

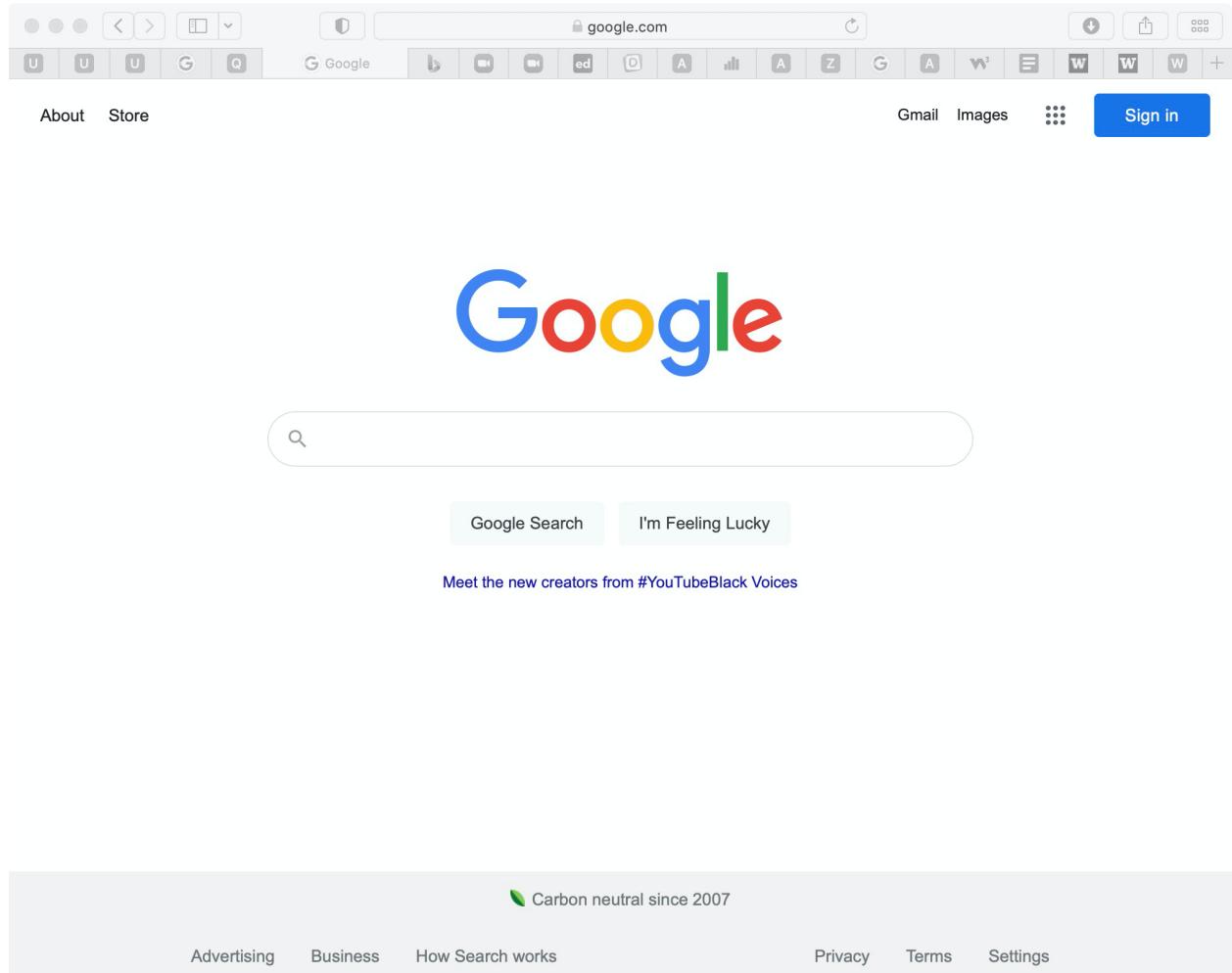
Site Flow and Sketches

Step 1: Competitive Analysis

<p>Competitor Site 1: google URL: google.com</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Clear, simple structure2. Have account that can store the history3. Easily direct to other function, e.g. gmail <p>What is bad about this site?</p> <ol style="list-style-type: none">1. No background picture, too simple2. Sometimes searching result is irrelevant3. Mainly black and white, no other color	<p>Competitor Site 2s: bing URL: bing.com</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Beautiful background picture2. Have “trending now” when opening the search bar3. Cute icons <p>What is bad about this site?</p> <ol style="list-style-type: none">1. Too much information2. Structure is not clear3. Too much loading time sometimes
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Competitor 1 Pages

