Site Flow and Sketches

Step 1: Competitive Analysis

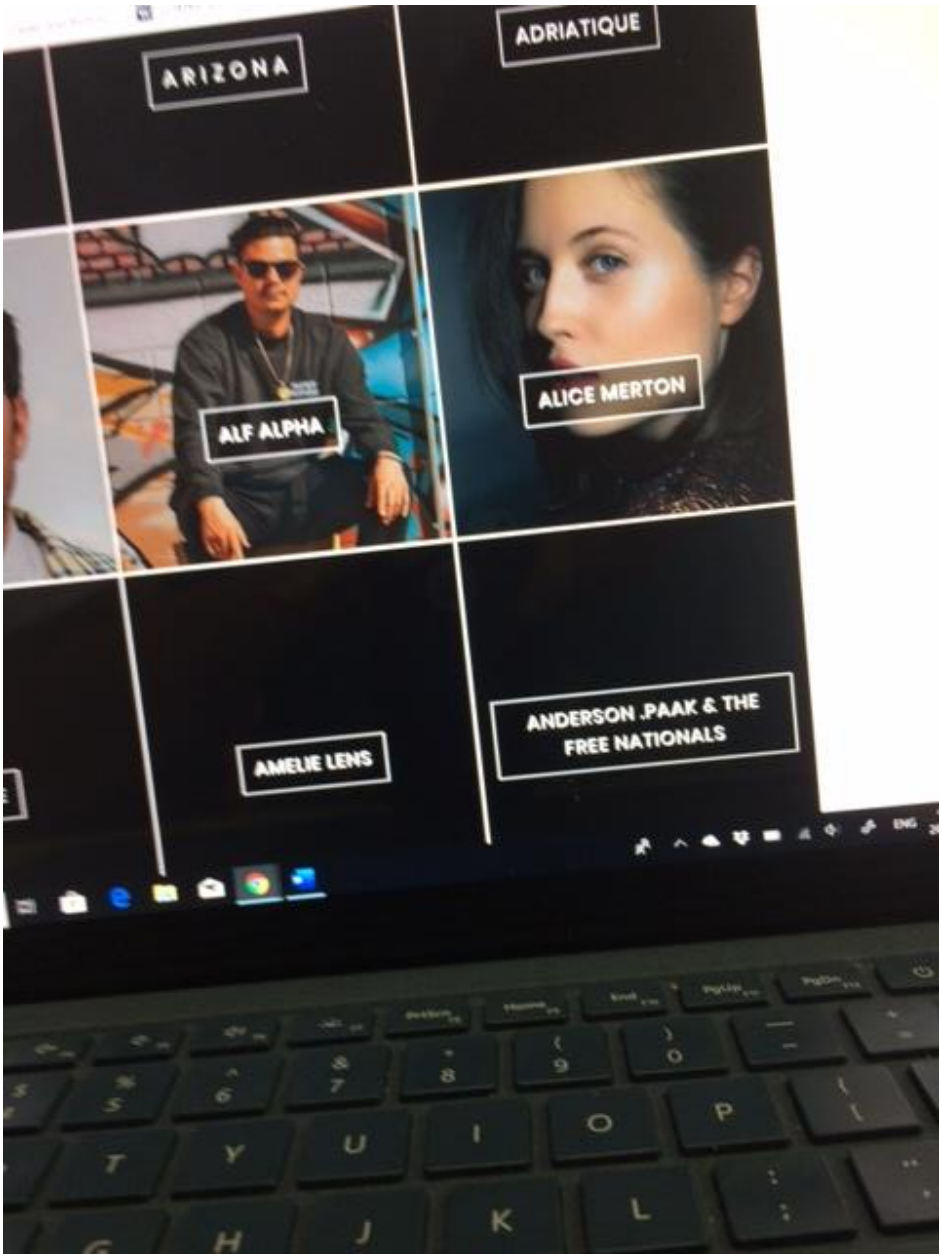
Coachela URL: https://www.coachella.com/home/ *Analysis* What is good about this site? 1. Has a variety of options to choose from 2. Layout of the website is organized 3. Colorful display What is bad about this site? 1. Limited options listed under a specific tab/section 2. Weird disorganized social media section 3. Very broad range of music that isn't very narrowed	Watershed Festival URL: <url here> http://watershedfest.com/ *Analysis* What is good about this site? 1. Lays out important logistical information on passes 2. Has a map that lists ADA routes for people in wheelchairs 3. Has pictures and videos of people's past experiences at Watershed What is bad about this site? 1. Not a lot of input on activities 2. Not a lot of input on food and drinks 3. Policy on admissions passes is way to strict.

Competitor 1 Pages

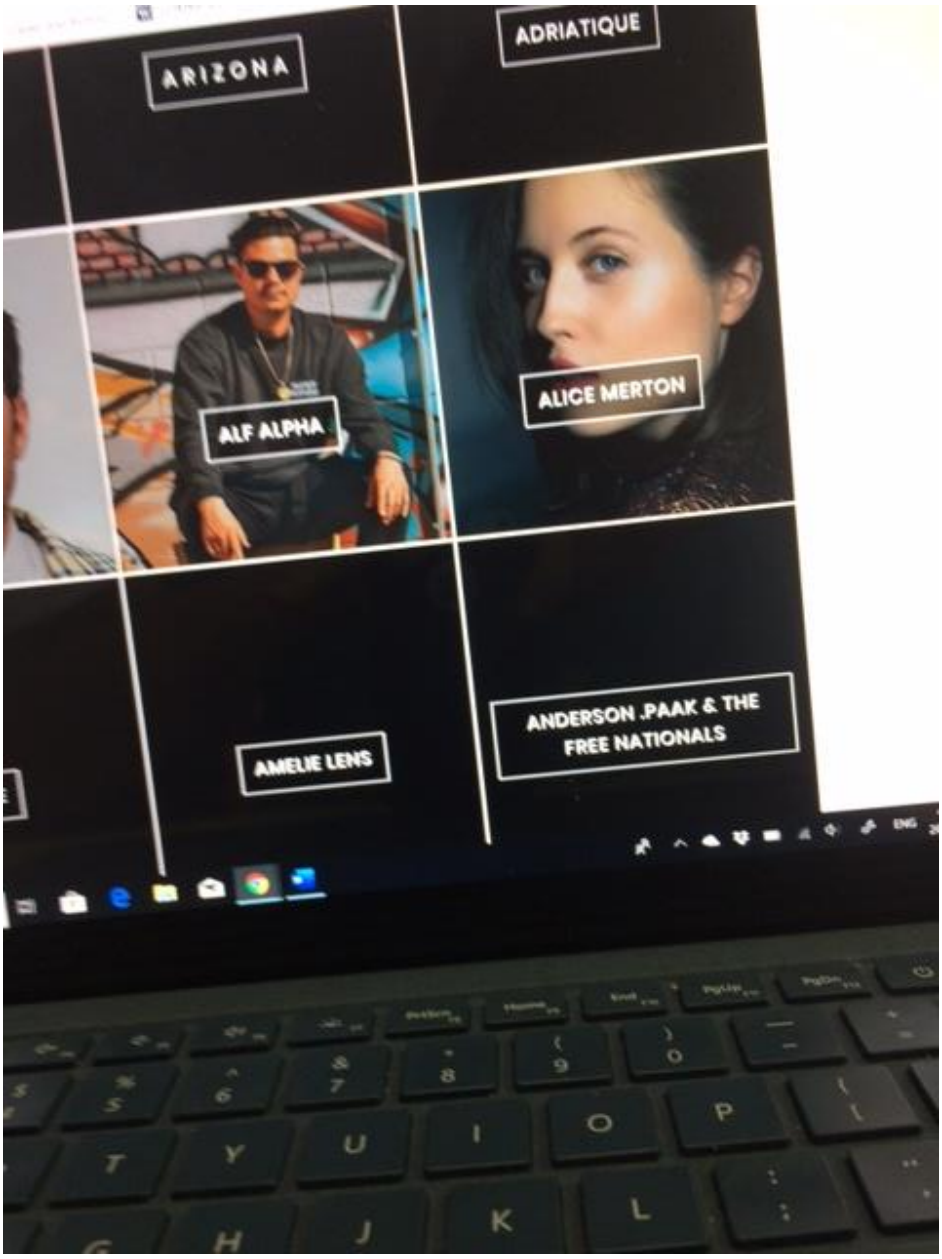
Page (or Screen) where you ask "What should I do tonight?"

