

# Site Flow and Sketches

## Step 1: Competitive Analysis

<b>Competitor Site 1: Pandora</b> URL: <a href="https://www.pandora.com/">https://www.pandora.com/</a>  <b>Analysis</b>  What is good about this site? <ol style="list-style-type: none"><li>1. Has 1 million songs</li><li>2. Compatible with Android, iOS, WP, BB</li><li>3. The subscription cost is only \$4.99</li></ol> What is bad about this site? <ol style="list-style-type: none"><li>1. The vast amount of choices can be a disadvantage</li><li>2. It has a tendency to crash and be unreliable</li><li>3. Not as many song choices when compared to competitors (e.g. iTunes Radio over 27 million)</li></ol>	<b>Competitor Site 2s: Google Music</b> URL: <a href="http://music.google.com">music.google.com</a>  <b>Analysis</b>  What is good about this site? <ol style="list-style-type: none"><li>1. you can upload your own music</li><li>2. you can listen to internet radio</li><li>3. has a mobile app that shares data on your account</li></ol> What is bad about this site? <ol style="list-style-type: none"><li>1. the playlist interface sucks</li><li>2. it can be confusing to add your own music</li><li>3. you can only authorize 10 devices at once</li></ol>
---	--

### Competitor 1 Pages - Pandora

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

Now Playing [My Stations](#)

pandora [Upgrade](#) 

Create your first station.

Enter an artist, song, or genre to create a station.

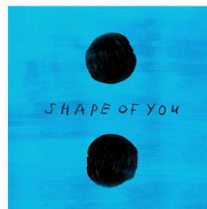
Genres



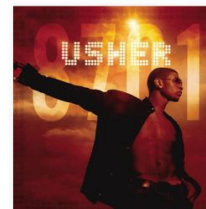
Country  
127M Listeners



Hip Hop/Rap  
231M Listeners



Pop  
203M Listeners



R&B/Soul/Funk  
77M Listeners



Rock  
92M Listeners


Want help finding something new?

[Browse Genres](#)


## Pages (or Screens) look for the answer

Now Playing My Stations  pandora Upgrade


Recent A-Z Shuffle Off




Imagine Dragons Radio  
Now Playing




OneRepublic Radio  
Listened in January 2017




Thumbprint Radio  
Listened in May 2016




Owl City Radio  
Listened in August 2014



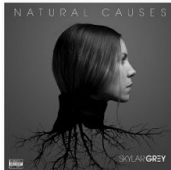
Zedd Radio  
Listened in June 2014




Fun. Radio  
Listened in June 2014




Lorde Radio  
Listened in April 2014




Skylar Grey Radio  
Listened in September 2013



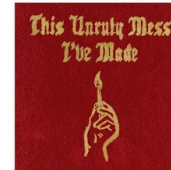
Daft Punk Radio  
Listened in September 2013



Snow Patrol Radio  
Listened in August 2013



The Fray Radio  
Listened in August 2013




Macklemore & Ryan Lewis Radio  
Listened in August 2013

Sail  
AWOLNATION  
0:36 | 4:19


## Page where you get an answer

Now Playing My Stations  pandora Upgrade

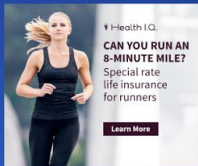
Shuffle




Imagine Dragons Radio



Sail  
AWOLNATION  
Megallithic Symphony



iHealth I.Q.  
CAN YOU RUN AN 8-MINUTE MILE?  
Special rate life insurance for runners  
Learn More

