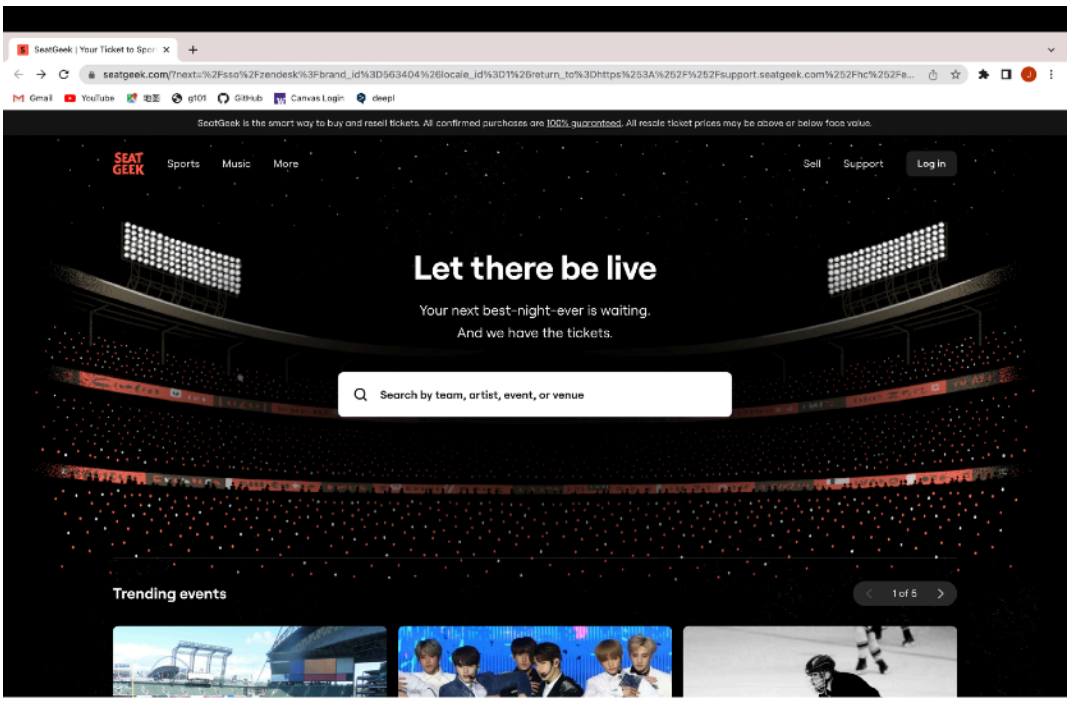
Site Flow and Sketches

Step 1: Competitive Analysis

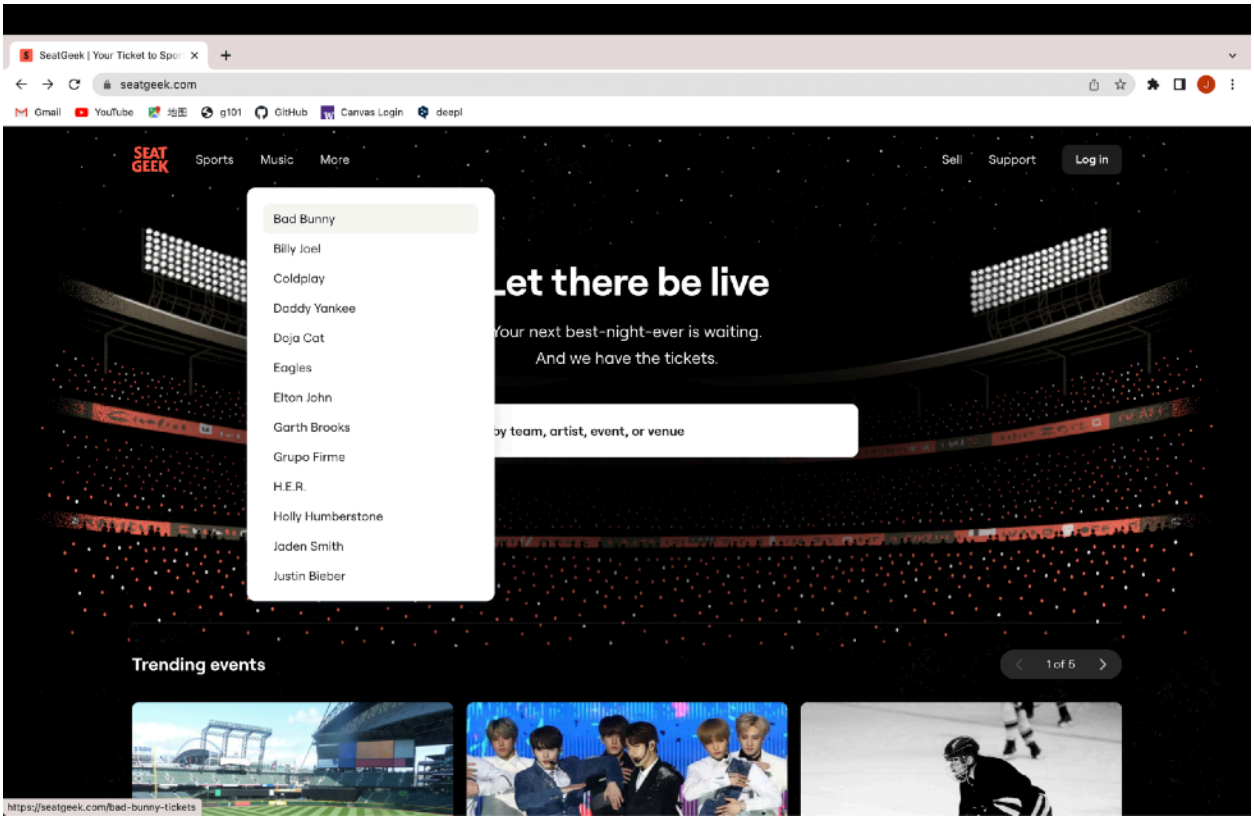
Competitor Site 1: SEATGEEK	Competitor Site 2s: StubHub
URL: https://seatgeek.com/	URL: https://www.stubhub.com/
Analysis	***Analysis***
