# Site Flow and Sketches

## Step 1: Competitive Analysis

|  |  |
| --- | --- |
| Competitor Site 1: <site name here> URL: <https://www.eventbrite.com/> AnalysisWhat is good about this site?  1. Easy to find the search bar 2. Recommend relevant events 3. Have search filters  What is bad about this site?  1. No event snippets. Only titles in the result list 2. 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. | Competitor Site 2s: <site name here> URL: <https://www.eventbee.com/> AnalysisWhat is good about this site?  1. Detailed pricing on event pages 2. Brief event descriptions 3. Have comment section so people can share their thoughts about events  What is bad about this site?  1. Need to scroll down to find the search bar 2. UI on the search page is not attracting 3. No search filters |

### Competitor 1 Pages

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

A screenshot of a cell phone

Description automatically generated

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

A close up of a map

Description automatically generated

#### Page where you get an answer

A screenshot of a cell phone

Description automatically generated

### Competitor 2 Pages

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

#### A picture containing person, outdoor Description automatically generatedPages (or Screens) look for the answer

A screenshot of a social media post

Description automatically generated

#### Page where you get an answer

A screenshot of a cell phone

Description automatically generated

## 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

A screenshot of a cell phone

Description automatically generated

A screenshot of a cell phone

Description automatically generated

A screenshot of a cell phone

Description automatically generated

## Step 3: Sketch YOUR Flow

### My Site Name

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#### 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

A picture containing screenshot

Description automatically generated

A screenshot of a cell phone

Description automatically generated

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