

Dance Tutorial Website Case Study

Reginald Allen

Project overview



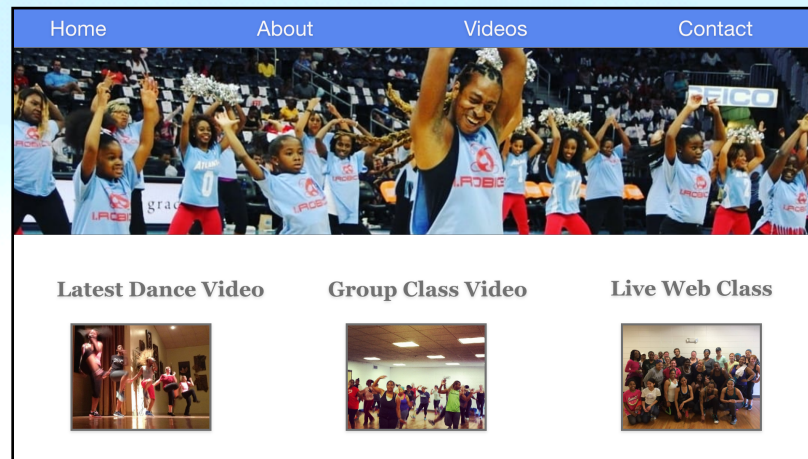
The product:

I.Robics Dance site is for busy individuals that don't have time to visit and gym to do their favorite thing..Dance!



Project duration:

July 2023 to July 2023



Project overview



The problem:

People are increasingly working remote and don't have time for a gym membership. Some just dance as a way of exercise.



The goal:

The goal for this website is to make dancing or learning how to dance more comfortable for the user. The user can have fun and enjoy their favorite form of exercise from the comfort of their own home.

Project overview



My role:

UX Designer designing the website for dance fitness from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working families, friends, and senior citizens who who don't have time feel uncomfortable going to the gym.

This user group confirmed initial assumptions about dance enthusiast, but research also revealed due to making arrangements around busy work schedules and preplanning makes in difficult to stand in line in person and expect the unexpected. For example, arriving at the gym only to discover the gym is packed or there's not enough time to commute to a dance studio or gym.

User research: pain points

1

Pain point

I don't have time after work to travel to a dance studio or gym. .

2

Pain point

Waiting in traffic just to be late for class.

3

Pain point

I feel more comfortable working out at home, why the dance studio don't offer the option.

4

Pain point

I would love to learn to dance but on my own time and in the privacy in my own home.

Persona: Rhonda

Problem statement:

Rhonda wants to be able to quickly find online dance tutorials or classes, who needs and have fun in the comfort of her own home.



Rhonda

Age: 35

Education: Masters Degree

Hometown: Atlanta, GA

Family: Mother

Occupation: Full-time Working Mom

"I just want to dance like nobody's watching!"

Goals

- Rhonda wants to save time and travel are studio locations. .

Frustrations

- Rhonda is frustrated being stuck in traffic, trying to make it to a class after work.

Rhonda is a full-time working mother of 2 and a husband. She wants to save time and money while dance to her favorite tunes. She wants to be able to quickly find online dance tutorials or classes she needs and have fun in the comfort of her own home. Rhonda is frustrated by no online classes or fun videos, crowded studios, and difficulty finding nice dance studio or gym.

User journey map

Mapping Rhonda's user journey revealed how helpful it would be for a user to have virtual access to the dance studio online rather than in person.

