

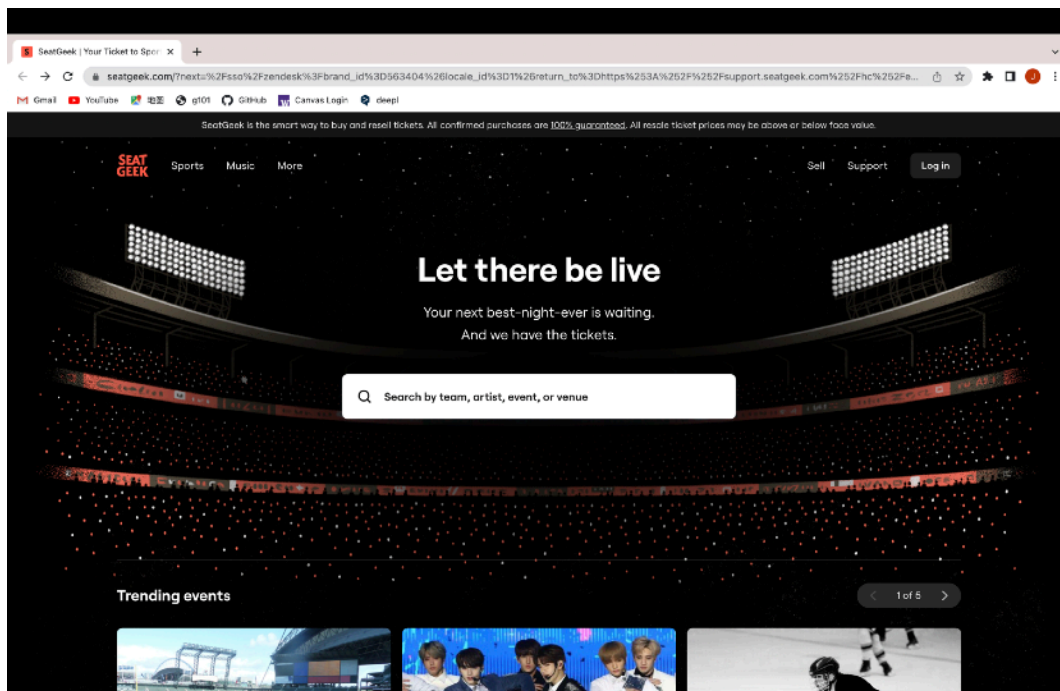
Site Flow and Sketches

Step 1: Competitive Analysis

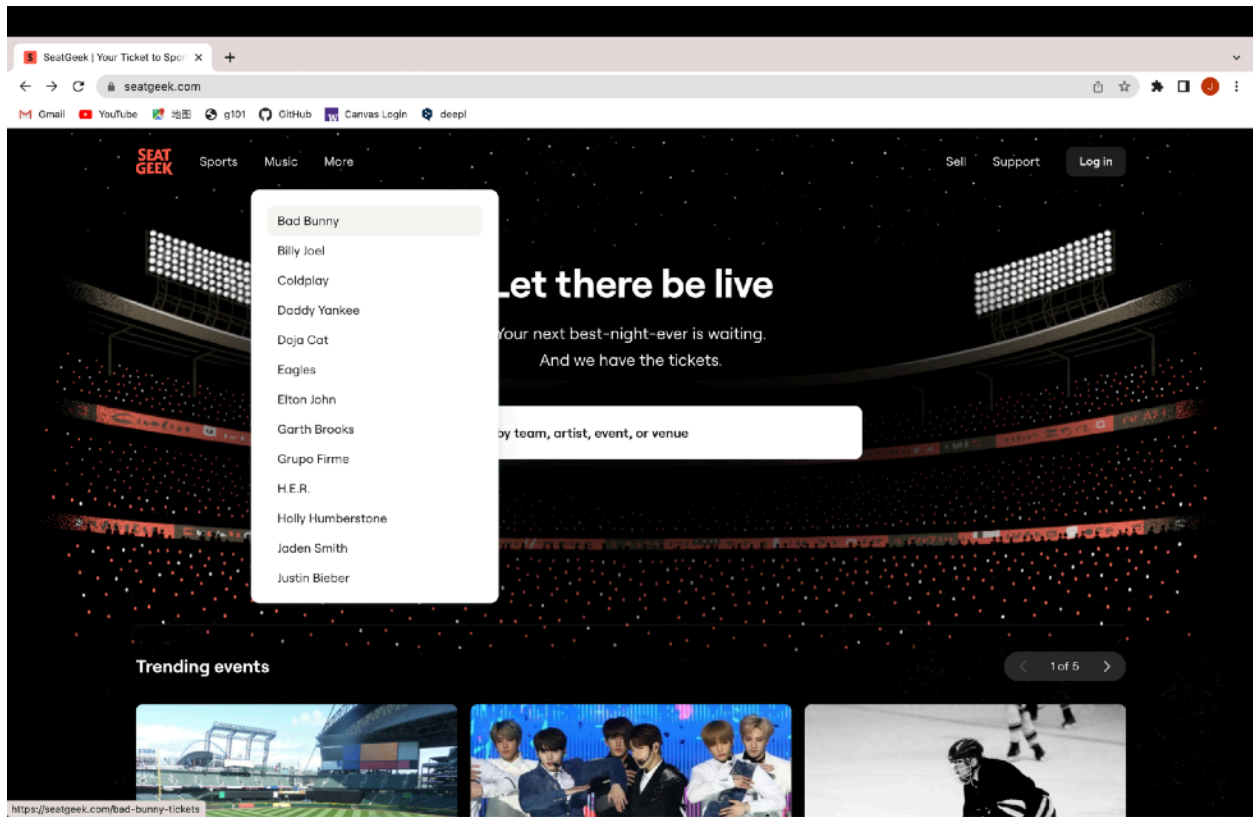
<p>Competitor Site 1: SEATGEEK</p> <p>URL: https://seatgeek.com/</p> <p><i>Analysis</i></p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. Stadium vibe2. Loose and designed layout3. Organized recommendations <p>What is bad about this site?</p> <ol style="list-style-type: none">1. Needs to scroll down for information2. Not clear navigation3. Might be unreliable for some tickets	<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. Clear look2. Traditional format3. Compact layout <p>What is bad about this site?</p> <ol style="list-style-type: none">1. Old-fashioned design2. Limited availability for seats3. Do not provide related information
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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