What is good about this site? 1. Stadium vibe 2. Loose and designed layout 3. Organized recommendations	What is good about this site? 1. Clear look 2. Traditional format 3. Compact layout
What is bad about this site? 1. Needs to scroll down for information 2. Not clear navigation 3. Might be unreliable for some tickets	What is bad about this site? 1. Old-fashioned design 2. Limited availability for seats 3. Do not provide related information

Competitor 1 Pages

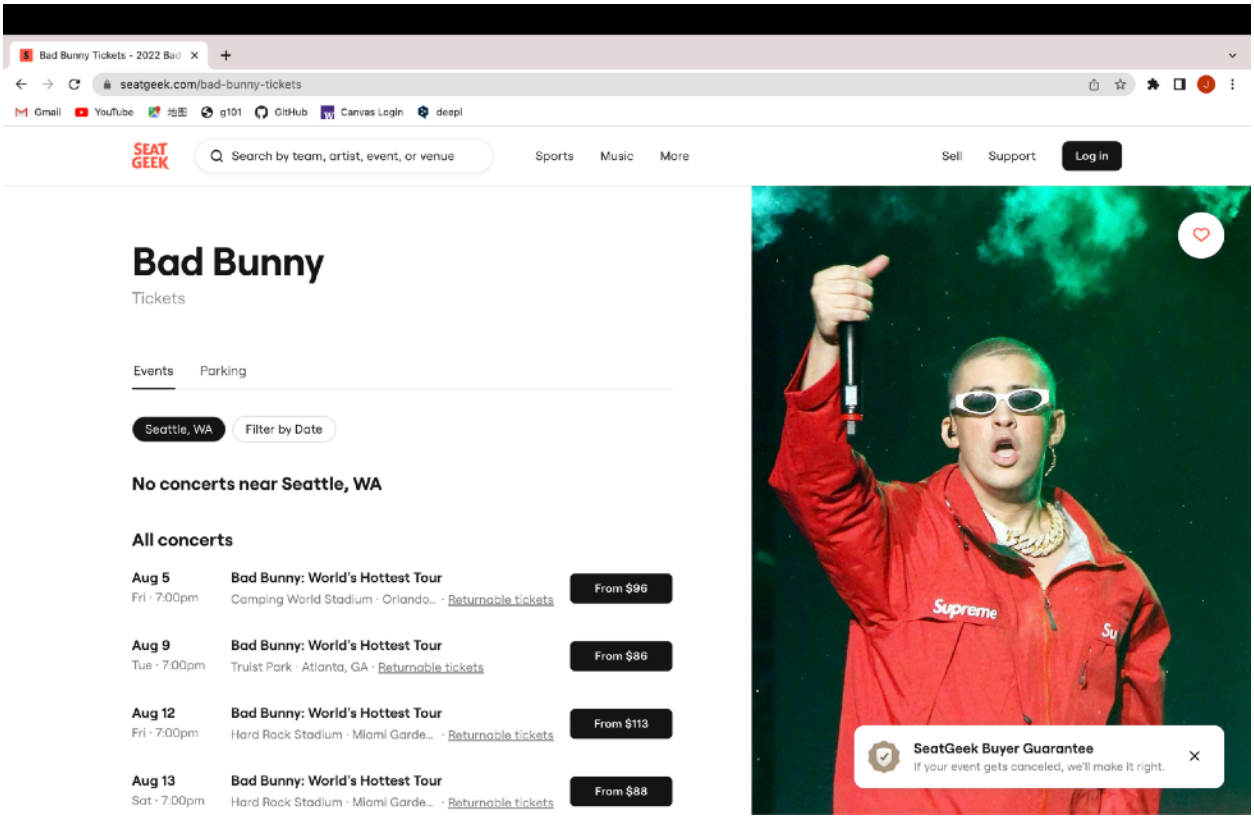
Page (or Screen) where you ask "What should I do tonight?"



