

# Site Flow and Sketches

## Step 1: Competitive Analysis

### Competitor Site 1: Ticketmaster

URL: <https://www.ticketmaster.com>

#### Analysis

##### What is good about this site?

1. Search bar includes zip code
2. Categories of events shown on front
3. Search bar follows you as you scroll

##### What is bad about this site?

1. Some repetition of events shown
2. Specific amex members events on front
3. There's a lot of information not focused in the middle of the screen

### Competitor Site 2s: Seatgeek

URL: <https://seatgeek.com>

#### Analysis

##### What is good about this site?

1. Event highlights
2. Search bar when you first open page
3. Shows starting price

##### What is bad about this site?

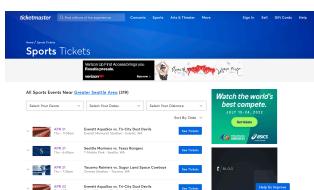
1. Splits up music category by artist not genre
2. Arrow scroll instead of open scroll
3. Some of the events just have generic pictures instead of the actual event picture

## Competitor 1 Pages

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



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

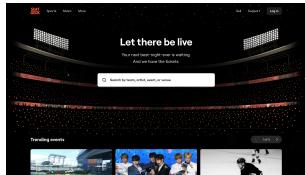


### Page where you get an answer

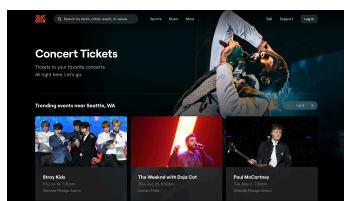


## Competitor 2 Pages

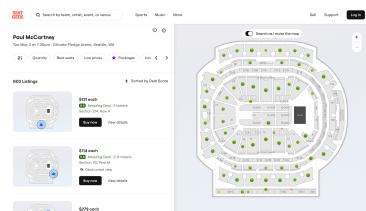
Page (or Screen) where you ask “What should I do tonight?”



Pages (or Screens) look for the answer



Page where you get an answer

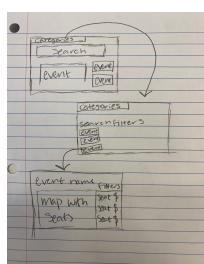


## Step 2: Sketch One Competitor Flow

### 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



## Step 3: Sketch YOUR Flow

### My Site Name

Tickets? Schmickets!

### 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