Bad Bunny Tickets - 2022 Bad X

seatgeek.com/bad-bunny-tickets

Gmail YouTube 地图 g101 GitHub Canvas Login deepl

SEAT GEEK

Search by team, artist, event, or venue

Sports Music More

Sell Support Log in

Bad Bunny

Tickets

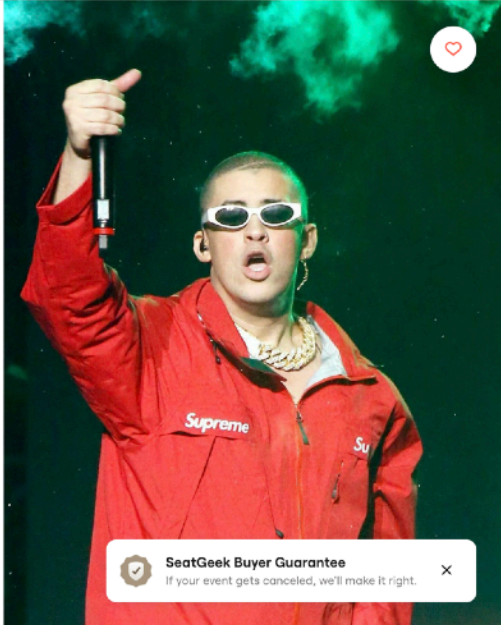
Events Parking

Seattle, WA Filter by Date

No concerts near Seattle, WA

All concerts

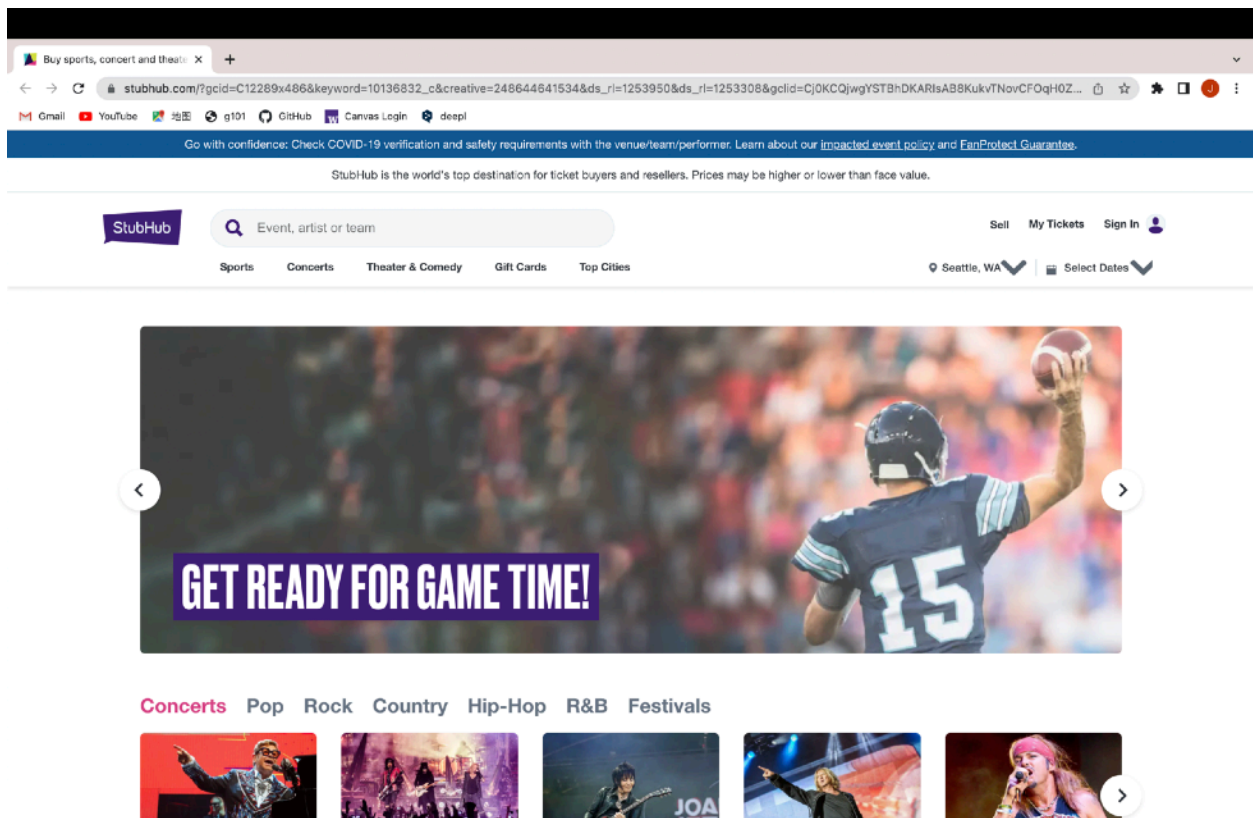
Aug 5 Fri · 7:00pm	Bad Bunny: World's Hottest Tour Camping World Stadium · Orlando... · Returnable tickets	From \$96
Aug 9 Tue · 7:00pm	Bad Bunny: World's Hottest Tour Truist Park · Atlanta, GA · Returnable tickets	From \$86
Aug 12 Fri · 7:00pm	Bad Bunny: World's Hottest Tour Hard Rock Stadium · Miami Garde... · Returnable tickets	From \$113
Aug 13 Sat · 7:00pm	Bad Bunny: World's Hottest Tour Hard Rock Stadium · Miami Garde... · Returnable tickets	From \$88



