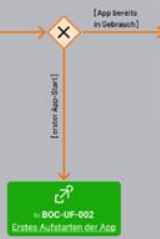
Applied to the designs



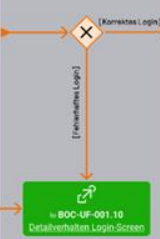
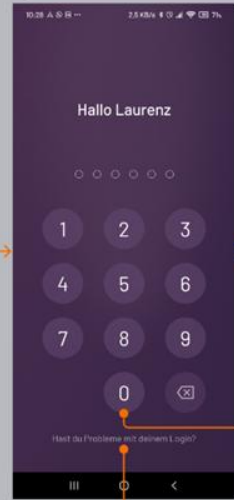
Start



BOC-UF-001.00.001  
Splashscreen

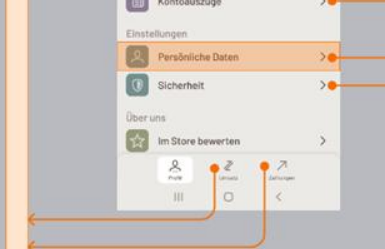
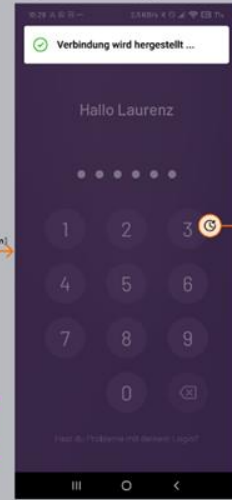


