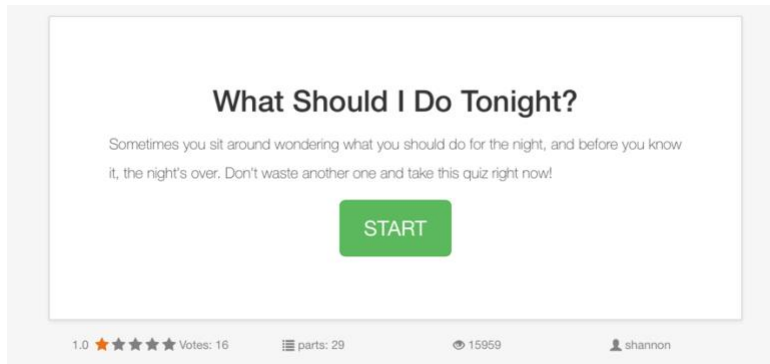# Site Flow and Sketches

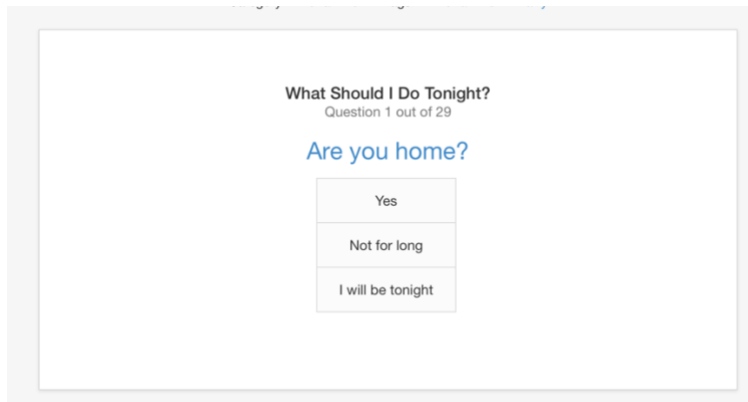## Step 1: Competitive Analysis

<table>
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Competitor Site 1: Quizony
URL: https://www.quizony.com/what-should-i-do-tonight/index.html

Analysis

What is good about this site?
1. Easy understand page design
2. Multiple choices questions, so we don't need to figure what to type
3. 29 question which can really understand your specific situation and give you suggestion

What is bad about this site?
1. Too many advertisements on the site that attract attention
2. 29 questions are too much, and spend a lot of time to answer
3. The choice for the night is limited, if you choose the same answer, the result will be the same

</td>
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Competitor Site 2s: BuzzFeed

URL:
https://www.buzzfeed.com/smirnoffcanada/what-should-you-actually-do-tonight*Analysis*

What is good about this site?
1. Fancy page design with many pictures
2. All contents are in one page, and you can go to any question by just scroll down
3. The page is pretty clever, it will automatically jump to next question after you finish choosing the previous one

What is bad about this site?
1. The questions are weird and sometimes hard to answer
2. Picture is not clear as word statement, since we can misunderstand the picture sometimes
3. Since everything is picture, the site is hard to understand at first and often distractive when answering questions
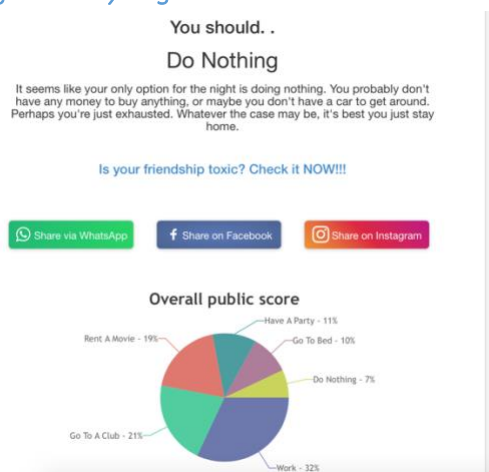
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Competitor 1 Pages

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

Pages (or Screens) look for the answer

Page where you get an answer

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

What Should You Actually Do Tonight?

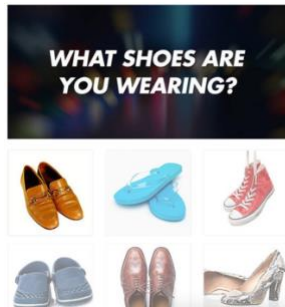Whatever it is, why not do it with a **Smirnoff Double Black**?