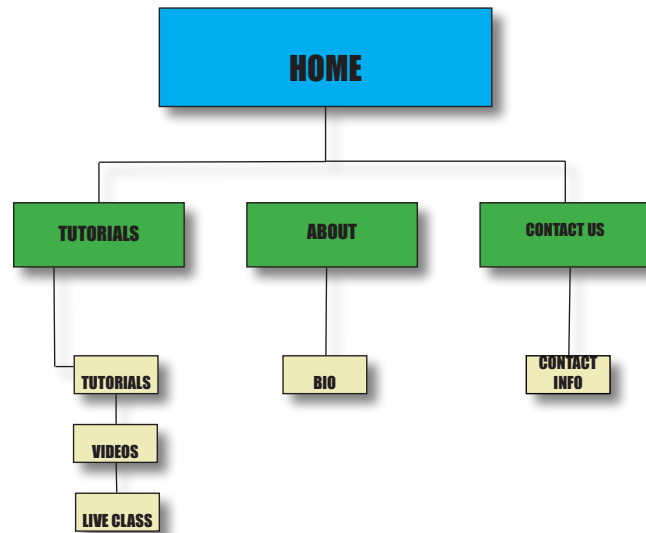
Persona: Rhonda

Goal: To easily find dance tutorials or classes online

ACTION	Purchase Membership	Go to Studio	Scan Card	Wait for Instructor	Find Space
TASK LIST	Tasks A. Find and search dance classes B. nearest location C. use dance site	Tasks A. drive to location B. park car C. walk to destination	Tasks A. wait in line B. scan card C. find studio area	Tasks A. given the wait time B. waiting for instructor	Tasks A. finding the an area to dance B. finding comfort C. good music
FEELING ADJECTIVE	<ul style="list-style-type: none">frustrated	<ul style="list-style-type: none">confused	<ul style="list-style-type: none">A tad annoyed	<ul style="list-style-type: none">Annoyed for wait time	<ul style="list-style-type: none">hopeful
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Wish there were way to do class virtually	<ul style="list-style-type: none">Wish the nearest locations had live web classes	<ul style="list-style-type: none">N/A	<ul style="list-style-type: none">Would prefer it start on time	<ul style="list-style-type: none">Needs more space to move for crowded classes

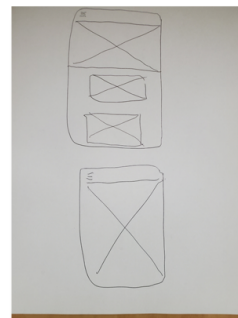
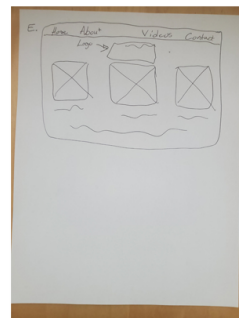
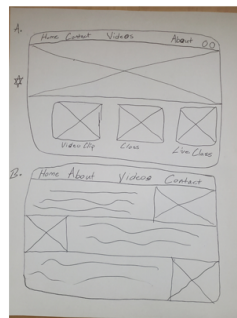
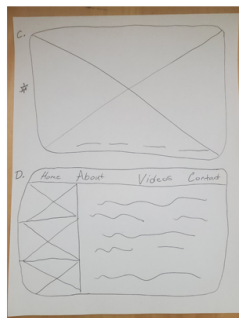
Sitemap

The sitemap shows the structure in which I would like the website based on brainstorming ideas.



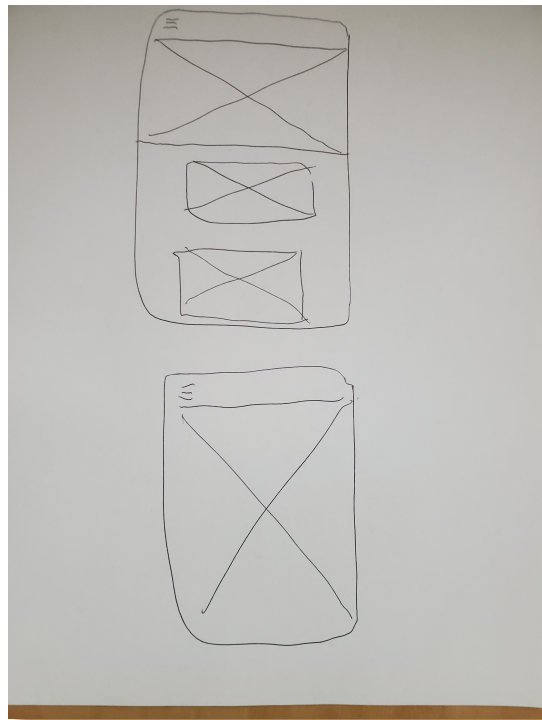
Paper wireframes

Taking the time to draft iterations of each screen of the website on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritize a quick and easy video selection process to help users save time.



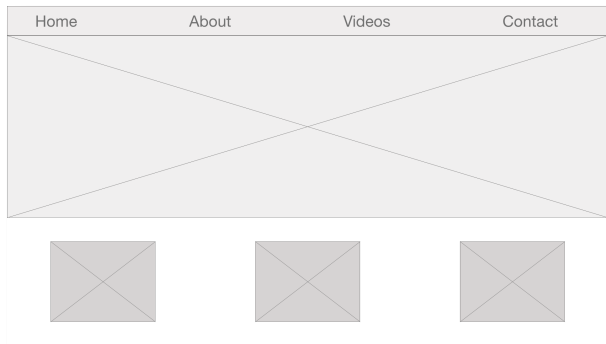
Paper wireframe screen size variation(s)

I also included size variations
of what the website would
look like on a mobile device.