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



Pages (or Screens) look for the answer

The screenshot shows a web browser interface with a Google search results page. The address bar at the top displays "google.com". Below the address bar is a toolbar with various icons, including a magnifying glass, a lock, and a refresh symbol. To the right of the toolbar are links for "Gmail" and "Images", followed by a grid icon and a "Sign in" button.

The main content area features the Google logo in its signature blue, red, yellow, and green colors. Below the logo is a search bar containing the query "what is the best movie". A dropdown menu lists several related search suggestions:

- what is the best movie
- what is the best movie **of all time**
- what is the best movie **in the world**
- what is the best movie
- what is the best movie **ever**
- what is the best movie **ever made**
- what is the best movie **of 2021**
- what is the best movie **on netflix right now**
- what is the best movie **app**
- what is the best movie **streaming service**
- what is the best movie **out right now**

At the bottom of the search bar area are two buttons: "Google Search" and "I'm Feeling Lucky". A small link "Report inappropriate predictions" is located just below the search bar. The footer of the page includes links for "Advertising", "Business", "How Search works", "Privacy", "Terms", and "Settings".

Page where you get an answer

The screenshot shows a Google search results page. The search query "what is the best movie" is entered in the search bar. Below the search bar, there are navigation links for All, News, Images, Videos, Shopping, More, and Tools. A "What to watch" section is displayed, featuring a heading "What to watch" and a list of categories: All services, Movies, New, Action, Comedy, Drama, Superhero, Horror, Romance, Thriller, and Animation. Under the "Popular movies" section, there are thumbnails for "THE FALLOUT", "ETERNALS", "ENCANTO", "THE POWER OF THE DOG", "Don't Look UP", "THE LAST DUEL", "THE TENDER BAR", and "GH". Below this, the "New movies and shows" section shows thumbnails for "BEANIE" and other new releases, with a "See more" button.

About 6,750,000,000 results (1.42 seconds)

