# Site Flow and Sketches

## Step 1: Competitive Analysis

|  |  |
| --- | --- |
| Competitor Site 1: Eventbrite URL: <https://www.eventbrite.com/> AnalysisWhat is good about this site?  1. Users can create their own events and publicize it. 2. Very clear help button at the top of the webpage. 3. Many categories of events can be found, include online and free ones.  What is bad about this site?  1. There is no date range selector in the search region on homepage, making it hard to pick a date. 2. Users cannot choose their favorite search results view. There is only one view, but people might want a list view for fast scan-through. 3. Also, cannot get rid of the COVID policy on the homepage even after I read it. | Competitor Site 2s: Ticketmaster URL: <https://www.ticketmaster.com/> AnalysisWhat is good about this site?  1. Recommendation page explores various topics that users might be interested in. 2. The ability to select a data range that users are interested in. 3. Have a calendar view of most events displayed.  What is bad about this site?  1. Cannot get rid of the COVID policy even after I read it. 2. Has a small pop out window for more info, and users have to scroll in the small window to read everything. 3. Cannot find a get help button easily. It is hidden inside the hamburger menu. |

### Competitor 1 Pages

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

A person sitting at a table

Description automatically generated with low confidence

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

#### Graphical user interface, website Description automatically generatedPage where you get an answer

### Text Description automatically generated

### Competitor 2 Pages

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

#### Graphical user interface, website Description automatically generatedPages (or Screens) look for the answer

#### Graphical user interface, text, application, email Description automatically generatedPage where you get an answer

## Graphical user interface, application Description automatically generated

Graphical user interface, text, application

Description automatically generated

## 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

## Diagram Description automatically generated

## Step 3: Sketch YOUR Flow

### My Site Name

Eventing

#### 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

Diagram

Description automatically generated