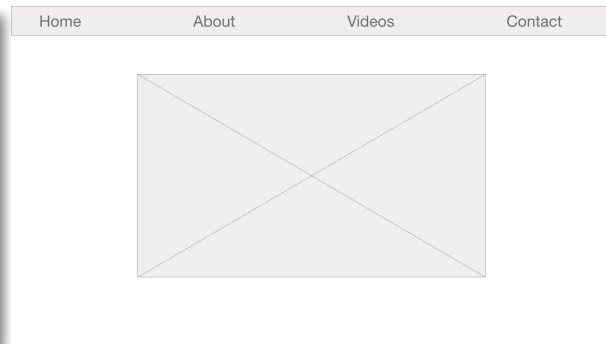


Digital wireframes

As the initial design phase continued, I made sure to base screen designs on the feedback and findings from the user research.



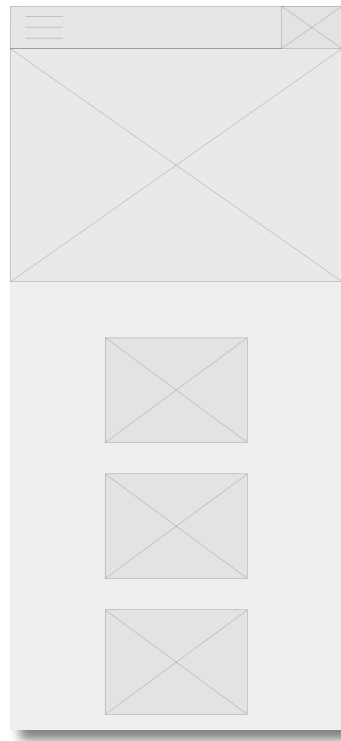
↑
Description of
the element and
its benefit to the
user



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Description of
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user

Digital wireframe screen size variation(s)

The goal is to make the website easily accessible on all devices. Also not losing the easy navigation of what the desktop version provides.

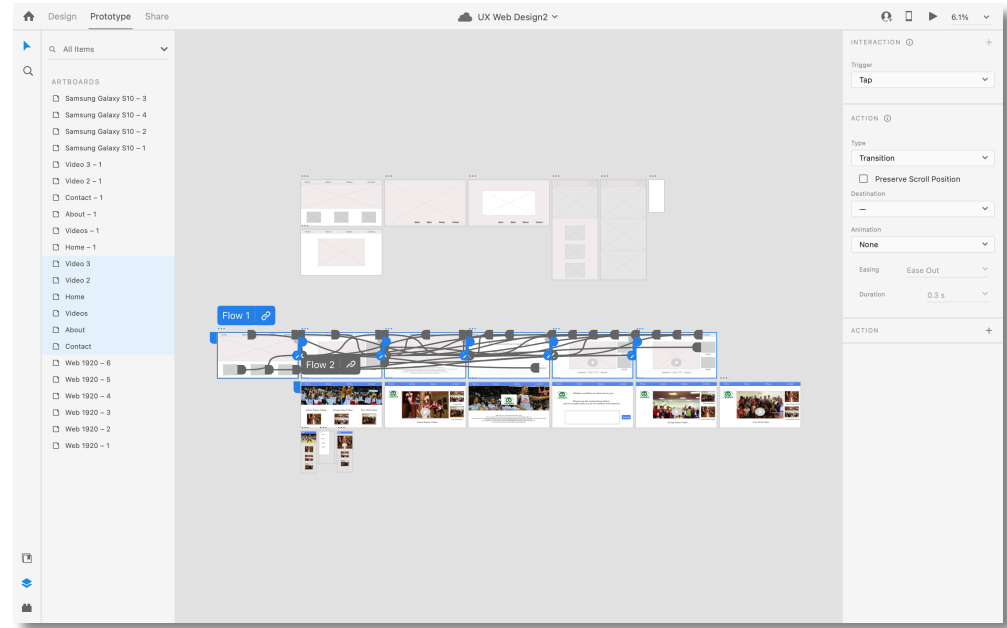


Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of building and accessing online dance tutorials, so the usability study with users.

View the website below

[Low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

Here's brief input of an introduction to the findings shared below.

1

Finding

Had trouble with navigating
back to the home page.

2

Finding

There's no listed of the
other categories with the
selected video.

3

Finding

Can I access it on my
phone?

