

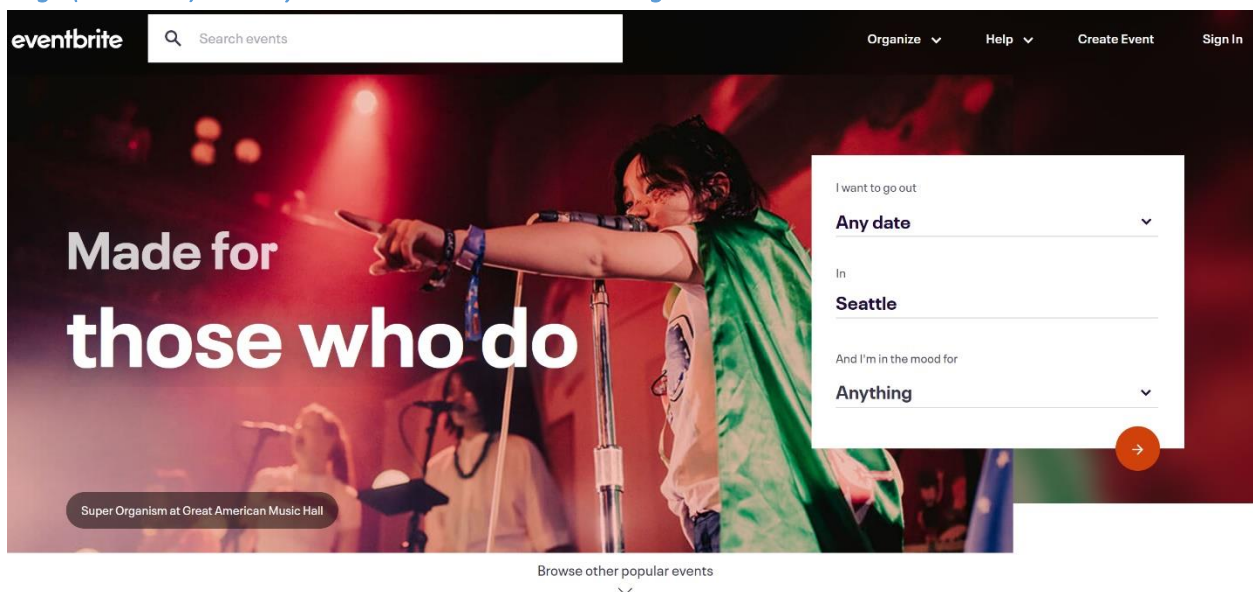
Site Flow and Sketches

Step 1: Competitive Analysis

<p>Competitor Site 1: <site name here> URL: https://www.eventbrite.com/</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Easy to find the search bar2. Recommend relevant events3. Have search filters <p>What is bad about this site?</p> <ol style="list-style-type: none">1. No event snippets. Only titles in the result list2. Search engine does not recognize “tonight” so it does not apply its “today” filter automatically.3. Hard to follow the descriptions on event pages . Not obvious sections.	<p>Competitor Site 2s: <site name here> URL: https://www.eventbee.com/</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Detailed pricing on event pages2. Brief event descriptions3. Have comment section so people can share their thoughts about events <p>What is bad about this site?</p> <ol style="list-style-type: none">1. Need to scroll down to find the search bar2. UI on the search page is not attracting3. No search filters
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Competitor 1 Pages

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



in Seattle

Search

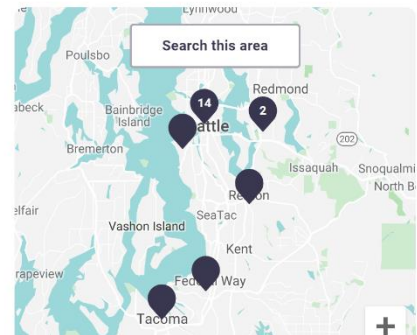
Any date ▾

More filters

Wed, Nov 6, 7:00pm
Optimism Brewing Company, Seattle, WA
Starts at \$12.44



Thu, Nov 7, 6:00pm
Black Dot Underground, Seattle, WA
Starts at \$5.00



 Search for events

[Browse Events](#)

