Marching Masters – Customer Requirements

Interview Notes

* Interview was conducted as a focus group on Thursday, October 15, 2020.
* Participants:
  + Christopher Miller
    - Experience:
      * Marching Band in High School
      * 15+ Years of Public School Music Teacher
      * Instruction
        + Percussion Intern/Transcriber (Cadets 2011)
        + Tenor Technician (Jersey Surf 2017)
        + Director (Williamstown HS)
        + Asst. Director (Pennsauken HS)
      * 10+ Drill Designer
        + Raiders DBC (2018)
  + Amber Fabrizio
    - Experience:
      * Performing
        + Marching Band/Color Guard in High School
        + The BlackWatch (8 Seasons)
      * Instruction:
        + Pennsauken HS (10+ Years)
        + The BlackWatch (2 Seasons)
        + Essence Winter Guard
        + Timber Creek Marching Band (3 Years)
  + Gordon Butler Jr.:
    - Experience:
      * Performing:
        + Marching Band/Color Guard in High School
        + University of Maryland
      * Instruction:
        + Pennsauken HS (35+ Years)
  + Justin Wilson:
    - Experience:
      * Performing:
        + Marching Band in High School
        + Bluecoats DBC (2008)
        + Reading Buccaneers (5 Season)
      * Instruction:
        + Pennsauken HS
        + Jersey Surf (2014)
        + Fusion DBC (2016,2017)
        + Raiders DBC (2018)
      * 8+ years of Drill Design:
* Users:
  + Directors/Staff (Ie. Drill Instructors)
  + Drill Writers
  + Performers
* Available Outputs of Drill Writing Software
  + Pyware:
    - Coordinate Sheet
    - Image Sheet
    - UDB Application File
    - 3D Application File
* Customer Comments:
  + Recommended Features:
    - Drill Learning:
      * If there was a way to track performers Realtime, there can be a decrease in the amount of time required for drill learning.
      * Recording the data from the device on the performer to a staff device would allow for quicker drill learning even when the staff has a low vantage point.
        + If students could also visualize where they are on the field in real time vs where they should be they will know how far off they are from the correct drill spot during drill learning.
    - Drill Performing:
      * It is impossible for the staff to give individual critique to all performers following a run. If the product could allow for information on accuracy of dots, this will allow staff to focus more on the bigger picture (ie. Forms, body visuals, etc.) while not diminishing the instruction to the performers.
      * With the exception of this year, performances occur on a field other than the one a group practice on. If the system is portable, data could be calculated in an actual performance setting, not only the practice run-throughs.
        + Most performances have timed on/offs so there is not additional time to set boundaries.
  + Major Concerns:
    - Need to Account for “Standstill” Body Visuals that may move a performer out of a written dot that is not represented in the drill
    - Drill written to the grid relies on step differences of ~1.875ft.
  + Potential Additional Features:
    - There are other apps that groups use (3D visualizers, BAND App, etc.). Expressed interest in decreasing the amount of applications needed for the group.
* Follow-up Interviews:
  + All those interviewed are highly interested in the product and would be willing to participate in future interviews.