

GoTango



Learning tango is an ambitious undertaking

Tango is an improvised dance that is complicated by the close contact and cooperation between partners

Practice outside of class is essential for tango students to improve

Unfortunately, the most common form of practice, social dance, is often inconvenient and intimidating

User Research



Five tango students across New York, Los Angeles and San Francisco spoke to us about their experiences

"There's a lot to remember. When I try to practice, I can't always recall the steps that I learned at class."

"I don't like it when the teacher just glosses over it. I need to see a detailed breakdown of the step from [a follower's] perspective."

"We get intimidated at social dances because those people really know what they're doing."

Interviews revealed critical pain, needs and behaviors

AREAS OF INSIGHT

Affinity Map			
TEACHING / LEARNING	TEACHING SETTINGS	PROGRESS / LEARNING CHALLENGES	PRACTICE SETTINGS
Teaching Methods I don't like it when they stop and keep trying to correct the mistakes - rather than just trying it out and after we're done show me what needs for improvement. When you are first trying to learn something, your knees will be broken down. It's not good when a teacher pushes you to a level or just shows it. Teachers need to break down motion to its basic steps (just the follower or just the leader). Switch off partners during class.	Teaching Settings Prefer to learn by going to classes. Competed in a few shows in north and south america at workshops (in front of judges, no tapout).	Progress / Learning Challenges List to remember. Enjoy learning from instructors or cousin (1-1) in the evenings. Tango academy (LA). Comes more naturally to the YWZ generation - those women know more intuitively how to follow. Instructor or DJ selects the music.	At Home Want space to practice If practicing alone - need music. Depending on where I'm looking, I'm conscious of the volume or not disturbing others. It's spontaneous. If we're hanging out and hear a good song, we'll see if we can dance to it. (like idea of practicing at home) Myself and my boyfriend practice on the weekend when we listen to radio shows that play that kind of music. A couple of good radio shows - one on Sunday with swing music. Listen to a radio show. 40's swing big band.
Community Get all these different links and explore - that takes time but it's enjoyable. Big issue is familiarizing myself with the people that really do dance. Winning is difficult. Gamedmanship - judges know the dancers and vice versa.	Need Partner Some other dances I don't mind practicing alone. If I'm comparing to flamenco and bellydance - don't need someone with you. Only if trying to impress the person who is watching. Go to classes with boyfriend. My cousin knows tango very well and a coworker offered to teach me after hours	Mood / Emotions I feel seeing my parents dance Dancing tango feels like in my own little world/summer/floating Don't gravitate naturally to tango (compared to more energized dances like salsa) Like the music - been to tango Sunday driveway	Social Dance I watch from the balcony to get a birds-eye view to understand more about how dancers move. (tango rehearsals with competitors) Dance 45 minutes away to retirement home on some weekends. She goes with her boyfriend. They get intimidated because the people there may know what they're doing. I like the idea that I can have a companion and they are going to dance with me. It's not like a club where you might never be asked to dance (not talking about social dances). Watched you tube to learn tango. Helpful. Search on "basic tango moves". Rehearse in my room. Then I visit instructor and tell them what I watched - is this correct? If not correct, they'll correct me. Didn't think about doing it the internet, but I might do it - sounds like a good idea. Pay fee and team dances with group instruction. Pay as I go.

KEY TAKEAWAYS

- Social dances are intimidating for practice and require significant travel time and schedule constraints
- Breaking down the steps for each person (leader vs follower) is essential for improving
- Infrequently, people practice at home using radio or the internet to find music and recall steps
- Beginner leaders struggle to practice basic technique because they juggle the additional burdens of keeping all steps in quick recall and considering musicality to improvise the dance

Our primary
persona emerged
from the research



Emerey



"I'm not anti-social, but it would be nice if I could get better at home first."

BIO

- Working professional with disposable income
- No kids or kids are grown
- Eclectic/open-minded sense of taste (not mainstream for US)

BEHAVIORS

- Learning tango for fun/leisure
- Practices tango in conjunction with taking lessons during spare time
- Usually practices with a partner (friendly or romantic) but sometimes practices alone
- Takes pride in dancing, wants to master tango

EMEREY'S STORY



"We take local dance classes every week or so. Even over the course of many lessons, we only learn or improve on one or two steps so it's hard to stay motivated."

"I like trying to dance at home on the weekends. We'll get up and try to see if we can do it, but it's hard to remember everything that we learned in class."

"For practice, we have to drive 45 minutes to a social dance at an 'old-folks-home' where we don't fit in. Everyone there is from an older generation and it seems like leading/following comes more naturally to them. The music is sometimes too fast for us."

