

## Site Flow and Sketches

### Step 1: Competitive Analysis

<p>Competitor Site 1: &lt;site name here&gt;</p> <p><a href="https://www.eventbrite.com/d/wa--seattle/business--events/what-should-i-do-tonight/?page=1">https://www.eventbrite.com/d/wa--seattle/business--events/what-should-i-do-tonight/?page=1</a></p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none"><li>1. It's very clear and organized</li><li>2. It embedds a map on the side to show where each event is located</li><li>3. Lots of different catagories of fun event to choose from</li></ol> <p>What is bad about this site?</p> <ol style="list-style-type: none"><li>1. It doesn't tell you how to get to our destination</li><li>2. It doesn't have suggestion event on the side</li><li>3. Less colorful; color white makes the event feel less exciting</li></ol>	<p>Competitor Site 2s: &lt;site name here&gt;</p> <p><a href="https://www.thestranger.com/things-to-do">https://www.thestranger.com/things-to-do</a></p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none"><li>1. More colorful</li><li>2. Author wrote text to encourage people to attend event rather than just putting event on the website (more interaction)</li><li>3. Give reader to warm feeling, feel welcome</li></ol> <p>What is bad about this site?</p> <ol style="list-style-type: none"><li>1. Too much advertisements on the side</li><li>2. Looks very unorganized</li><li>3. Too much words to read through on the page</li></ol>
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## Competitor 1 Pages

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

eventbrite

Organize ▾ Help ▾ Sign In

Filters

Date ▾

Any day

Today

This weekend

Next month

Pick a date...

More dates

Category ▾

Any category

Business

Food & Drink

Health

Music

More categories

## what should i do tonight

in Seattle

Search

Sat, Feb 1, 4:00 PM + 8 more events

The Inside Info on the New York City Residential Buyer's Market- Seattle Ve...

Seattle, WA

Free

Sat, Feb 8, 4:30 PM

"The Not-Creepy Gathering for People Who Are Single and Want to Fall In Lov...

