

# Site Flow and Sketches

## Step 1: Competitive Analysis

<p><b>Competitor Site 1: &lt;site name here&gt;</b> URL: <a href="https://www.stubhub.com/">https://www.stubhub.com/</a></p> <p><b>Analysis</b></p> <p><b>What is good about this site?</b></p> <ol style="list-style-type: none"><li>1. There are various pictures of artists and stadiums so you know what you possibly purchased before you actually do.</li><li>2. I like the big banner that greets you with all the big events happening when you are on the homepage.</li><li>3. I like how the sub-genre of “sports” “concerts” etc have a drop down when you hover over them to show the different events and artist’s, instead of you having to click them and scroll through. It’s very convenient.</li></ol> <p><b>What is bad about this site?</b></p> <ol style="list-style-type: none"><li>1. I don’t like how the homepage is kind of jumbled up with various activities. I think they can separate it a better</li><li>2. I don’t like the banners just showing a picture and title, I think adding a little description with showtimes/dates would be convenient.</li><li>3. I don’t like on Stubhub that they only show the team that is going to play. I like on ticketmaster that they show both the home team and opponents.</li></ol>	<p><b>Competitor Site 2s: &lt;site name here&gt;</b> URL: <a href="https://www.ticketmaster.com/">https://www.ticketmaster.com/</a></p> <p><b>Analysis</b></p> <p><b>What is good about this site?</b></p> <ol style="list-style-type: none"><li>1. I like how the search function allows you to enter a zip code or city to allow you to search for events going on in your area instead of you having to search externally.</li><li>2. I like the “recently viewed option” because more likely than not that's an event you are interested in and it reminds you about it just in case you want to continue searching.</li><li>3. I like how in the individual events it shows how many events the artist/venue will be having so it allows you know how many a specific one will be happening. When you hover it shows more details.</li></ol> <p><b>What is bad about this site?</b></p> <ol style="list-style-type: none"><li>1. For the top of the page instead of having little tabs of events when you hover over the section you have to click to see more events. It’s not as convenient as stubhub.</li><li>2. What’s bad is that it continues to have a pop-up that encourages people to make an account. It continues to show every page you goto.</li><li>3. &lt;type something here&gt;</li></ol>
--	--

## Competitor 1 Pages

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

A screenshot of a web browser showing the StubHub homepage. The address bar shows 'stubhub.com'. The page features a large banner with the text 'LOOKING FOR A SHOW? SEE OUR SCHEDULED EVENTS' over an image of a DJ setup. Below the banner are navigation links for 'Sports', 'Concerts', 'Theater & Comedy', 'Gift Cards', and 'Top Cities'. The top right has options for 'Sell', 'My Tickets', and 'Sign In'. The bottom of the screen shows a Mac OS X dock with various application icons.

*Pages (or Screens) look for the answer*

A screenshot of a web browser showing the 'Sport tickets' category page on StubHub. The address bar shows 'stubhub.com/sports-tickets/category/28/'. The page has a purple header with the text 'SPORT TICKETS'. Below it, there are sections for 'NFL' (showing Jacksonville Jaguars and Las Vegas Raiders games) and 'NCAA Football' (showing various game images). The bottom of the screen shows a Mac OS X dock with various application icons.

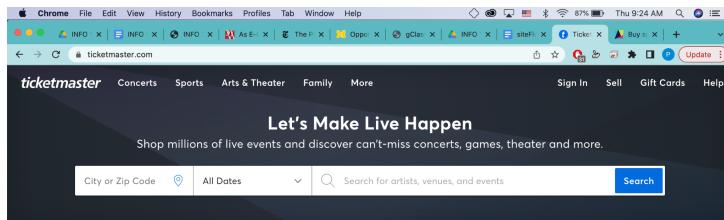
*Page where you get an answer*

A screenshot of a web browser showing the 'Las Vegas Raiders Tickets' page on StubHub. The address bar shows 'stubhub.com/las-vegas-raiders-tickets/performer/139/'. The page title is 'Las Vegas Raiders Tickets'. It shows a message 'We didn't find anything nearby, but here's what's happening in other cities.' Below this, it lists '1 event in all locations' for 'NFL Hall of Fame Game: Jacksonville Jaguars vs Las Vegas Raiders Tickets' on 'THU Aug 4, 2022' at '8:00 PM - Tom Benson Hall of Fame Stadium, Canton, OH, US' with a price of '\$90'. There is a note 'Only 5 tickets left at lowest price'. The bottom of the screen shows a Mac OS X dock with various application icons.

