

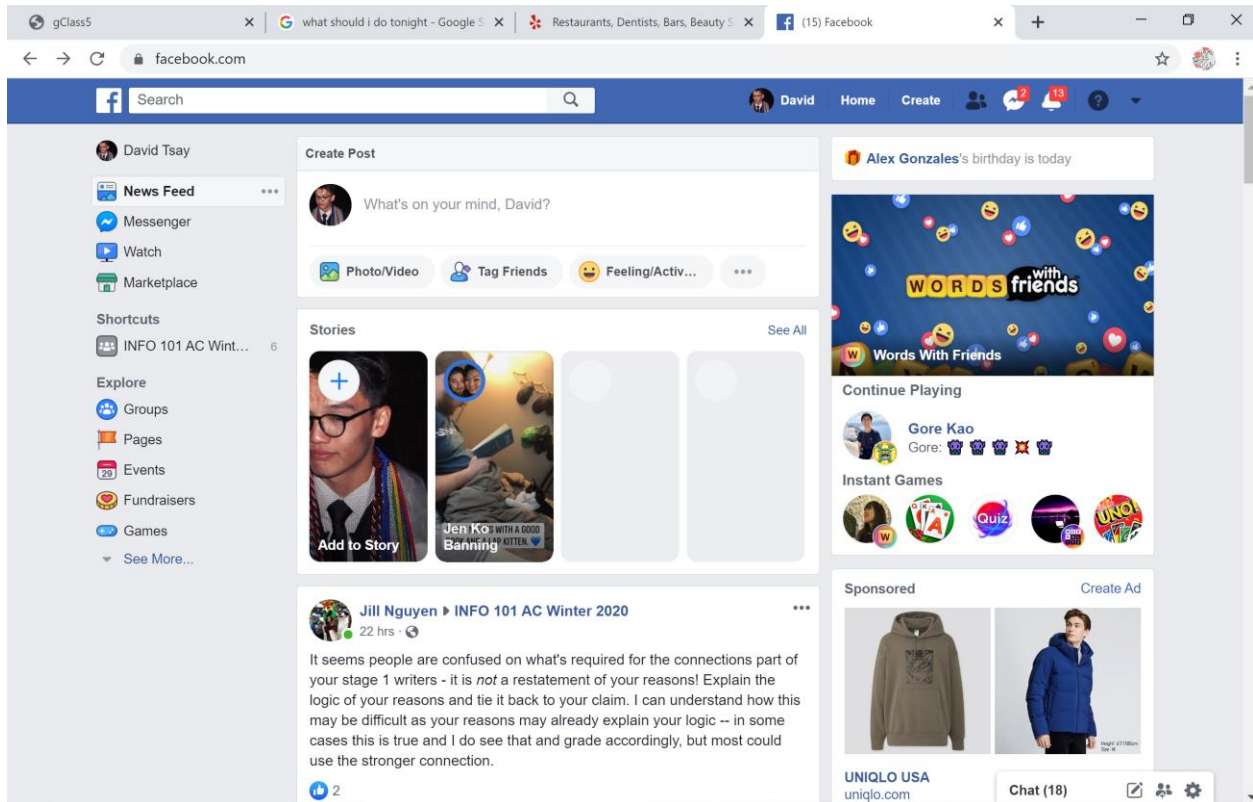
Site Flow and Sketches

Step 1: Competitive Analysis

<p>Competitor Site 1: <site name here> URL: https://www.facebook.com/</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Can be very user oriented2. Serves many different functions3. Able to invite others <p>What is bad about this site?</p> <ol style="list-style-type: none">1. Can be distracting2. Not exactly meant to search for things to do3. Lots of advertisements	<p>Competitor Site 2s: <site name here> URL: https://www.yelp.com/</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Really helpful for reviews2. Variety of options3. User friendly <p>What is bad about this site?</p> <ol style="list-style-type: none">1. Looks a bit boring2. Can't invite friends through site3. Taking advice from random people
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Competitor 1 Pages