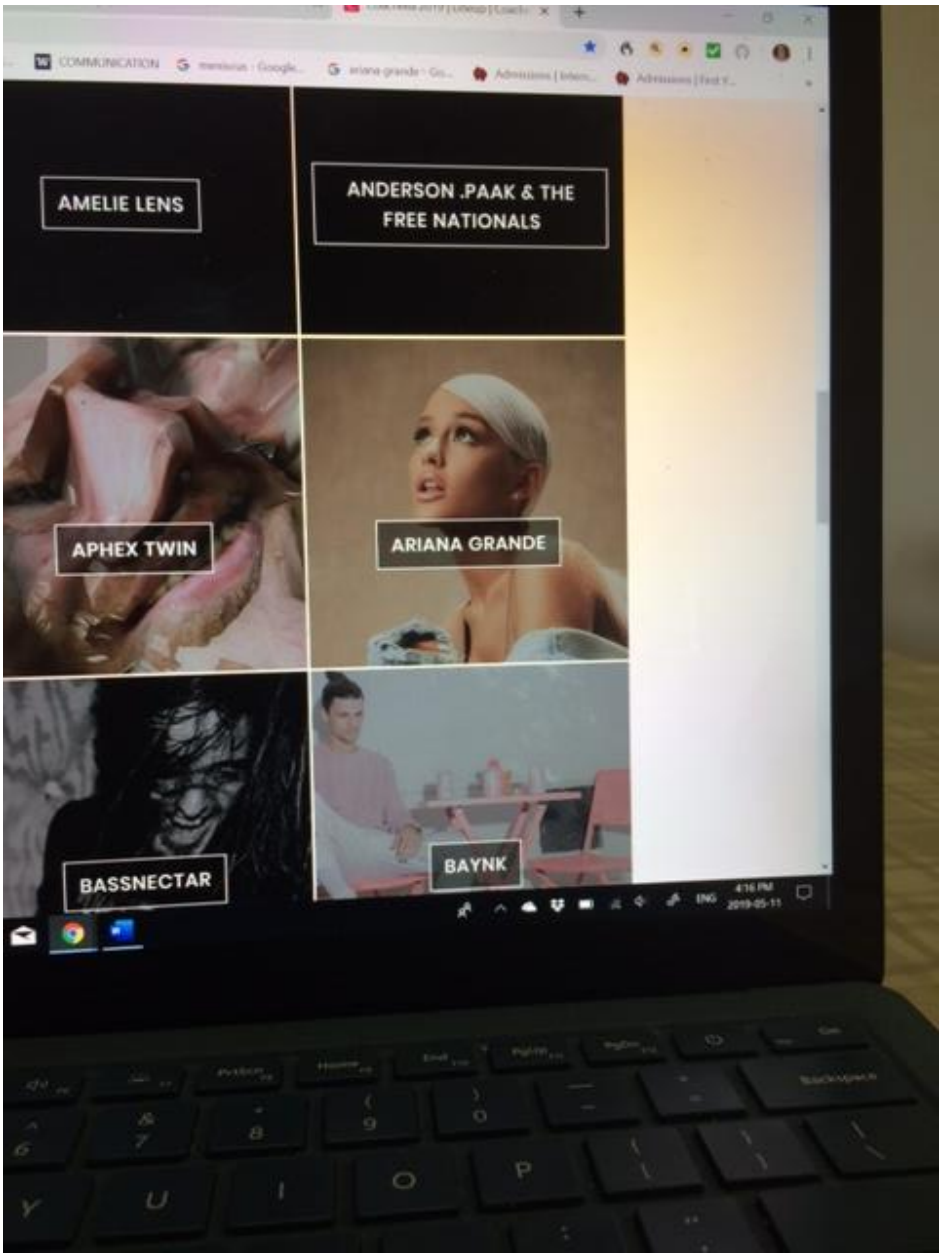
Artist Lineup page under "music"

