

Site Flow and Sketches

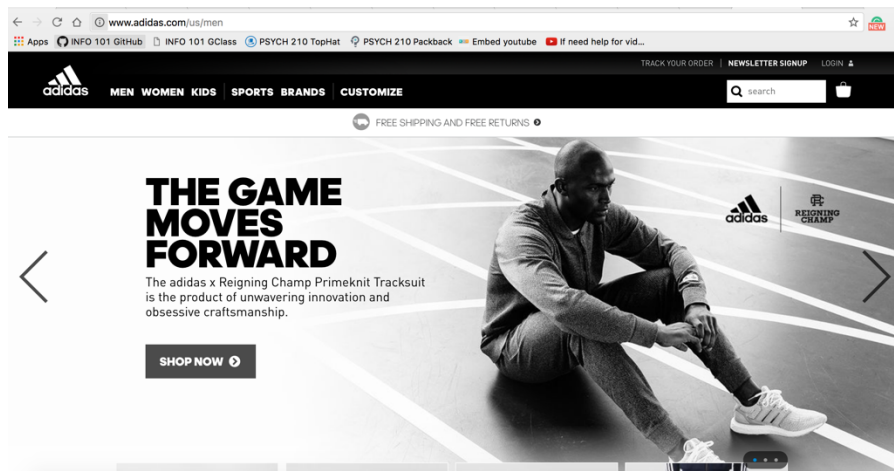
Step 1: Competitive Analysis

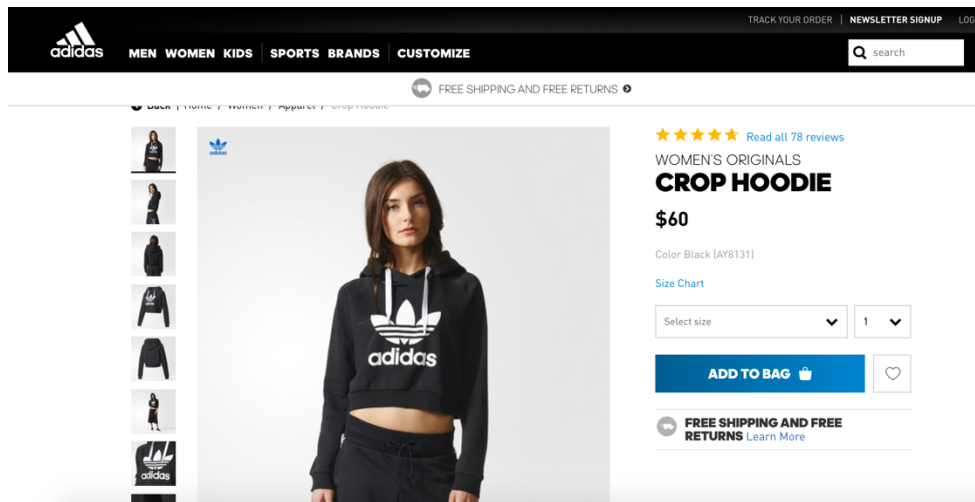
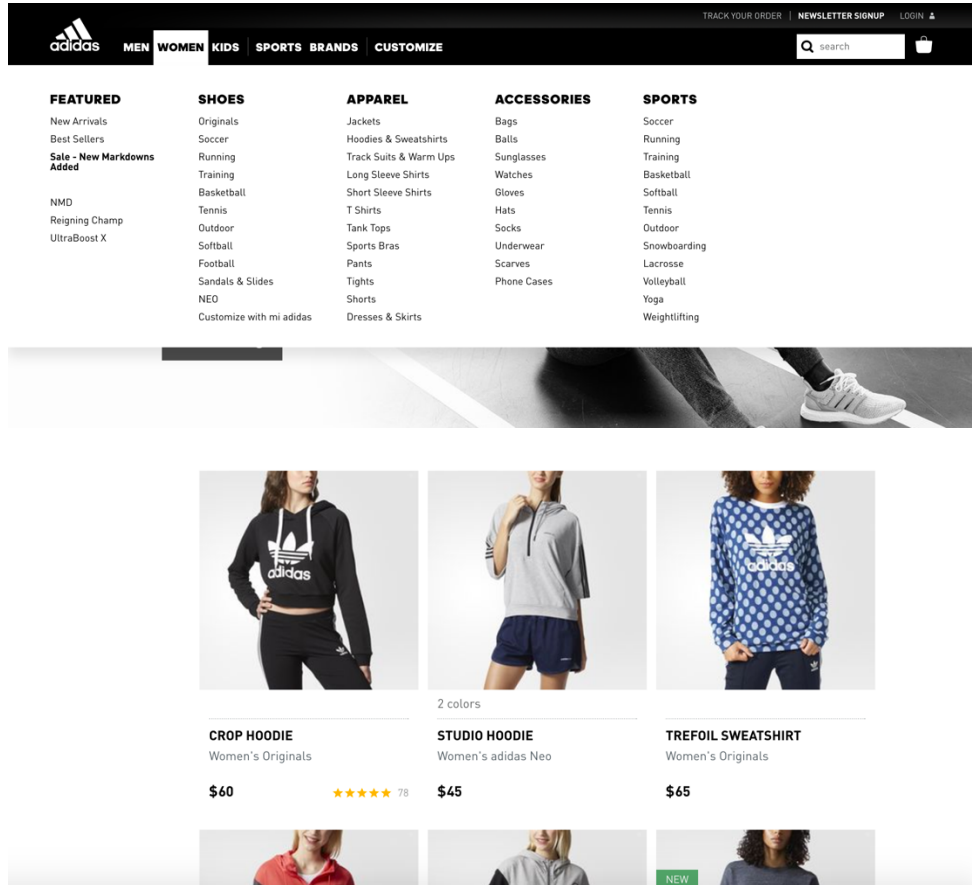
<p>Competitor Site 1: <Nike> URL: < http://www.nike.com/us/en_us/></p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. <Search bar>2. <Attention video>3. <type something here>4. <Men Women Kids selection>5. <Extra Results on pages>6. <See different shoe shapes and styles easy> <p>What is bad about this site?</p> <ol style="list-style-type: none">1. <No tending category>2. <Can't Favorite/Save items>3. <Ratings