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



Pages (or Screens) look for the answer

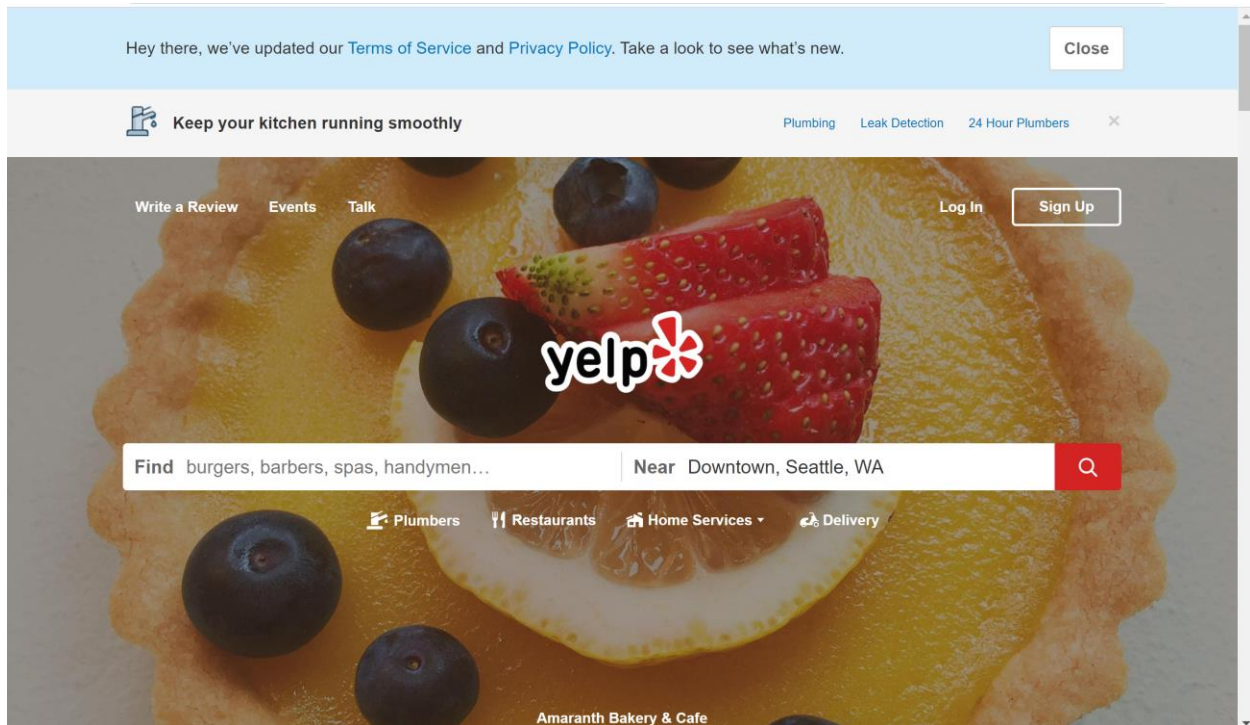
The screenshot shows the Facebook Events page. The top navigation bar includes the Facebook logo, a search bar, and user profile information. The left sidebar contains navigation links: Events, Calendar, Birthdays, Discover, and Hosting, along with a '+ Create Event' button. The main content area is titled 'Upcoming Events' and displays a message: 'You don't have any events coming up.' Below this, there's a section 'Events You May Like' featuring a 'PROGRAM & PRODUCT MANAGEMENT PANEL' event by DUBSTECH PRESENTS, scheduled for Feb 19 at 6:30 - 8:00 pm. The event features speakers Tracy Tran, Emily Nuri, Rajesh Nair, and Emily Wong. To the right, there's a 'Find Events' section with buttons for 'Today', 'Tomorrow', 'This Week', and 'Choose Date'. Further down, there's a 'Networking' section with links to Art, Causes, Comedy, Crafts, and Dance. At the bottom, there's a 'Popular With Friends' section featuring a 'LUNAR NEW YEAR GALA' event.