Create Event

Help ▾

Sign In



MULTIPLE DATES

Grant Writing Introductory
Training... Renton, Washington

\$0 - \$1,997



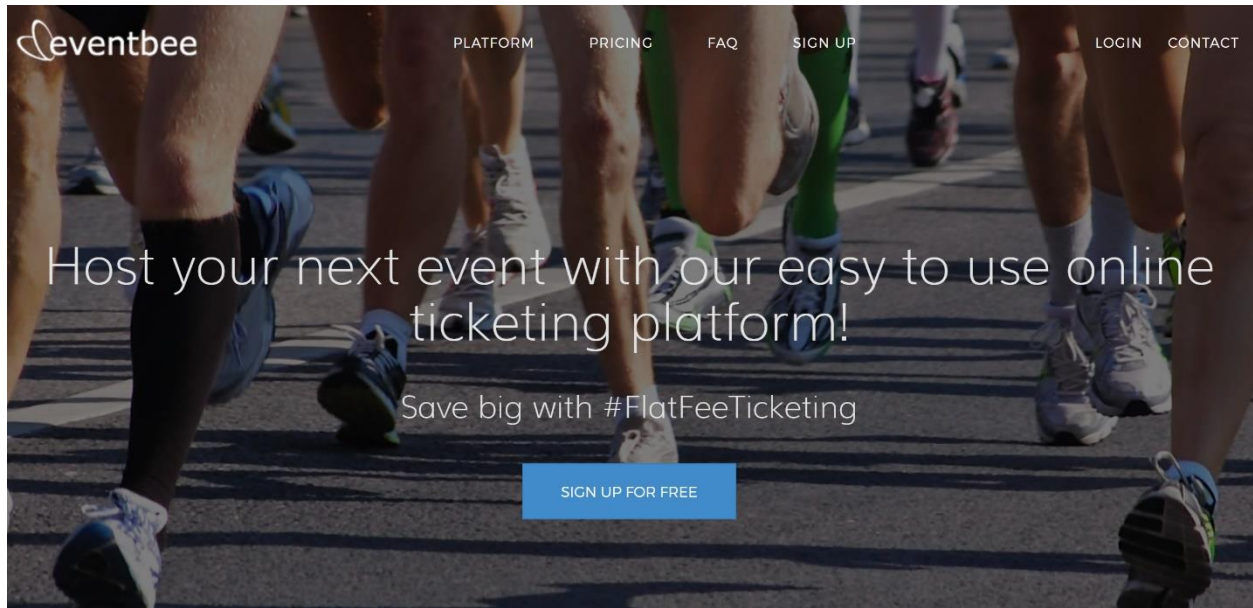
Select A Date

Description

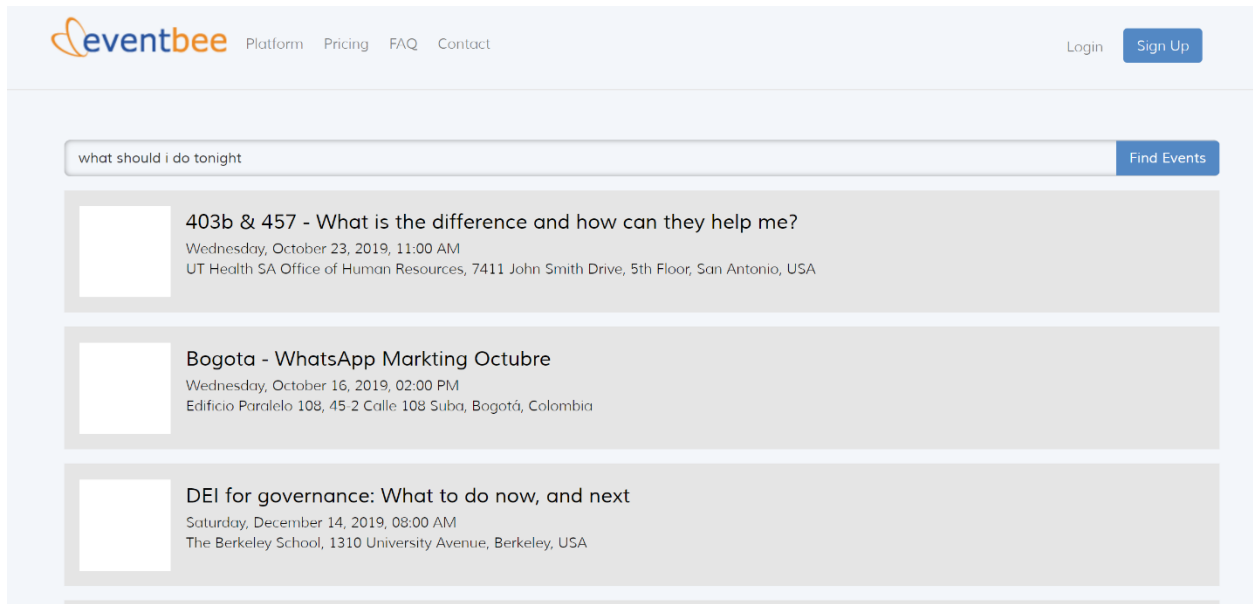
Location

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

Bogota - WhatsApp Markting Octubre