BOC-UF-001.00.002  
Login

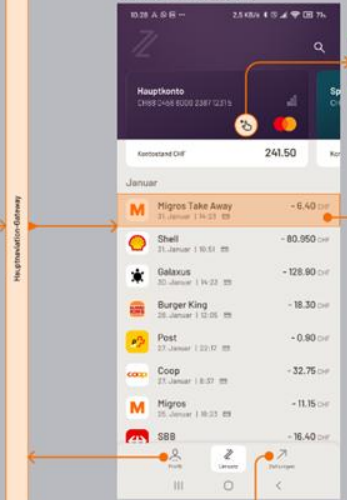


BOC-UF-777  
not yet available

BOC-UF-001.00.003  
Login OK – Verbindung mit dem Server



BOC-UF-001.00.200  
Homescreen / Umsatz



BOC-UF-001.00.300  
Zahlungen

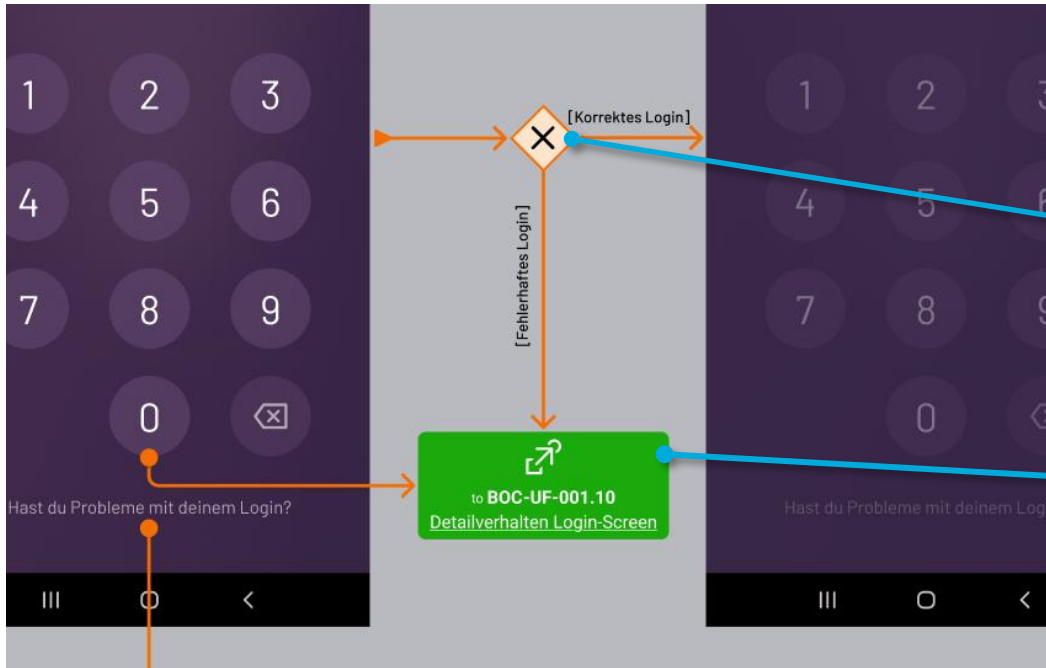




# How does it work?



## Process modelling



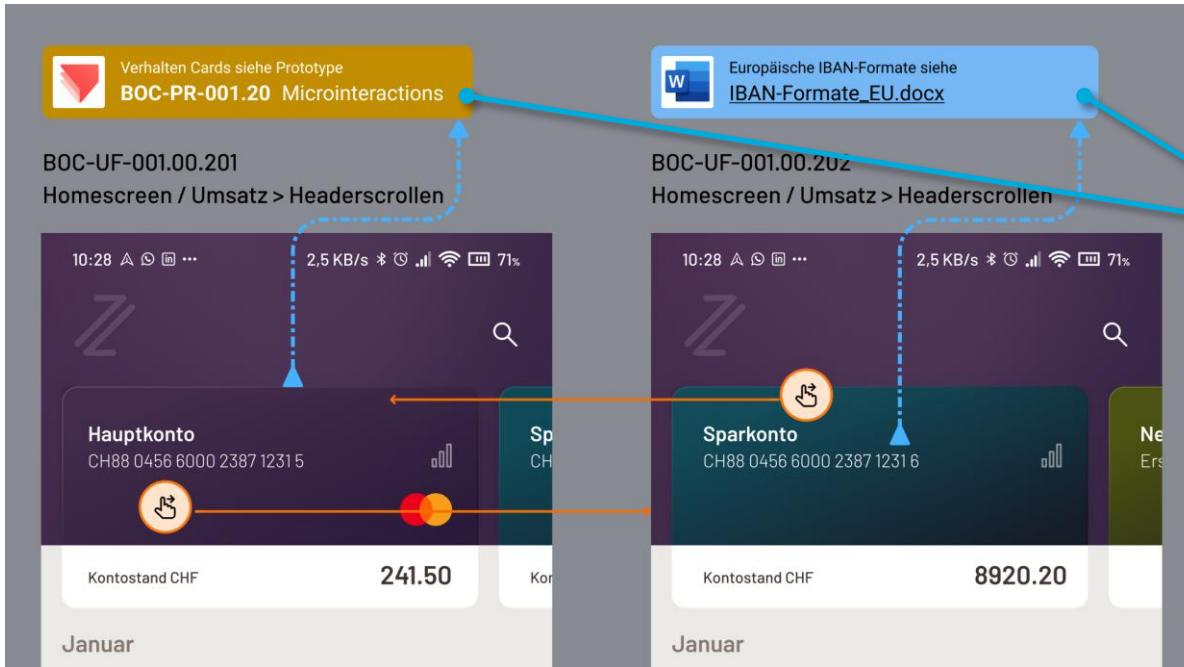
**Conditional gateways** lead the user flow.