Emerey's primary goal
is to make tango
practice more easily a
part of his/her lifestyle
— more spontaneous

- Practice when I want
- Practice where I want
- Practice to music at the speed I want

Competitive Analysis



Options are limited for students who want to practice outside of class and social dances

	DancetimeDeluxe (sound app)	Ballroom Dancing for Beginners (dance app)	Tango Instructions (streaming video)	Spotify / iTunes (music only)
FUNCTIONALITY				
<i>Plays music</i>	YES	YES	YES	YES
<i>User can select different types of music</i>	YES	NO	NO	YES
<i>User can adjust tempo</i>	YES	NO	NO	NO
<i>Gives voice commands (step prompts)</i>	NO	only during instruction, not for practice	NO	NO
<i>User can log new or favorite steps</i>	NO	somewhat (can mark favorite videos)	NO	NO
<i>Video of dance moves</i>	NO	YES	YES	NO
<i>Helps user find instructors or classes</i>	NO	indirectly	indirectly	NO
FORMAT				
<i>Desktop</i>	NO	NO	YES	YES
<i>Mobile app</i>	YES	YES	streaming browser	YES
<i>iPhone watch</i>	NO	unknown	unknown	YES

Existing products only address a portion of the practice experience and do so with little success

	DancetimeDeluxe (sound app)	Ballroom Dancing for Beginners (dance app)	Tango Instructions (streaming video)	Spotify / iTunes (music only)
COST				
<i>Free trial without expiration</i>	NO	NO	YES	YES
Price	\$4.99	\$4.99	\$0.00	~\$10/month
OTHER				
<i>Intuitive interface / Ease of Use</i>	Ok	Ok	Poor	Good
<i>Discussion Board</i>	unknown	unknown	indirectly	NO
<i>Notifications</i>	unknown	unknown	NO	YES

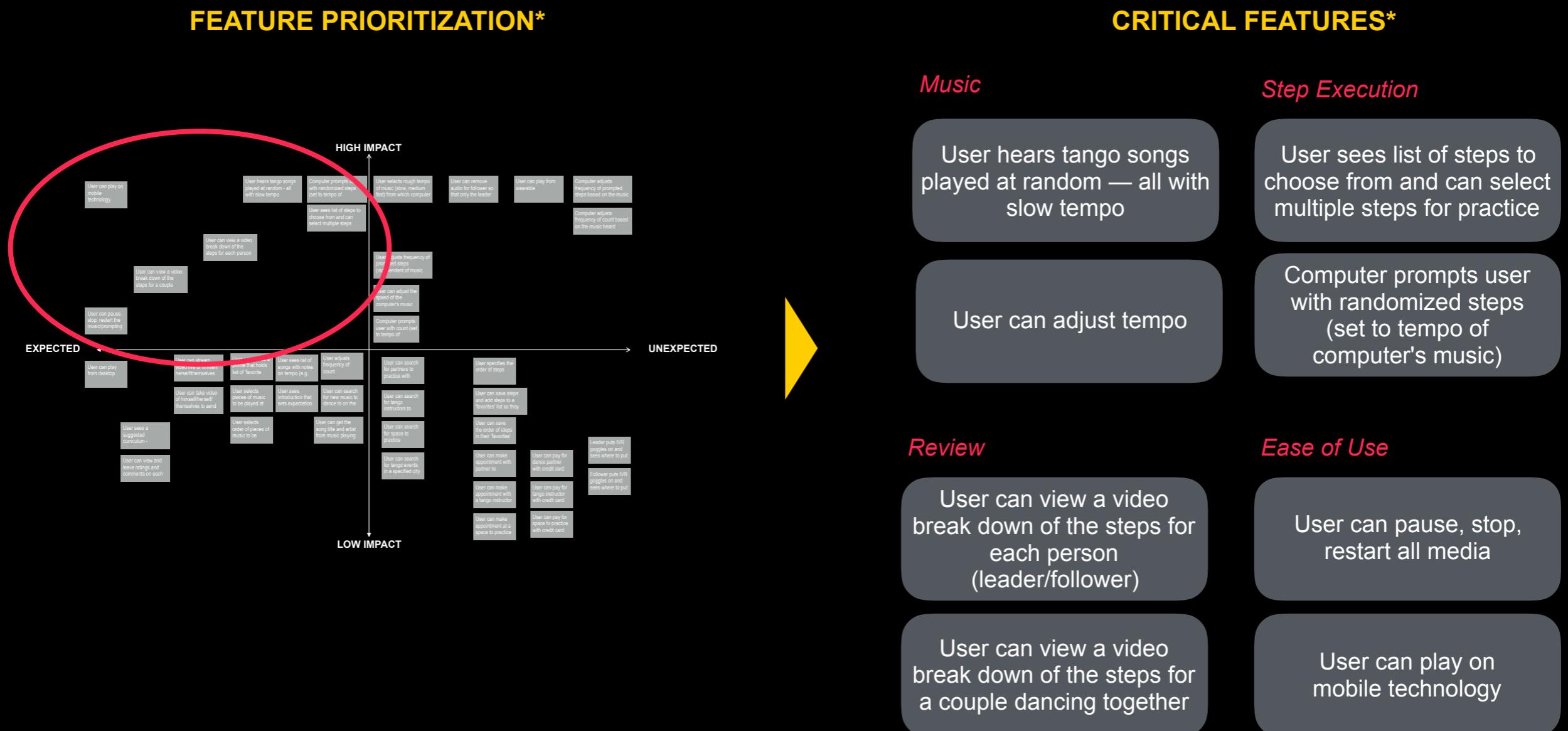
COMPETITIVE INSIGHTS

- Most products/services are geared towards teaching — learning a step for the first time, not practicing
- Most products are based on streaming video; Even the apps are just a selection of videos that can be done in sequence or re-ordered
- Simply overlaying a count to the music could be very helpful for beginners, especially leaders

