# Site Flow and Sketches

## Step 1: Competitive Analysis

|  |  |
| --- | --- |
| Competitor Site 1: Foursquare URL: <https://foursquare.com/> AnalysisWhat is good about this site?  1. You can search by category of activity instead of just a specific activity 2. The search filters are very different from usual search filters 3. You can link it to Facebook to see what your friends recommend along with what others recommend  What is bad about this site?  1. When you click on a recommendation, it opens the recommendation in a new tab 2. The location map takes up half of the entire page 3. When you enter in a new search, the page doesn’t reset to the top of the page | Competitor Site 2s: Yelp URL: <https://www.yelp.com/> AnalysisWhat is good about this site?  1. It allows you to make reservations or order takeout at different places directly from the website 2. You can view multiple photos from the description without having to go to a different page 3. It displays the hours of business  What is bad about this site?  1. When people put in review about different places, it shows too much information about them 2. There’s a lot of advertising for other places when you click on a recommendation 3. It doesn’t allow for very general searches |

### Competitor 1 Pages

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

A picture containing screenshot

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 social media post

Description automatically generated

### Competitor 2 Pages

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

A display in a store

Description automatically generated

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

A screenshot of a cell phone

Description automatically generated

#### Page where you get an answer

A screenshot of food

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## 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

## Step 3: Sketch YOUR Flow

### My Site Name

Serendipity

#### 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 screenshot of a cell phone

Description automatically generated