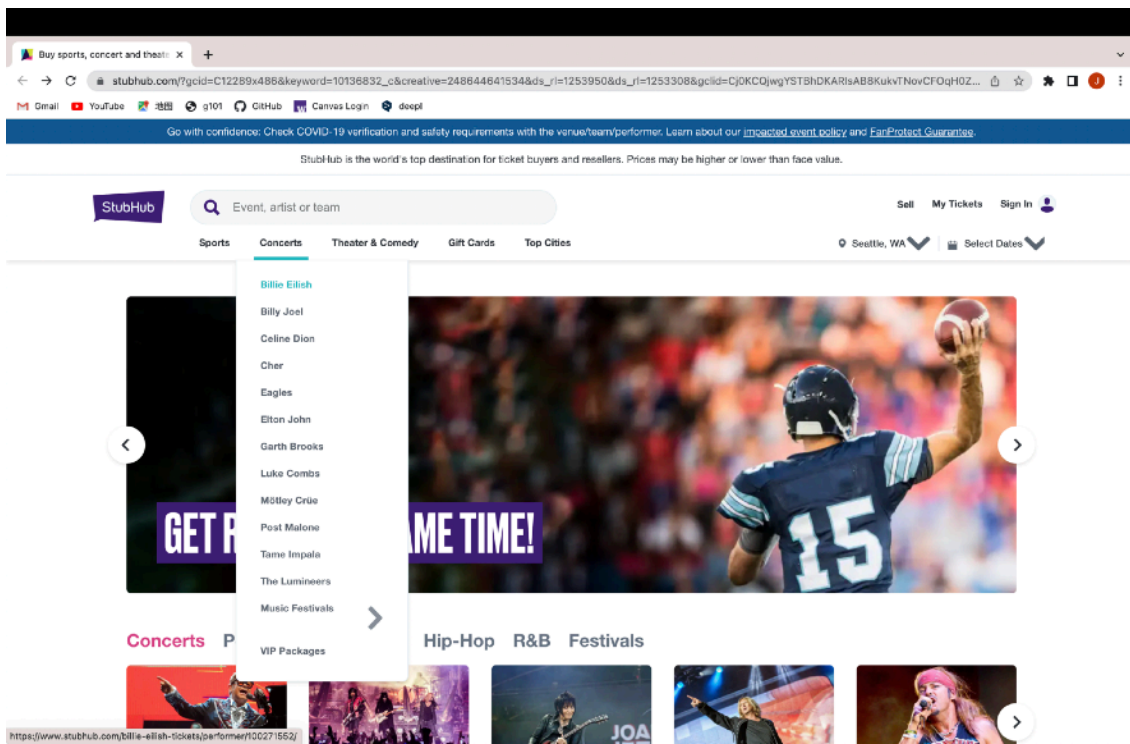
SeatGeek Buyer Guarantee
If your event gets canceled, we'll make it right.

Competitor 2 Pages

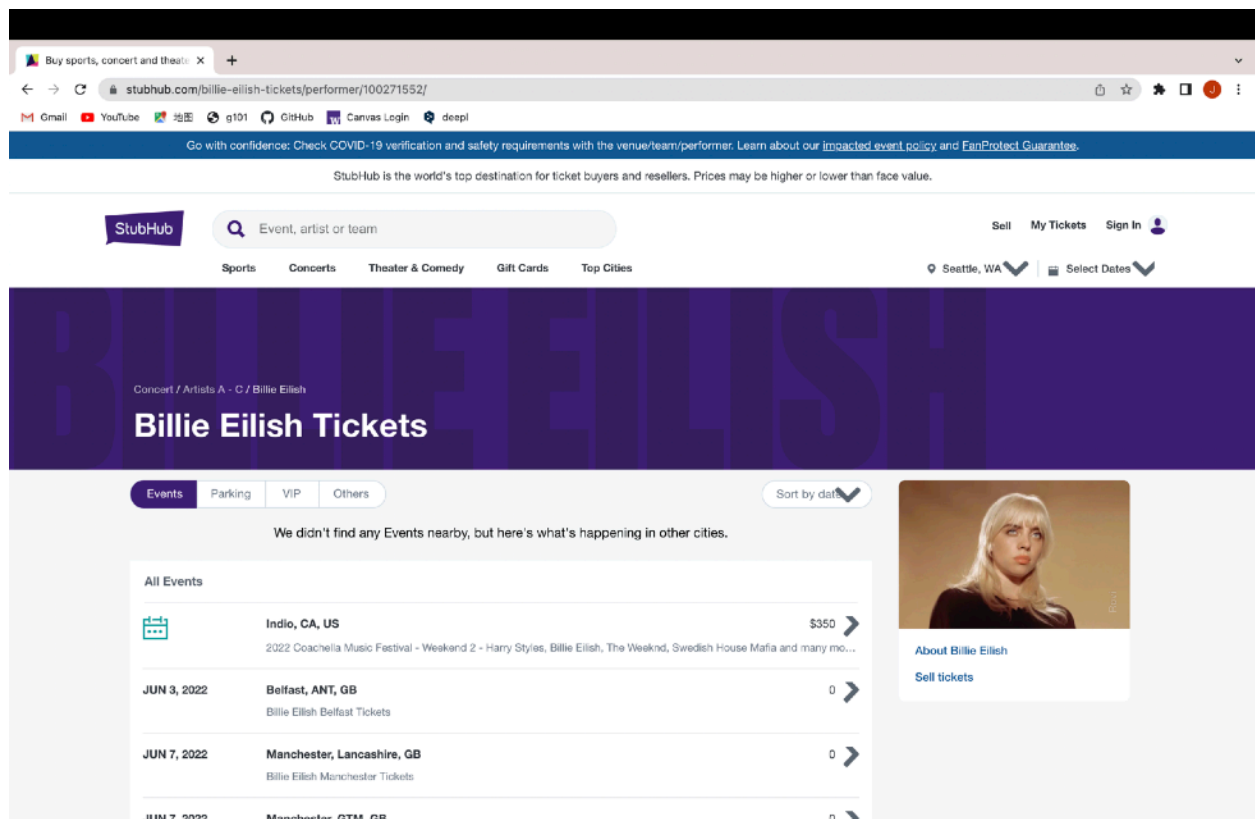
Page (or Screen) where you ask “What should I do tonight?”



Pages (or Screens) look for the answer



Page where you get an answer

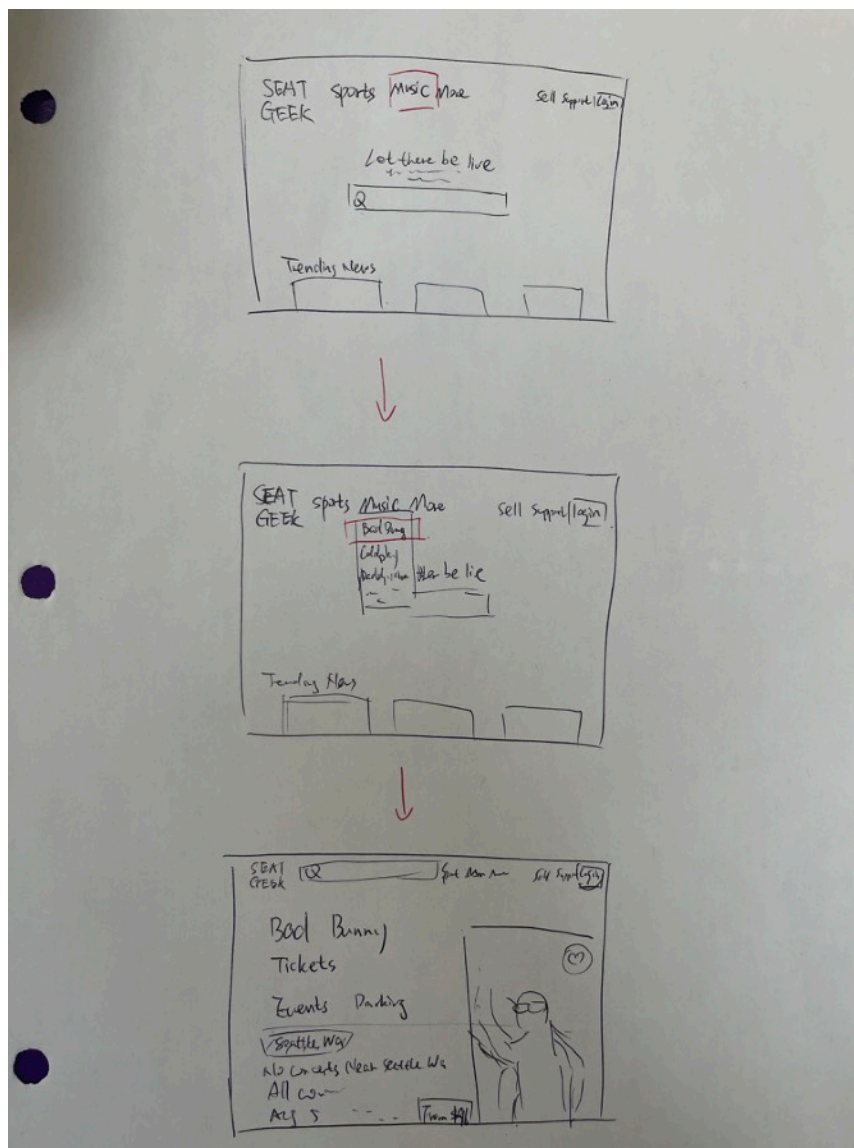


Step 2: Sketch One Competitor Flow

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