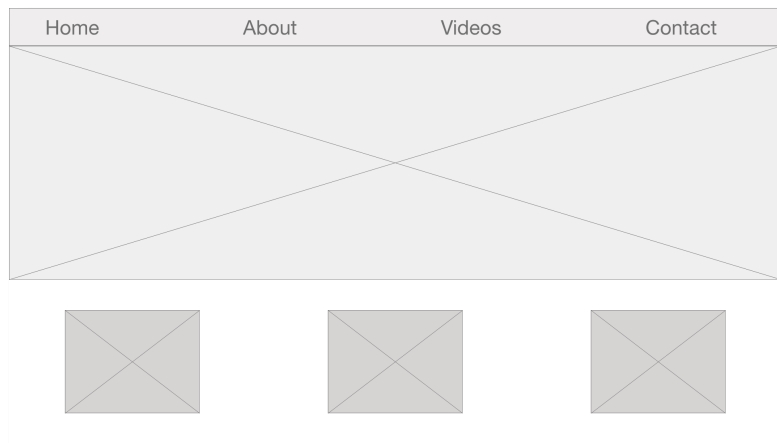
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

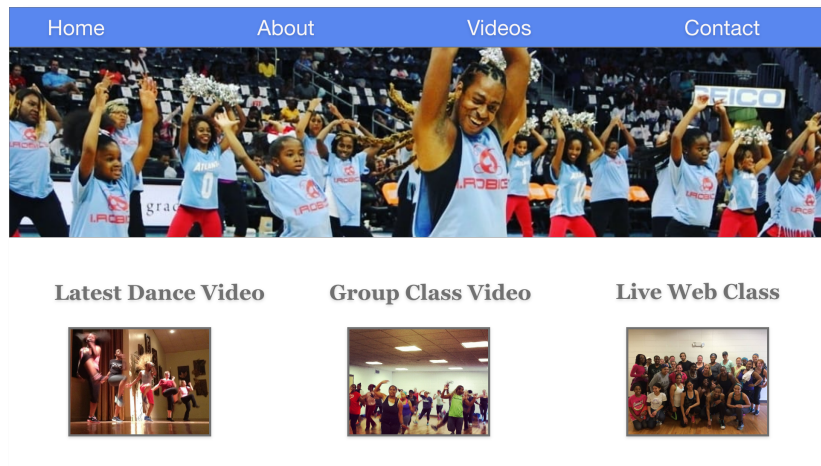
Mockups

Early designs allowed for some customization but after the usability study, I revised to fit the users needs.

Before usability study



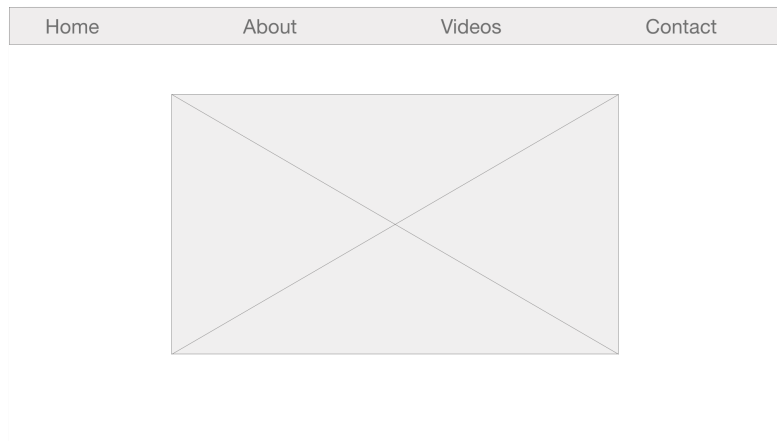
After usability study



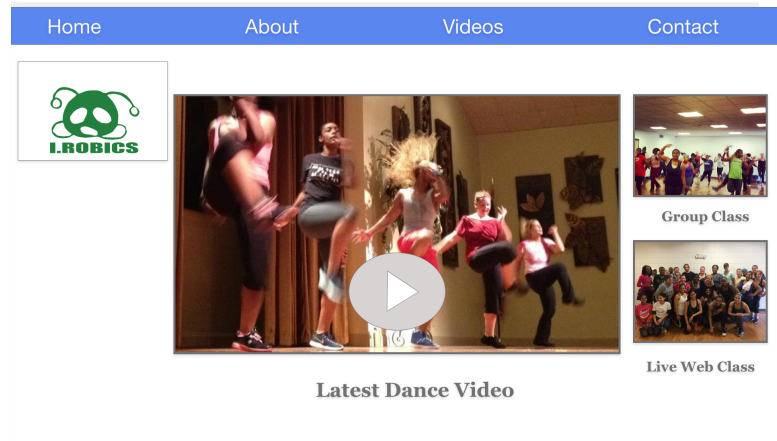
Mockups

The second usability study revealed frustration regarding navigating the videos, so I added them as side recommendations.