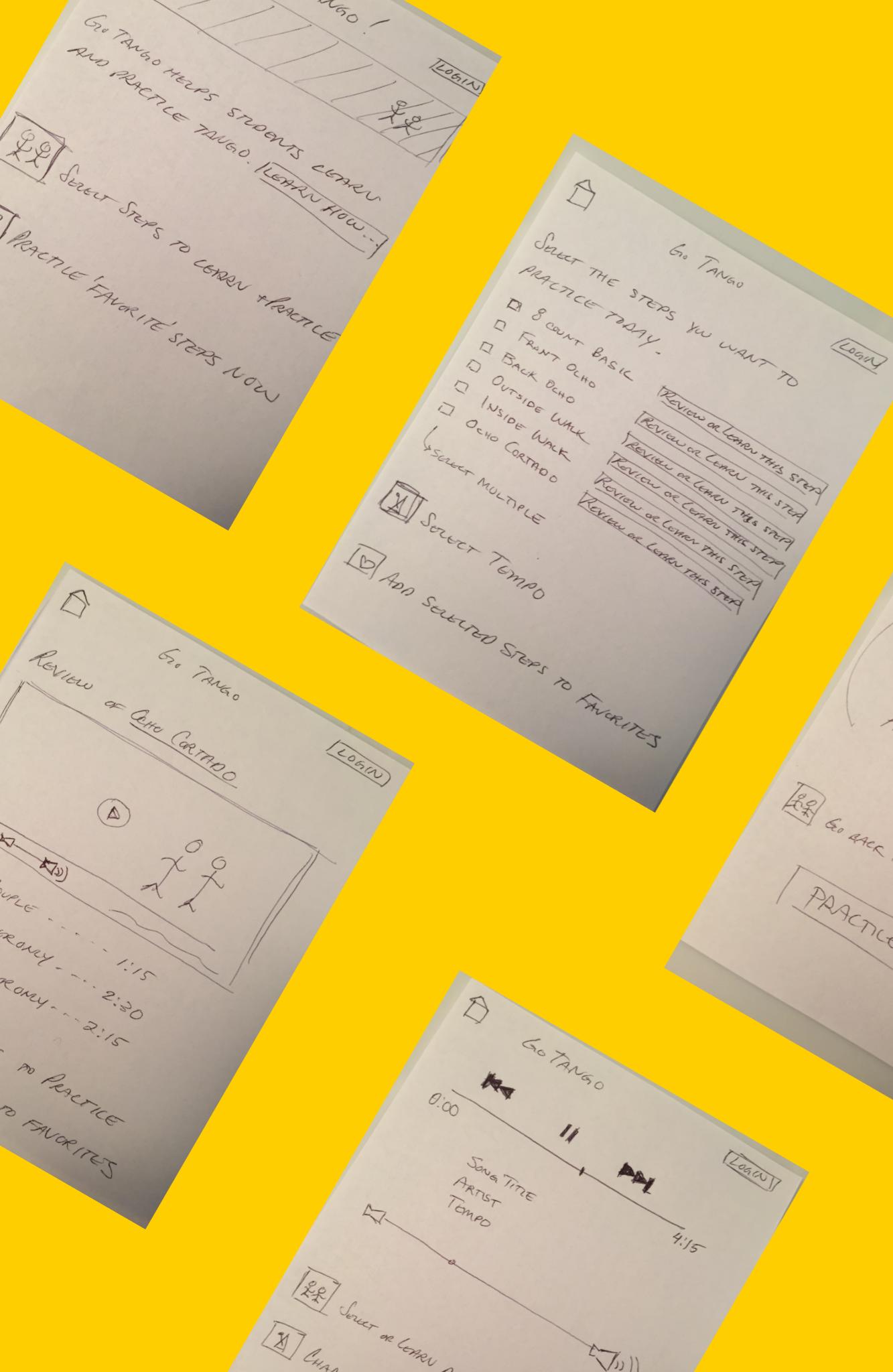
MVP Evolution



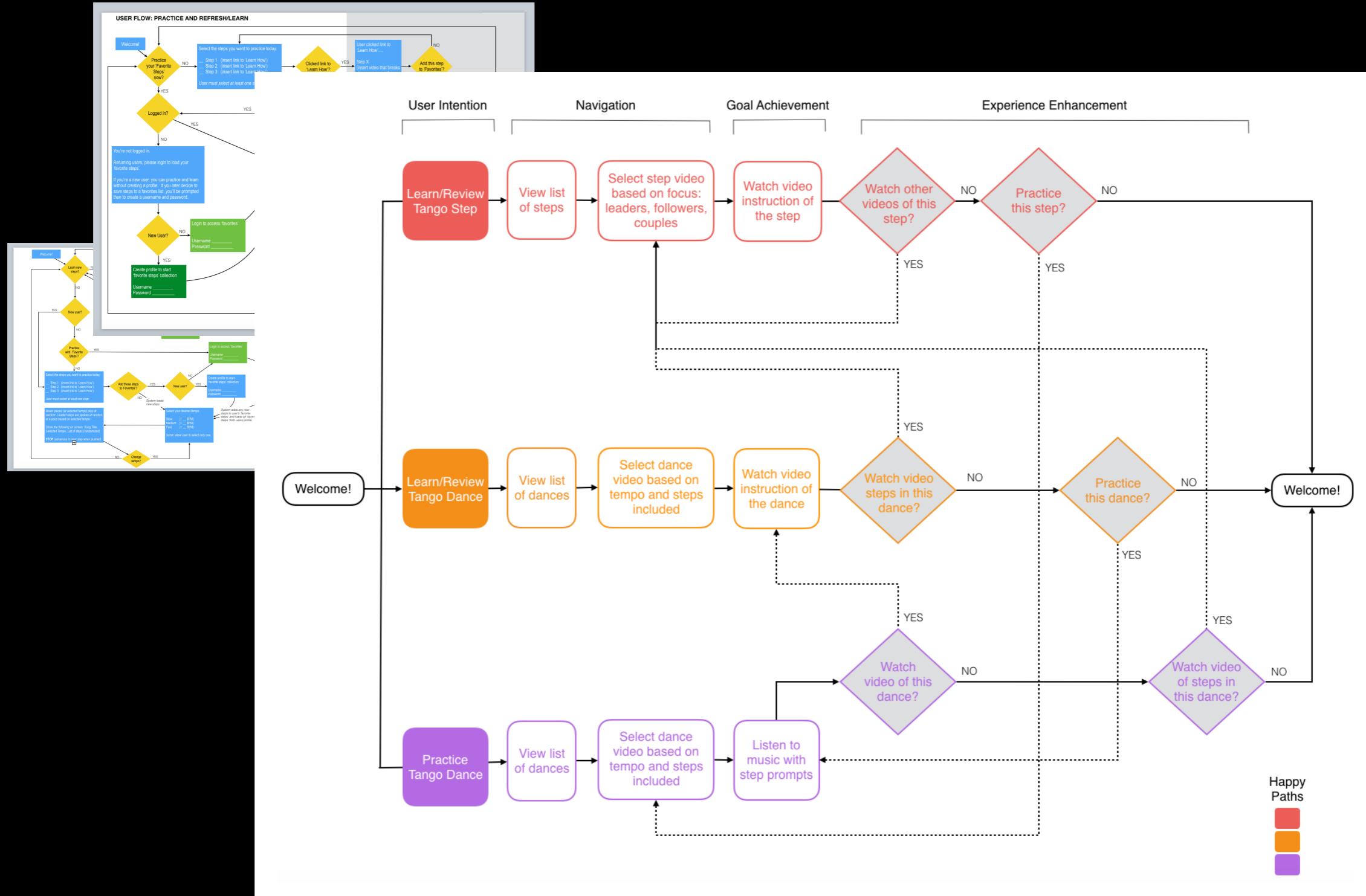
We prioritized features based on goals of the target user and the landscape of existing products



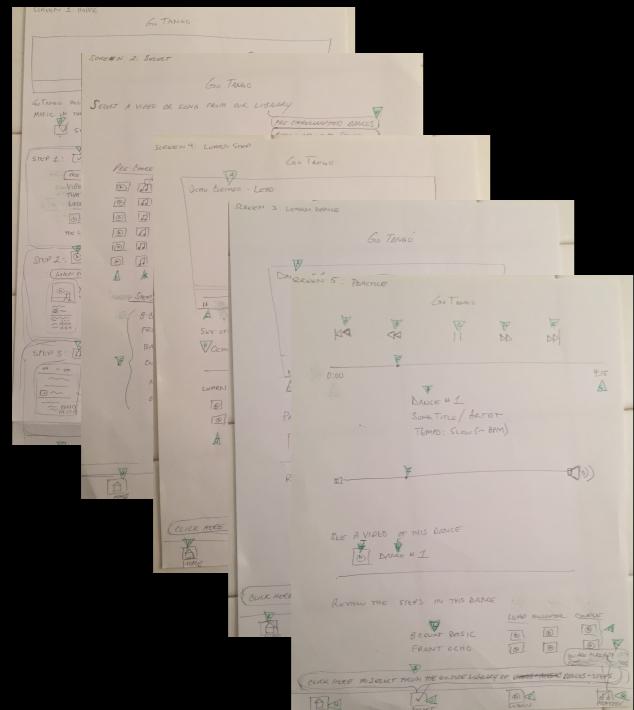
Usability testing drove iteration of user flows, wireframes and the prototypes



User flows evolved to focus on three major paths that interconnect at the terminus for easy switching



User input drove iteration from low-fi paper prototypes to hi-fi clickable prototypes...



LEARN DANCE

- 💡 **View a step toggle** -
 - If user has already been on Screen 5 (Learn Step), switch to the latest.
 - If the user has not yet been on Screen 5, switch to Screen 5 (LearnStep) with '8 Count Basic' loaded plus related links per Screen 5 annotation.
- 💡 **Dance #** - Name of dance loaded in video player
- 💡 **Video Player** - Plays video loaded per user choice on previous screens. Default to Dance #1. The user will see videos showing a couple dancing to music and performing the steps that are prompted.
- 💡 **Pause/Play button** - Alternates between play and pause button depending on the video status. Pauses and plays the video when the user hits this button.
- 💡 **Volume adjustment** - Adjusts the volume of the sound
- 💡 **Progress bar** - Shows how much of the video has played
- 💡 **Expand/Contract** - Alternates between expand and contract button depending on the video status. Expands to fill the screen and contracts back to Screen 4 when the user hits this button.
- 💡 **Practice music link** - Links to audio file of a dance according to header ('Dance #1' in this case). Switch to Screen 6 (Practice) with this audio file loaded in the music player. Load related links per Screen 6 annotation.
- 💡 **Step Name** - Populate from database with each step name that is included in the loaded dance ('Dance #1' in this case)
- 💡 **Step for leaders video link** - Links to video file that teaches the step according to header ('Back Ocho' in this case) that focuses on the leader's perspective. Switch to Screen 5 (LearnStep) with this video file loaded in the video player. Load related links per Screen 5 annotation.
- 💡 **Step for followers video link** - Links to video file that teaches the step according to header ('Back Ocho' in this case) that focuses on the follower's perspective. Switch to Screen 5 (LearnStep) with this video file loaded in the video player. Load related links per Screen 5 annotation.
- 💡 **Step for couples video link** - Links to video file that teaches the step according to header ('Back Ocho' in this case) that focuses on the perspective of the couple interacting. Switch to Screen 5 (LearnStep) with this video file loaded in the video player. Load related links per Screen 5 annotation.
- 💡 **Home icon** - Switch to Screen 1 (Home)
- 💡 **Select icon** - Switch to Screen 2 (SelectDances)
- 💡 **Practice icon** -
 - If user has already been on Screen 6 (Practice), switch to the latest.
 - If the user has not been on Screen 6, switch to Screen 6 (Practice) with Dance #1 loaded plus related links per Screen 6 annotation.

Revised Prototype





T ⓘ 'How To' shows tutorial
8 Selecting 'How To' from the menu will show a
tutorial for how to use this app
F ⓘ OK, got it!

Back Ocho

Outside Walk

Inside Walk

Ocho Cortado

Gancho

Tango Dances:

Dance #1

Dance #2

Dance #3

Dance #4

Dance #5

Dance #6



Find



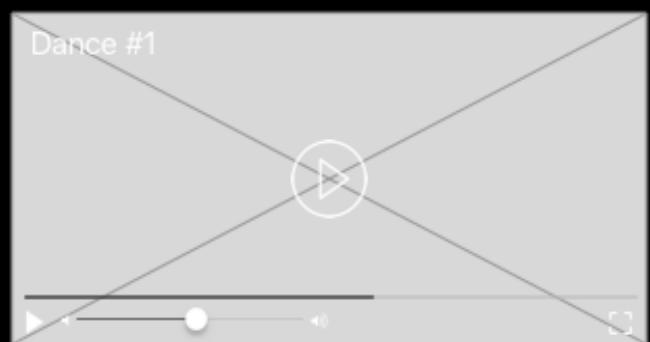
Watch



Listen



How To



Listen to the audio (with prompts):

Dance #1



[Listen to Dance #1 \(with prompts\)](#)

Review steps in this dance:

8 Count Basic



[8 Count Basic for Leaders](#)



[8 Count Basic for Followers](#)



[8 Count Basic for Couples](#)

Back Ocho



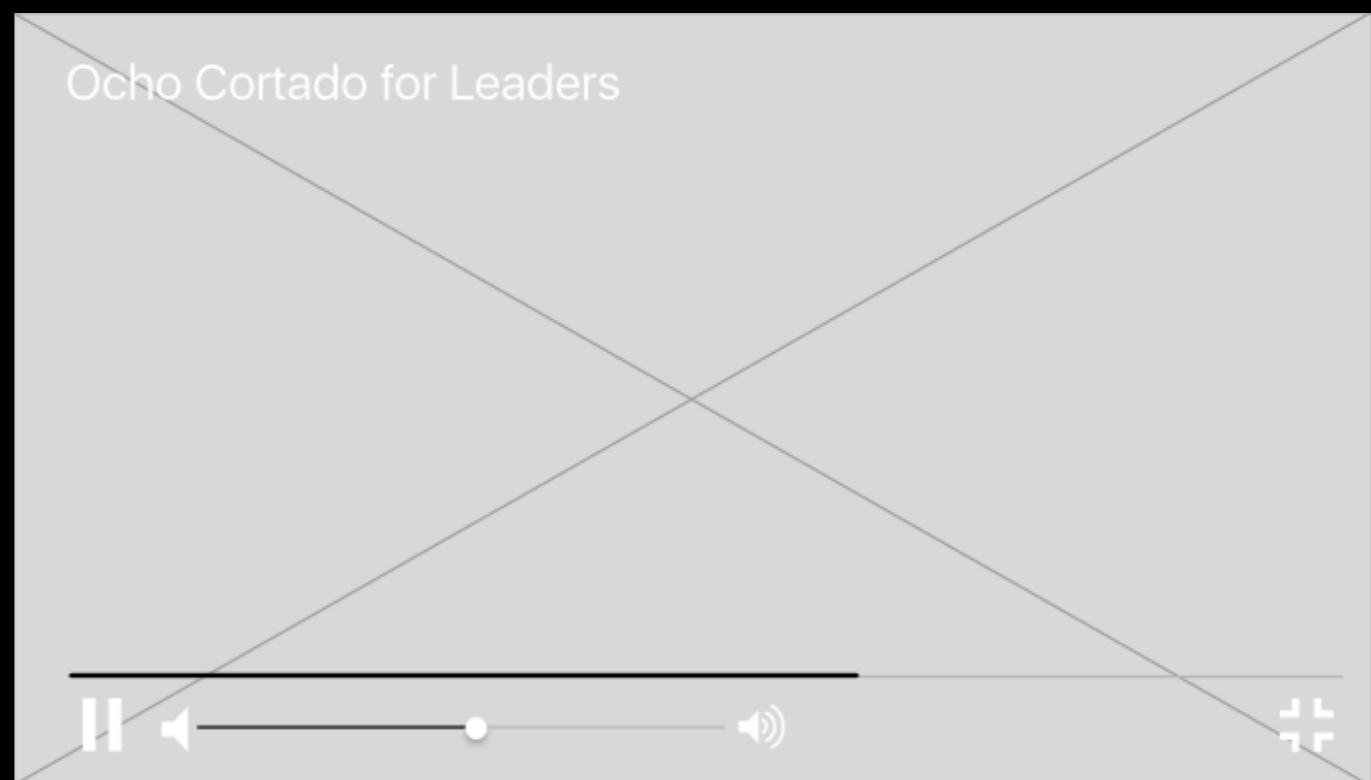
[Back Ocho for Leaders](#)