Fremont Abbey Arts Center • Seattle, WA

Starts at \$5.00

Wed, Feb 12, 6:00 PM

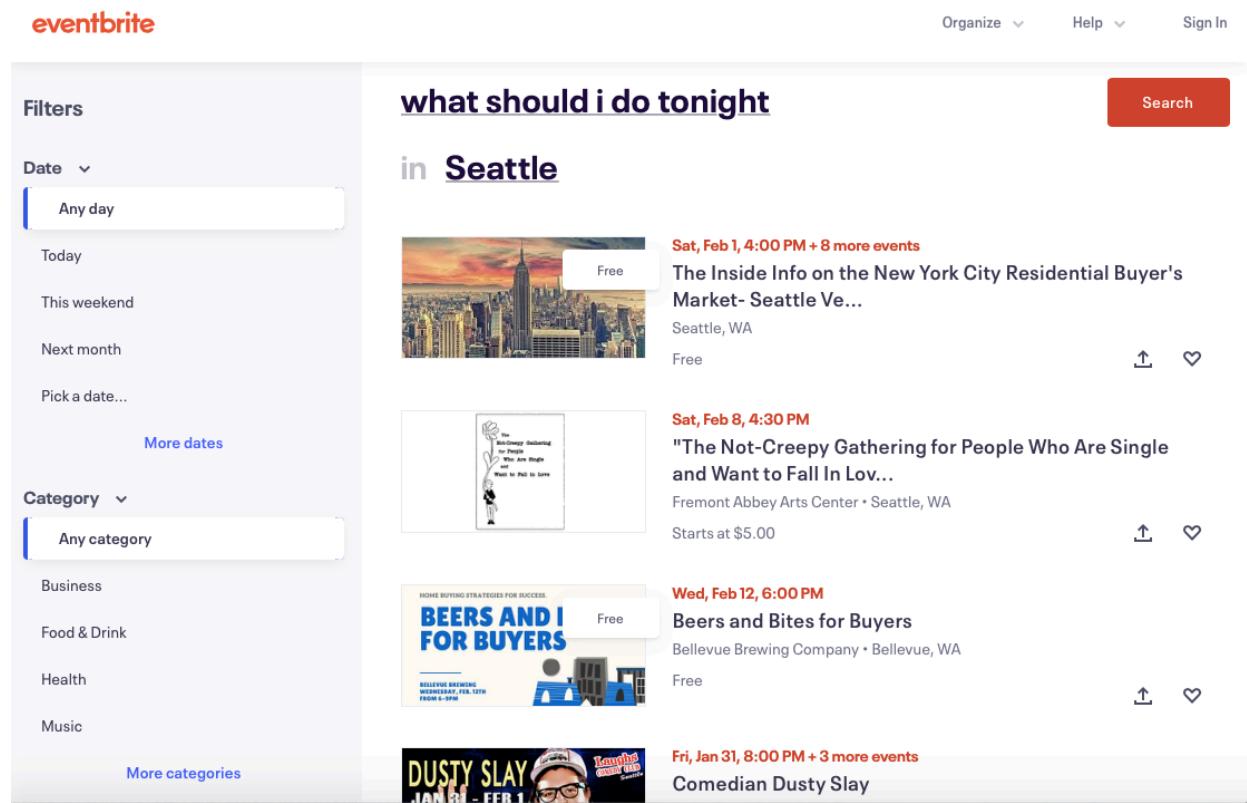
Beers and Bites for Buyers

Bellevue Brewing Company • Bellevue, WA

Free

Fri, Jan 31, 8:00 PM + 3 more events

Comedian Dusty Slay



*Pages (or Screens) look for the answer*

**eventbrite**

Organize  Help  Sign In

**Filters** [Clear !\[\]\(1d970b3e7cbfdacb236da6349ad0cf38\_img.jpg\)](#)

Date   
     [More dates](#)

Category   
     [More categories](#)

in **Seattle**

**Fri, Feb 14, 5:00 PM**  
**For the Love of Love Dinner + Wine Pairing**  
Dunbar Room at Hotel Sorrento • Seattle, WA  
Starts at \$100.00  

**Mon, Feb 3, 12:00 AM**  
**7-Day Jumpstart to Vegan Challenge | Seattle**  
7-Day Challenge • Seattle, WA  
Starts at \$11.97  

**Sat, Feb 29, 7:30 PM**  
**Kitsap Beer and Music Night**  
LoveCraft Brewing • Bremerton, WA  
Starts at \$15.00  

**Sat, Feb 8, 6:00 PM**  
**Saturday Night Speed Dating | Seattle Singles Event (Ages 24-36) | Do You R...**  
Blarney Stone Pub & Restaurant • Seattle, WA  
Starts at \$29.95  





**Dinner & Wine Pairing**  
FEBRUARY 14TH 5PM - 9PM at HOTEL SORRENTO

FEB  
14

**For the Love of Love Dinner + Wine Pairing**

by Hotel Sorrento [Follow](#)

\$100

[Register](#)

[Up](#) [Heart](#)

We're celebrating all types of love on the evening of the 14th with a four-course dinner and wine pairing in Dunbar Room.

About this Event

**We're celebrating all types of love on the evening of the 14th with a four-course dinner**

Date And Time

Fri, February 14, 2020  
5:00 PM – 9:00 PM PST  
[Add to Calendar](#)

Location

Competitor 2 Pages

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

The screenshot shows the homepage of EverOut, a website for things to do in Seattle. At the top, there's a yellow header bar with the EverOut logo and navigation links for 'THINGS TO READ' and 'THINGS TO DO'. Below the header, there's a sidebar for the 'SPLIFF' film festival, which ends on March 6, 2020. The main content area features a large headline about new Seattle events. A photo of Justin Bieber is shown below the headline. To the right, there's a sidebar for 'Calendars' and a promotional image for 'SHEN YUN' in Seattle.

**SPLIFF**  
A FILM FESTIVAL MADE  
BY THE STONED FOR  
THE STONED

SUBMIT YOUR  
FILM BY:  
**MARCH 6,  
2020**

CLICK TO LEARN  
MORE & SUBMIT  
YOUR FILM

**EVEROUT / THINGS TO DO**

## Buy Your Tickets to These 31 Newly Announced Seattle Events Before They Sell Out

Justin Bieber, My Chemical Romance, and More Events on Sale the Week of Jan 30  
by Stranger EverOut Staff



All Events »   My Events

Follow Us

f   i   t   NEWSLETTER

Calendars

All Events

DRY January

Music

Movie Times

Film

Festivals&Events

Food&Drink Events

Performance

Comedy

Queer

Visual Art

Festivals

Readings&Talks

Weed Events

Geek&Gaming

神韻晚會 2020  
**SHEN YUN**



SEATTLE  
ALL-NEW PRODUCTION

TICKETS ►

Pages (or Screens) look for the answer

**EverOut / the Stranger** THINGS TO READ - THINGS TO DO -

**SPLIFF**  
A FILM FESTIVAL MADE BY THE STONED FOR THE STONED

**SUBMIT YOUR FILM BY: MARCH 6, 2020**  
CLICK TO LEARN MORE & SUBMIT YOUR FILM

**Fairy Tale Dreams** Kent Stowell's *Cinderella* PACIFIC NORTHWEST BALLET

Choose a Category: Music

Choose a Subgenre: All Subgenres Choose a Venue: All Venues Choose a Neighborhood: All Neighborhoods

Choose a Date:  Search events  Staff Picks All Ages

All Music Events

**VINCENT performs with Melv**  
on Thursday, February 20 at Neumos

**Just announced! The Strokes are coming to WAMU Theater on March 9**  
Tickets on sale this Friday, January 31

**CHARLIE PARKER'S YARDBIRD**  
"A swift, paced opera with a pulsing, jazz-infused score."  
—The New York Times  
FEB. 22-MAR. 7 **BUY NOW >**