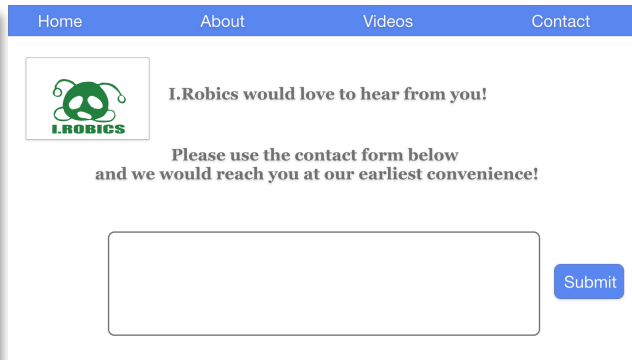
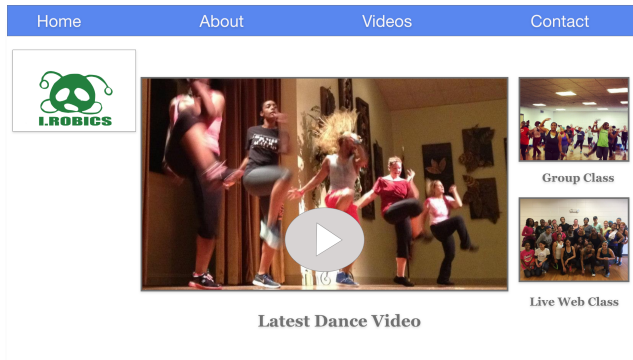
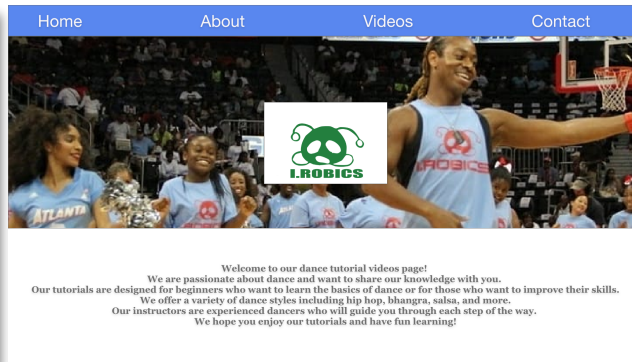
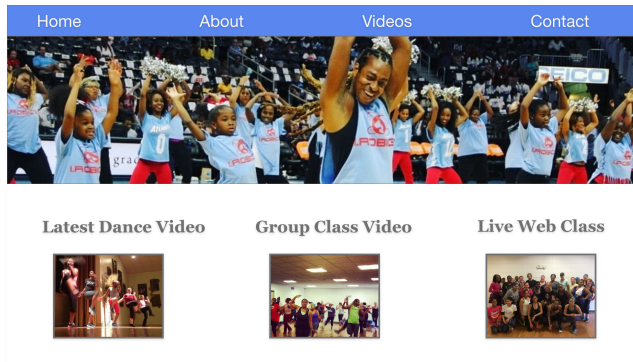
Before usability study



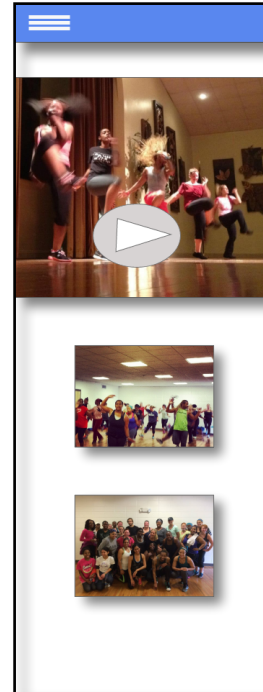
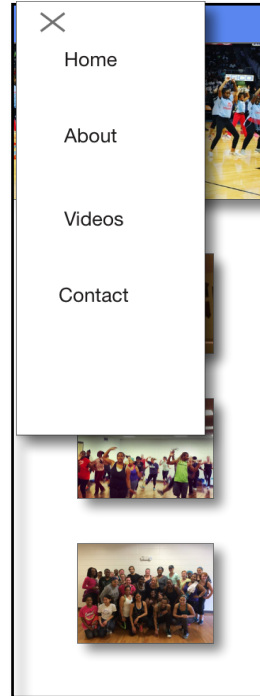
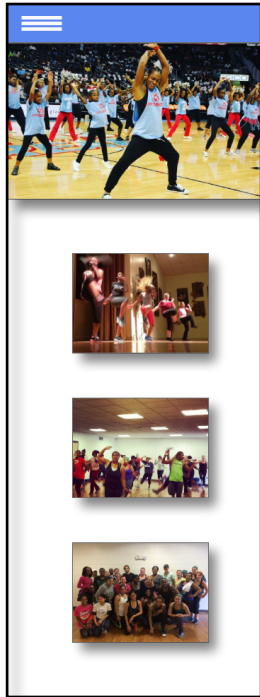
After usability study