Smirnoff Canada
Brand Publisher

💬 Be one of the first to comment   🅕 🅟 🅣 ✉ 🔗

WHAT SHOULD YOU ACTUALLY DO TONIGHT?

🅕 🅟 ✉ 🔗

Pages (or Screens) look for the answer

WHAT SHOES ARE YOU WEARING?

Page where you get an answer

QUIZ What Should You Actually Do Tonight?

Fix something

Fix that broken thing that you've been meaning to fix for ages.
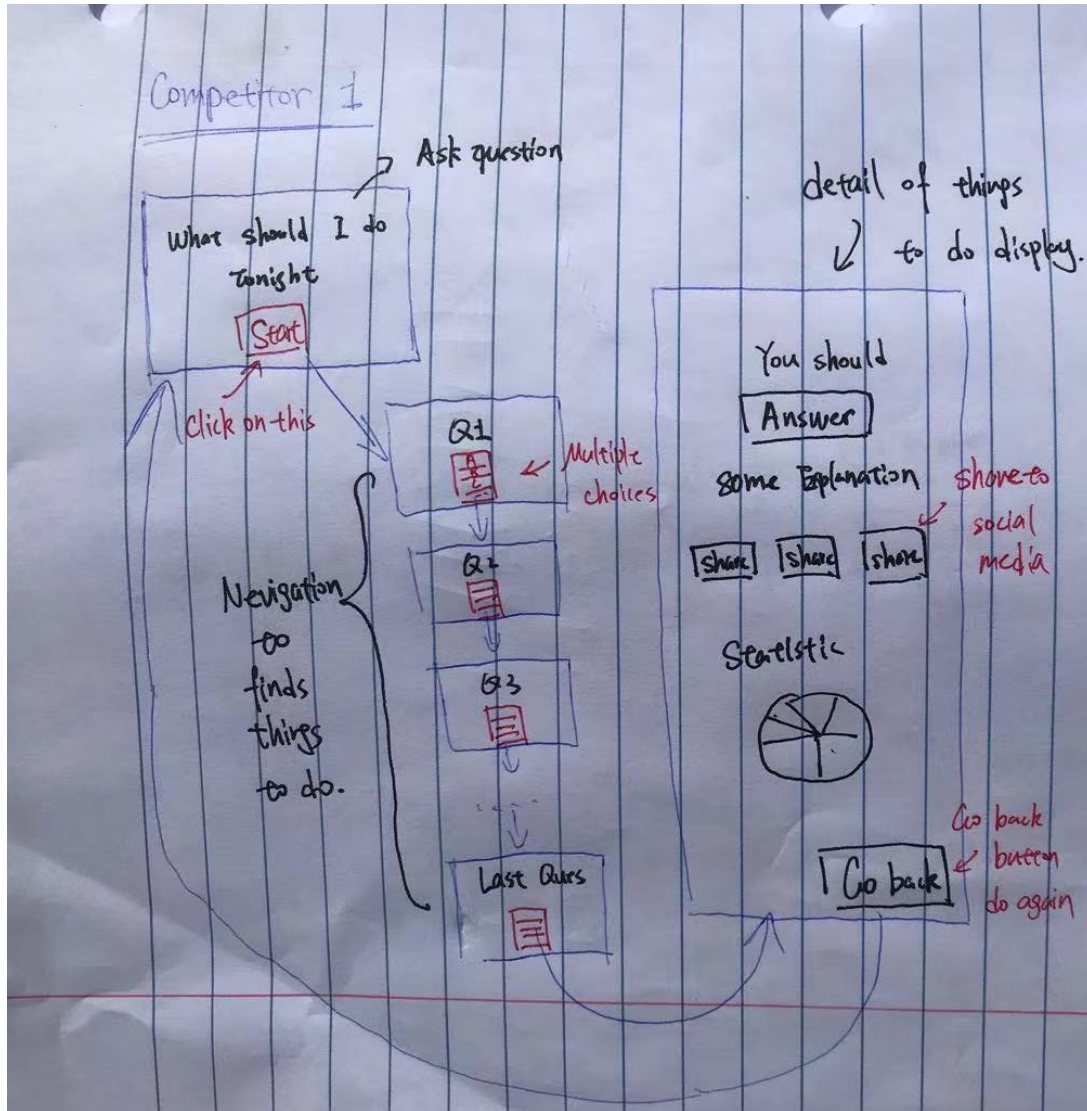Why not do it while... **Read More**

Image: Thinkstock

Retake   🔗 🅣 🅕

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:

Step 3: Sketch YOUR Flow

My Site Name
WhatIsUp

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: