

Site Flow and Sketches

Step 1: Competitive Analysis

<p>Competitor Site 1: <visit Seattle> URL: <http://www.visitseattle.org/></p> <p>Analysis</p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. <The images on homepage is also artistic.>2. <it provides some related information, such as booking hotels etc.>3. <All the events are well detailed. > <p>What is bad about this site?</p> <ol style="list-style-type: none">1. <It contains too much information.>2. <People are easily getting lost.>3. <The title is not very obvious. >	<p>Competitor Site 2s: <visit Dublin> URL: <https://www.visitdublin.com/></p> <p>Analysis</p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. <The images on homepage is artistic.>2. <It has sections for visitors to do, and locals as well. >3. <It has events among different areas. > <p>What is bad about this site?</p> <ol style="list-style-type: none">1. <It contains too much information.>2. <People are easily getting lost.>3. <The title is not very obvious. >
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Competitor 1 Pages

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

A screenshot of a web browser showing the VisitSeattle.org website. The URL in the address bar is www.visitseattle.org/things-to-do/events/. The page features a dark header with the 'VISIT seattle' logo and navigation links for Meeting Planners, Partner Services, Travel Professionals, Seattle Sports Commission, Press, Maps & Guides, and a green 'PLAN MY TRIP' button. Below the header is a dark banner with the word 'EVENTS' in white. The main content area shows a large image of silhouetted figures against a teal background, with text overlaying it: 'Every day of the year, there's a festival, performance, concert, sporting event, or fair happening in Seattle.' To the right, there is a video player showing a man speaking into a microphone.

Every day of the year, there's a festival, performance, concert, sporting event, or fair happening in Seattle.

There are unlimited opportunities to experience art, heritage, and culture while you're in town. Step into a historic theater downtown to catch up-and-coming music acts as well as touring Broadway productions. Visit a gallery or museum to discover one-of-a-kind art with Pacific Northwest flair. Or attend a festival—everything from ones all about wine, beer, and cider to music blockbusters and more—for every interest. We invite you to discover the creative pulse that makes Seattle such a great place to visit.

Start by browsing our list of [annual festivals and events](#) or search events by specific dates or interests below.

What are the best venues for live music in Seattle?

Pages (or Screens) Look for the answer

The screenshot shows a search results page for "concert" on the VisitSeattle.org website. The search bar at the top contains the word "concert". Below it, a sidebar titled "FILTER RESULTS" includes a "Top Results" section and dropdown menus for "Visitor Pages", "Videos", "Events", "Blog Posts", and "Local Businesses". Buttons for "Clear Filters" and "Refine Search" are also present. The main content area is titled "VISITOR PAGES (28)" and features several cards with images and titles: "Sound Waves" (How Seattle birthed Jazz kings to grunge gods, hip-hop stars to indie darlings...), "Concert Call" (It's hard to go wrong when picking a Seattle concert venue. The scene sports ...), "Music Scene" (Aside from coffee and evergreen trees, Seattle is perhaps best known for its ...), "Home" (Seattle skyline), "Movie Nights" (Home to diverse film festival summer), and "Explore Like a Local: Ludovic Morlot" (Seattle's musical director).

Page where you get an answer

The screenshot shows a detailed article on the VisitSeattle.org website. The title of the article is "How Seattle birthed Jazz kings to grunge gods, hip-hop stars to indie darlings, and where its music is headed next." It features a black and white photo of Kurt Cobain performing on stage. The text discusses the city's musical evolution from jazz to grunge and beyond. A caption below the photo reads: "Kurt Cobain with Nirvana at the Paradiso on November 25, 1991 in Amsterdam, Netherlands. Photo: Frans Schellekens/Redferns". To the right of the article, there is a smaller image of a house with the caption: "Kurt Cobain and the rocker's former house in Leschi, Seattle, where fans make pilgrimages to this private property. Cobain is often seen leaving messages on a bench in nearby Viretta Park. Photo: David Thurston/AFP/Getty Images".

Competitor 2 Pages

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

<paste screen-shot here>

The screenshot shows the Visit Dublin website with a banner at the top featuring the text "Visit Dublin A Breath of Fresh Air". Below the banner, a large image of a crowd with their hands raised is used as a background for the "What's On" section. The main heading "What's On" is displayed prominently. To the right, there is a call-to-action text: "Keep your finger on the pulse and don't miss a thing with our guide to what's on for the next three days...". Below this, there is a search bar with fields for "Find An Event" (date range from 19/10/2017 to 22/10/2017), "Event Types", and "Optional Keyword...", a "Go" button, and a link "...or click here to VIEW ALL EVENTS". A grid of event cards follows, each with a thumbnail, title, date, location, and category. One card for "Shane Filan" is highlighted with an orange box and additional descriptive text: "Get yourself to the Olympia Theatre for this evening of romantic music - and don't forget the tissues." Other visible events include Micky Flanagan (Comedy, 19th October, 2km From O'Connell Bridge), Noveller (Concerts & Gigs, 19th October, 1.9km From O'Connell Bridge), Dan Reed (Concerts & Gigs, 20th October, 1.3km From O'Connell Bridge), and The Young Folk (Concerts & Gigs, 20th October, 1.3km From O'Connell Bridge).