Page where you get an answer

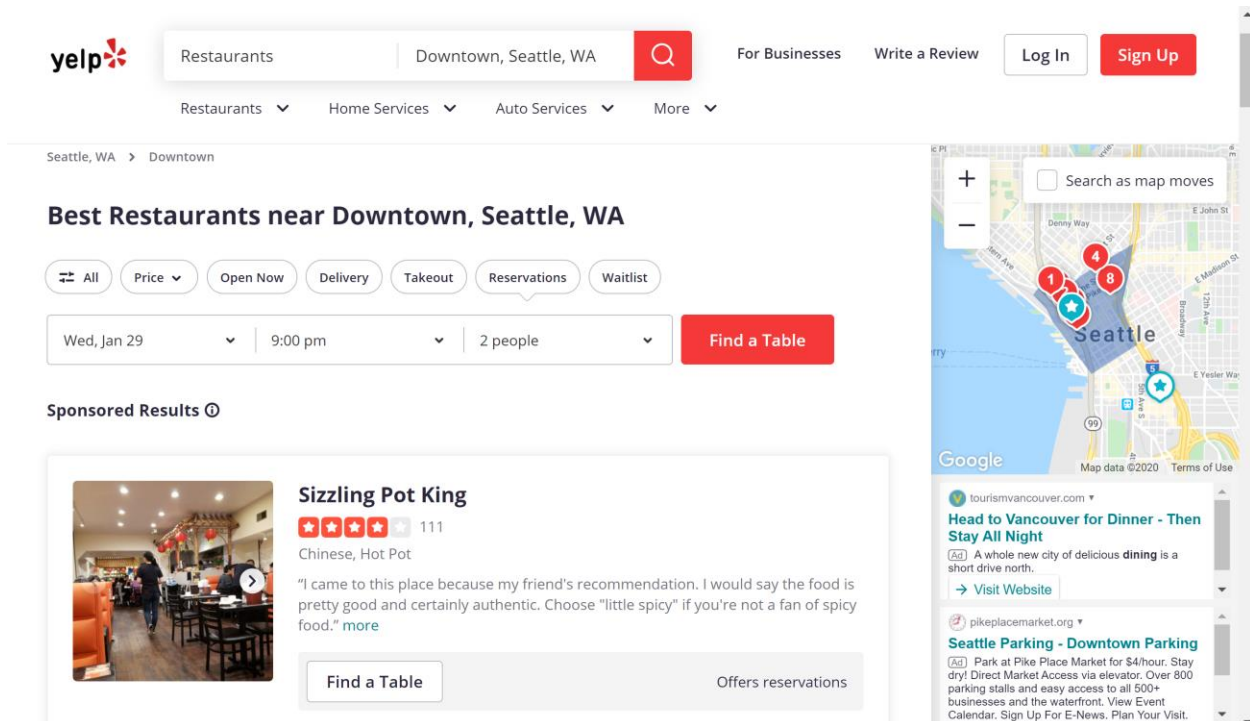
The screenshot shows the detailed view of the 'PROGRAM & PRODUCT MANAGEMENT PANEL' event. The event is hosted by DUBSTECH PRESENTS and is scheduled for Wednesday, February 19, 2020, at 6:30 PM - 8 PM. The location is Dempsey Hall, Seattle, Washington 98105. The event is public and hosted by DubsTech. The speakers listed are Tracy Tran (Microsoft), Emily Nuri (T-Mobile), Rajesh Nair (Amazon), and Emily Wong (Nordstrom). The event page includes a 'Product Management Speaker Panel' section with a 'Create Event' button. The right sidebar shows 'Related Events' including 'Freelance vs Startup vs Agency vs Company', 'Microsoft Power BI Data Visualization Workshop', 'InVision Studio UI Design & Animation Workshop', 'The UW Datathon | Data Hackathon', and 'Web-Scraping with ParseHub'. The bottom of the page has a 'Chat (16)' button and a language selector.

Competitor 2 Pages

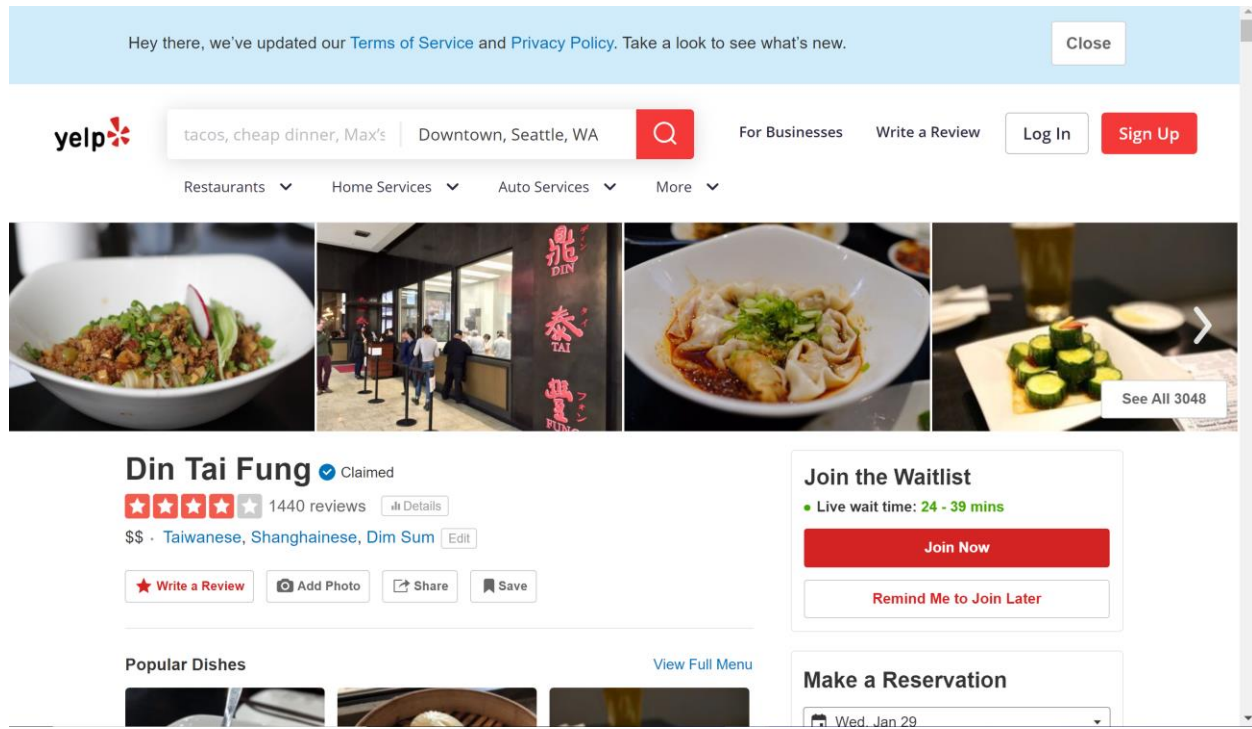
Page (or Screen) where you ask "What should I do tonight?"