[Back Ocho for Followers](#)



[Back Ocho for Couples](#)



Find



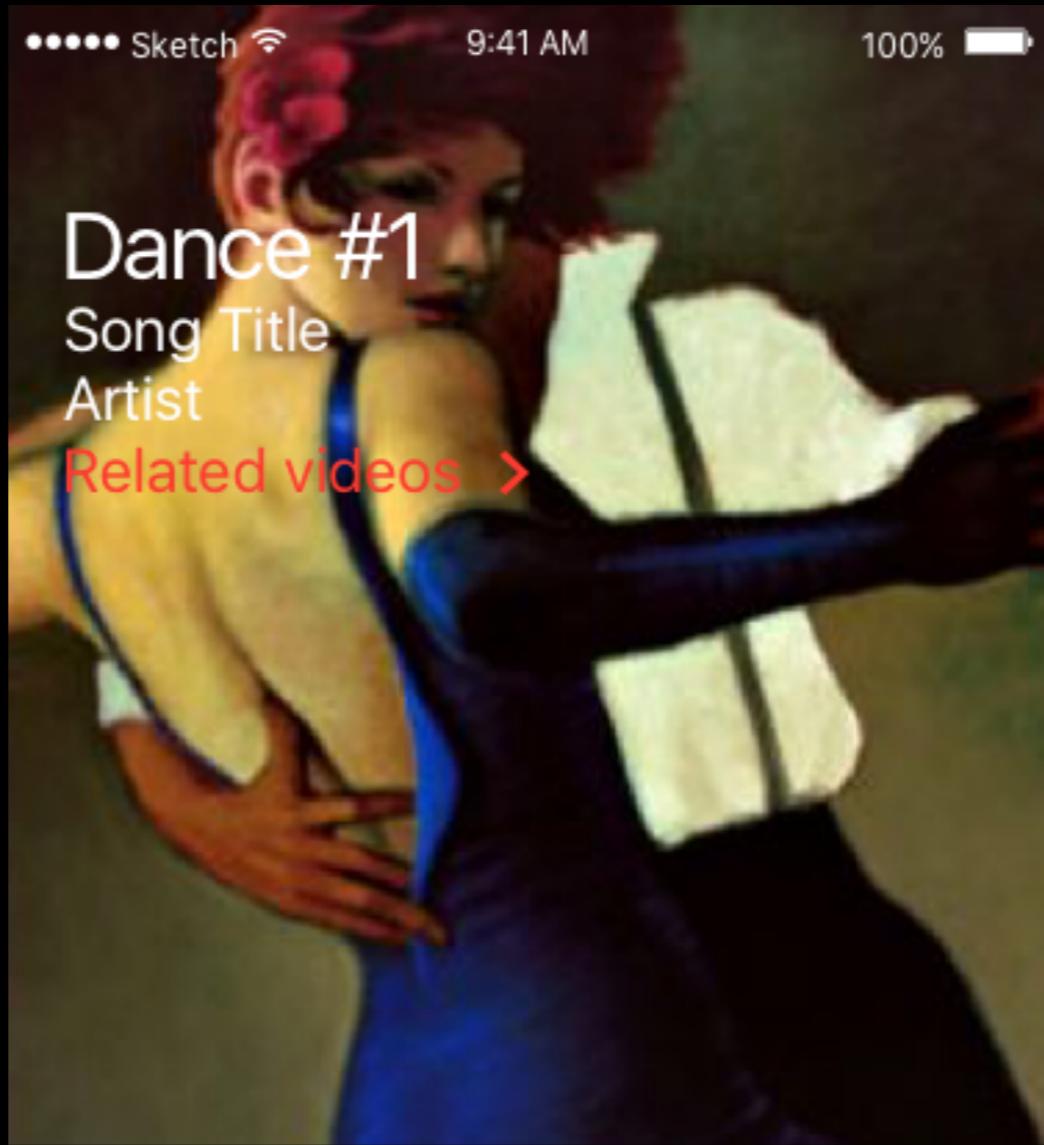
Watch



Listen



How To



Find



Watch



Listen



How To

Showing select screens only

***** Sketch 9:41 AM 100%

Go back to song

Dance #1

 Watch Dance #1

Details of Dance #1

Tempo: Fast (XX BPM)