**Activity cards** reference to activities (tasks or sub-processes).

# How does it work?



## References and links

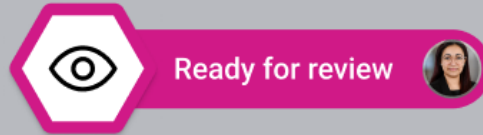


**Link cards** reference to external sources.

# How does it work?



Flow or screen status



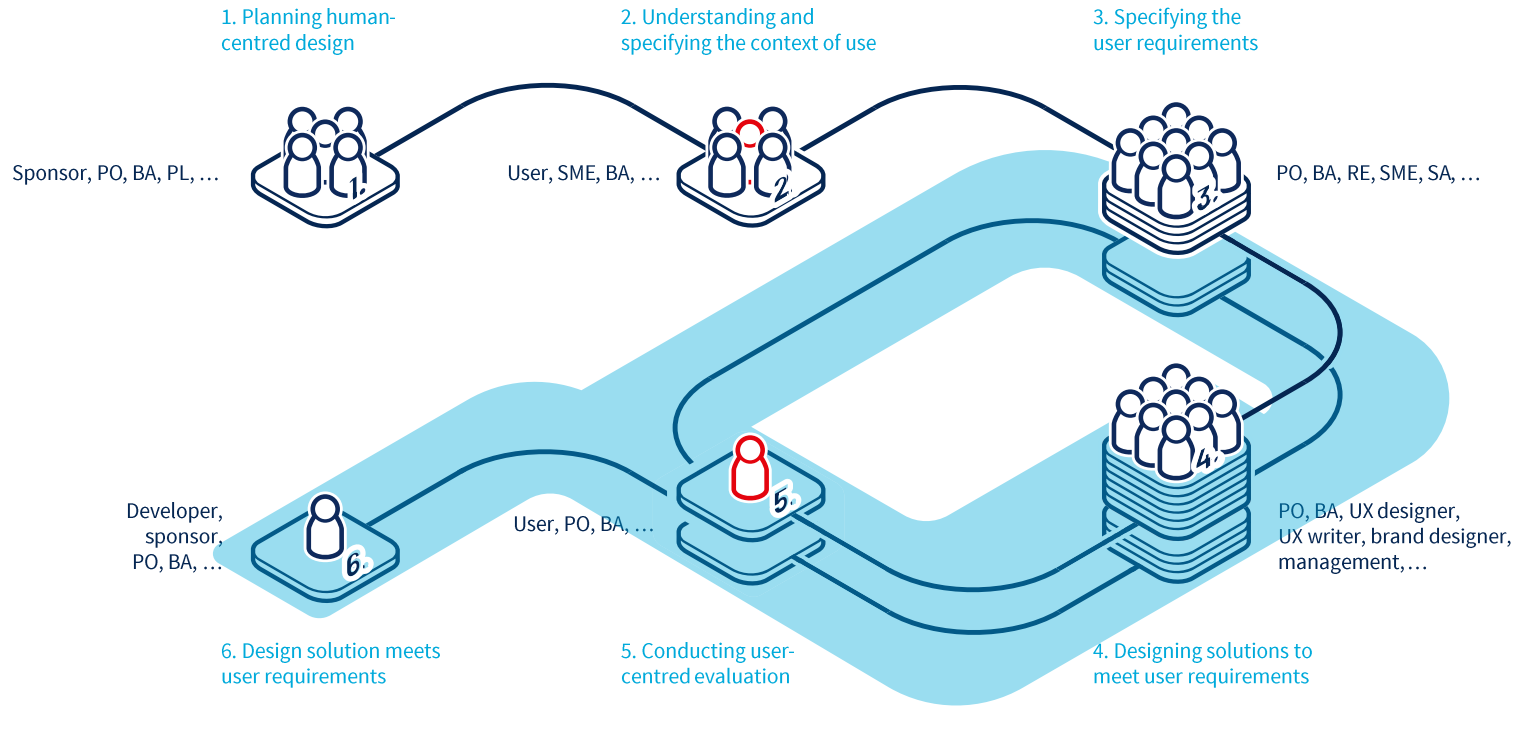
BOC-UF-001.00 **Main flow**

**Status badges** help to quickly understand the current status of flows .

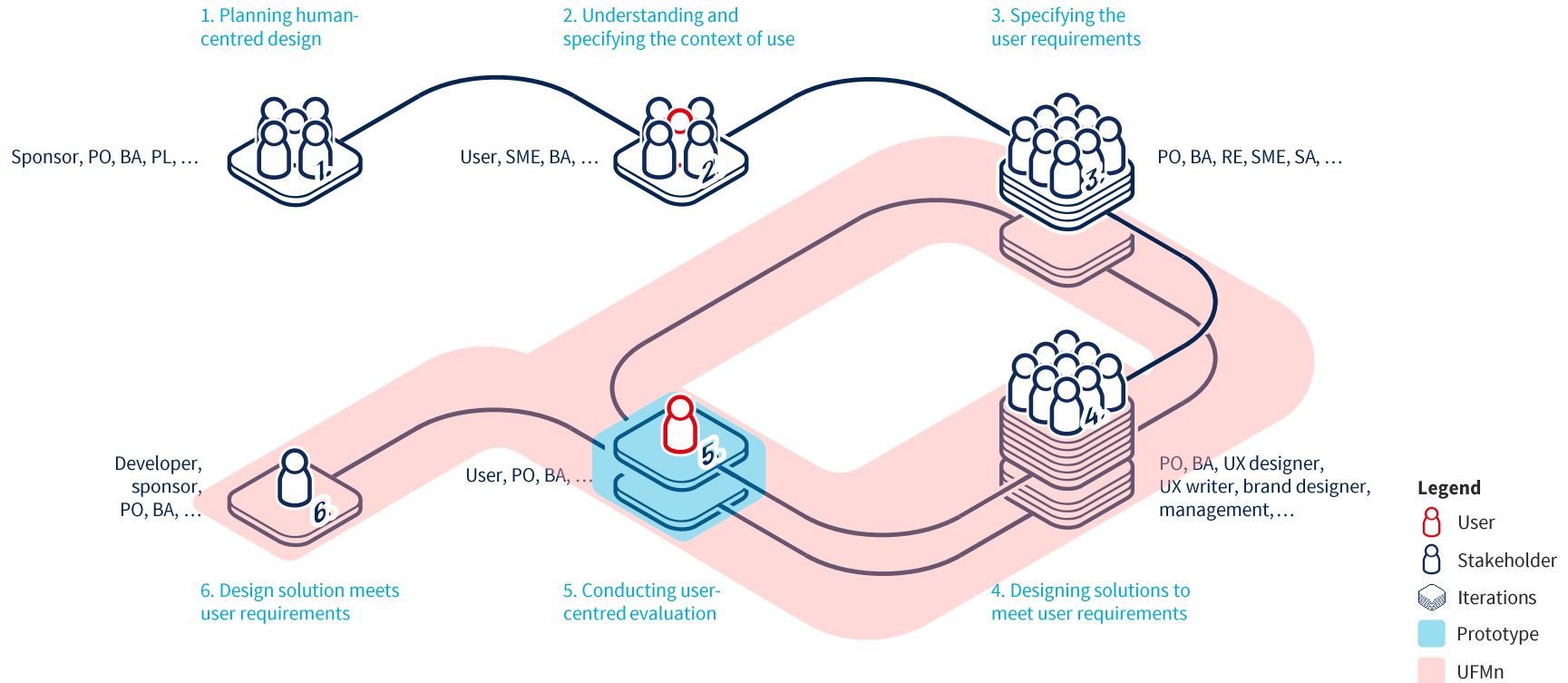
# UFMn in practice

How can UFMn be used in project context?

# When does UFMn come into play?



# When does UFMn come into play?



# Your benefits



- **Dependencies** to other processes or interactions, as well as **inconsistencies** or **gaps quickly become apparent**
- High-level processes or micro interactions: **Any needed level of detail can be visualized**
- **Project onboarding** for UX colleagues can be **much shorter**

Using UFMn as a working process, you **save time** in the long run.

