# Site Flow and Sketches

## Step 1: Competitive Analysis

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| --- | --- |
| Competitor Site 1: Netflix URL: www.netflix.com AnalysisWhat is good about this site?  1. Multiple people can watch at once 2. A lot of Netflix originals 3. Can watch on laptop, xbox, tv etc.  What is bad about this site?  1. Can’t get new movies 2. Limit to number of users at once 3. Monthly payments | Competitor Site 2s: HBO Go URL: http://play.hbogo.com/ AnalysisWhat is good about this site?  1. Can watch on laptop, xbox, tv etc. 2. Multiple people can watch at once 3. HBO original series  What is bad about this site?  1. Monthly payments 2. Limit to number of users 3. No sports |

### Competitor 1 Pages

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

https://www.netflix.com/browse

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

#### https://www.netflix.com/browse

#### Page where you get an answer

### https://www.netflix.com/watch/80049218?trackId=14170286&tctx=0%2C0%2C7cfbf321-2312-4c78-934f-6d1bcc0e2b3a-9217803

### Competitor 2 Pages

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

#### <http://play.hbogo.com/?reentered=true>

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

#### <http://play.hbogo.com/?reentered=true>

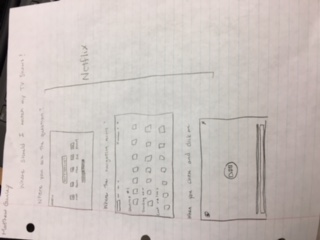
#### Page where you get an answer

## <http://play.hbogo.com/series/urn:hbo:series:GV7xwpQNK8MJfPwEAAAG_?reentered=true>

## 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

[www.Ganley](http://www.Ganley).com

#### 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