are not easily viewable; you have to place your mouse over item to view rates>	<p>Competitor Site 2s: <Adidas > URL: <url here></p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. <Search bar>2. <What's trending on front page>3. <Shopping Slide Show>4. <Men Women Kids selections> <p>What is bad about this site?</p> <ol style="list-style-type: none">1. <Less optional results>2. <Too much spacing for photos>3. <It is difficult to sort the shoe's styles>
---	---

****Competitor 1 Pages**

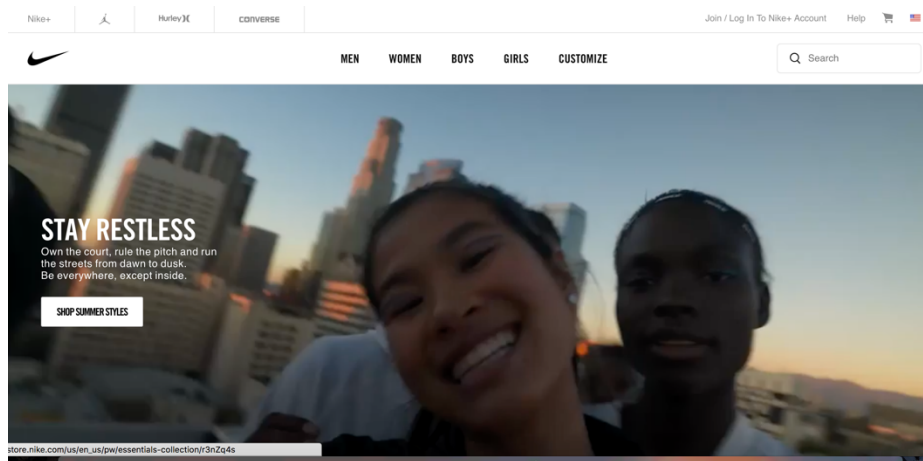
Page (or Screen) where you ask "What should I do tonight?"

