

Site Flow and Sketches

Step 1: Competitive Analysis

<p>Competitor Site 1: The Crocodile (Madame Lou's) URL: https://www.thecrocodile.com/madame-lous</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Provides an events calendar in which shows are written under their specific date2. Website aesthetic matches the vibe of the event location3. There's a banner for easy site navigation <p>What is bad about this site?</p> <ol style="list-style-type: none">1. No search feature if user wants to search for a specific artist to watch2. On events list, photos are contained in a horizontal rectangle; some photos are squished because original ratio doesn't match3. To go to the events list, the button is called "Show Calendar" instead of "Show List"	<p>Competitor Site 2: 88Rising/HITC URL: https://la.hitcfestival.com/</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Has web page that shows event location, payment rules, and what attendees can/cannot bring2. Home page is straightforward; shows 3 ticket options and buttons to learn more about ticket type3. Ticket page has FAQs <p>What is bad about this site?</p> <ol style="list-style-type: none">1. Sold out button still leads to ticket page2. No info about the artists singing at event; not good for those who want to know about the festival3. Font used isn't very appealing
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Competitor 1 Pages

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

The screenshot shows the homepage of thecrocodile.com/madame-lou's. At the top, there are social media links for Instagram, Facebook, Twitter, and YouTube. The main title "THE CROCODILE FAMILY" is displayed above "MADAME LOU'S". Below the title is a large, stylized logo of a flower. A descriptive text block reads: "Named after the infamous Seattle iconoclast, in all her elegance and spitfire, Madame Lou's honors the legacy of Seattle's gritty D.I.Y. spirit, hosting everything from all-ages punk shows to dance nights. Enter Madame Lou's around the corner from the box office on Wall Street." There is also a small "EVENT CALENDAR" button in the top right corner.

Pages (or Screens) look for the answer

The screenshot shows the "Events Calendar" page for June 2022 on [ticketweb.com](https://ticketweb.com/events/org/243963?pl=crocodile&view=calendar&mo=june&yr=2022). The calendar grid displays various events across the month. For example, on June 1st, there are performances by "Writer's Block" at 7:00 PM and "Mike Campbell & The Dirt..." at 8:00 PM. On June 4th, "Khemmis, Howling Giant" are performing at 8:00 PM. The "3 MORE EVENTS" link in the top right corner indicates more details are available. The bottom right corner shows a "1 MORE EVENTS" link.

Page where you get an answer

The Crocodile Presents:
Jeff Bernat

Info **Tickets**

Select Tickets LIMIT 10 PER PERSON

General Admission

Over 21 Ticket \$20.00 0

Under 21 Ticket \$20.00 0

VIP \$60.00 0

Share With Friends

Delivery Method

Mon Jun 20 2022
8:30 PM (Doors 7:30 PM)

Madame Lou's
2505 1st Ave
Seattle, WA 98121

\$20.00 - \$60.00
All Ages

Competitor 2 Pages

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

88rising GET TICKETS TO HEAD IN THE CLOUDS

HEAD IN THE CLOUDS FOREVER

NFT COLLABORATIONS
88RISING · COACHELLA

<https://nft.coachella.com/88rising>

HEAD IN THE CLOUDS

double happiness
by 88rising — los angeles, California

Pages (or Screens) look for the answer

The screenshot shows the main landing page for the Head in the Clouds festival. At the top, there's a navigation bar with links like "PASSES", "INFO", and "BUY PASSES". Below the header, the festival's name "HEAD IN THE CLOUDS" is prominently displayed in large red letters. Underneath, it says "MUSIC & ARTS FESTIVAL", "LA.HITCFESTIVAL.COM", and "AUGUST 20TH & 21ST". Three ticket options are listed in boxes:

- 2-DAY GA**: \$225 + fees // Trust Us Presale. Includes a "LEARN MORE" button.
- 2-DAY VIP**: \$385 + fees // Trust Us Presale. Includes a "PRESALE SOLD OUT" message.
- 2-DAY SOUTH BAY SURF CLUB**: \$750 + fees // Trust Us Presale. Includes a "LEARN MORE" button.

Page where you get an answer

This screenshot shows a detailed view of the Head in the Clouds festival website. At the top, it displays the festival's name, date ("AUGUST 20TH & 21ST 2022"), location ("BROOKSIDE AT THE ROSE BOWL PASADENA, CA"), and a "88+" rating. It also features a "MY ACCOUNT" link. Below this, there are buttons for "EVENT INFO", "BUY ADMISSION", "PARKING", and "FAQS".

ABOUT THE EVENT

Head in the Clouds is a 2 day festival that will take place on Saturday, August 20th and Sunday August 21st, 2022 at Brookside at the Rose Bowl in Pasadena, CA.

[LA.HITCFESTIVAL.COM](#)

GENERAL INFORMATION:

Venue doors open at 2 pm PT. Curfew is 11PM Sat / 10PM Sun.
Show will take place rain or shine.
No ins/outs.
All ages are welcome.
Lineup and set times are subject to change without notice.

My Cart (0 Items)

Cart Total \$0.00

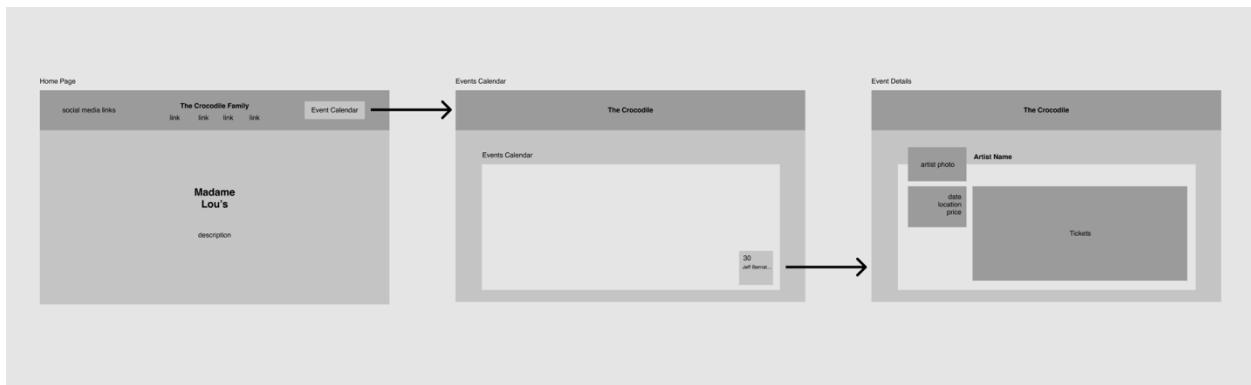
[CHECKOUT](#)

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

Parachute

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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