Pages (or Screens) look for the answer

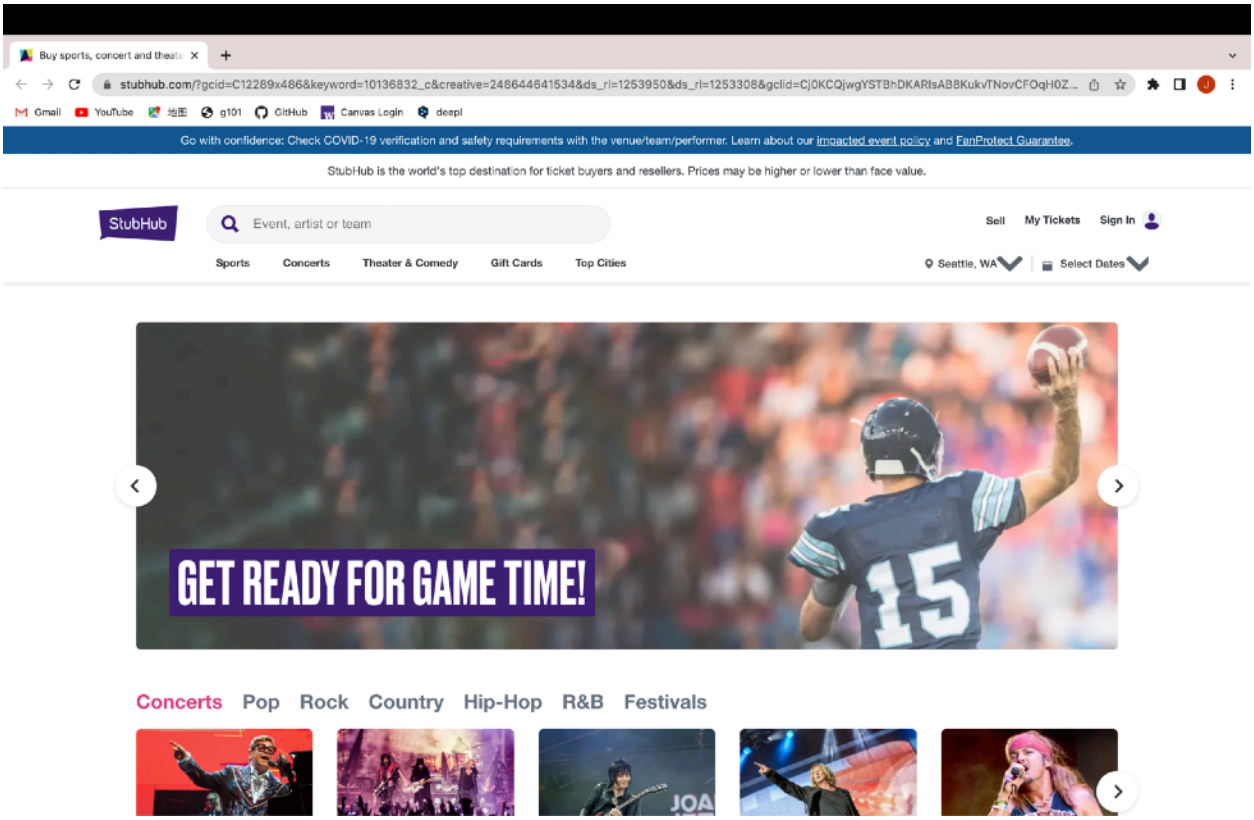


Page where you get an answer

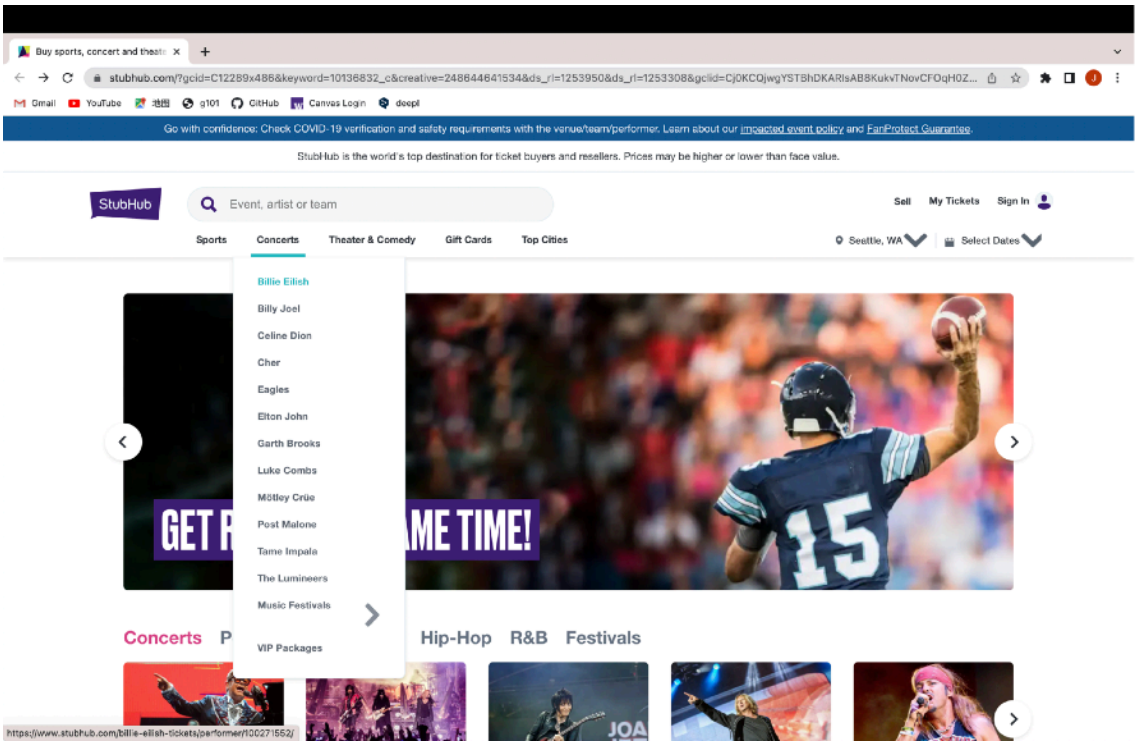


Competitor 2 Pages

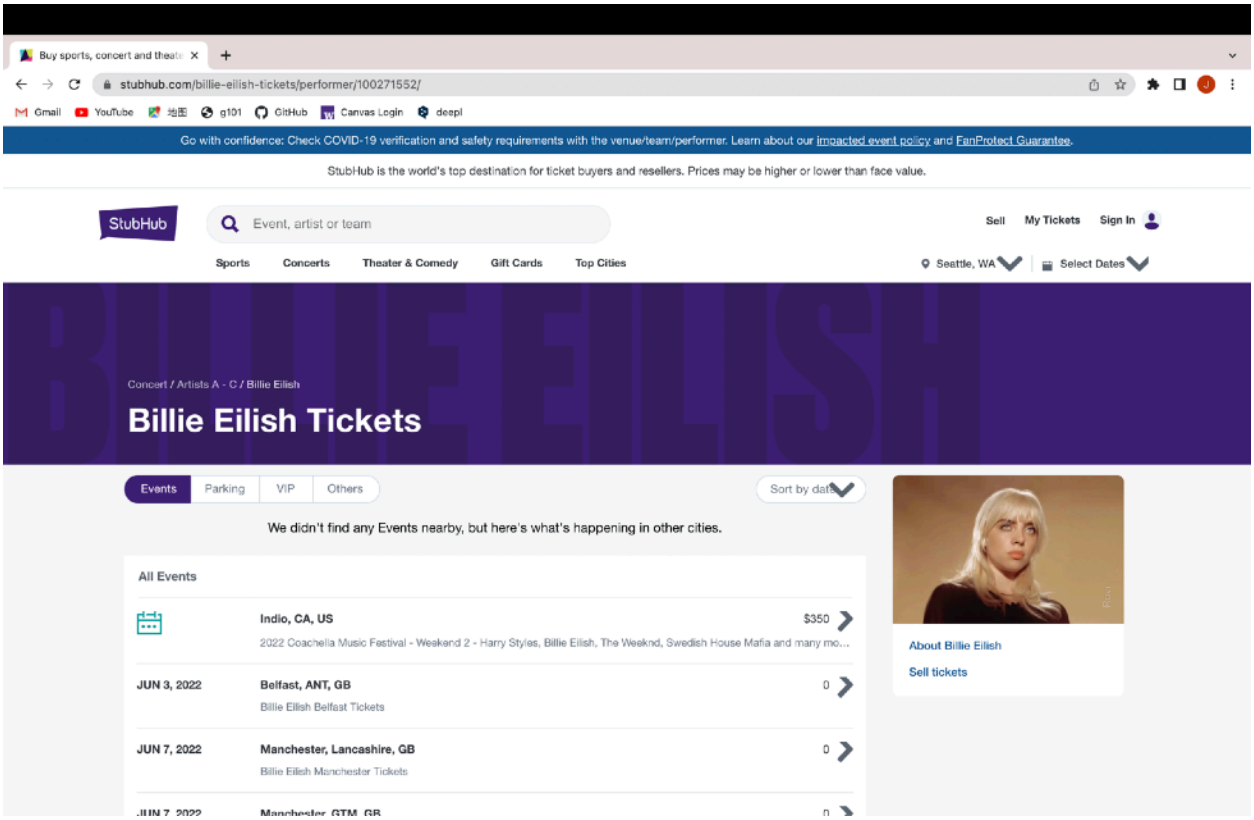
Page (or Screen) where you ask "What should I do tonight?"



