# Site Flow and Sketches

## Step 1: Competitive Analysis

|  |  |
| --- | --- |
| Competitor Site 1: <site name here> URL: <url here> AnalysisWhat is good about this site?  1. <type something here> 2. <type something here> 3. <type something here>  What is bad about this site?  1. <type something here> 2. <type something here> 3. <type something here> | Competitor Site 2s: <site name here> URL: <url here> AnalysisWhat is good about this site?  1. <type something here> 2. <type something here> 3. <type something here>  What is bad about this site?  1. <type something here> 2. <type something here> 3. <type something here> |

### Competitor 1 Pages

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

<paste screen-shot here>

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

<paste screen-shot here>

#### Page where you get an answer

<paste screen-shot here>

### Competitor 2 Pages

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

<paste screen-shot here>

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

<paste screen-shot here>

#### Page where you get an answer

<paste screen-shot here>

## 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

<paste screenshot of sketches here>

## Step 3: Sketch YOUR Flow

### My Site Name

<type the name of your site here>

#### 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

<paste screenshot of sketches here>