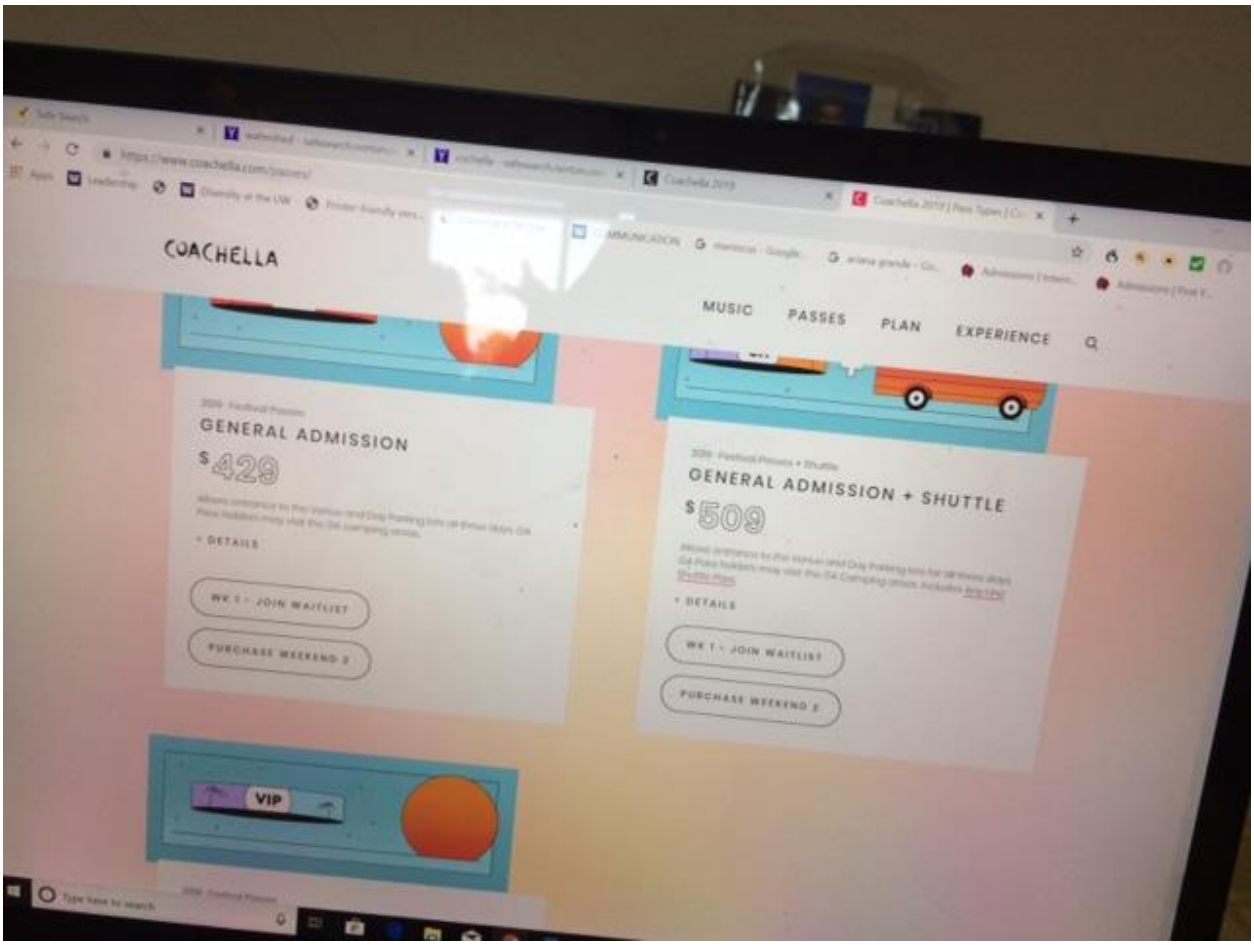
Pages (or Screens) look for the answer

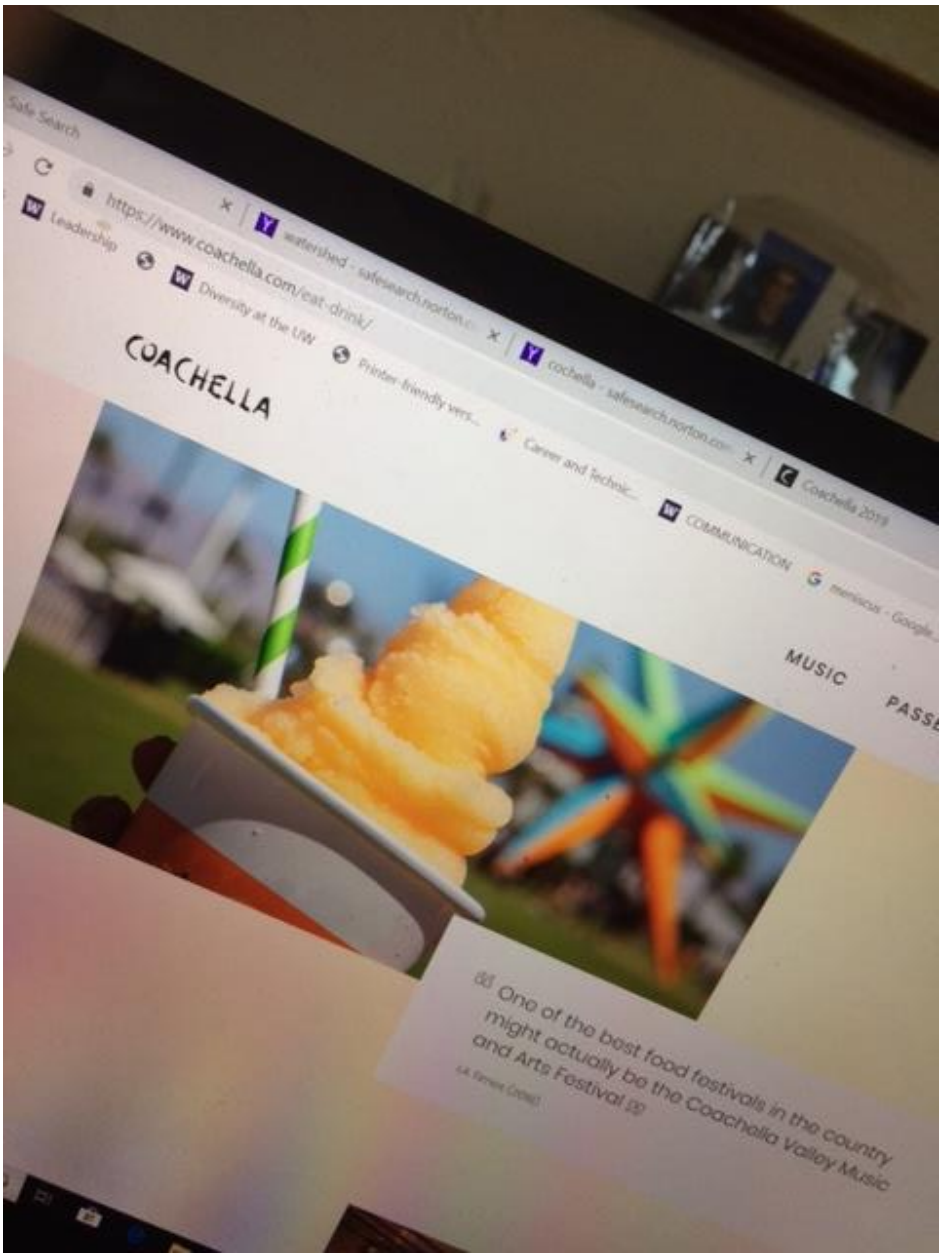


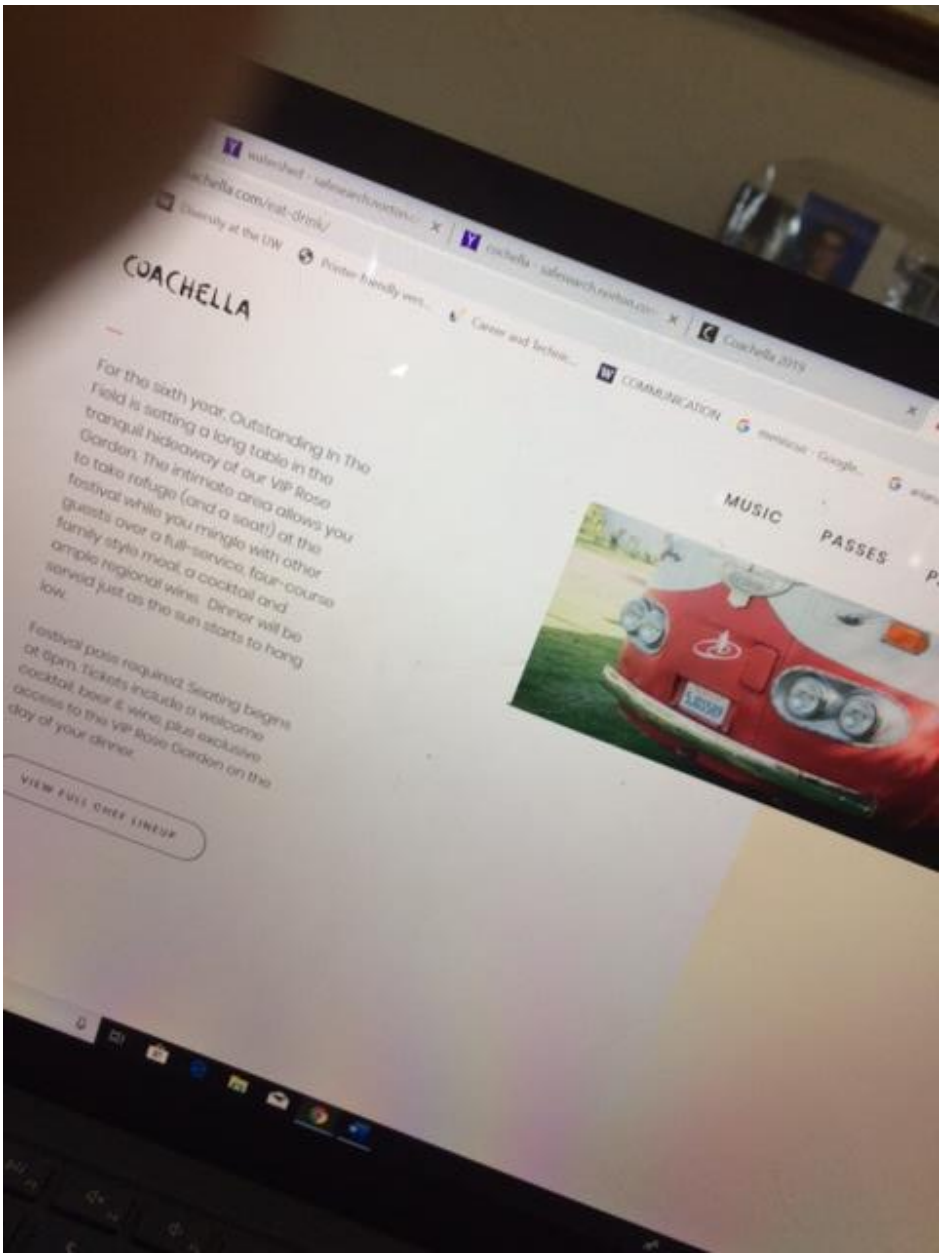
Page where you get an answer

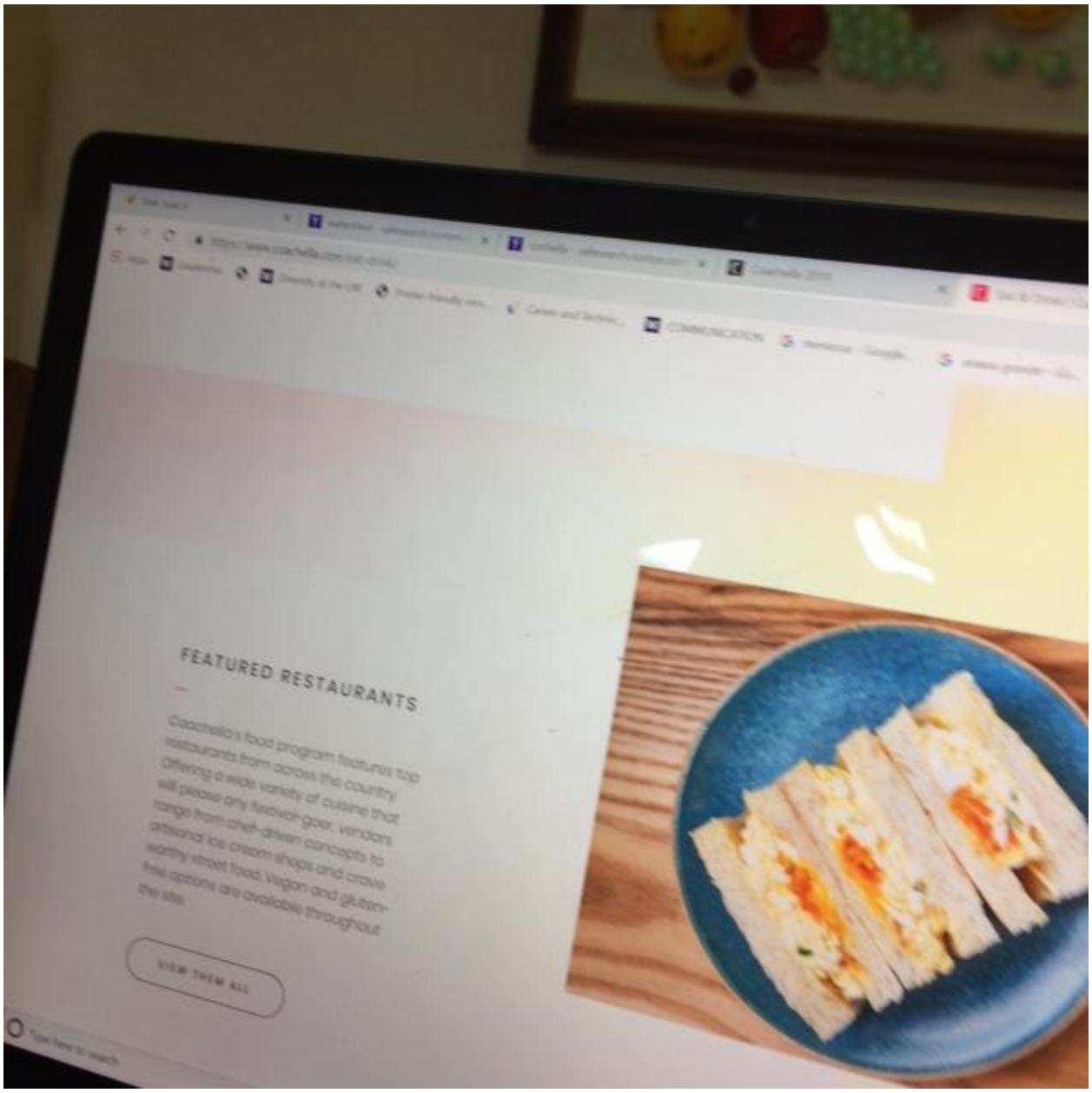



AMELIE LENS
ANDERSON .PAAK & THE FREE NATIONALS
APHEX TWIN
ARIANA GRANDE
BASSNECTAR
BAYNK


COACHELLA
MUSIC
PASSES
PLAN
EXPERIENCE
GENERAL ADMISSION
$429
GENERAL ADMISSION + SHUTTLE
$509
VIP


Safe Search
https://www.coachella.com/eat-drink/
watershed - safesearch.norton.c
cochella - safesearch.norton.com
Coachella 2019
Leadership
Diversity at the UW
Printer-friendly vers...
Career and technic...
COMMUNICATION
COACHELLA
MUSIC
One of the best food festivals in the country might actually be the Coachella Valley Music and Arts Festival


COACHELLA
For the sixth year, Outstanding in the
Field is setting a long table in the
tranquil hideaway of our VIP Rose
Garden. The intimate area allows you
to take refuge (and a seat!) at the
festival while you mingle with other
guests over a full-service, four-course
family style meal, a cocktail and
ample regional wines. Dinner will be
served just as the sun starts to hang
low.
Festival pass required. Seating begins
at 6pm. Tickets include a welcome
cocktail, beer & wine, plus exclusive
access to the VIP Rose Garden on the
day of your dinner.
VIEW FULL ONE LINEUP
MUSIC
PASSES


FEATURED RESTAURANTS
Coachella's food program features top restaurants from across the country. Offering a wide variety of cuisine that will please any festival-goer, vendors range from chef-driven concepts to artisanal ice cream shops and crave-worthy street food. Vegan and gluten-free options are available throughout the site.
VIEW THEM ALL