Steps in this dance:
8 Count Basic, Back Ocho

8 Count Basic

 8 Count Basic for Leaders

 8 Count Basic for Followers

 8 Count Basic for Couples

Back Ocho

 Back Ocho for Leaders

 Back Ocho for Followers

 Back Ocho for Couples

 Find

 Watch

 Listen

 How To

Showing select screens only

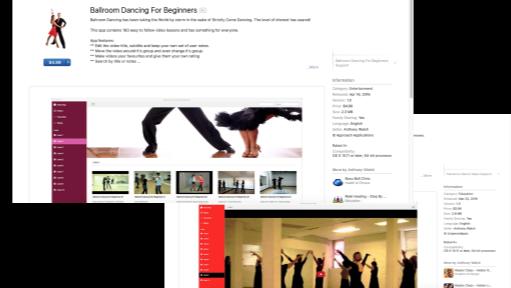
Appendix

Competitive Analysis - Samples

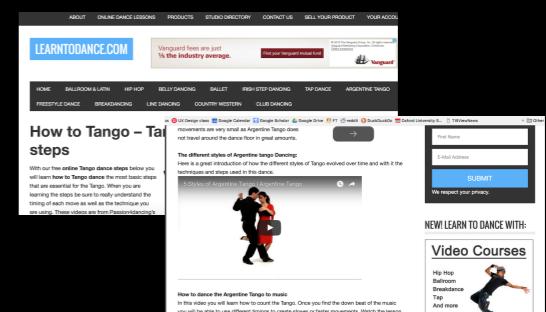
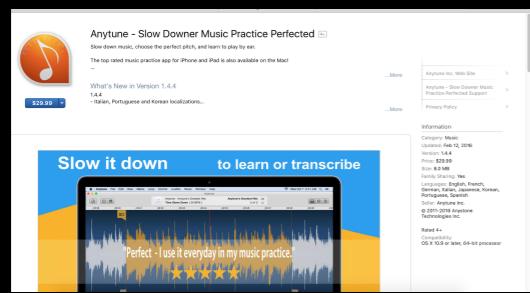
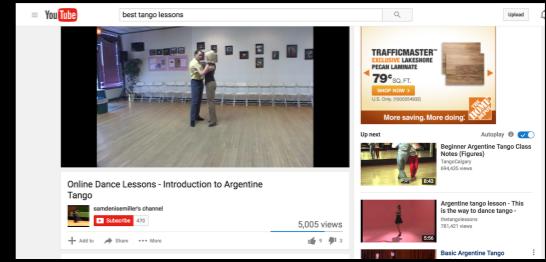
SOUND APPS