You should move forward in your shoe game.

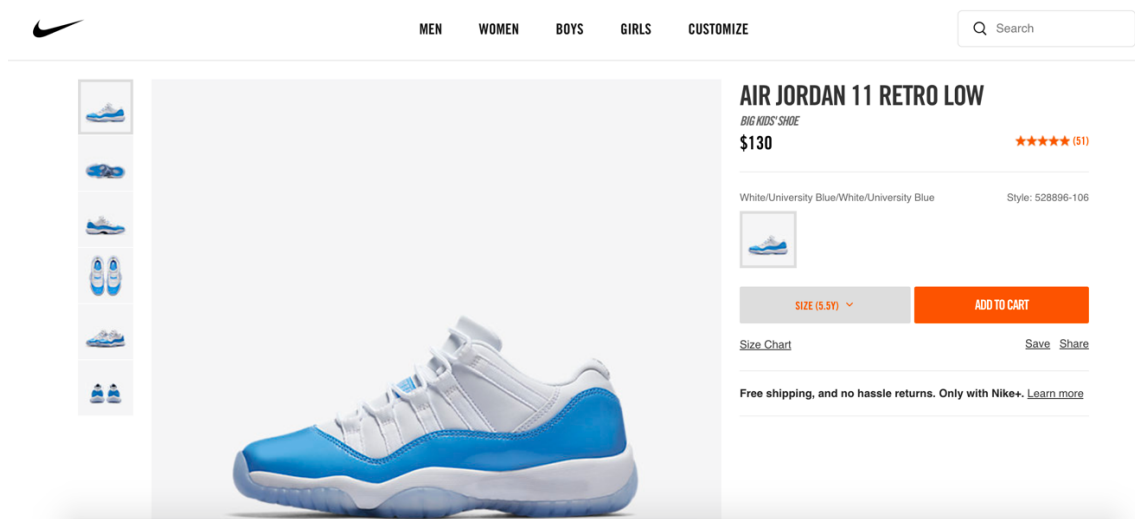
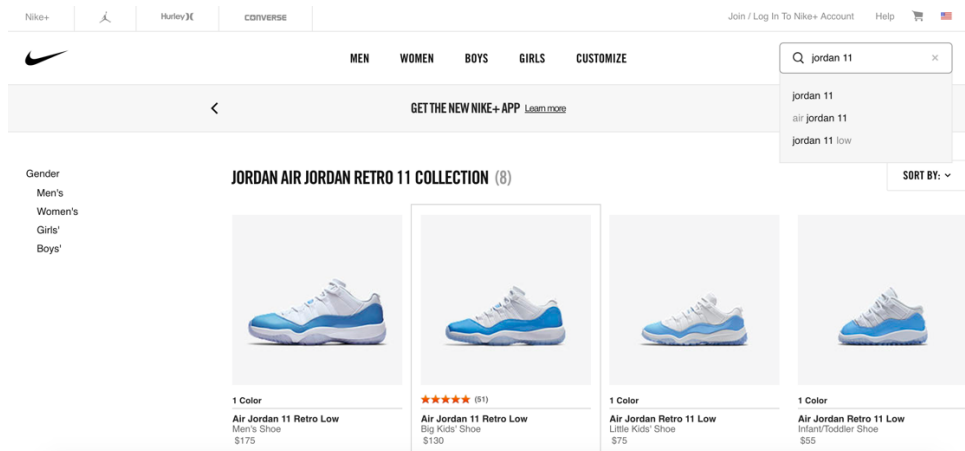