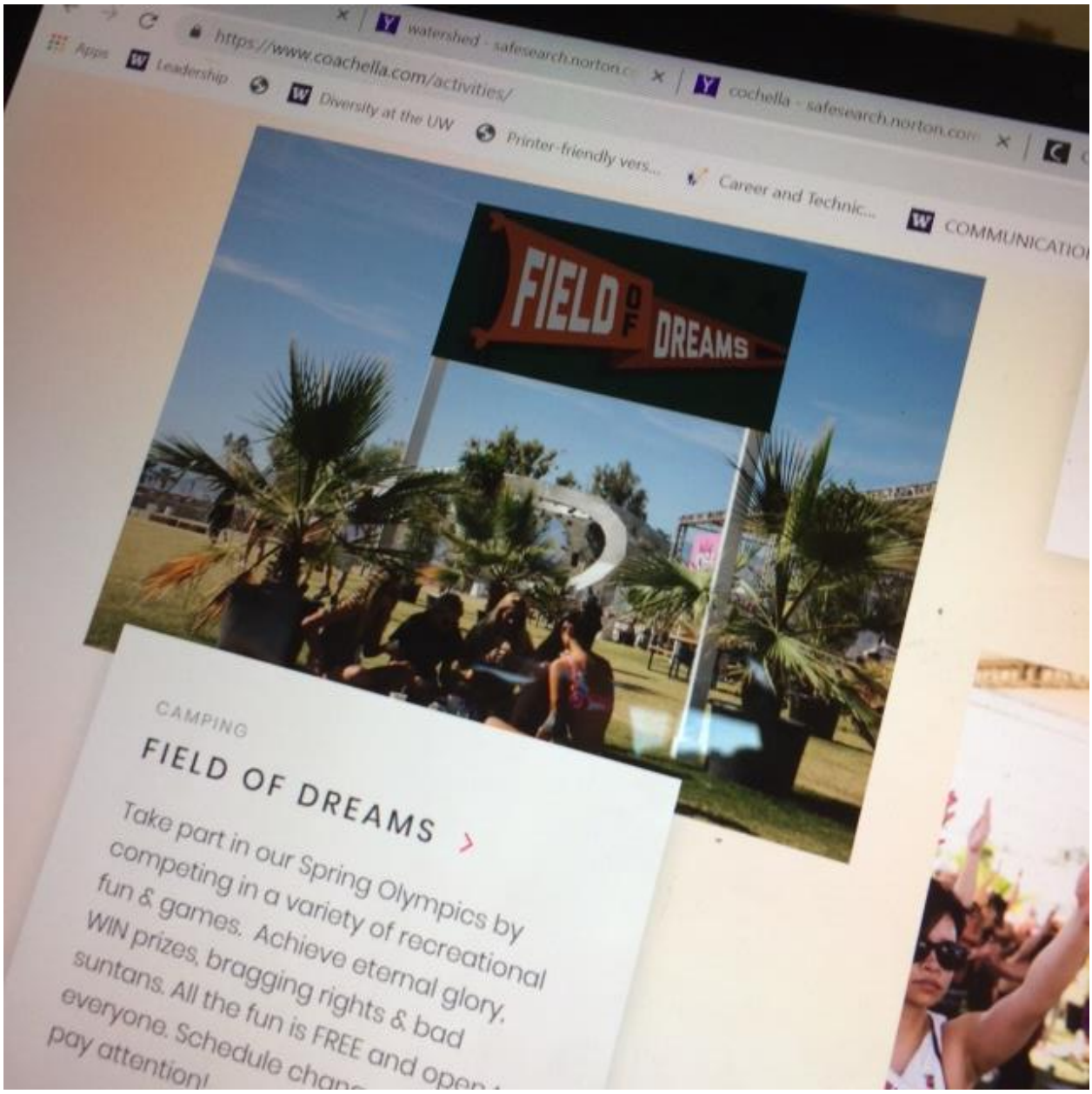
COACHELLA

MUSIC PASSES

KOGITOWN

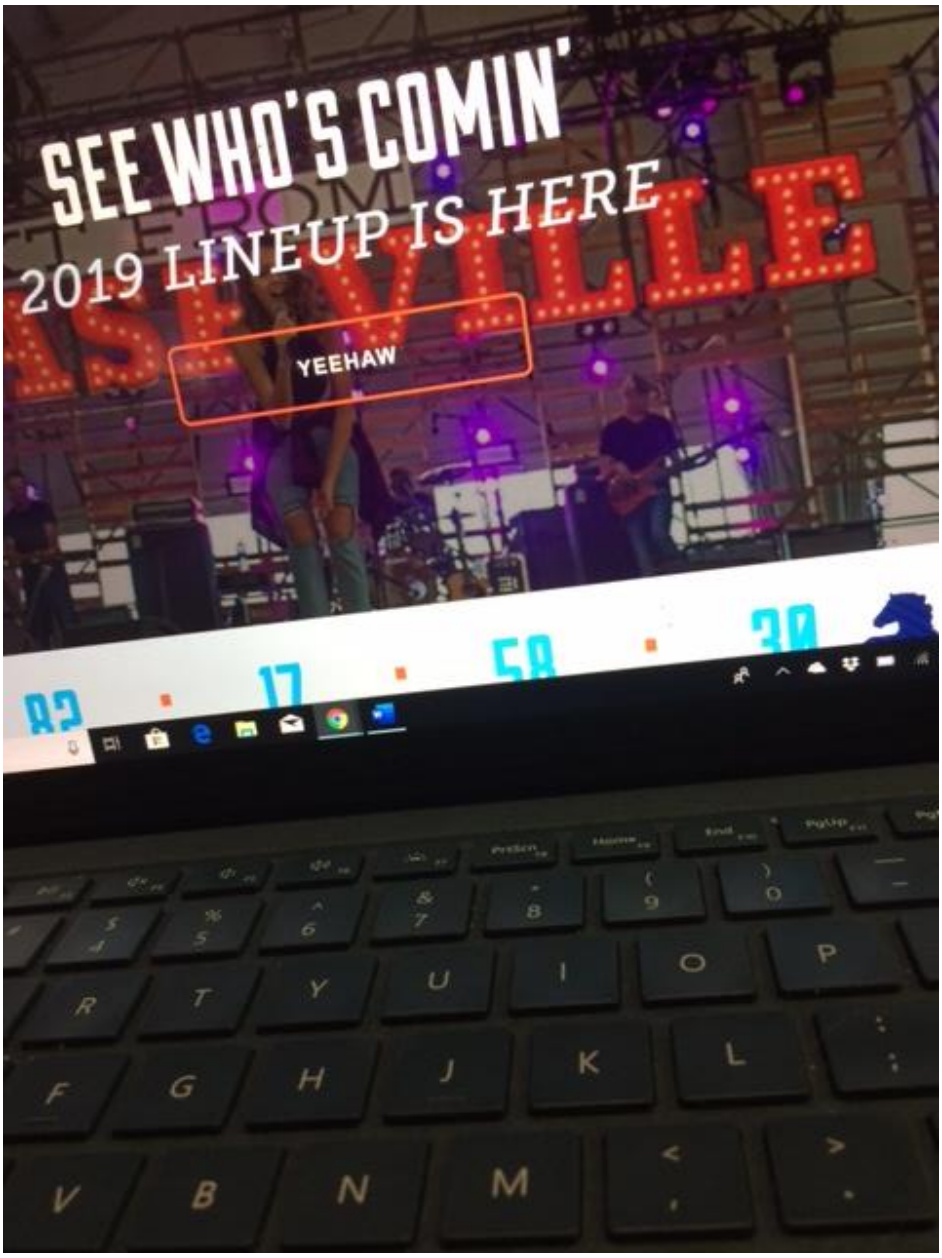
Celebrate 10 years of Chef Roy Choi feeding Coachella with our first-ever KogiTown! Located near the Food Court, with an area set to impress serving the greatest hits from both Kogi and Chego. LA's most beloved Asian fusion cuisine. Expect to indulge in Ooey Gooey and Kimchi Fries, Short Rib, Chicken or Tofu Tacos and Burritos, and Chego's famed Chubby Pork Belly Bowl, Sour Cream Hen House, or the Leafy T.

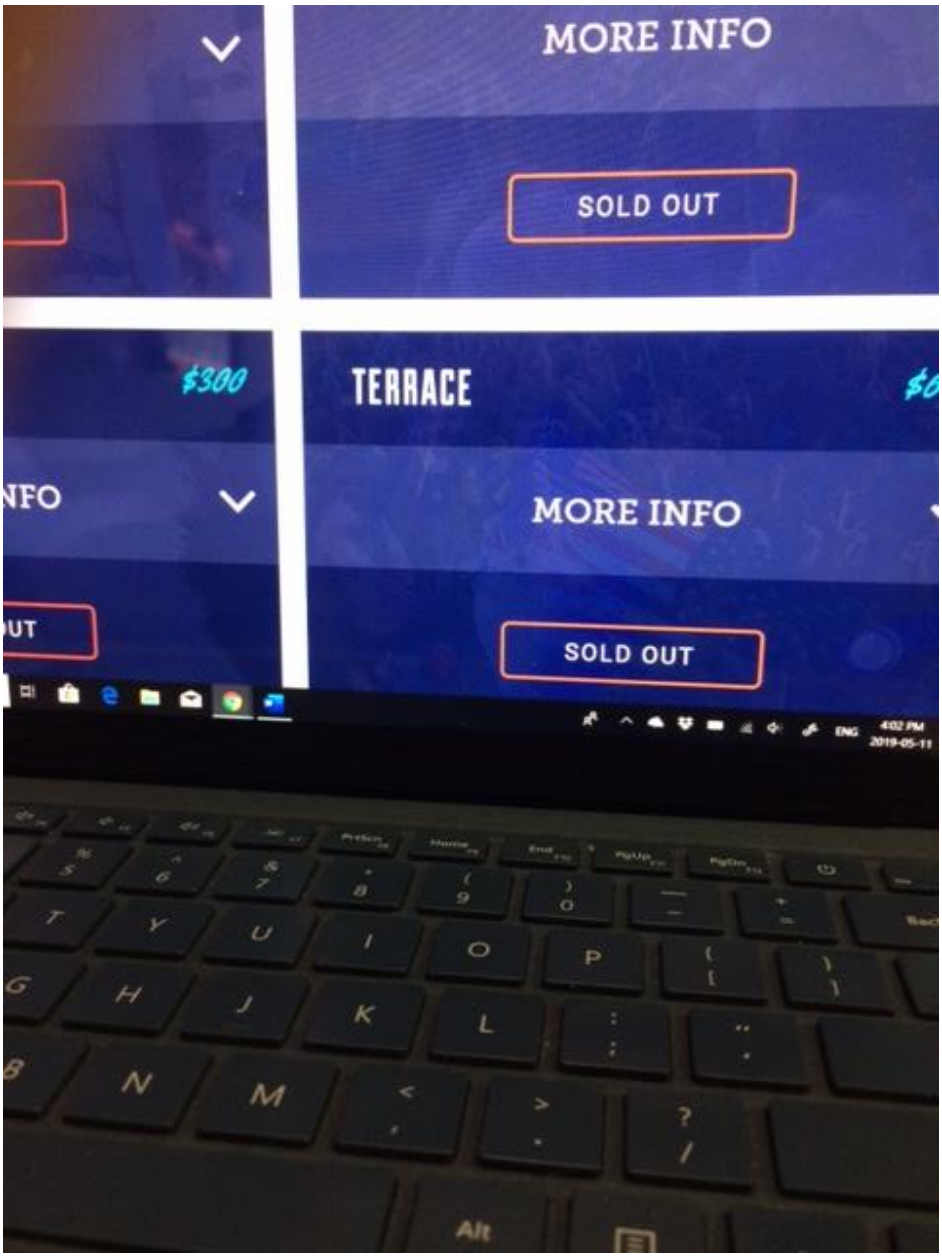
e to search

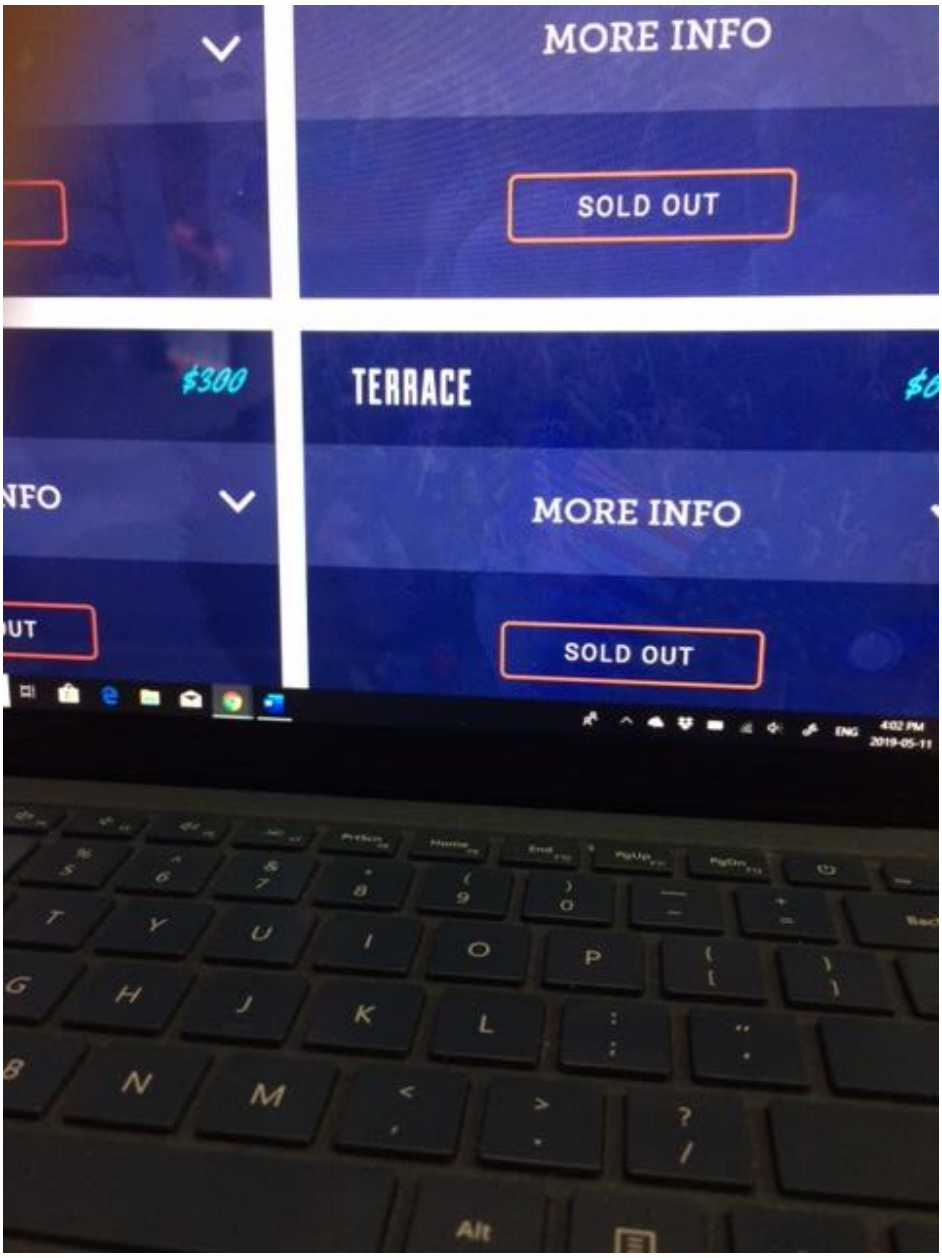


Competitor 2 Pages

Page (or Screen) where you ask "What should I do tonight?"