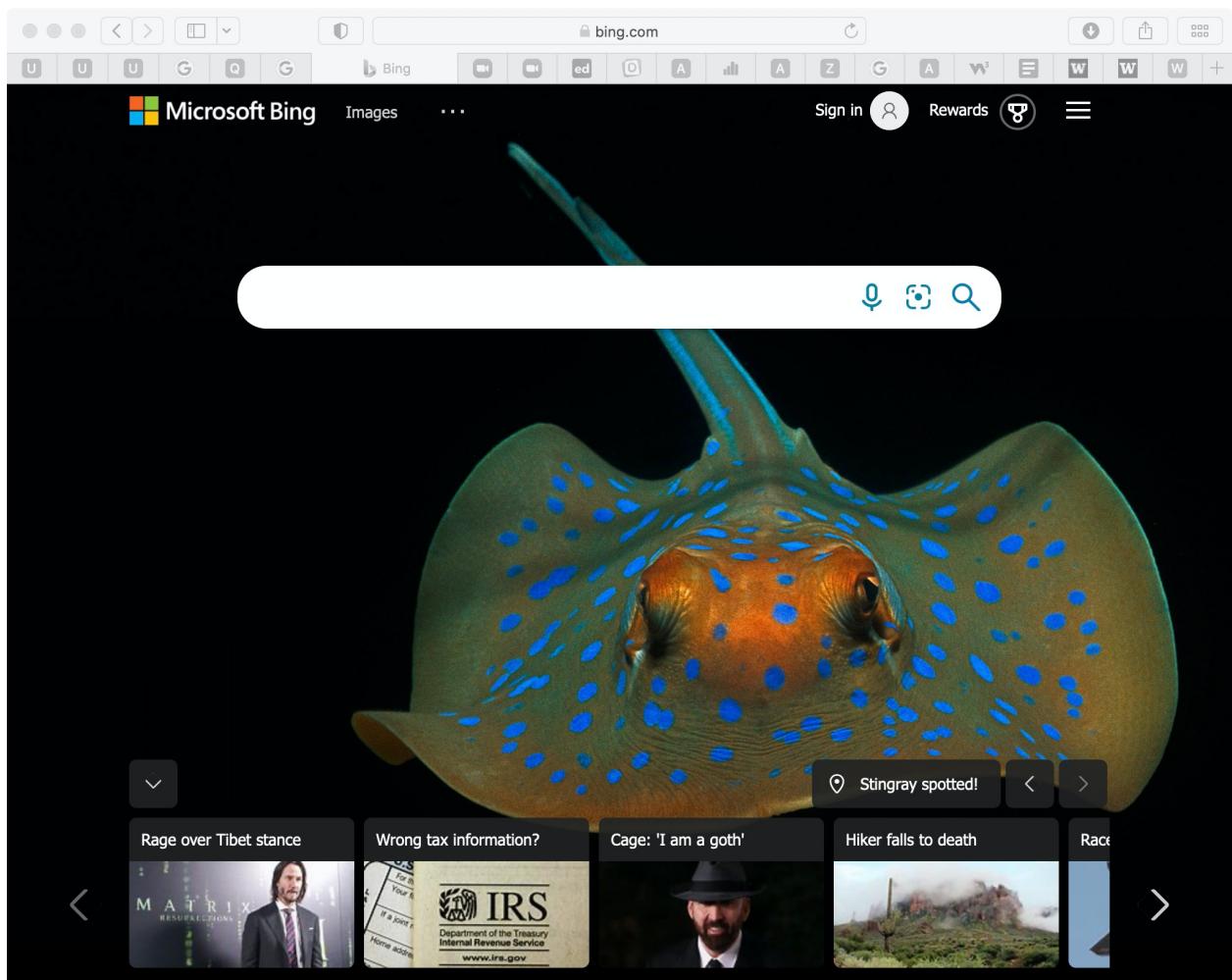
<https://www.rottentomatoes.com> > top > bestofrt

Top 100 Movies of All Time - Rotten Tomatoes

Rank Title Year Rating User Score Critic Score

Competitor 2 Pages

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



Pages (or Screens) look for the answer

The screenshot shows a Microsoft Bing search interface. The search bar at the top contains the query "best movie". Below the search bar is a list of suggested queries, each preceded by a small blue icon. The suggestions are:

- best movie 2021
- best movie on netflix
- best movie quotes
- best movie of all time
- best movie soundtracks
- best movie 2020
- best movie ever
- best movie streaming sites
- best movie series
- best movie dialogues

At the bottom of the page, there is a horizontal news feed with five cards:

- Rage over Tibet stance (image of Keanu Reeves)
- Wrong tax information? (image of IRS logo)
- Cage: 'I am a goth' (image of Nicolas Cage)
- Hiker falls to death (image of a desert landscape)
- Race (partially visible)

A status message "Stingray spotted!" is displayed above the news feed.

Page where you get an answer

The screenshot shows a Microsoft Bing search interface. The search bar at the top contains the query "best movie". Below the search bar, there are several navigation tabs: ALL, SHOPPING, IMAGES, VIDEOS, MAPS, NEWS, and MORE. The "ALL" tab is currently selected. The main content area displays a grid of movie posters with their titles and prices. The movies listed are: "The Shack [DVD]" for \$3.74, "Exists [DVD + Digital]" for \$13.99, "Interstellar (4K UHD + Blu-Ray + Digital)" for \$14.96, "Fury [4K UHD + Blu-Ray]" for \$15.59, "The Guardian [Blu-Ray]" for \$17.99, "The Gentlemen [Blu-Ray]" for \$13.12, and a partially visible movie for \$5.88. Each item includes a link to Amazon.com and a star rating.

Top 100 Greatest Movies of All Time (The Ultimate List) - ...