Mockups: Original screen size



Mockups: Screen size variations

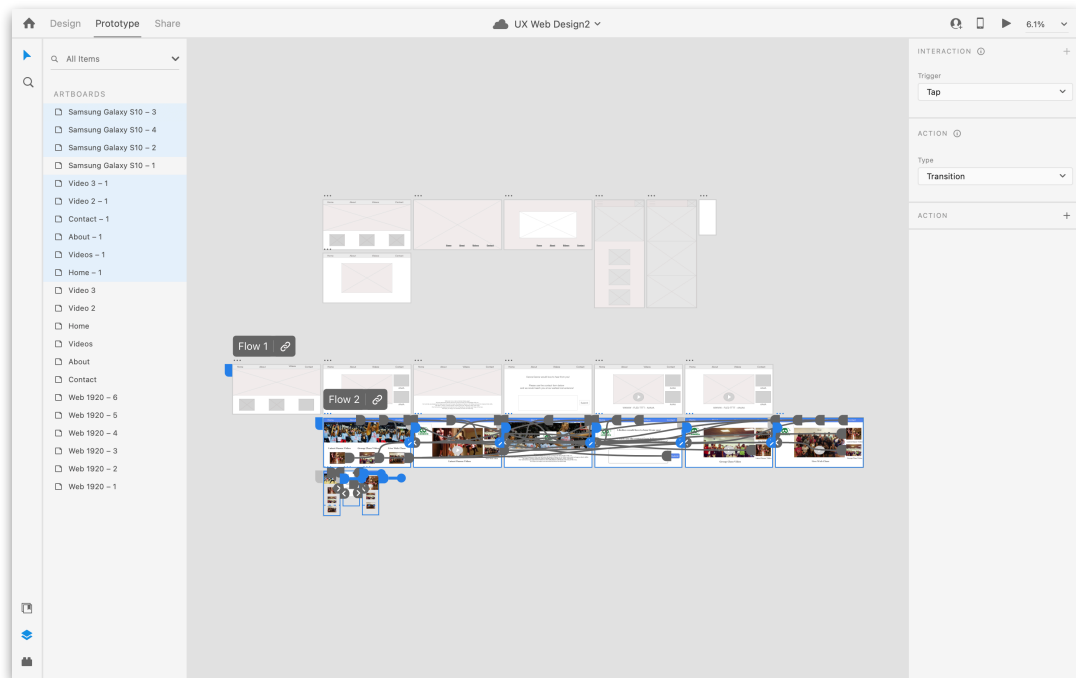


High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows by accessing dance video tutorials online. This gives the users the option to access anywhere.

View website below

[High-fidelity prototype](#)



Accessibility considerations

1

Considerations I can think
would to add more videos.

2

Adding videos with details
for options of closed
captions.

3

Making sure the web is
accessible on tablets as
well.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I feel the website will impact a lot of work from home users, whom don't have the time to spend in traffic. Also it provides an opportunity for users to have a great time with less worry of leaving the comfort of their own home.



What I learned:

User research plays a very important role in creating a highly accessible website that fits the needs of all users.

Next steps

1

The next steps would be to get together with the team to find to make sure there's no room for error.

2

Reaching out to Front End Developers to come up with how we can make this project from a dream to a reality.

3

Possibly see if more testing needs to be done.

Let's connect!



I am thrilled to have the chance to work with you and develop remarkable user experiences. I would appreciate the opportunity to go over my credentials in more detail.

Here is my contact information, would love to hear from you. Email: allenreginald1@gmail.com, Phone: (678) 542-0462, Website: <https://www.artbyreggie.com/>