And: Less and shorter meetings!

# Your stakeholders benefits



- The stakeholders are **quickly on the same side**, talking about the same
- UFMn enables **efficient collaboration** in **small or large** cross-functional **teams**
- The **interactions and transitions** are **clearly** defined and **visible** for dev

**All relevant information** regarding a user flow process can be found in an understandable way **at the same place.**

A booster for project communication!



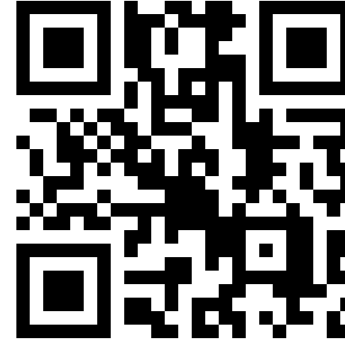


... because your stakeholders  
– and you – are users, too.

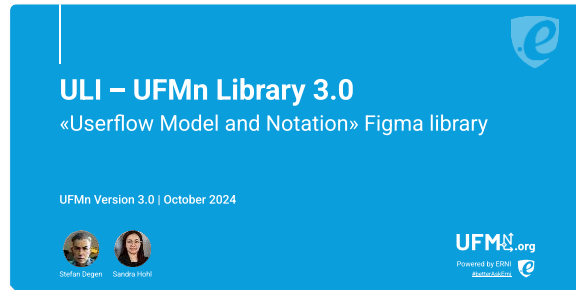
# Resources



[UFMn 3.0 Figma library file](#)



[Website UFMn \(ufmn.org\)](#)



Thank you  
for your attention.

**Sandra Hohl**

UX Architect | Senior IT Consultant

ERNI Schweiz AG

[sandra.hohl@betterask.erni](mailto:sandra.hohl@betterask.erni)

 [Sandra Hohl](#)

Swiss Software  
Engineering

Better ask ERNI