<https://www.imdb.com/list/ls055592025> •

Top 100 Greatest Movies of All Time (The Ultimate List) 1. **The Godfather (1972)** R | 175 min | Crime, Drama. 2. **The Shawshank Redemption (1994)** 3. **Schindler's List (1993)** 4. **Raging...**

EXPLORE FURTHER

[Top 100 Movies of All Time - Rotten Tomatoes](#)

[www.rottentomatoes.com](#)

[Most Popular Movies - IMDb](#)

[www.imdb.com](#)

[100 Best Movies on Netflix to Watch Right Now \(January ...](#)

[editorial.rottentomatoes.com](#)

[Top 100 Kids & Family Movies - Rotten Tomatoes](#)

[www.rottentomatoes.com](#)

[Top 100 Horror Movies - Rotten Tomatoes](#)

[www.rottentomatoes.com](#)

Recommended to you based on what's popular • Feedback

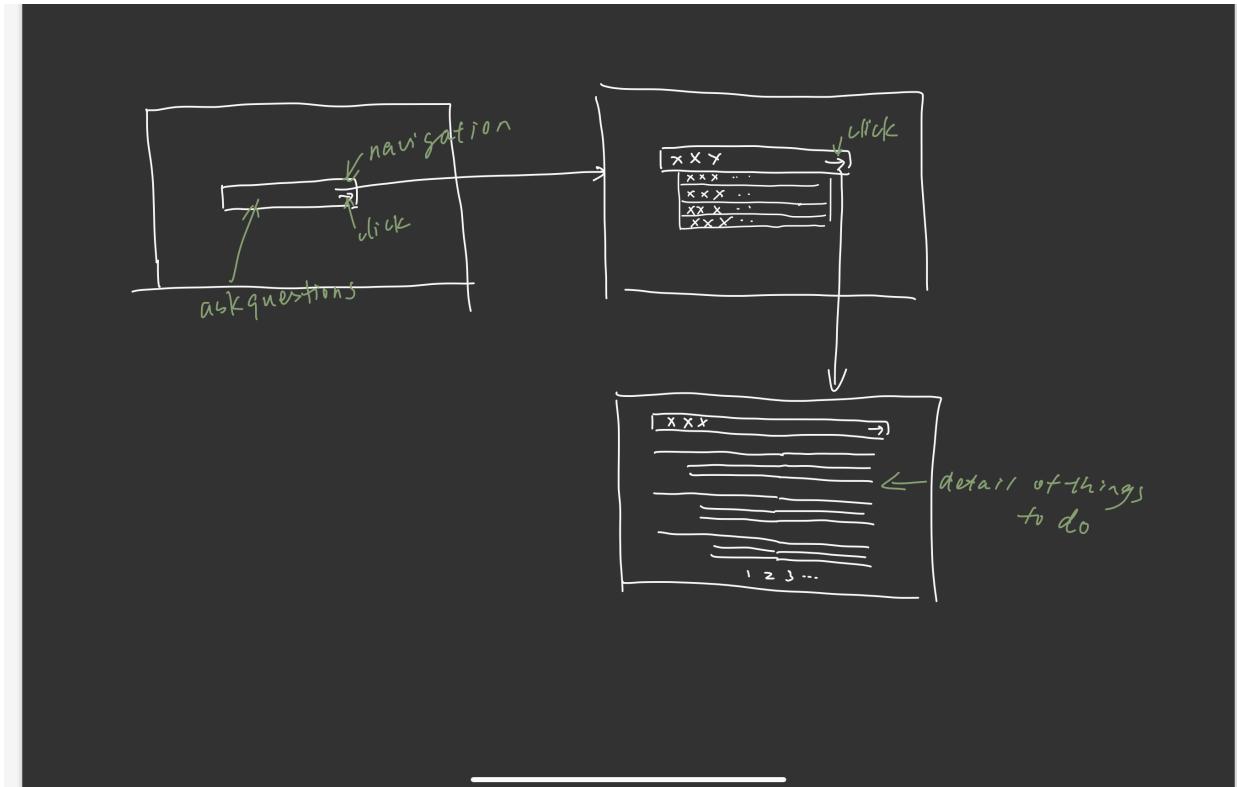
See more

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

<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