SEE WHO'S COMIN'
2019 LINEUP IS HERE
YEEHAW


MORE INFO
SOLD OUT
$300
TERRACE
MORE INFO
SOLD OUT
ENG
4:02 PM
2019-05-11
Alt


MORE INFO
SOLD OUT
$300
TERRACE
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SOLD OUT
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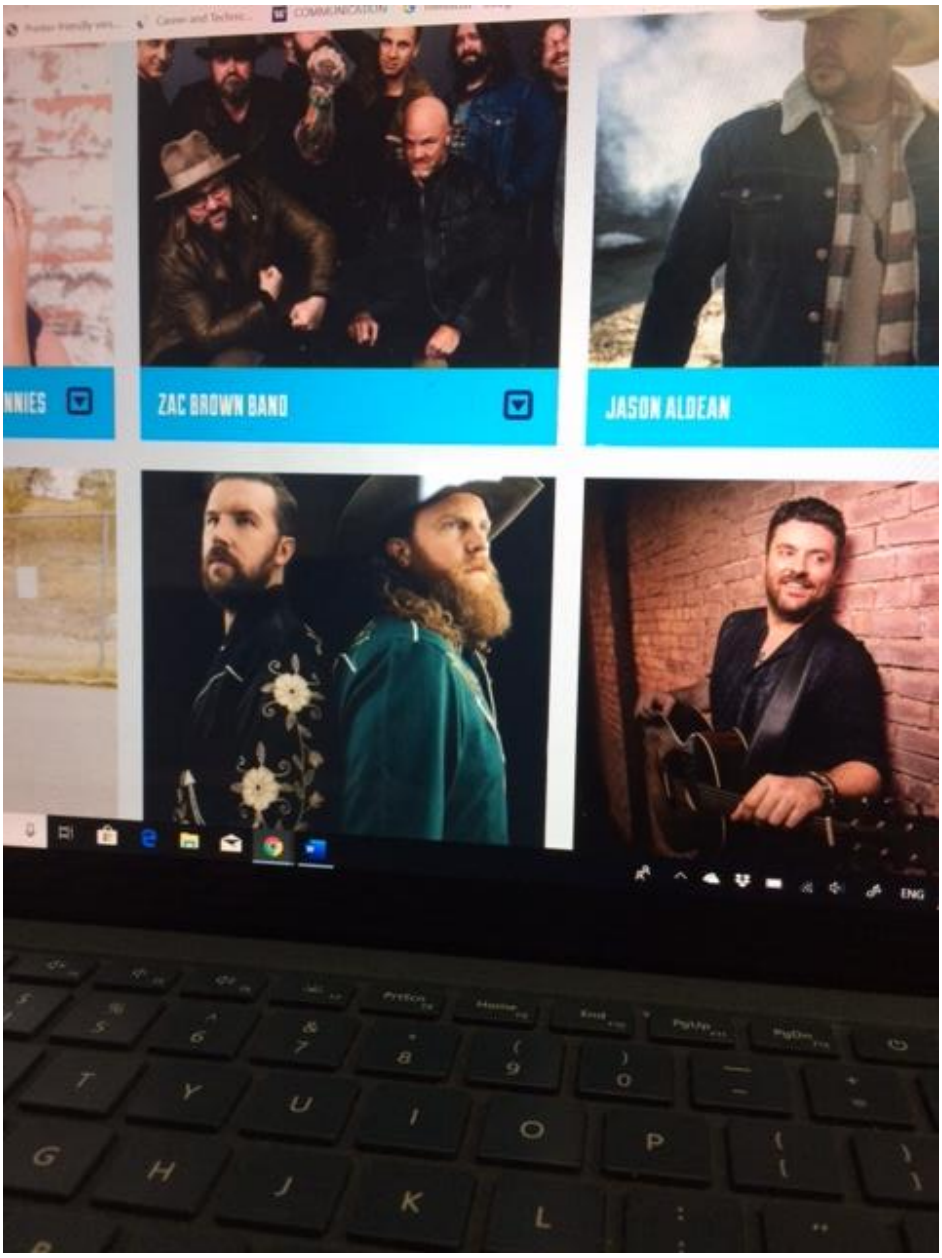
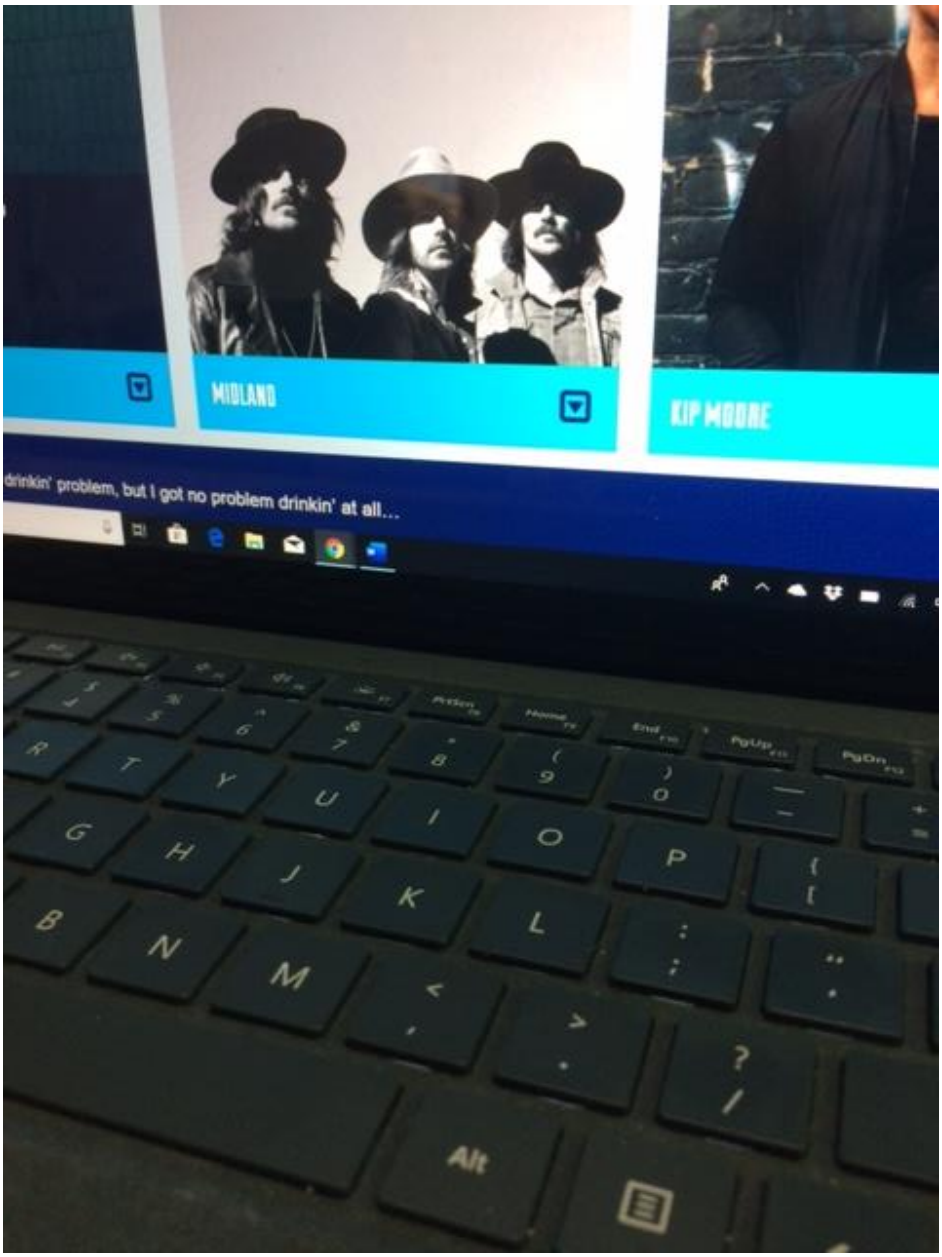

