

Site Flow and Sketches

Step 1: Competitive Analysis

<p>Competitor Site 2: <visitseattle> URL: <https://visitseattle.org/></p> <p>Analysis</p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. <information variety >2. <a cool photo on main page>3. <navigation bar is clear and easy to access> <p>What is bad about this site?</p> <ol style="list-style-type: none">1. <no image for events >2. <too much words>3. <information not organized>	<p>Competitor Site 1: <eventbrite> URL: <https://www.eventbrite.com/d/wa--seattle/what-should-i-do-tonight/></p> <p>Analysis</p> <p>What is good about this site?</p> <ol style="list-style-type: none">1. <information organized>2. <easy to find ticket>3. <event suggestion on the main page> <p>What is bad about this site?</p> <ol style="list-style-type: none">1. <hard to find event location>2. <background not so attractive>3. <poster take much more room than info on main page>
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Competitor 1 Pages

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

The screenshot shows the Eventbrite website interface. At the top, there's a navigation bar with the Eventbrite logo, a search bar, and links for 'Organize', 'Help', 'Create Event', and 'Sign In'. Below the navigation bar is a banner for COVID-19 resources. The main content area features a large section titled 'Connect through online events' with a 'Browse events' button. To the right of this section is a large image of a woman performing a yoga pose. Below the 'Connect through online events' section is a 'Popular in Online Events' section with a horizontal list of filters: 'All', 'For you', 'This weekend', 'Free', 'Music', 'Food & Drink', and 'Charity & Causes'. At the bottom, there's a section titled 'Events in Online Events'.

Pages (or Screens) look for the answer

The screenshot shows the Eventbrite website's 'what should i do tonight' section for Seattle. On the left, there are filters for Date (Any day, Pick a date..., Today, Tomorrow, This weekend, More dates) and Category (Any category, Business, Food & Drink, Health). The main content area lists several events: 'The Inside Info on the New York City Residential Buyer's Market- Seattle Ve...' (Sat, Apr 25, 4:00 PM + 18 more events, Free), 'Josh Kelley' (Wed, Aug 26, 7:00 PM, Barboza + Seattle, WA, Starts at \$10.50), 'Grant Writing Introductory Training...' (Today at 5:30 PM + 89 more events, Renton, Washington, Online + Renton, Washington), and 'Rubbles + Yoga at Columbia Tower Club' (Sat, Apr 25, 10:30 AM, Sold Out). A map on the right shows the Seattle area with event locations marked by pins.

Page where you get an answer

The screenshot shows the Eventbrite event page for 'Virtual Paint Night - Moonlight Night' by Maria Buloka. The event is free and scheduled for April 26, 2020, from 7:00 PM to 8:00 PM EDT. The page features a large image of a night scene with a full moon, stars, and a pink cherry blossom tree. The event title is 'Virtual Paint Night - Moonlight Night' and the organizer is Maria Buloka. The page also includes a 'Register' button and a message stating 'Registrations Are Closed' and 'Thank you for registering, I can't wait to see you at Paint Night!'. At the bottom, there is a link to 'Add to Calendar' and a question: 'Are you stressed during quarantine? Do you need something to do? Grab'.

Competitor 2 Pages

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

Meeting PlannersPartner ServicesTravel ProfessionalsSeattle Sports CommissionPressMaps & Guides


BOOK YOUR TRIP

VISITseattle

Things To DoFood & DrinkLodgingBlogFAQVISITSEATTLE.tv

Q

THINGS TO DO > Events >



SEATTLEEVENTS

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Got it!

Pages (or Screens) look for the answer

VISITseattle

Things To DoFood & DrinkLodgingBlogFAQVISITSEATTLE.tv

Q

WHAT SHOULD I DO TONIGHT

what should i do tonight

FILTER RESULTS

Top Results

Visitor Pages

Videos >

Events >


Blog Posts >

Local Businesses >

Clear Filters

Refine Search


EVENTS (529)

Tacoma Rainiers vs. El Paso Chihuahuas

CHENEY STADIUM
NOW THROUGH 4/23/2020
Triple A Pacific Coast League Baseball. The Tacoma Rainiers take the field vs. the visiting El Paso Chihuahuas.

DETAILS


EVENT WEBSITE

Hagen Quartet

MEANY CENTER FOR THE PERFORMING ARTS
4/23/2020
A connoisseur's group of intuitive playing and pure musical focus, the Hagen Quartet has been called "the pinnacle ...

DETAILS

EVENT WEBSITE

Los Amigos Invisibles

EL CORAZON
4/23/2020
The band's name comes from the television show "Human Values" by Venezuelan historian Arturo Usler Pietri, which remained ...

DETAILS


EVENT WEBSITE


MORE WHAT SHOULD I DO TONIGHT EVENTS (529) >

Page where you get an answer

Meeting Planners | Partner Services | Travel Professionals | Seattle Sports Commission | Press | Maps & Guides | **BOOK YOUR TRIP**

VISIT
seattle

Things To Do | Food & Drink | Lodging | Blog | FAQ | VISITSEATTLE.tv | 



« BACK

TACOMA RAINIERS VS. EL PASO CHIHUAHUAS

Now through 4/23/2020 | Cheney Stadium

Sports

South

Triple A Pacific Coast League Baseball. The Tacoma Rainiers take the field vs. the visiting El Paso Chihuahuas.

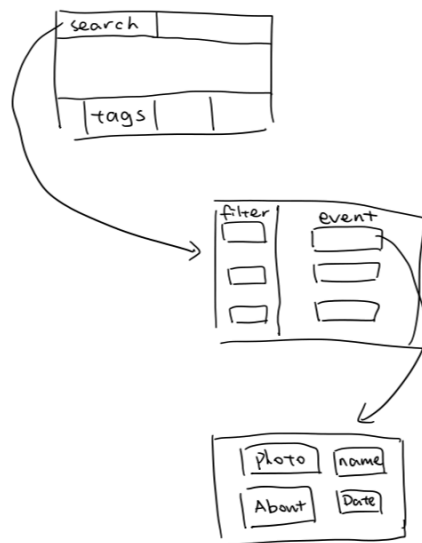
Phone 2537527707

Website www.milb.com

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:



Step 3: Sketch YOUR Flow

My Site Name

<eventsnow>

Sketch of My Page Flow

Pages sketched a 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