**Mark & Maggie O'CONNOR**  
AMERICAN CLASSICS  
Fall in love with the songbook of America  
FEB 14 **MEANY CENTER BUY TICKETS**

**SPLIFF**  
A FILM FESTIVAL MADE BY THE STONED FOR THE STONED

**SUBMIT YOUR FILM BY: MARCH 6, 2020**  
CLICK TO LEARN MORE & SUBMIT YOUR FILM

Page where you get an answer

**EverOut / the Stranger** THINGS TO READ - THINGS TO DO -

**SPLIFF**  
A FILM FESTIVAL MADE BY THE STONED FOR THE STONED

**SUBMIT YOUR FILM BY: MARCH 6, 2020**  
CLICK TO LEARN MORE & SUBMIT YOUR FILM

**Bliss** A NEW KIND OF PRINCESS. A NEW KIND OF MUSICAL. FEB 1-23 **GET TICKETS** THE 5TH AVENUE THEATRE WHERE GREAT MUSICALS ARE BORN

**Fairy Tale Dreams** Kent Stowell's *Cinderella* PACIFIC NORTHWEST BALLET

THINGS TO DO ALL EVENTS MUSIC LIVE MUSIC

## Radical Face

★ Recommended, Don't Miss

Neptune Theatre University District  
Wed Jan 29, 8 pm All Ages  
\$26/\$29



**SEATTLE OPERA.**  
**CHARLIE PARKER'S YARDBIRD**  
"A swift-paced opera with a pulsing, jazz-infused score."  
—The New York Times  
FEB 22-MAR. 7 **BUY NOW >**

**Mark & Maggie O'CONNOR**  
AMERICAN CLASSICS  
Fall in love with the songbook of America  
FEB 14 **MEANY CENTER BUY TICKETS**

**SPLIFF**  
A FILM FESTIVAL MADE BY THE STONED FOR THE STONED

**SUBMIT YOUR FILM BY: MARCH 6, 2020**  
CLICK TO LEARN MORE & SUBMIT YOUR FILM

Open "[https://googleads.g.doubleclick.net/pcs/click?xai=AKAOjssnri0l6jSzDmpy5rV7yHZRkWb84S3HZ20nzjsLL0Qf55...ource%3DStranger%26utm\\_medium%3Dreferral%26utm\\_campaign%3DYardbird&nx=CLICK\\_X&ny=CLICK\\_Y](https://googleads.g.doubleclick.net/pcs/click?xai=AKAOjssnri0l6jSzDmpy5rV7yHZRkWb84S3HZ20nzjsLL0Qf55...ource%3DStranger%26utm_medium%3Dreferral%26utm_campaign%3DYardbird&nx=CLICK_X&ny=CLICK_Y)" in a new tab

## 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

NAME		help	sign in
Filters	what should I do tonight	Search	
date ↓ Category	in Seattle		
		sat. Feb 6, 4:00pm - 6:00pm ↑ (v)	
	/// //	sat. Feb 8, 4:30pm ↑ (v)	
	// /	Sun Feb 9, 4:30 pm ↑ (v)	

NAME		help	sign in
Filter clear date ↓ Category Food & drink	in Seattle		
	Dinner one parking	Fri, Feb 14, 5:00 pm ↑ (v)	
	Lunch buffet	Sat Feb 15, 6:00 pm ↑ (v)	
	//		

Dinner & Dine Pairing		for the love by Hotel pairing
date ↑ (v)	-February 14th 5-9pm at Bellevue	register
		location X X X X X X X X

## Step 3: Sketch YOUR Flow

My Site Name

I am a Foodie

### *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

I AM A Foodie

Cuisine Filter		Sign in			map
<input type="checkbox"/> Taiwanese					
<input type="checkbox"/> Thai					
<input type="checkbox"/> Japanese					
<input type="checkbox"/> American					
<input type="checkbox"/> Korean					
Mile <input type="checkbox"/> Smile 10 miles <input type="checkbox"/> 20 miles					

I AM a Foodie

Cuisine Filter		map		
<input checked="" type="checkbox"/> Taiwanese		1	2	3
<input type="checkbox"/> Thai		1	2	3
<input checked="" type="checkbox"/> Japanese		1	2	3
<input type="checkbox"/> American		1	2	3
<input type="checkbox"/> Korean		1	2	3
mile <input type="checkbox"/> 10 miles		1	2	3

I AM a Foodie

Cuisine Filter		map		
<input type="checkbox"/> Taiwanese		Taiwanese cuisine in 10 miles		
<input checked="" type="checkbox"/> Thai		1	2	3
<input checked="" type="checkbox"/> Japanese		1	2	3
<input type="checkbox"/> American		1	2	3
<input type="checkbox"/> Korean		1	2	3
mile <input type="checkbox"/> 10 miles		1	2	3

#1

HOT POT

Location x xx      menu = x x  
 Hours x xx      price range x x  
 transportation xx