Pages (or Screens) look for the answer



Page where you get an answer

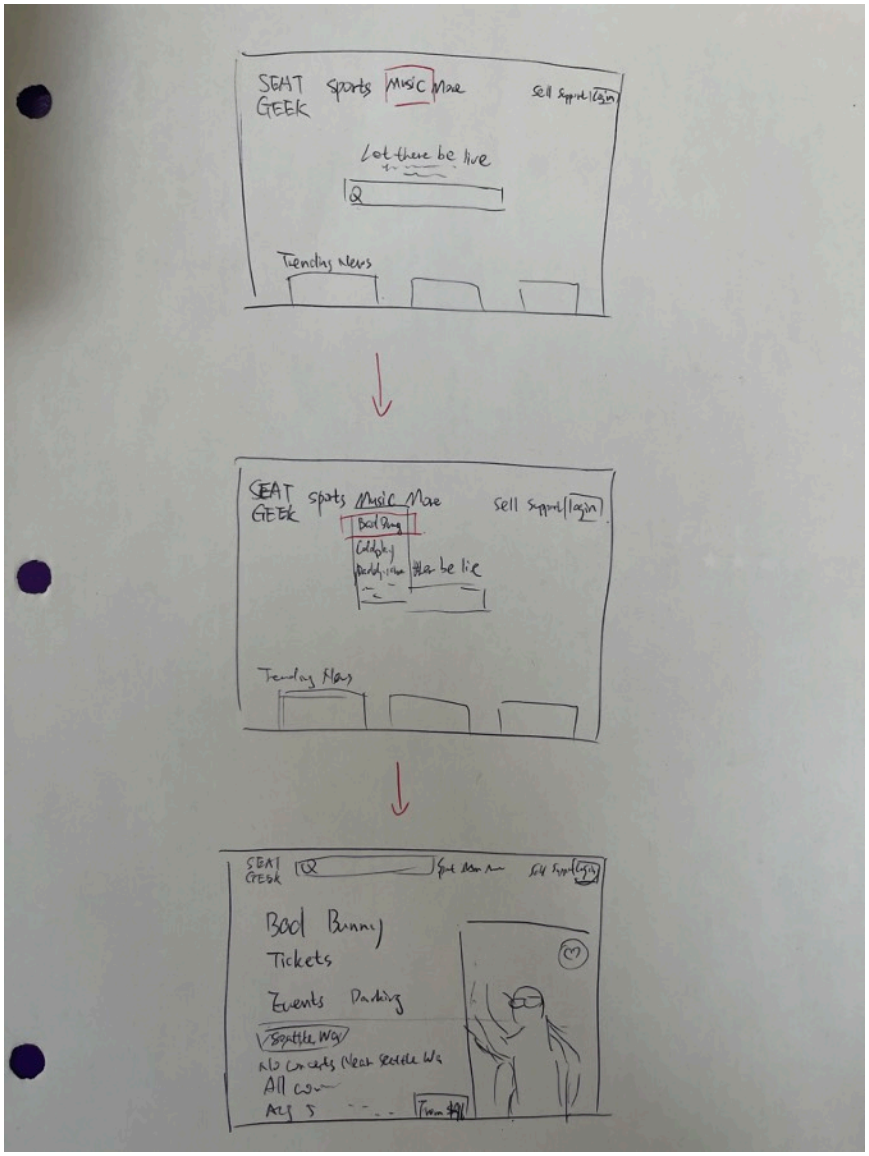


Step 2: Sketch One Competitor Flow

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

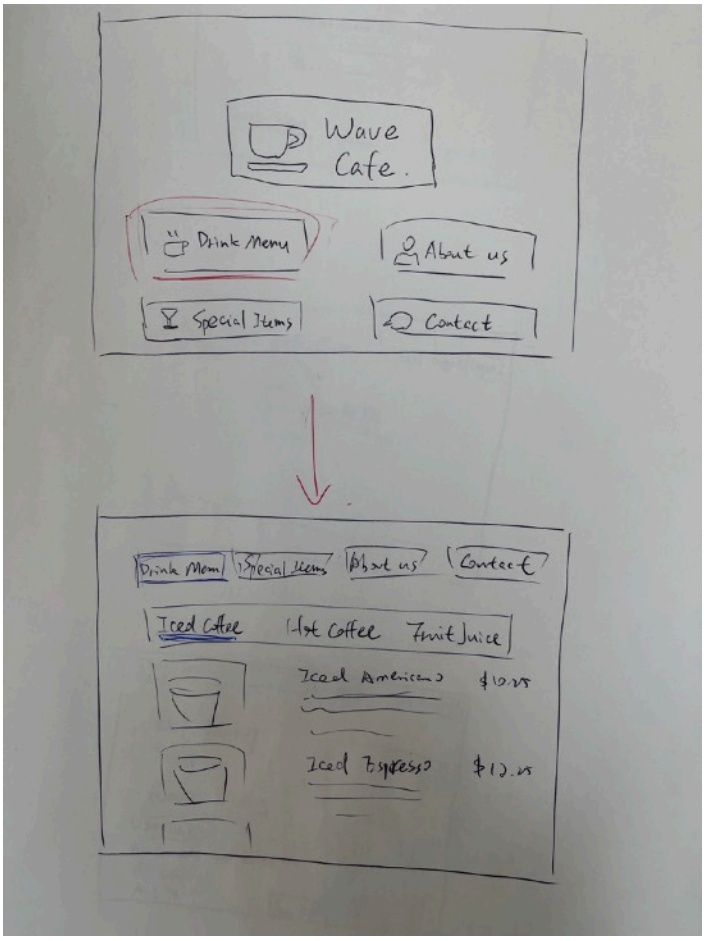


Step 3: Sketch YOUR Flow

My Site Name

Wave Cafe

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