

Site Flow and Sketches

Step 1: Competitive Analysis


<p>Competitor Site 1: Groupon</p> <p>URL: https://www.groupon.com/local/things-to-do</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Good visuals2. Lists cost of event3. Automatically looks in your area <p>What is bad about this site?</p> <ol style="list-style-type: none">1. Visuals are big, makes for a lot of scrolling2. Contact info hard to find3. More categories would be nice	<p>Competitor Site 2s: Wise Bread</p> <p>URL: https://www.wisebread.com/25-fun-frugal-things-to-do-tonight-besides-watch-tv</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Easy to use list2. Bold headings3. Easy review system at bottom <p>What is bad about this site?</p> <ol style="list-style-type: none">1. Actual website is not intuitive2. List has poor option3. Links take you away from site
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Competitor 1 Pages

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

Local > Things To Do

Top Things To Do In Battle Ground




TRENDING

Up to 51% Off Golf Package at Tri-Mountain Golf Course

McCormick Creek Meadows • 8.4 mi


3 bought ~~\$108.50~~ **\$56.00**



Up to 67% Off Music Classes at Groove Nation

Hudson's Bay • 11.3 mi


2 bought ~~\$85.00~~ **\$28.00**
Sale Ends 4/23




45% Off Recording-Studio Rental

Edgewood Park • 11.8 mi


~~\$437.00~~ **\$240.00**




Theater & Shows




Concerts




Movies



Festivals



Sporting Events



Comedy Clubs

Pages (or Screens) look for the answer

Tri-Mountain Golf Course 4.4 ★★★★★ 23 ratings

📍 1701 Northwest 299th Street, Ridgefield – 8.4 mi

🎁 Golf Package with Cart and Bucket of Balls for One, Two, or Four at Tri-Mountain Golf Course (Up to 51% Off)



👁 Over 10+ viewed today, so act now!

☒ Golf Package for One

~~\$108.50~~ **\$56**

48% OFF

☐ Golf Package for Two

~~\$217~~ **\$109**

49% OFF

☐ Golf Package for Four

~~\$424~~ **\$209**

51% OFF

Buy



Give as a Gift

Page where you get an answer

Tri-Mountain Golf Course 4.4 ★★★★★ 23 ratings

📍 1701 Northwest 299th Street, Ridgefield – 8.4 mi

🎁 Golf Package with Cart and Bucket of Balls for One, Two, or Four at Tri-Mountain Golf Course (Up to 51% Off)

Competitor 2 Pages

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

[Home](#) » [Frugal Living](#) » [Entertainment](#) » 25 Fun, Frugal Things to Do Tonight Besides Watch TV

25 Fun, Frugal Things to Do Tonight Besides Watch TV

By Kentin Waits on 13 August 2014

4 comments

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Kentin Waits

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MOST POPULAR



What Really Goes into Creating a

Pages (or Screens) look for the answer

1. Go Thrift Shopping

Who needs more [reasons to love thrift shopping](#)? Thrifting can be a real money saver and wildly entertaining. Some shops stay open till 9:00 p.m., so make thrifting part of your prime time lineup.



2. Update Your Resume and LinkedIn Profile

Even if you're secure in your job, be prepared for opportunities that come your way by having an updated resume at-the-ready. LinkedIn is how you present your professional image publically, so take a few minutes to make sure it's top-notch.

3. Set Some Savings Goals

Solo or with your significant other, sit down and decide exactly what you're saving for. What specific financial goals would you like to achieve in the next year? In the next five? By [setting the right goals](#), saving isn't just easier — it's a lot more fun.

4. Mend Some Clothing

Channel your inner Olivia Walton and tighten up loose shirt buttons, repair split seams, or darn a pair of socks. It takes only moments and saves

Page where you get an answer

8. Clean Your Coffeemaker

I treat my automatic coffeemaker with the respect it deserves, because it goes on the fritz, I go on the fritz. Extend the life of your true blue brewer by [cleaning it regularly](#) with distilled white vinegar and water.

9. Organize Your Finances

Drowning in a sea of receipts, bank statements, and miscellaneous documents? Resolve to [organize your financial paperwork](#) by creating a simple system that you can easily follow.

All are at home, and/or provide links for how or where!

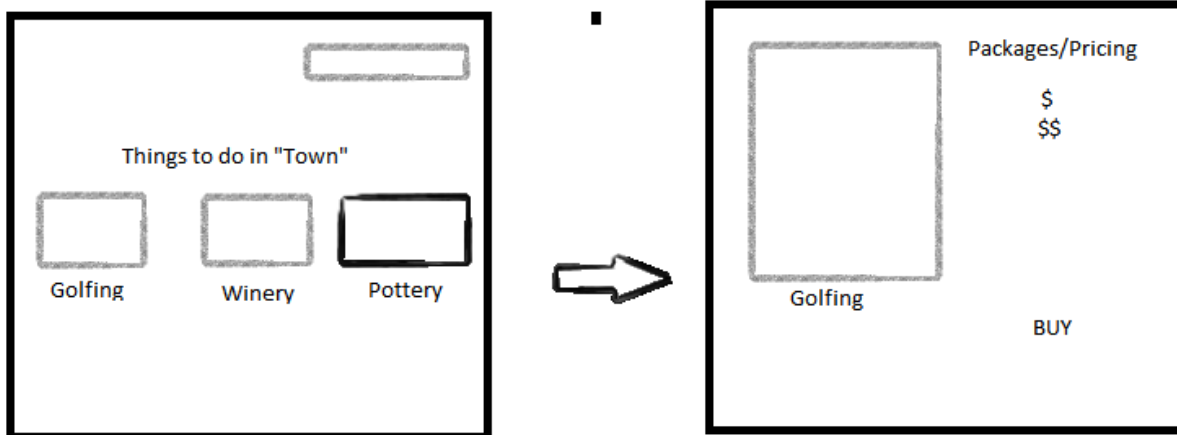
Step 2: Sketch One Competitor Flow

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

There wasn't really a third box to outline. After clicking buy it takes you to credit card info



Step 3: Sketch YOUR Flow

My Site Name

Night-in Night-Out.com

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