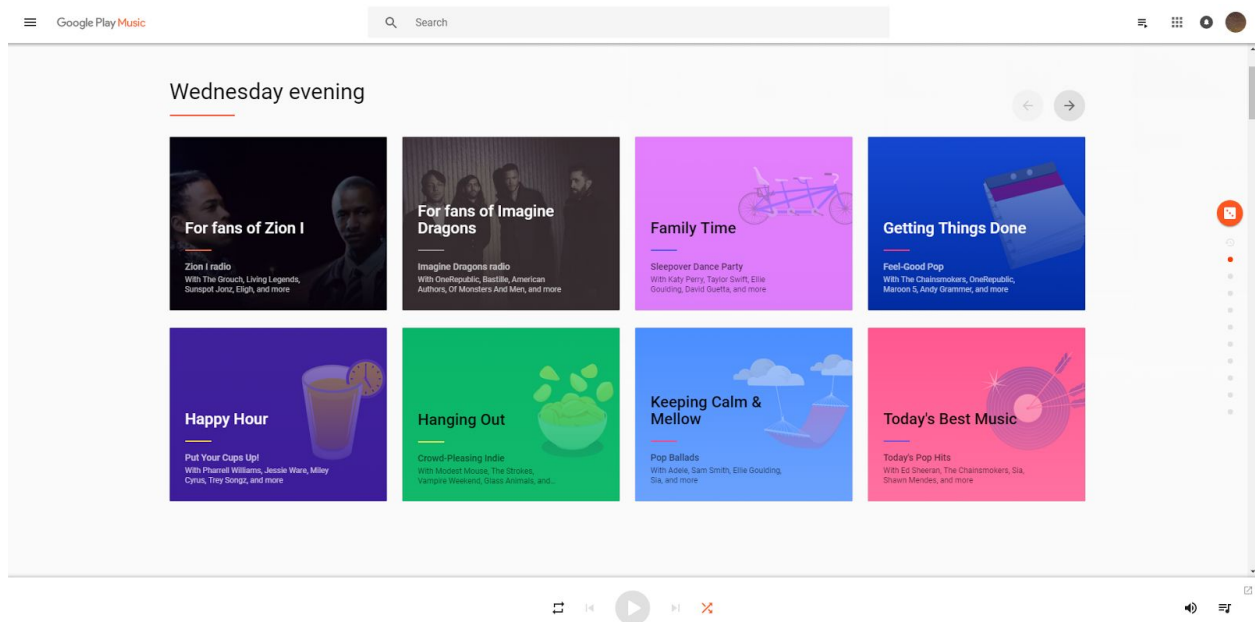


Find out more about AWOLNATION

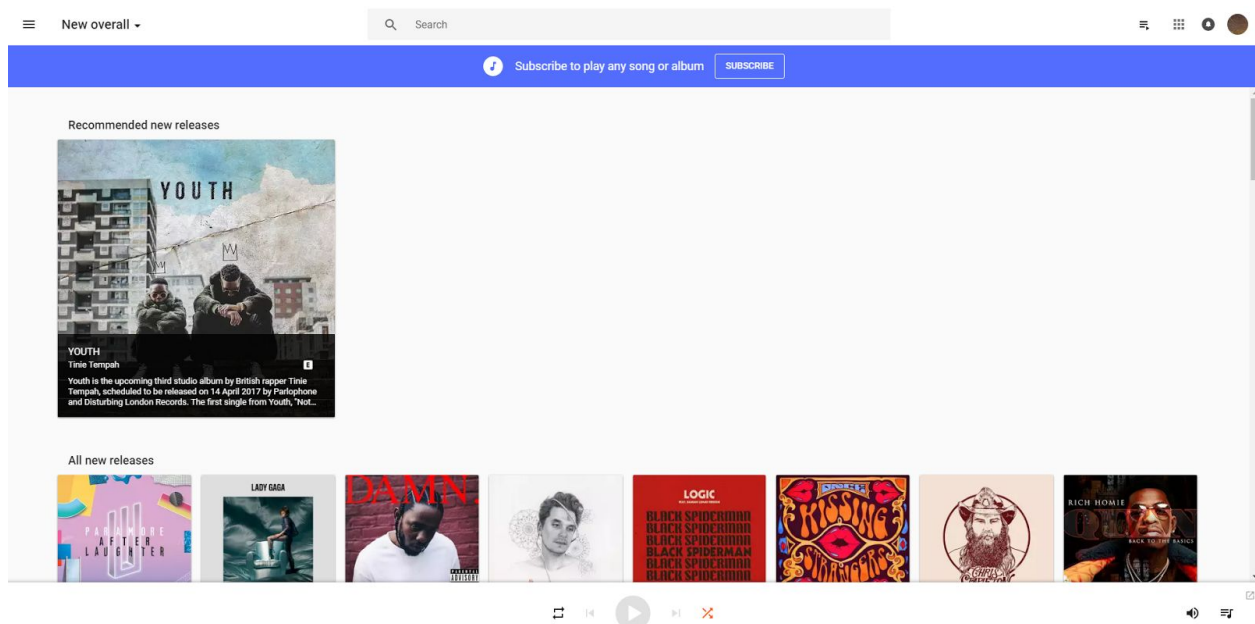
0:36 | 4:19

## Competitor 2 Pages - Google Music

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



Pages (or Screens) look for the answer



*Page where you get an answer*

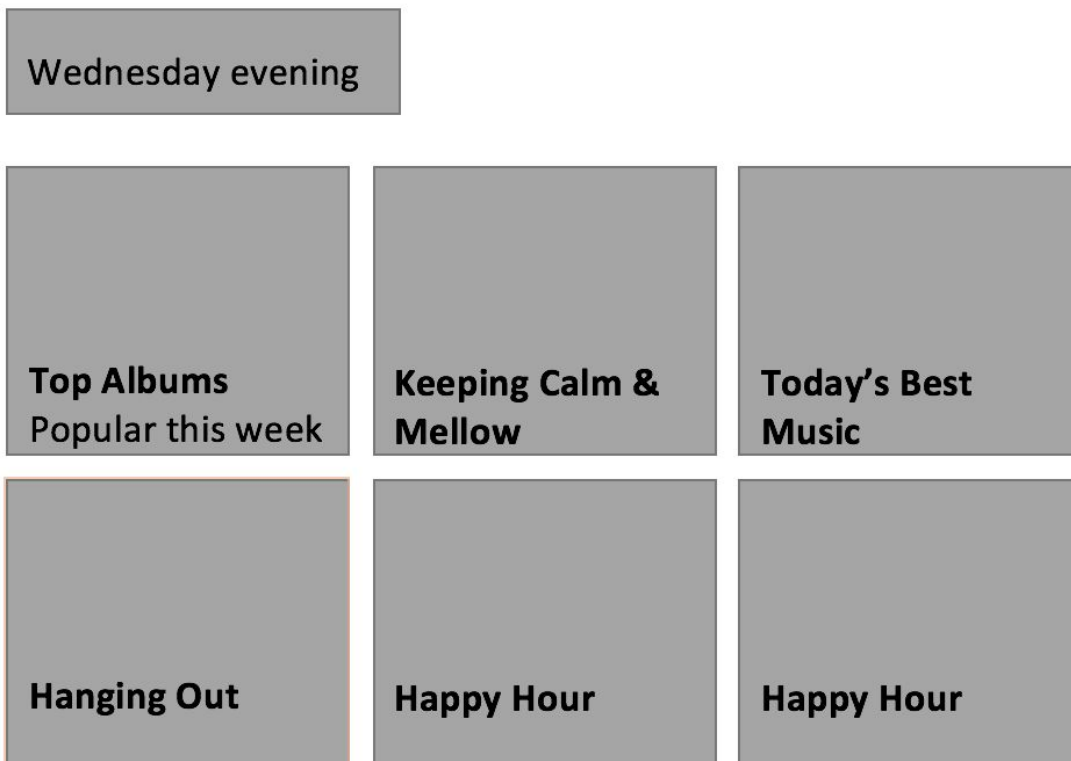
39	Written in the Stars (feat. Eric Turner)	3:26	Tinie Tempah	34	
40	Hymn For The Weekend	4:19	Coldplay	A Head Full Of Dreams	23
▶	Adventure Of A Lifetime	3:47	Coldplay	25	👍 📄
42	Style	3:50	Taylor Swift	17	
43	Stressed Out	3:23	Twenty One Pilots	26	
44	Ride	3:35	Twenty One Pilots	20	
45	Lost In The Crowd	3:34	Bassnectar	48	
46	Heathens	3:16	twenty one pilots	Suicide Squad: The Album	16
47	Now (feat. Rye Rye)	4:07	Bassnectar	Noise vs Beauty	39
48	Eyes On Fire	5:03	Blue Foundation	Twilight Soundtrack	33
49	Human Being	3:03	Zion I	47	
50	Sweatpants	3:01	Childish Gambino	93	
51	Freaks and Geeks	3:36	Childish Gambino	46	
52	3005	3:55	Childish Gambino	36	
53	Enemy	3:32	Blue Foundation	Life of a Ghost	45
54	Ghost	4:16	Blue Foundation	Life of a Ghost	27
55	The Worst Guys	3:42	Childish Gambino	46	
56	Sober	4:13	Childish Gambino	Kauai	14
57	Bonfires	4:16	Blue Foundation	Sweep Of Days	35
58	Bonfire	3:17	Childish Gambino	38	

## Step 2: Sketch One Competitor Flow

### Favorite Competitor: Page Flow Sketch (Google Play Music)

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



music

music

[illegible]

## Step 3: Sketch YOUR Flow

### My Site Name

<https://CoolMusic.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





Top Albums

Sort by:

Name 

Release Date 

Rating 

[illegible]

ads

## Chosen Album's Name

```
# - Song name - length - artist
```

```
# - Song name - length - artist
```

--

--

Save to playlist

Save to  
playlist

Save to playlist

Save to playlist

