# Site Flow and Sketches

## Step 1: Competitive Analysis

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| Competitor Site 1: <site name here> URL: <https://www.facebook.com/> AnalysisWhat is good about this site?  1. Can be very user oriented 2. Serves many different functions 3. Able to invite others  What is bad about this site?  1. Can be distracting 2. Not exactly meant to search for things to do 3. Lots of advertisements | Competitor Site 2s: <site name here> URL: <https://www.yelp.com/> AnalysisWhat is good about this site?  1. Really helpful for reviews 2. Variety of options 3. User friendly  What is bad about this site?  1. Looks a bit boring 2. Can’t invite friends through site 3. Taking advice from random people |

### Competitor 1 Pages

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

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#### Pages (or Screens) look for the answer

#### Page where you get an answer

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### Competitor 2 Pages

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

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#### Pages (or Screens) look for the answer

#### 

#### Page where you get an answer

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## 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

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## 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