Tickets

Ticket Individual

Available from Oct 7 10:17 PM to Oct 16 07:00 PM

COP137,000

0

Pac x 3

Available from Oct 7 10:17 PM to Oct 16 07:00 PM

COP127,700

0

Pac x 5

Available from Oct 7 10:17 PM to Oct 16 07:00 PM

COP117,600

0

eventbee

GOODAY

VERIFIED & SECURED

VERIFY SECURITY

COMPRAR TIQUETES

When

Wed Oct 16 2019 02:00 PM

Wed Oct 16 2019 06:00 PM

Empozar

Fin

Agregar a mi calendario

Where

Edificio Paralelo 108, 45-2 Calle 108 Suba, Bogotá, Colombia

Mapa e indicaciones de como llegar

Edificio Paralelo 108

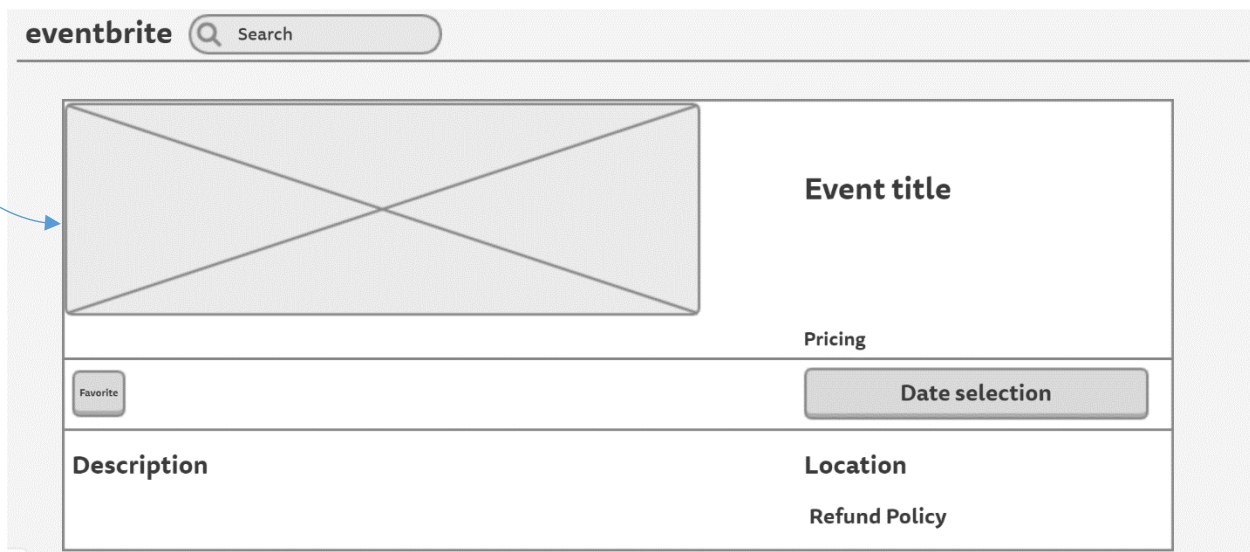
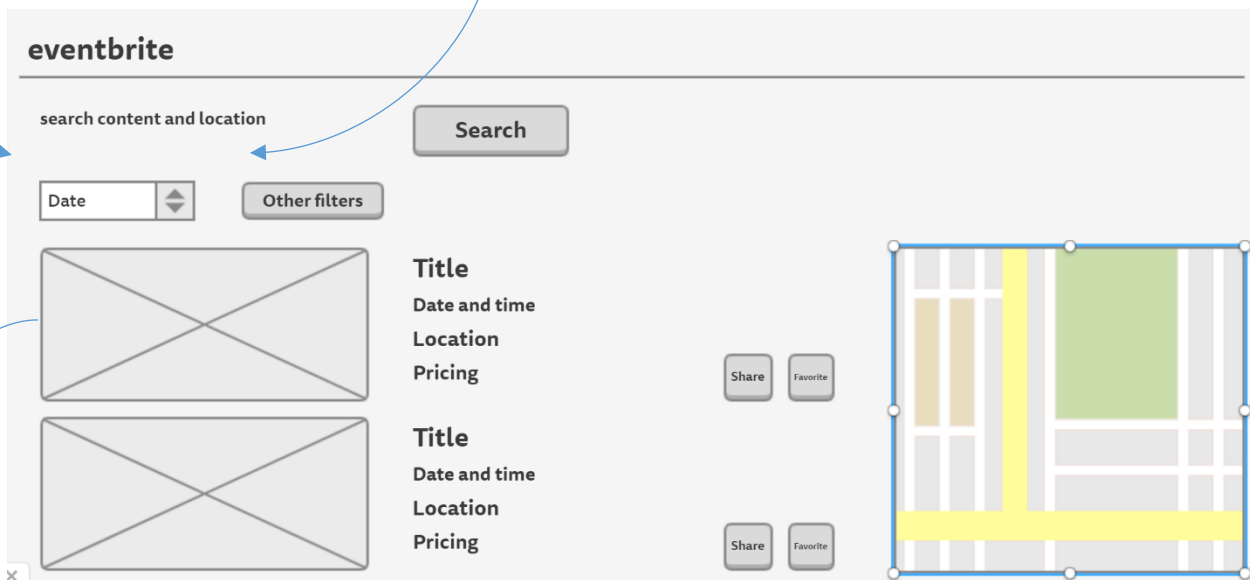
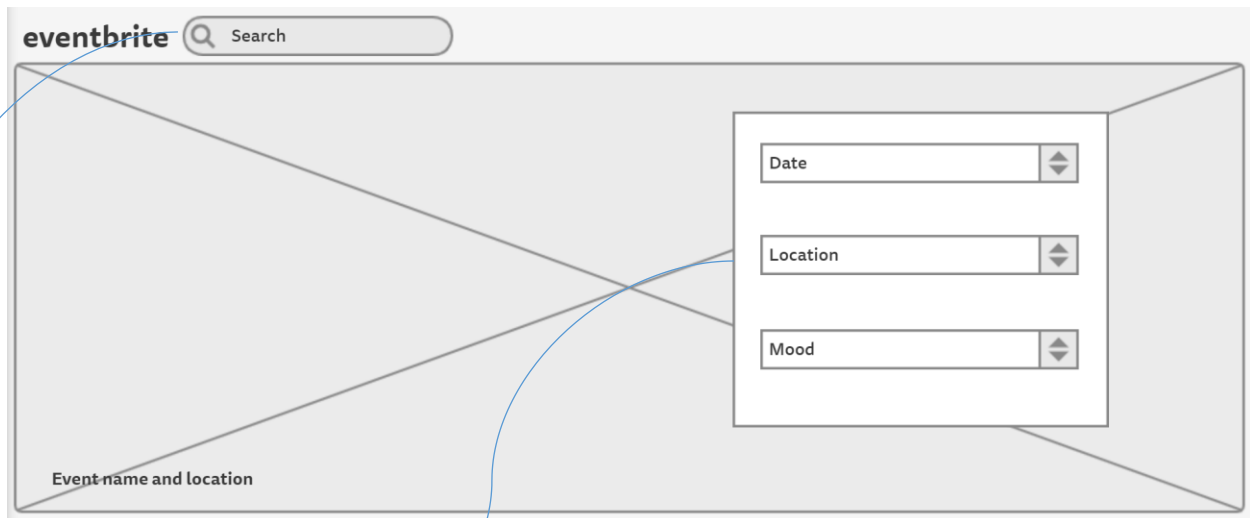
View larger map