Pages (or Screens) look for the answer



Page where you get an answer



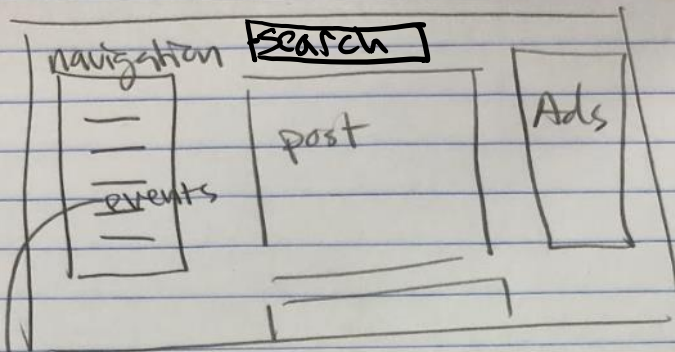
Step 2: Sketch One Competitor Flow

Favorite Competitor: Page Flow Sketch

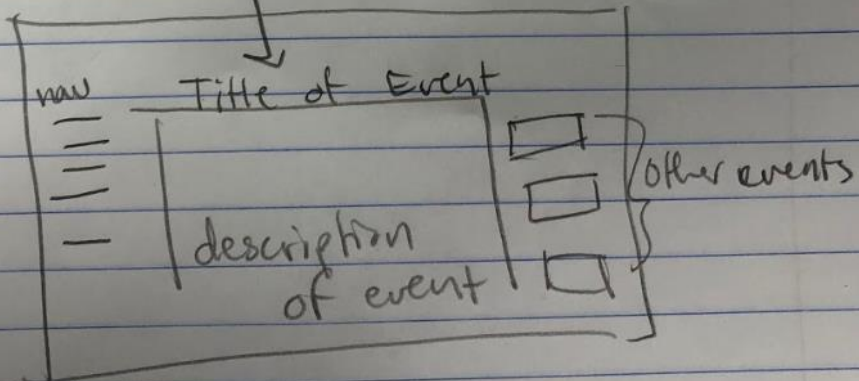
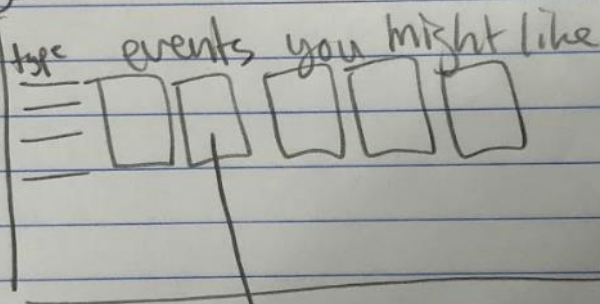
Pages sketched as boxes for the flow between pages (or screens) where you ask “What should I do tonight?”, look for the answer, and get an answer. Arrows drawn between the boxes show how the pages are connected by clicks. Inside the page boxes details include:

- 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

Facebook



search for "what to do"



Step 3: Sketch YOUR Flow

My Site Name

GottaGo.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