ZAC BROWN BAND
JASON ALDEAN
ENG

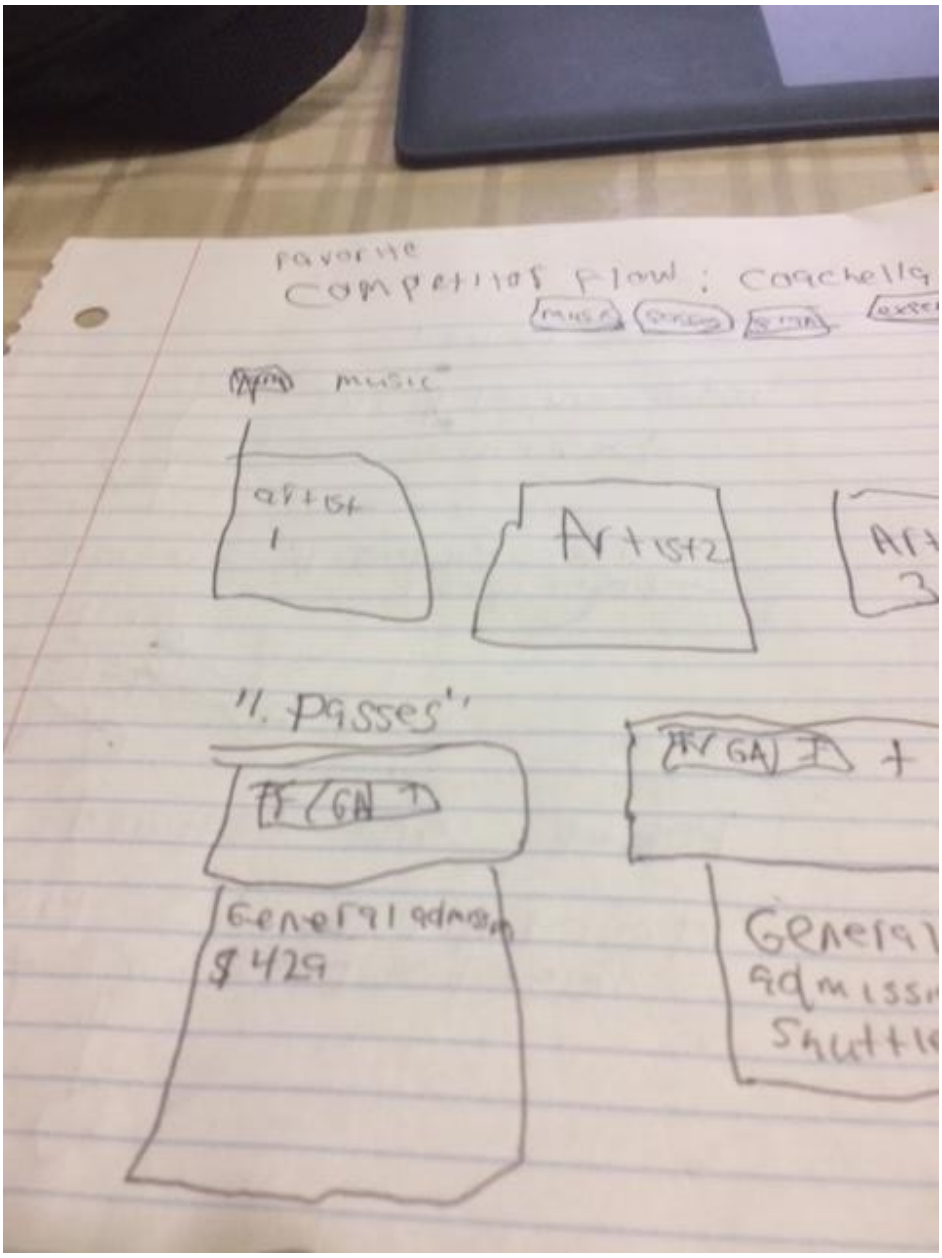

MIDLAND
KIP MOORE
drinkin' problem, but I got no problem drinkin' at all...
Alt

Step 2: Sketch One Competitor Flow

Favorite Competitor: Page Flow Sketch

Pages sketched as boxes for the flow between pages (or screens) where you ask "What should I do tonight?", look for the answer, and get an answer. Arrows drawn between the boxes show how the pages are connected by clicks. Inside the page boxes details include:

- Where you ask the question
- Where the navigation is that allows you to find things to do
- Where the details of the "things to do" are displayed
- Where you click to move from page to page



Step 3: Sketch YOUR Flow

My Site Name

Coachella 2019

Sketch of My Page Flow

Pages sketched as boxes for the flow between pages (or screens) where you ask "What should I do tonight?", look for the answer, and get an answer. Arrows drawn between the boxes show how the pages are connected by clicks. Inside the page boxes details include:

- Where you ask the question
- Where the navigation is that allows you to find things to do
- Where the details of the “things to do” are displayed
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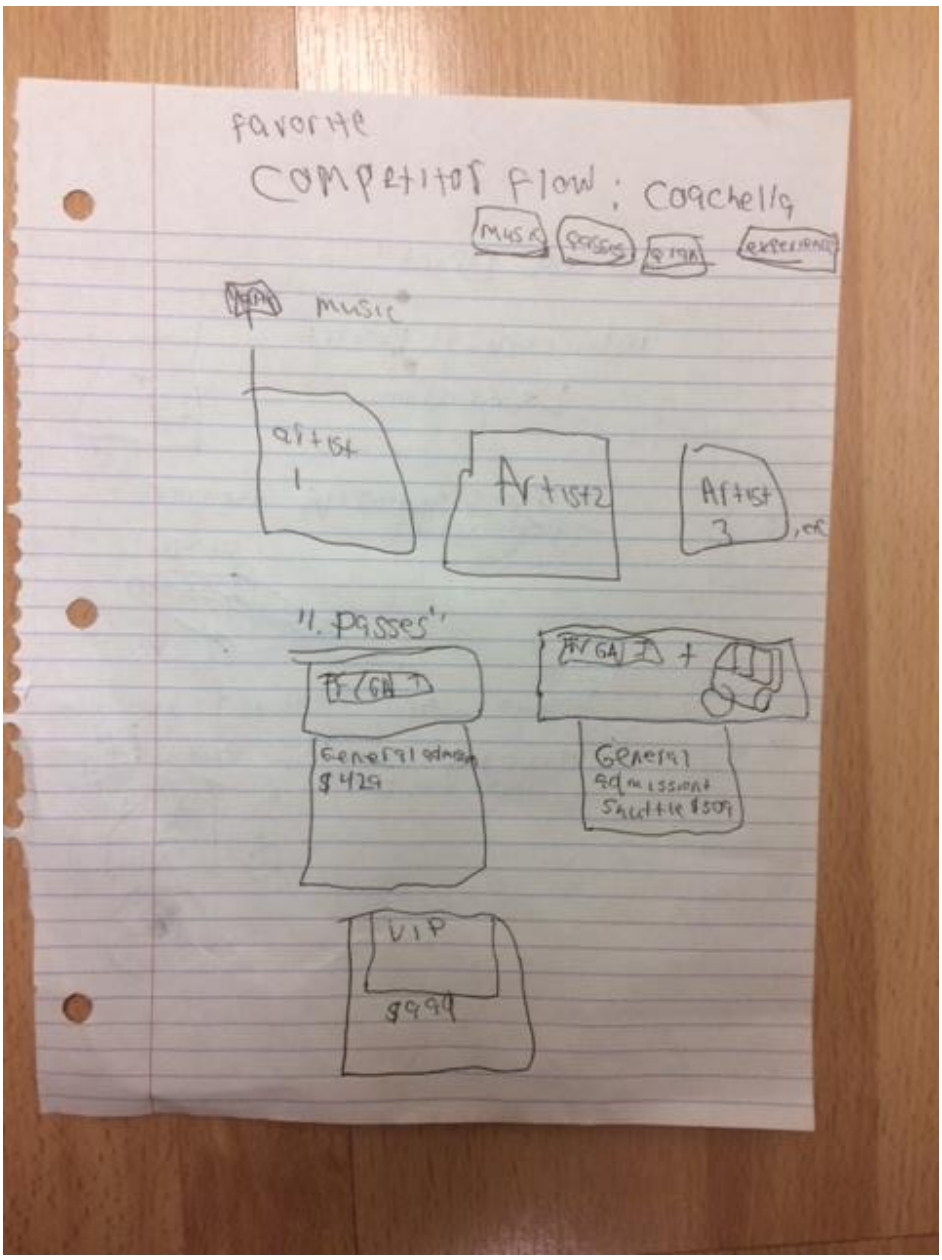


