Site Flow and Sketches

Step 1: Competitive Analysis

Competitor Site 1: <site name here>

URL: https://www.spotify.com/us/

Analysis

What is good about this site?

1. Spotify will recommend playlists match to your mood. Furthermore, Spotify provides users with song personalization and recommendations depending on their interests. Users can quickly find what they may enjoy.
2. When users search for a keyword, including such name or song, a variety of associated information, such as artists, songs, albums, playlists, podcasts, and episodes, will display. Users can easily find what they are looking for.
3. 3. Each song has lyrics that are colorful and readable, allowing listeners to easily read the lyrics and grasp the meaning of the music. Lyrics has the color similar to the picture of the album.

What is bad about this site?

1. For mobile users, if you do not have a Premium subscription, you will be unable to select a specific song for playback, and users can only choose to listen to an album and shuffle the songs in it.
2. In Spotify Free, users get just 6 skips per hour to skip the music they don't want to listen to.
3. Ads will interrupt the playback. There are advertisements for Spotify Free every 2 to 3 songs, so users have to watch ads in order to listen to the next.

Competitor Site 2s: <site name here>

URL: https://soundcloud.com/

Analysis

What is good about this site?

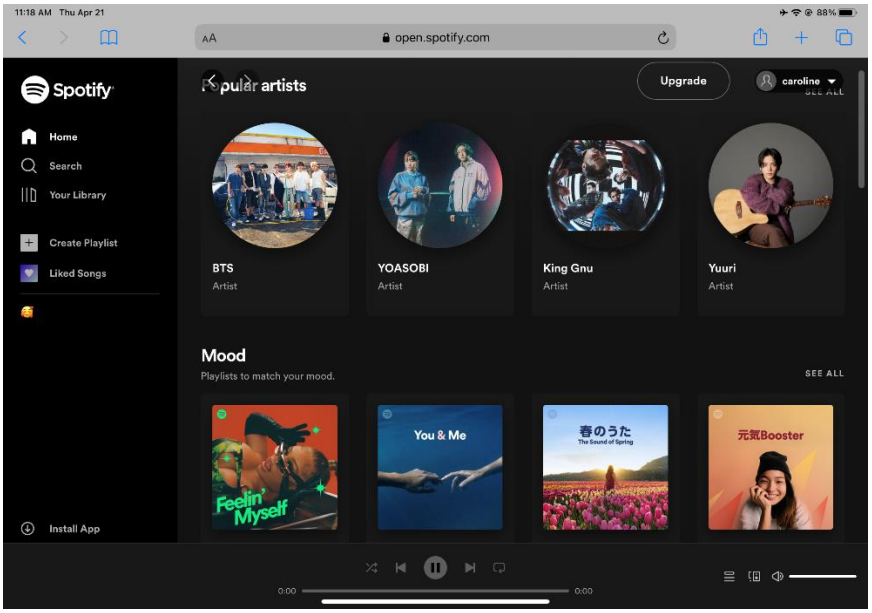
1. Some musicians will release original music pieces on SoundCloud, as well as many remixes and covers of songs.
2. Related tracks and playlists will be recommended for users so users have more opportunities to explore what they interested in.
3. Users can read other people's comments on the song while listening to it so users can interact with one another to share their feelings about the song.

What is bad about this site?

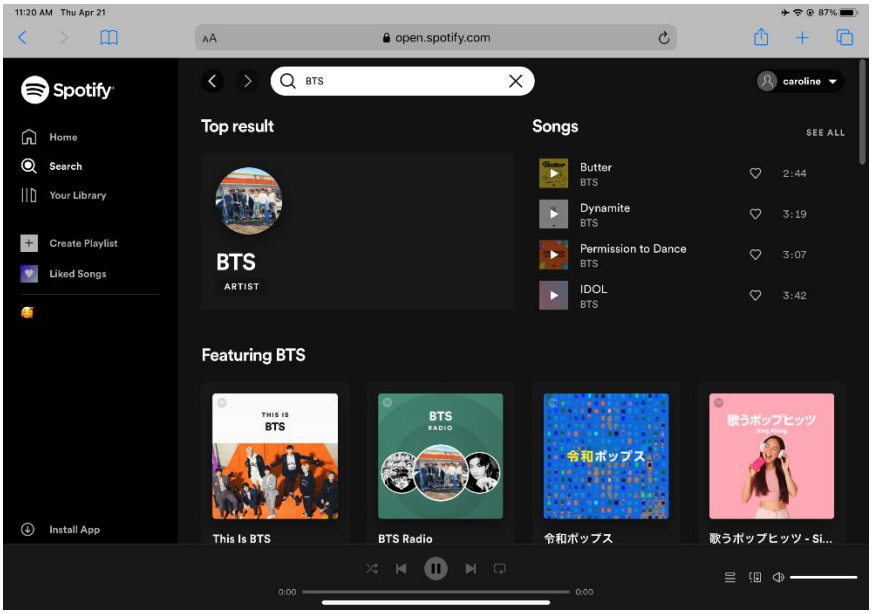
1. The standard for all of the tracks on SoundCloud is merely 64Kbps.
2. SoundCloud does not provide song lyrics, yet some users enjoy reading lyrics while listening.
3. Many music can only be listened by SoundCloud Go