****Competitor 2 Pages**



Pages (or Screens) look for the answer

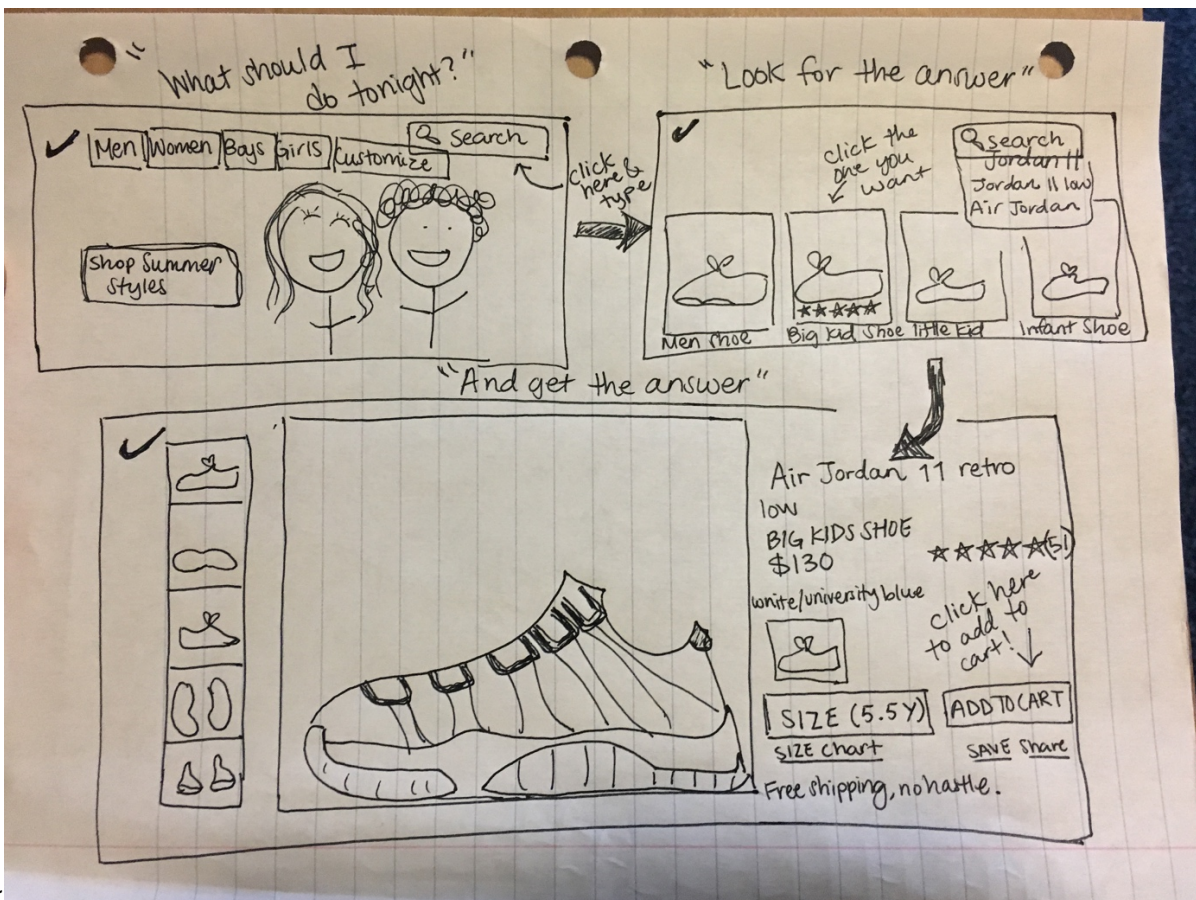


Step 2: Sketch One Competitor Flow

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

Name of my site: Sleek Sneaks

<Sleek Sneaks >

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
- Where you click to move from page to page