"Heat and Drink"

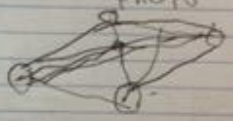
Indio central Market

Description

"Outstanding in the field

Description

Photo



Pop up and Featured Restaurants

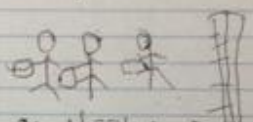
descriptions

"blah, blah, blah"

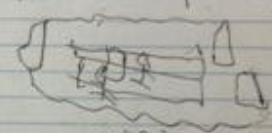
Photos

~~Start~~ Competitor flow cont

"Activities"

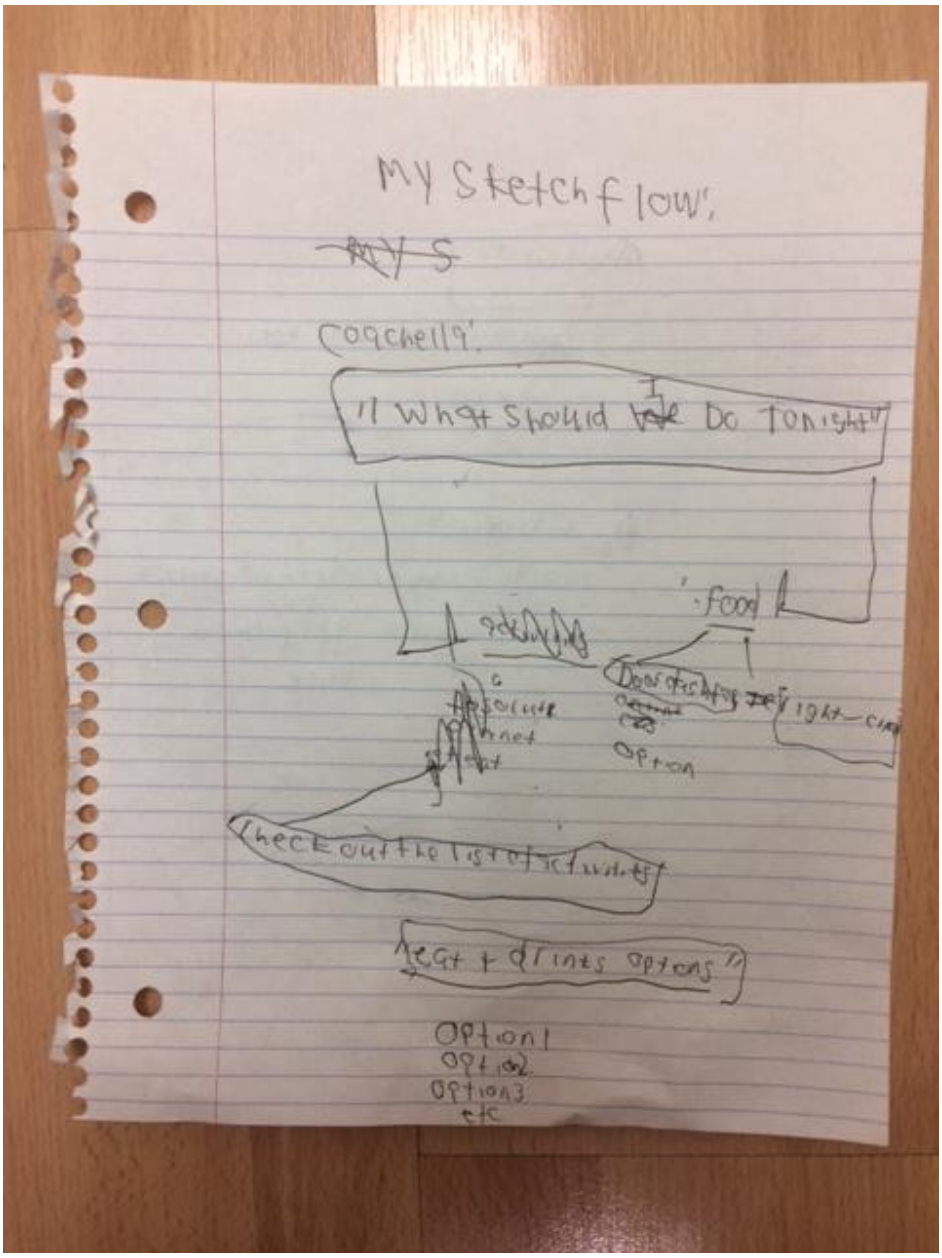


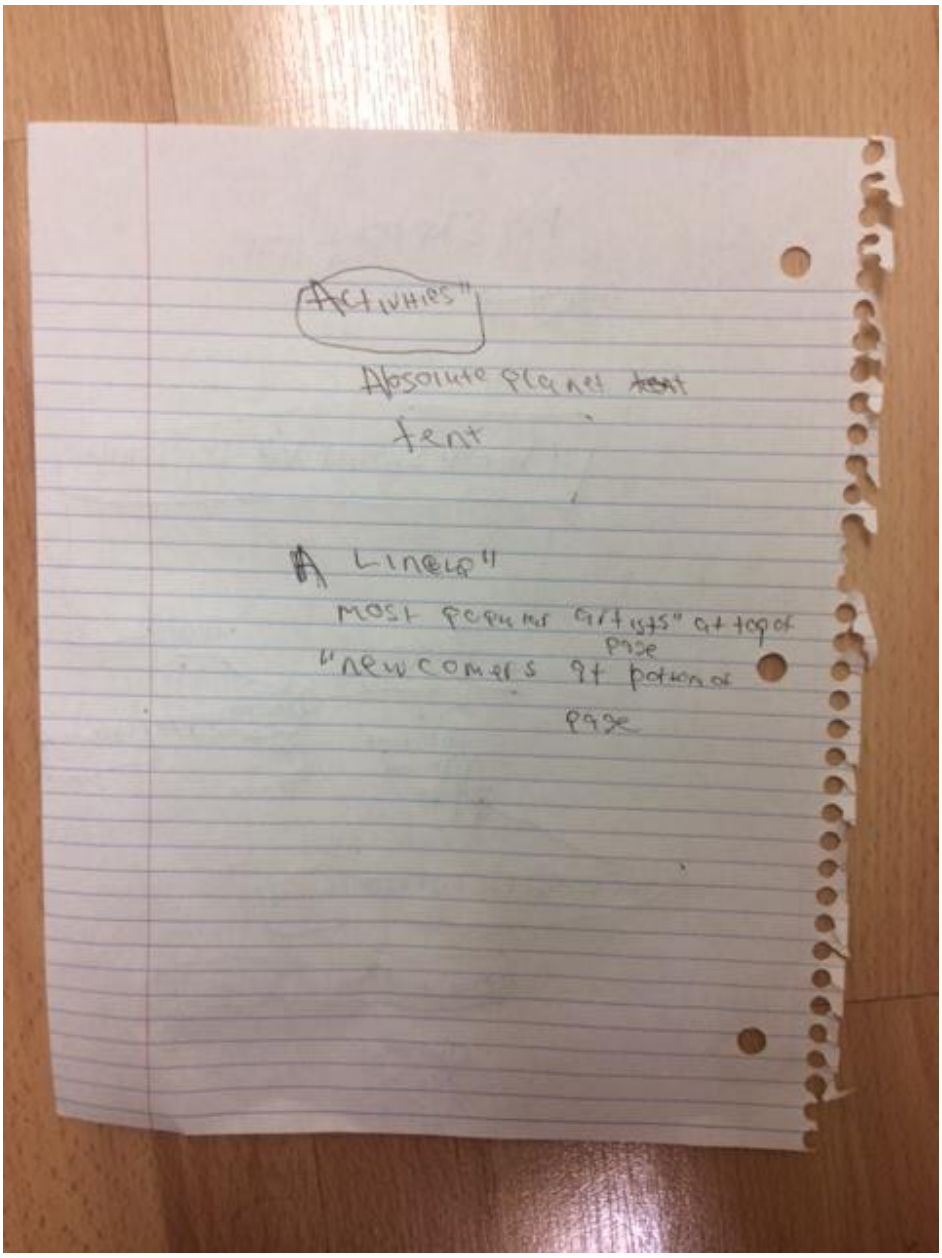
Absolut planet



Tent

Camping eats + Drinks"


My Sketch flow:
~~MVS~~
Cogchella.
"I What Should I Do Tonight"
Food
Option
Option
Option


Activities"
Absolute planet text
Lineup"
most popular artists" at top of page
"newcomers" at bottom of page