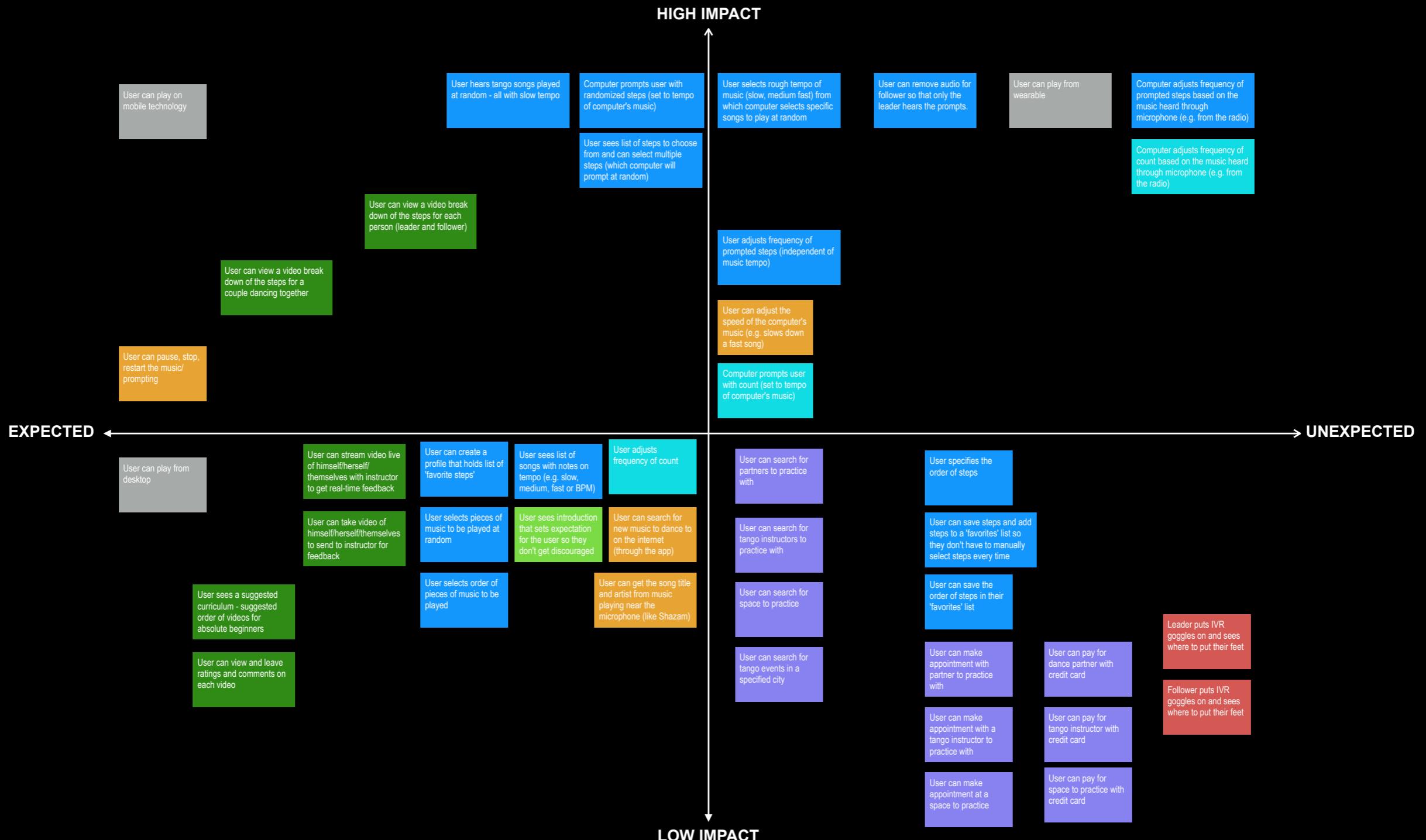
DANCE APPS



BROWSER VIDEOS



Feature Prioritization - Detail



*See appendix for detail

MVP - Detail

We need to advance the user's goals across major components of the tango practice experience where current solutions fall short

	MUSIC	STEP EXECUTION	REVIEW	EASE OF USE
<i>MVP Features</i>	<div>User hears tango songs played at random — all with slow tempo</div> <div>User can adjust tempo</div>	<div>User sees list of steps to choose from and can select multiple steps for practice</div> <div>Computer prompts user with randomized steps (set to tempo of computer's music)</div>	<div>User can view a video breakdown of the steps for each person (leader/follower)</div> <div>User can view a video breakdown of the steps for a couple dancing together</div>	<div>User can play on mobile technology</div> <div>User can pause, stop, restart all media</div>
<i>Impact on User Goals</i>	<ul style="list-style-type: none"> Students need slower music to practice newly learned steps so that they have time to think about what to do next before the moment has passed 	<ul style="list-style-type: none"> Most users will only know a small portion of the possible steps. They could decide to ignore prompts that they don't know, but it's much less frustrating — especially for beginners — if they know how to execute all prompts Prompts alleviate the leader's burden of choreographing through the entire practice and ensure that a broad range of steps are practiced Together, these allow users to focus practice sessions on certain steps 	<ul style="list-style-type: none"> Users need to refresh their memories of how to execute steps during practice Users need instruction on their individual leader or follower steps, outside of the partnering context Students also need instruction on their interaction with the partner during these steps 	<ul style="list-style-type: none"> Mobility increases spontaneity, helping practice fit more easily into the user's lifestyle (as opposed to social dances with significant travel time and schedule constraints) Users get annoyed if they can't turn the media off or have to restart from the beginning every time
<i>Competitive Landscape</i>	<ul style="list-style-type: none"> Lots of competition in this arena (YouTube, Spotify, iTunes) Differentiator: User ability to select music of specific tempos or adjust tempo to master steps and attract more advanced users 	<ul style="list-style-type: none"> No product on the market offers this The closest analogs are tango apps that are collections of video lessons (one video per step) where the user can flag favorite videos 	<ul style="list-style-type: none"> Youtube videos and tango video apps provide this, but not consistently for all steps. Existing products focus on learning steps, not practice — which is essential for mastery 	<ul style="list-style-type: none"> Current mobile solutions are confined to video or music streaming services smartphone apps that only cover discrete needs (e.g. video tango lessons, tempo adjustment for synthesized audio) Commands are historical expectations for all media

NEXT STEPS: The technological configuration of the GoTango MVP will evolve over the coming weeks as we develop and test concepts.

Sitemap - Overview

We used a card-sorting method with 3 users to organize elements in an intuitive way

HELLO

- Homepage photo
- Welcome text
- How to use this app

SELECT CURRICULUM

Directory of tango dances

LEARN FROM VIDEOS

- Video player
- Database of video files (to pull from)

Directory of tango steps

Dance Videos

Step Videos

PRACTICE TO MUSIC

- Music player
- Link to video of this dance
- Links to videos of steps in this dance
- Database of audio files (to pull from)

ICON GRAPHICS (used on multiple pages)

- Home icon
- Curriculum icon
- Learn icon
- Practice icon

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