

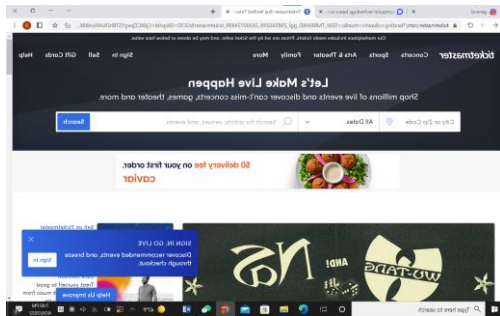
Site Flow and Sketches – Sean Li

Step 1: Competitive Analysis

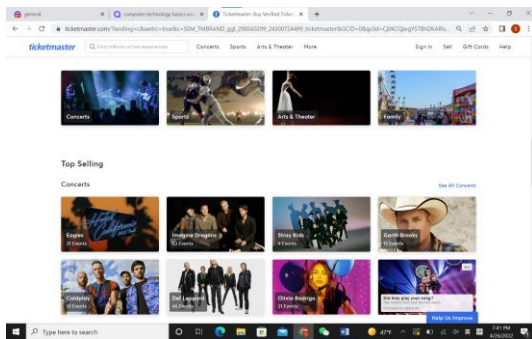
<p>Competitor Site 1: Ticketmaster</p> <p>URL: https://www.ticketmaster.com/</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Easy to get tickets2. Covers huge amount of event3. Price is cheaper than other website <p>What is bad about this site?</p> <ol style="list-style-type: none">1. Ticket might delay to my account	<p>Competitor Site 2s: Stubhub</p> <p>URL: https://www.stubhub.com/</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Easy to get tickets2. Many events covered3. Always have tickets <p>What is bad about this site?</p> <ol style="list-style-type: none">1. Tickets' price is unstable
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Competitor 1 Pages

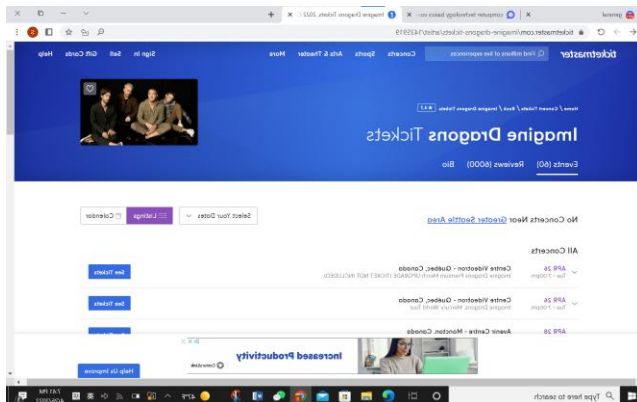
Page (or Screen) where you ask “What should I do tonight?”