Competitor 1 Pages

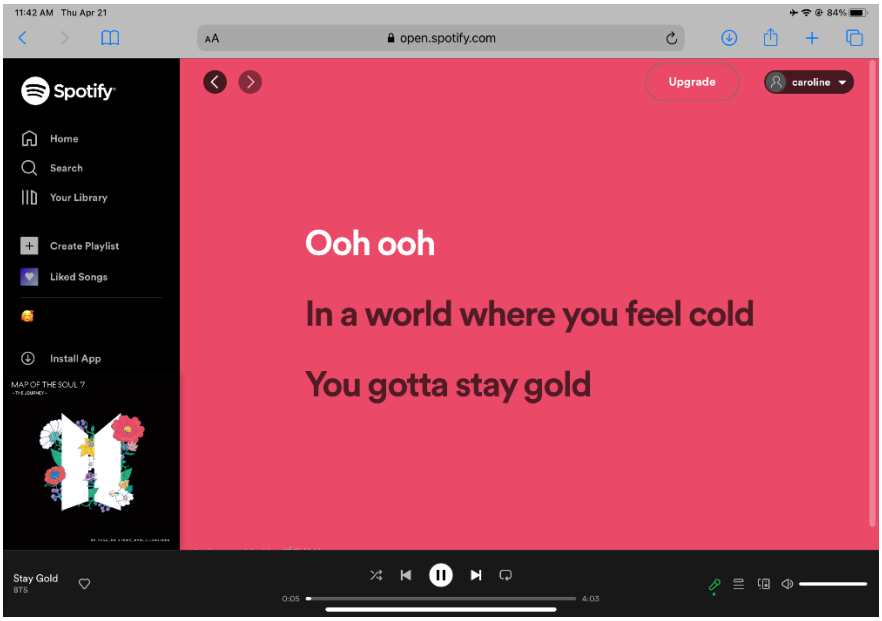
Page (or Screen) where you ask "What should I do tonight?"



Pages (or Screens) look for the answer

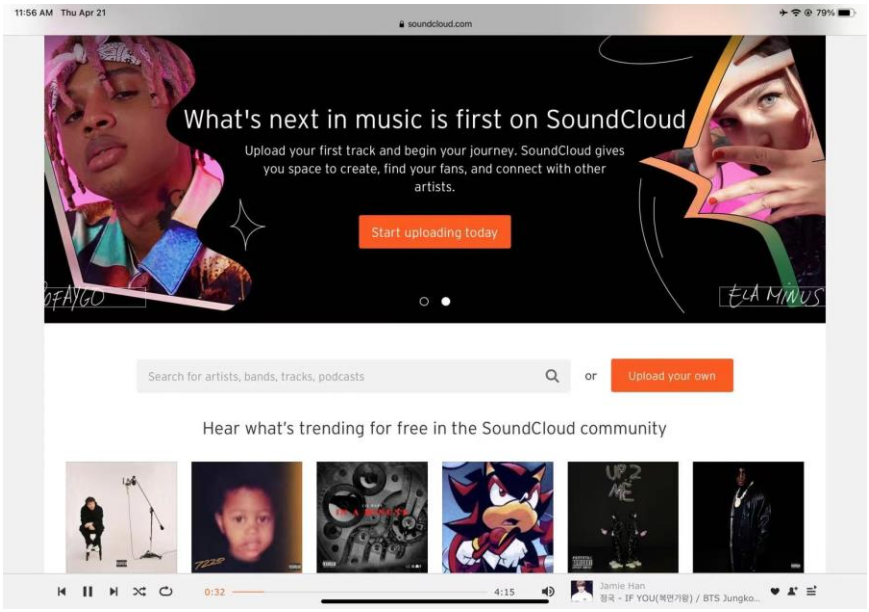


Page where you get an answer

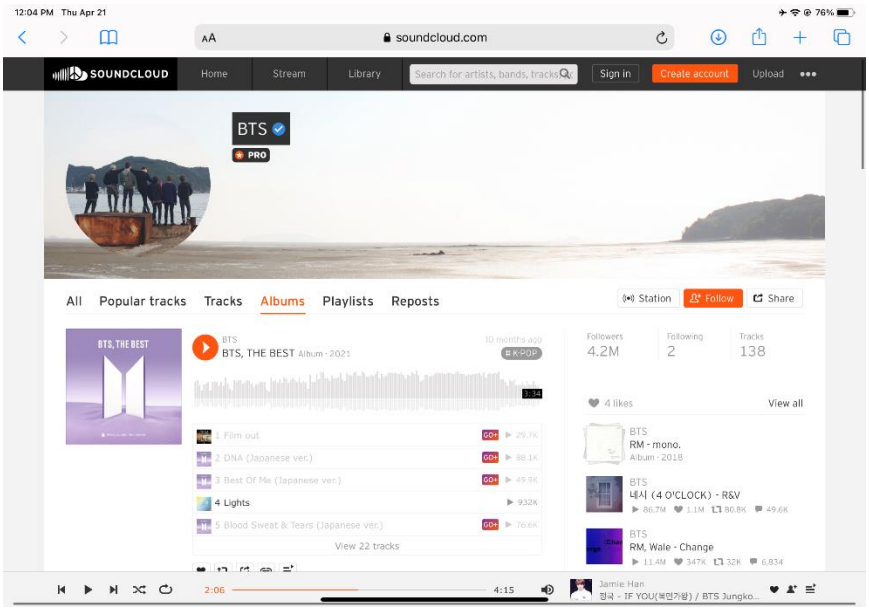


Competitor 2 Pages

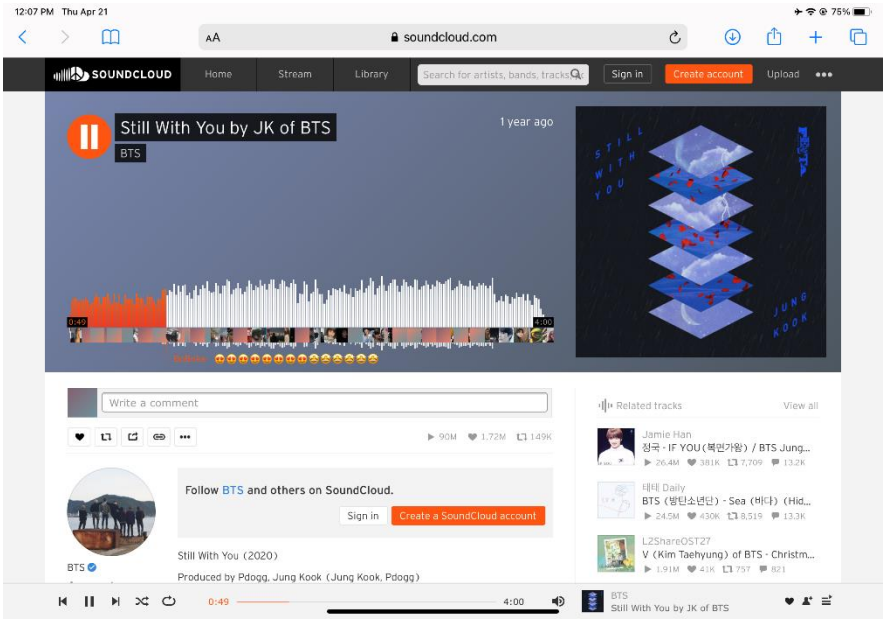
Page (or Screen) where you ask "What should I do tonight?"



