

Site Flow and Sketches

Step 1: Competitive Analysis

<p>Competitor Site 1: Quizony URL: https://www.quizony.com/what-should-i-do-tonight/index.html</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Easy understand page design2. Multiple choices questions, so we don't need to figure what to type3. 29 question which can really understand your specific situation and give you suggestion <p>What is bad about this site?</p> <ol style="list-style-type: none">1. Too many advertisements on the site that attract attention2. 29 questions are too much, and spend a lot of time to answer3. The choice for the night is limited, if you choose the same answer, the result will be the same	<p>Competitor Site 2s: BuzzFeed</p> <p><i>URL:</i> https://www.buzzfeed.com/smirkoffcanada/what-should-you-actually-do-tonight</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Fancy page design with many pictures2. All contents are in one page, and you can go to any question by just scroll down3. The page is pretty clever, it will automatically jump to next question after you finish choosing the previous one <p>What is bad about this site?</p> <ol style="list-style-type: none">1. The questions are weird and sometimes hard to answer2. Picture is not clear as word statement, since we can misunderstand the picture sometimes3. Since everything is picture, the site is hard to understand at first and often distractive when answering questions
---	---

Competitor 1 Pages

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

The image shows a quiz landing page. At the top center is the title "What Should I Do Tonight?". Below it is a short description: "Sometimes you sit around wondering what you should do for the night, and before you know it, the night's over. Don't waste another one and take this quiz right now!" A large green button labeled "START" is centered below the text. At the bottom of the page, there are some statistics: "1.0 ★★★★☆ Votes: 16", "parts: 29", "15959", and "shannon".

Pages (or Screens) look for the answer

The image shows a quiz question screen. The title at the top is "What Should I Do Tonight? Question 1 out of 29". The question "Are you home?" is displayed. Below it is a vertical list of three options: "Yes", "Not for long", and "I will be tonight".

Page where you get an answer

You should. .

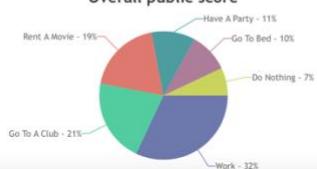
Do Nothing

It seems like your only option for the night is doing nothing. You probably don't have any money to buy anything, or maybe you don't have a car to get around. Perhaps you're just exhausted. Whatever the case may be, it's best you just stay home.

Is your friendship toxic? Check it NOW!!!

[Share via WhatsApp](#) [Share on Facebook](#) [Share on Instagram](#)

Overall public score



Competitor 2 Pages

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](#)?



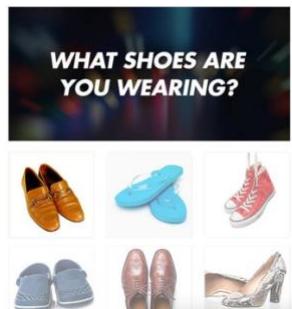
[Be one of the first to comment](#)



**WHAT SHOULD YOU
ACTUALLY DO TONIGHT?**



Pages (or Screens) look for the answer



Page where you get an answer

out 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](#)

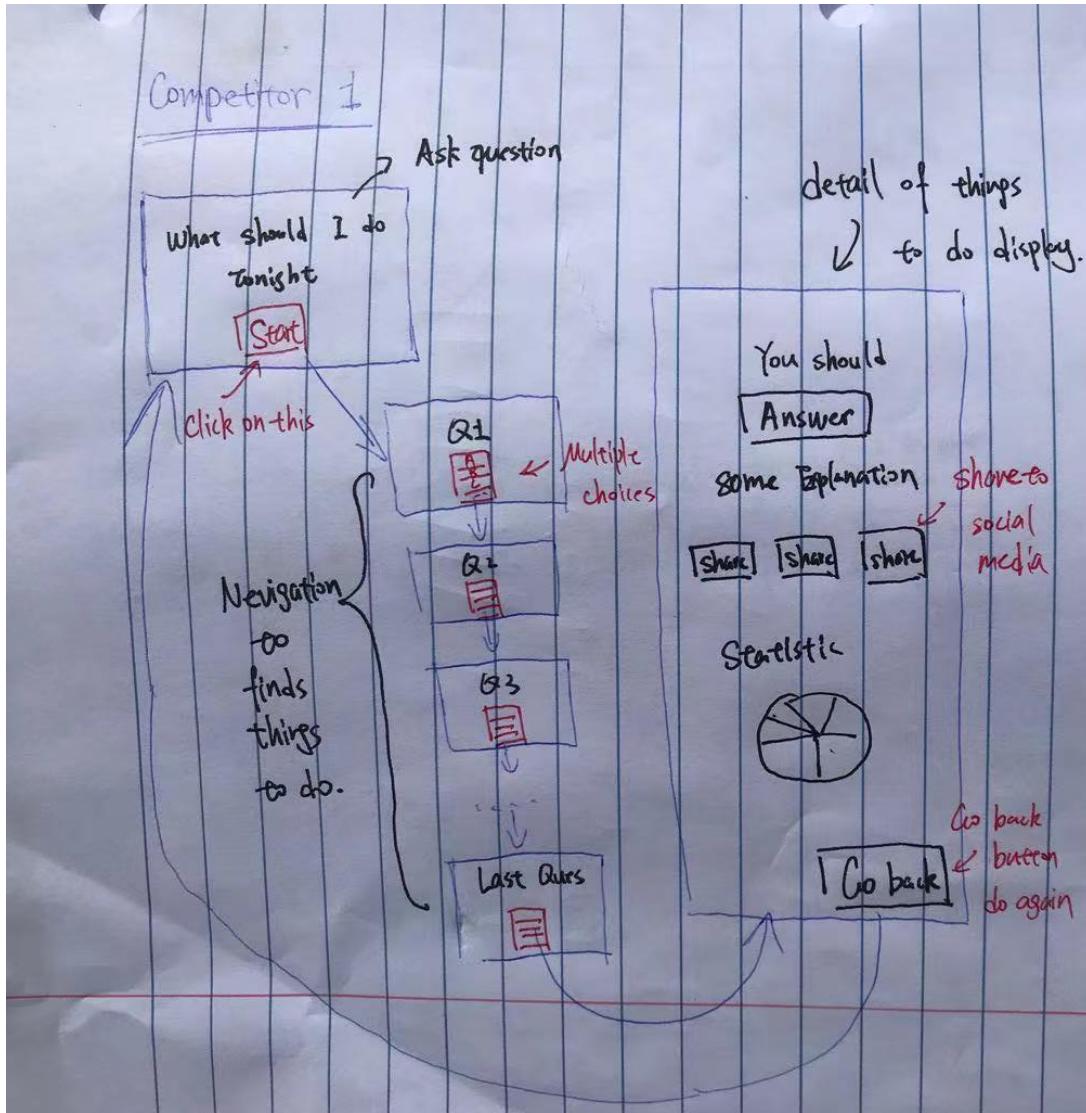
Image: Thinkstock

[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:

