Site Flow and Sketches

Step 1: Competitive Analysis

Competitor Site 1: < 9 Fun, Inexpensive Things To Do Tonight (That Aren't Seamless Or Netflix)>

URL: < https://thoughtcatalog.com/lance-pauker/2015/03/9-fun-inexpensive-things-to-do-tonight-that-arent-seamless-or-netflix/>

Analysis

What is good about this site?

- 1. It has more elaboration of activities.
- 2. It teaches you how to do it.
- 3. It suggests crazy options.

What is bad about this site?

- 1. The website is plain.
- 2. Needs more options.
- 3. Not seeing too much familiar things.

Competitor Site 2s: <What Should I Do Tonight | Wheel Decide>

URL: <

http://wheeldecide.com/wheels/entertainment/to-do-decision-maker/>

Analysis

What is good about this site?

- 1. The website design is more entertaining.
- 2. It has more situations.
- 3. It chooses the answer randomly.

What is bad about this site?

- 1. No descriptions of options.
- 2. Too much unusual options.
- 3. Some boring options.

Competitor 1 Pages

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

1. Nix Seamless, Venture To Your Takeout Place:

This gets you out of the house, and enables you to sing that new Carly Rae Jepsen song loudly in your car without consequence. There's also the aforementioned experience factor, that you probably don't need to hear about again.

2. Get Crafty With Instant Ramen:

There's something pretty excellent about taking what's theoretically one of the more depressing combinations of all-time (Friday night and Instant Ramen) and turning it into <u>Cacio E Pepc</u> or <u>Ramacos</u>. Open up the fridge and get inspired.

3. Go Full Mixologist:

Take that liquor that's been lying around, <u>download an app</u> or hit up YouTube, and become the cocktail whiz you've always wanted to be. Next time you have friends over, that terrible vodka will be more than salvageable.

4. Go For A Walk To Nowhere In Particular, With The Music On Shuffle:





Pages (or Screens) look for the answer

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This gets you out of the house, and enables you to sing that new Carly Rae Jepsen song loudly in your car without consequence. There's also the aforementioned experience factor, that you probably don't need to hear about again.

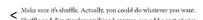
2. Get Crafty With Instant Ramen:

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Page where you get an answer

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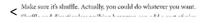
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Competitor 2 Pages

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



Pages (or Screens) look for the answer



Page where you get an answer

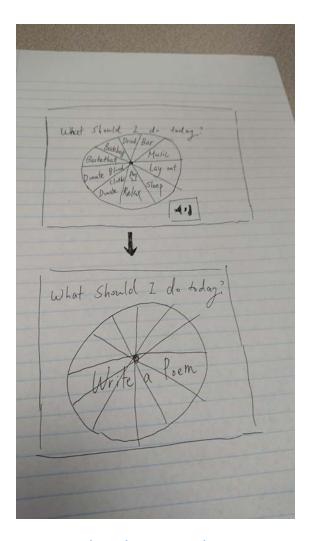


Step 2: Sketch One Competitor Flow

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:

- o Where you ask the question
- o Where the navigation is that allows you to find things to do
- o Where the details of the "things to do" are displayed
- o Where you click to move from page to page



Step 3: Sketch YOUR Flow

My Site Name

https://MyTestbook.com/WhatShouldIDoToday

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