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

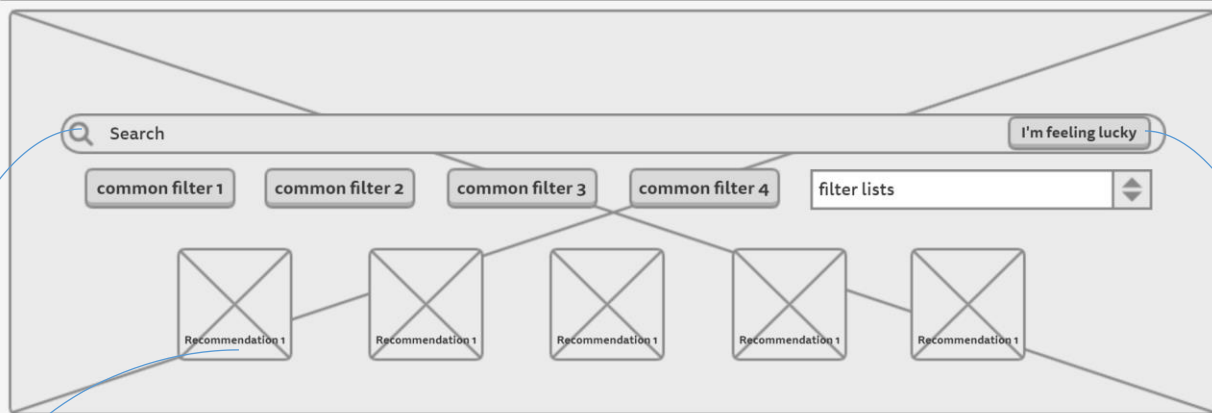
eVent

Sketch of My Page Flow

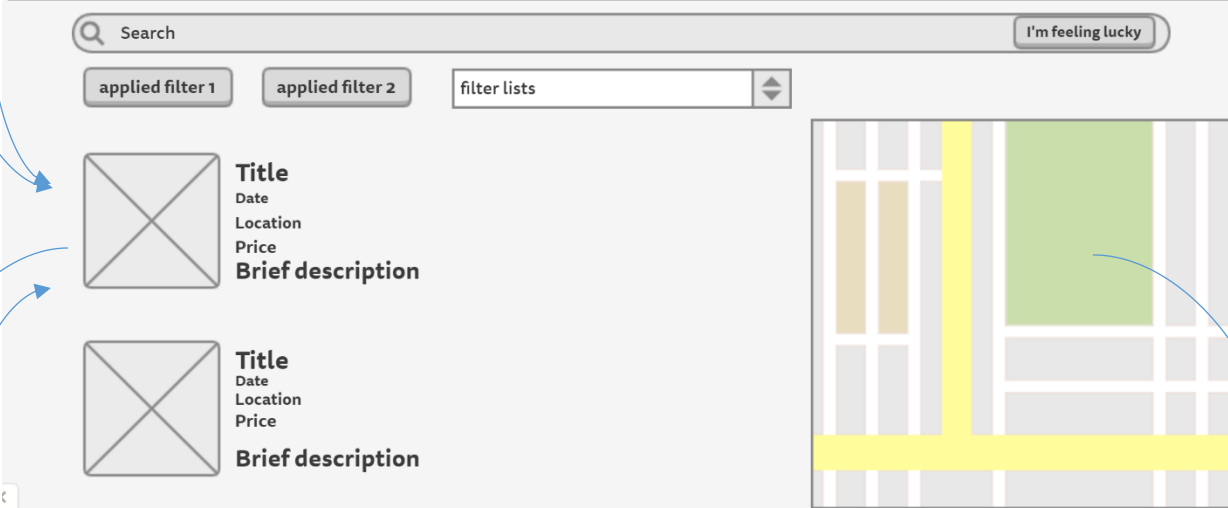
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