Pages (or Screens) Look for the answer

<paste screen-shot here>

The screenshot shows the Visit Dublin website search results for the query "concert". The banner at the top features the "Visit Dublin A Breath of Fresh Air" logo. The search bar on the right contains the word "concert". The main heading "Search Results" is displayed above the search results. The search results are titled "You searched for concert" and show 79 results. The results are listed in a grid format, with each item including a thumbnail, title, and a brief description. The first result is "Harry Potter and the Philosopher's Stone in Concert", described as a film screening at the 3Arena. The second result is "The Christmas Concert", associated with the "Dublin A Breath of Fresh Air" logo. The third result is "Game of Thrones Live Concert Experience", described as immersing oneself in the world of Westeros. To the right of the search results is a sidebar titled "REFINE YOUR SEARCH" with a list of categories: Shopping, Tours, Visitor Attractions, Activities, Accommodation, Eat, Drink, Nightlife, Insider Tips, and Content Pages.

Page where you get an answer

<paste screen-shot here>

Harry Potter and the Philosopher's Stone in Concert



FAMILY FRIENDLY

Pottermania remains a worldwide phenomenon, almost twenty years since the books first made their way onto childrens' shelves all over the world. There have been films, books, prequels, sequels, and even a theme park, and now, there's a musical accompaniment.

A live orchestra will accompany a gargantuan screening of

[show more](#) 

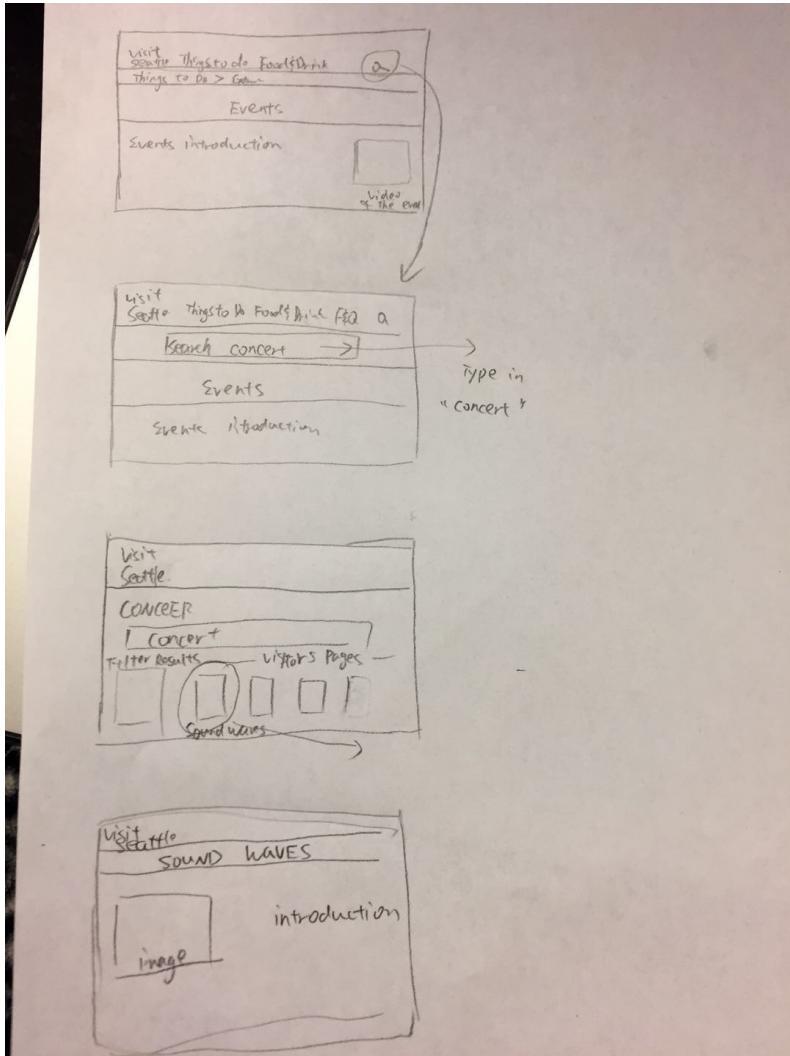
Step 2: Sketch One Competitor Flow

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

<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
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<paste screenshot of sketches here>