Pages (or Screens) look for the answer



Page where you get an answer

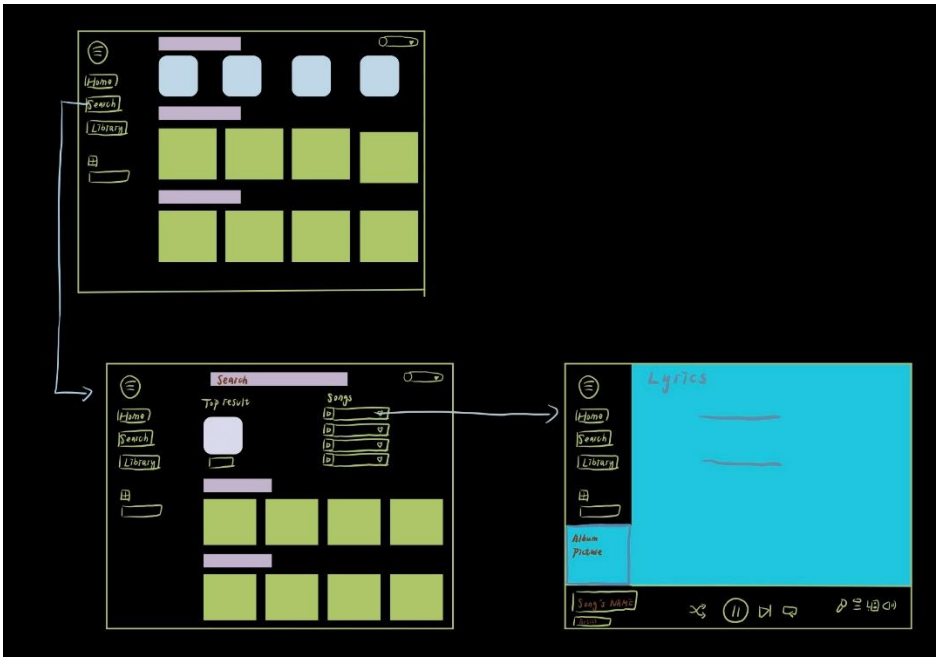


Step 2: Sketch One Competitor Flow

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



Step 3: Sketch YOUR Flow

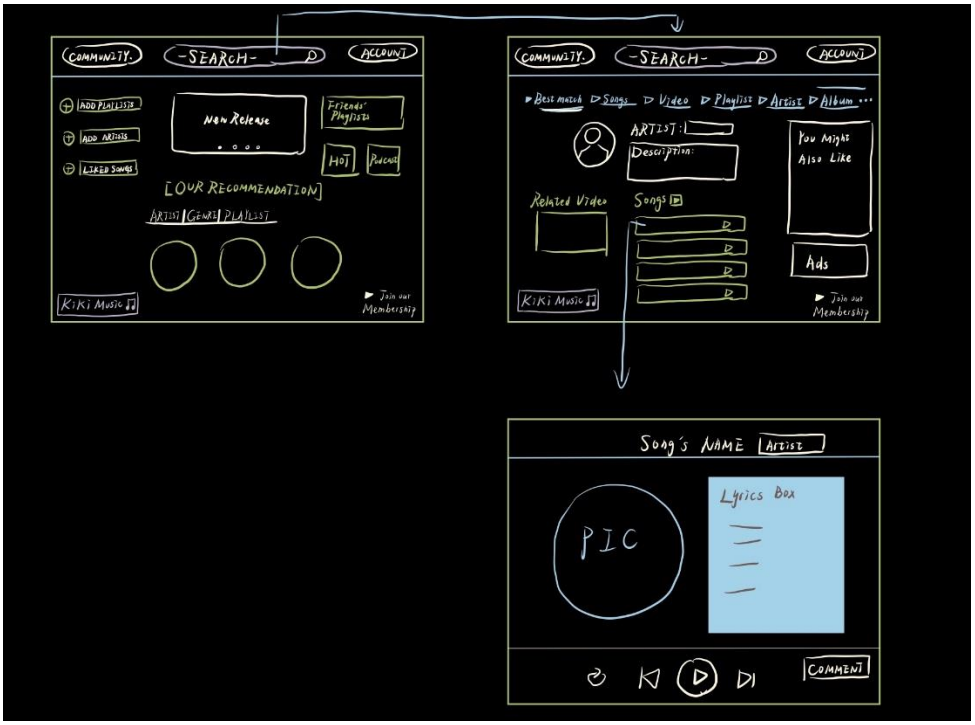
My Site Name

<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


COMMUNITY
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ADD ARTIST
LIKED SONGS
New Release
Friends' Playlists
HOT
Podcast
[OUR RECOMMENDATION]
ARTIST | GENRE | PLAYLIST
KiKi Music
Join our Membership
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-SEARCH-
ACCOUNT
Best match
Songs
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Album ...
ARTIST:
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