

Client: Michigan State University – Registered Student Group – State Swing Society

State Swing seeks to popularize the vernacular jazz dances that were most popular from the 1920s to 1950s. As a student organization, they typically hold their meetings on campus. Their meetings are open to the public, free, and include instruction, open dancing, and music.

Short elevator pitch

State Swing needs a website that gracefully lets users know what they're all about and where and when to find them.

Long elevator pitch

The chance to meet people and dance with them like its 1935—that's what State Swing wants to bring to the people around East Lansing and MSU. Their website hosted at msu.edu/~swingers/ is one of the best ways to invite the local public to participate in that mission, but it's been languishing in disuse. It needs an updated calendar, FAQ, links, and contact page. It should incorporate updates from the group's Facebook page. Users might also benefit from a ticker (Instagram or Flickr) with pictures from meetings so they can get a feel for what the group is all about. A playlist with appropriate swinging jazz might also make sense on the site, but only if it does not automatically play.

Personas

- **Lindsay and Joe** are a married couple in Okemos. They're looking for things to do together as a couple, and a Google search query leads them to State Swing's website.
- **Madeleine** is a freshman at MSU who first heard about State Swing during "Sparticipation" in the fall, but forgot when or where the group meets.
- **Anton** is a graduate engineering student at MSU who wants to get more out of his college experience, socially. His late, great-grandparents used to swing dance, and his having inheriting their collection of old jazz records has ignited his curiosity.
- **Hayden** is a graduate from UC Berkeley who just moved to Lansing for a new job. She danced Lindy Hop in a similar student group when she went to university, and she misses it.

Comparable sites:

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| • http://swingannarbor.com/ | • https://www.msu.edu/~msusalsa/ |
| • http://www.aactmad.org/swing/ | • https://www.msu.edu/~ballroom/ |
| • http://swing.uchicago.edu/ | • http://undergrounddancing.org/ |
| • http://www.indiana.edu/~iuswing/ | • http://swingcolumbus.org/ |
| • http://students.brown.edu/swing/ | • http://www.osuswing.com/ |