

Site Flow and Sketches

Step 1: Competitive Analysis

<p>Competitor Site 1: <site name here></p> <p>URL: https://www.farfetch.com/shopping/women/items.aspx</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. <latest fashion>2. <convenient to order>3. <sometimes provide the promo code> <p>What is bad about this site?</p> <ol style="list-style-type: none">1. <multiple ads>2. <may takes your money and time>3. <none>	<p>Competitor Site 2s: <site name here></p> <p>URL: https://www.trustedtarot.com/free-reading/anonymous/</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. <fun>2. <novel >3. <relaxing> <p>What is bad about this site?</p> <ol style="list-style-type: none">1. <may takes your time>2. <there are ads >3. <no reference value>
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Competitor 1 Pages

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

The Farfetch homepage features a top navigation bar with links for Women, Men, and Kids, along with international flags. Below the navigation is a main menu with categories: NEW IN, DESIGNERS, CLOTHING, SHOES, BAGS, ACCESSORIES, JEWELRY, VINTAGE, EDITORIAL, and SALE. A search bar is located on the right side of the menu. A large, vibrant banner at the top displays various fashion items like dresses and bags. In the center of the banner is a prominent 'SHOP NOW' button. Below the banner, the text 'ALL I THINK ABOUT IS NEW' is displayed. Further down, there are six individual product images: a long floral dress, two gold rings, a patterned dress, a pair of yellow sandals, a yellow and white plaid blouse, and a black and white checkered skirt.

Pages (or Screens) look for the answer

The Farfetch homepage features a top navigation bar with links for Women, Men, and Kids, along with international flags. Below the navigation is a main menu with categories: NEW IN, DESIGNERS, CLOTHING, SHOES, BAGS, ACCESSORIES, JEWELRY, VINTAGE, EDITORIAL, and SALE. A search bar is located on the right side of the menu. On the left, there is a 'NEW IN' section listing: New In Today, New In This Week, New Brands to Know, and Exclusives & Collaborations. Next to it is a 'TREND FOCUS' section with: Fringes, Odd Earrings, Perspex, and Logos. To the right is an 'EDITS' section with: Spring Summer, The Travel Edit, Streetwear, Smart Buys, Ethical Brands, Best of Vintage, Best Dressed Guest, Modest Glamour, and The Gift List. To the right of the grid is a large image of a person wearing a colorful floral dress with a black belt featuring the 'MIU MIU CLUB' logo. Below this image is a 'Spotlight On' section for 'SAY MY NAME' with a 'Discover Now' button. At the bottom of the page, a dark sidebar shows a 'Category' dropdown set to 'Accessories' and a link to the URL: <https://www.farfetch.com/sets/women/new-in-this-week-eu-women.aspx>.

Page where you get an answer

Competitor Analysis

High Neck Blouse \$895 More like this

Necklace Blouse \$1,049

Tiger Crest Shirt \$225

Polar Print Blouse \$995 More like this

+ Clear

BALMAIN
logo crest T-shirt \$282

OFF-WHITE
butterfly print tank top \$335

THOM BROWNE
stripe-detail polo T-shirt \$370

MONCLER
Scollo T-shirt \$140 More like this

Size (Standard) XXS XS S M L XL

go-crest-t-shirt-item-12793054.aspx?storeid=9155&from=listing&tglmdl=1



for 2 Pages

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

Free Tarot Reading Menu Live Tarot Reading Log in

Trusted Tarot

FARFETCH

Trusted Tarot is rated 4.9 out of 5 stars, based on 45,022 reviews!