## Competitor 2 Pages

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

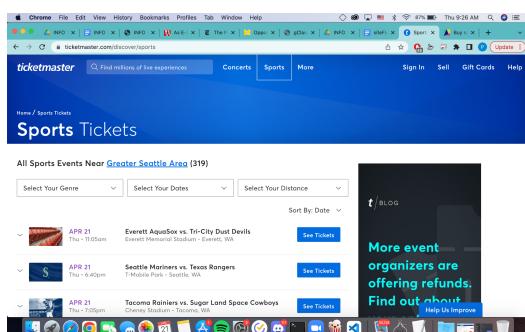
Homepage



Click on “Sports”

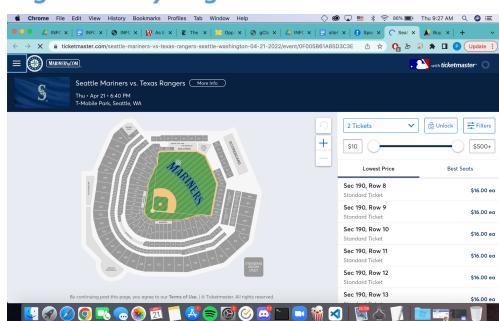
*Pages (or Screens) look for the answer*

Various sports events going on



Click “see tickets”

*Page where you get an answer*

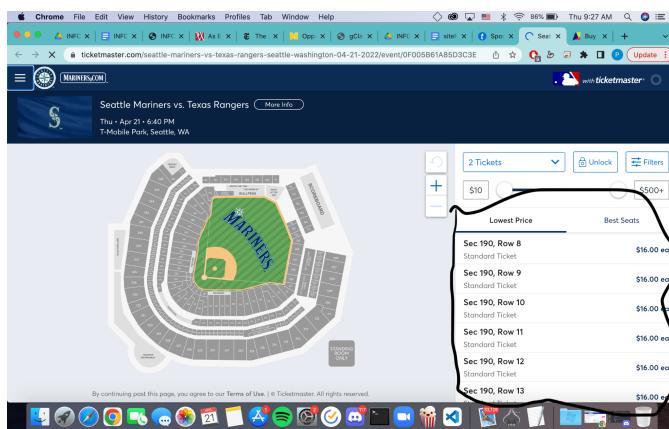
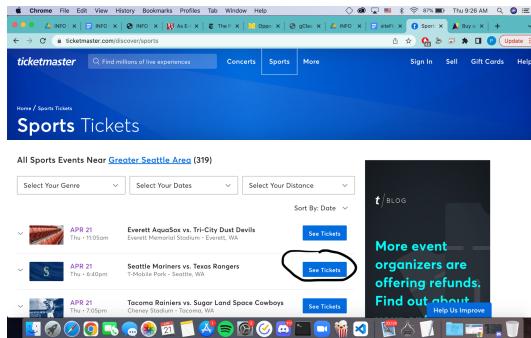
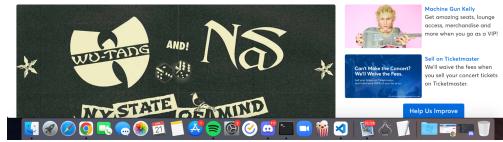
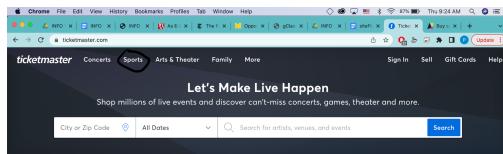


On the tickets page where you can pick your seats and purchase.

## 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:



- o Where you ask the question
- o Where the navigation is that allows you to find things to do
- o Where the details of the “things to do” are displayed
- o Where you click to move from page to page

## Step 3: Sketch YOUR Flow

### My Site Name

What Should I Do When I Visit The University of Washington?

### *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