Pages (or Screens) look for the answer

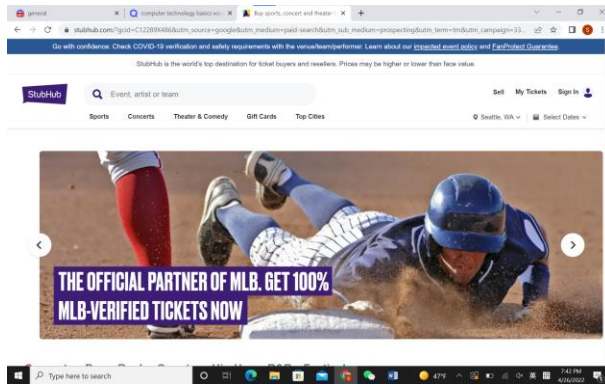


Page where you get an answer

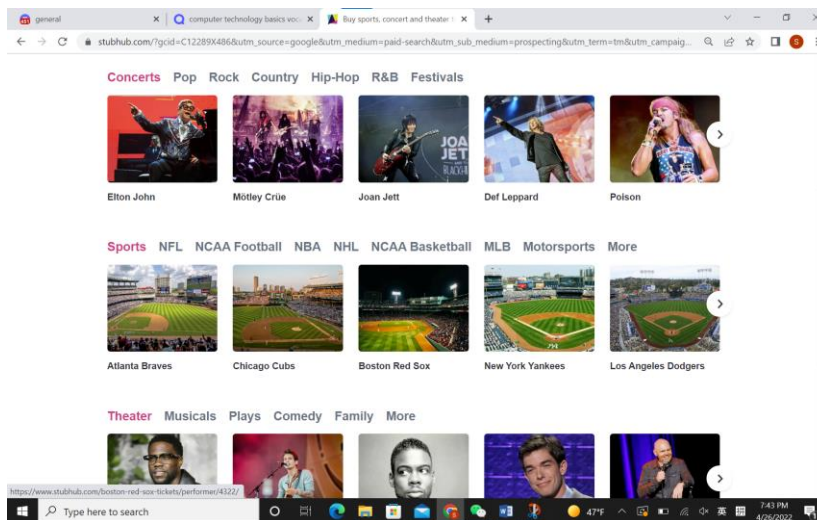


Competitor 2 Pages

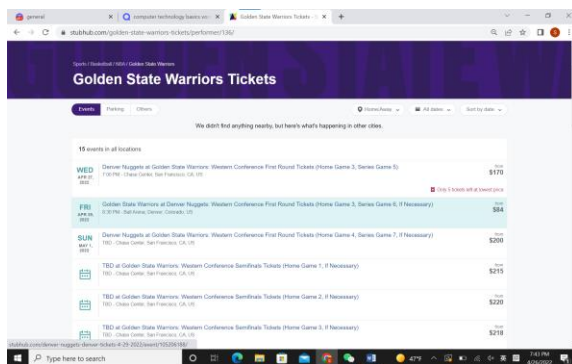
Page (or Screen) where you ask “What should I do tonight?”



Pages (or Screens) look for the answer



Page where you get an answer

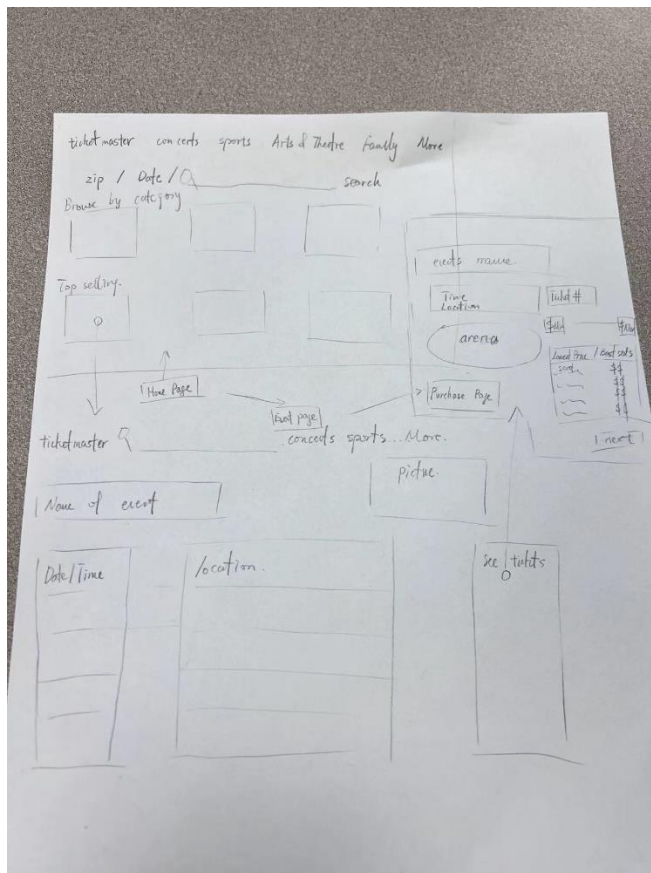


Step 2: Sketch One Competitor Flow

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

TicketKindom

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