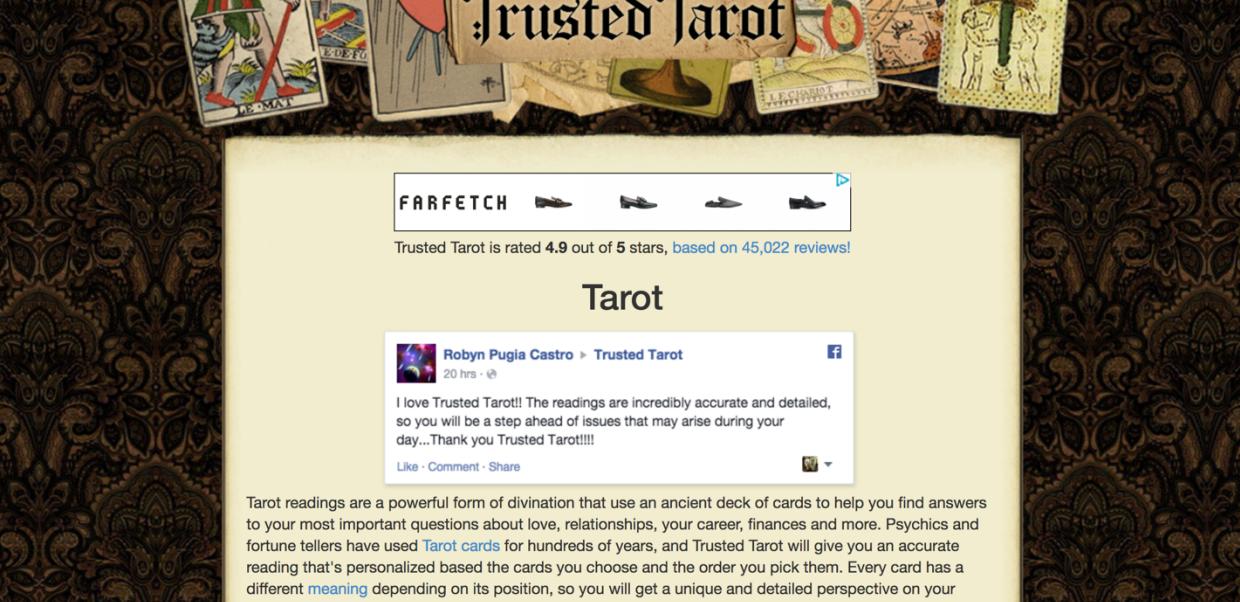
Tarot

Robyn Pugia Castro • Trusted Tarot 20 hrs ·

I love Trusted Tarot!! The readings are incredibly accurate and detailed, so you will be a step ahead of issues that may arise during your day...Thank you Trusted Tarot!!!

Like · Comment · Share

Tarot readings are a powerful form of divination that use an ancient deck of cards to help you find answers to your most important questions about love, relationships, your career, finances and more. Psychics and fortune tellers have used Tarot cards for hundreds of years, and Trusted Tarot will give you an accurate reading that's personalized based the cards you choose and the order you pick them. Every card has a different meaning depending on its position, so you will get a unique and detailed perspective on your



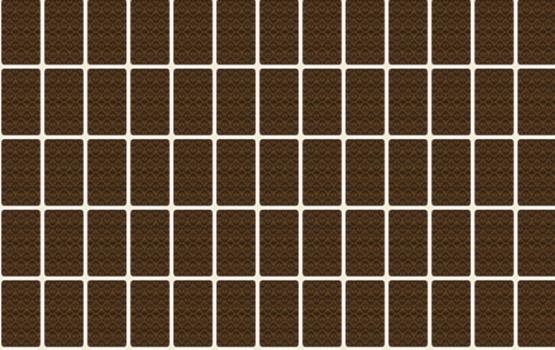
Pages (or Screens) look for the answer

Choose your cards

Now that you have grounded yourself, please select the cards we will use for your Tarot card reading. Remember, I shuffle my deck and draw new cards for the Tarot spreads every day, and these cards represent each one as it was laid out in front of me. Please take a moment to pause between drawing your cards, and when you are done selecting your cards for your Tarot reading you will be whisked away to a detailed interpretation of each card and what it means in its position in the Celtic Cross Spread.

 [Free Personalized Reading](#)

Or choose 10 Tarot card.



Page where you get an answer

Current Influences

Your present position. This card reveals influences, and shows the general direction of the reading.



Click the Tarot card to continue your reading! I'll explain the meaning of the card, and how its position in the Celtic Cross spread influences the interpretation.

 [Read Your Next Card](#)

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
- Where the details of the “things to do” are displayed
- Where you click to move from page to page

<paste screenshot of sketches here>