1:Short Introduction

I am a student who love dancing a lot. During studying in HongKong, I have hard time on finding appropriate dance studios since the information of dance studios is quite tremendous on instragram, and there is no tool and method for me to organize and filiter the info. It will be inconvenient for checking all the studios one by one. I think whether it is possible to have something helps me to the appropriate studio.

Interview Question	Person A	Person B	Person C	Person D	Person E
Describe yourself briefly(current occupation, hobbies, daily routine, personal info, background)	full time student, love dancing	full time worker(2-3yrs in hk),995,dance	postgraduate student,full time,dance	undergrate student, 18, dance	Full time student
When did you start to dance?	high school, 4-5 yr dancing experience	a few years ago,	start from middle school	young age	Dance at very young age, get to like dance recently, not that much dance experience
What types of dance you like?	kpop dance	Integrated dance	kpop, jazz	all types(no perference)	No perference, probably hiphop(depends on what she idols dance)
Why you like dance? How did you know your dance type?	watched idols dance video, and she liked this dance type. Love dancing as a sport	Watched a dance show, friends' influence, dance as relax way	try another dance type, don't like; watched idols dance video.	Dance Videos from social media, IG, Tiktok, Youtube	Dance TV shows , friends influence , idols , kpop star
How did you get dance info?	weibo, bilibil, youtube, dance blogger, teachers	ask friends but don't like it; IG search	Meipai, redbook, tiktok, weibo	IG(sponor post, friend post, offical page)	youku , youtube , wechat moments,IG
How did you find dance studios info/How did you know whether it fits you ?	ask friends, website search(mainland: apps, groupchats; hk: IG, FB, IG message),	ask friends but don't like it; IG search;try class, in person, IG search, try class in person, walk in, no official platforms/apps to register	Hongkong : IG(subscribe, message); Mainland :apps; dazongdianping, meituan(price list), redbook, try class in person	Look at IG official page of studios (dance videos), friend recommendation	Google search, IG
What attributes are important to you on picking studios(location/fee/teachers/dance types)?	location matters(convenient transports, close to me), teacher matters, dance type matters; (teacher>location), fee matters(but affordable and fair price so far)	Location(satisfied so far, convenient, easy to find so far)	location(convenient transport), dance type, fee	Location depends on schedule, teacher matters	Location, commenting time, price, vibe of studio, dance types,
How did you arrange your life/study/work with dance?	Based on school class schedule, no class then go to dance.	based on work schedule to dance, sometimes go to some dance events	Dance crew, dance after class,	dance after class	After homework and study are done, see dancing is a good way for relaxing
Any problems related with dance you met so far? (conflicts/troubles)	hard to find studio in hongkong, time-consuming; school class conflicts with dance schedule; hard to find the place	hard to find studio in hongkong; work schedul conflicts with dance schedule;no summary website to have all info of studios in hongkong	Heave load study conflicts dance;imcomplete info on IG; time-consuming search via IG;	Messy and too many info in IG, Idk what dance types I like, Not that much time for searchong dance due to heave study, need new try, new info	Homework is too much, schedule conflict, no time to do research on dance studios
Anything about dance studios?(payment, schedule,management)	1 Mainland: inform via groupchats, ontime notice; hongkong: less connected, urgent informent are made cusually, easy to miss (suggestion: make groupchats to let everyone know the latest news) 2 hope dance studios can be open near school. 3 : Video Navigation from metro to the studio	class are all at night, easy to conflict with late night work; security not allow vistor to get into the building(management); payment not mutiple supported	Havent been to hongkong studio yet; if the info is interested enough, might try.	payment(cash, payme); not all studios have offical page; fake info/ outdate info on google	one by one search dance studio on IG is time-consuming, incomplete info
Necessary to have something to integrate all dance info?	yes	yes	yes; location filiter, direct to third party website, dance studio intro, dance type info, schedule, class load, teacher info	yes, need to know what time what location what dance type in Hongkong (integrate, filiter)	Yes, integrate all the dance studio info(price,location,dance class schedule, teacher) will save time and be efficient
Describe a day you are planning to dance	Daytime: class/library -> 3/4pm quick eat-> 6pm dance -> 8/9pm home	Ask leader for work schedule one day before dance, daytime work, after work, quick dinner, and dance	Daytime: Preparation study/class -> dance after class	Daytime: class-> quick dinner-> night dance class	Daytime: sleep->breakfast->homework->lunch->look for dance partner-> dance in the afternoon (1-3pm) -> shopping->home-> write diary

3 Persona Type

Persona

Name: Yue
Age: 23
Sex: Female
Education: Postgraduate
Occuption: Full time Student
Marital Status: Single

Lifestyle: Dance, Study

Hobbies: Dance

Media Usage Perference: Instagram, Facebook, Google, Dazongdianping, Meituan, online videos, Youtube, Weibo, Xiao Redbook

Life/Career Goal: Focus on study so far

Tech product adoption: early adopter, familiar with common and popular apps

Goal: Maintain study-dance balance, find appropriate dance studios

Daily Routine: Daytime study, Dance at night

CUSTOMER JOURNEY MAPPING

*design*thinkersacademy

EMOTIONAL STATUS OF PERSONA

Name
Profile
Behaviour

a full time postgraduate student	Love dancing	Several years dancing experience	Get dance info from multiple social media(weibo, IG, youtube,so on) and friends	Look for dance studios from IG(mainly), facebook, google	Dance studio info is way to overwhelmed to deal with and organize
Have hard time on finding/trying studios	See location/fee/teachers/ dance types as consideration of choosing studios	Have conflicts between school schedule with dance scheule	Watch dance videos from idols and online videos		

CONTEXT

School	Home		Commuting to Dance Studio	Dance Studio

WHAT TASK IS PERSONA TRYING TO DO?

Study at school	Examine the studios(teachers, price,dance types, location or other attributes)	Look at school schedule whether there is conflict with dance studio schedule	Eat	Pay for dance classes	Dance class
	Comparison with studios	Studio info search on SM, google,or web	Transportation(on the way to studios) Check the location on map		

ARTIFACT

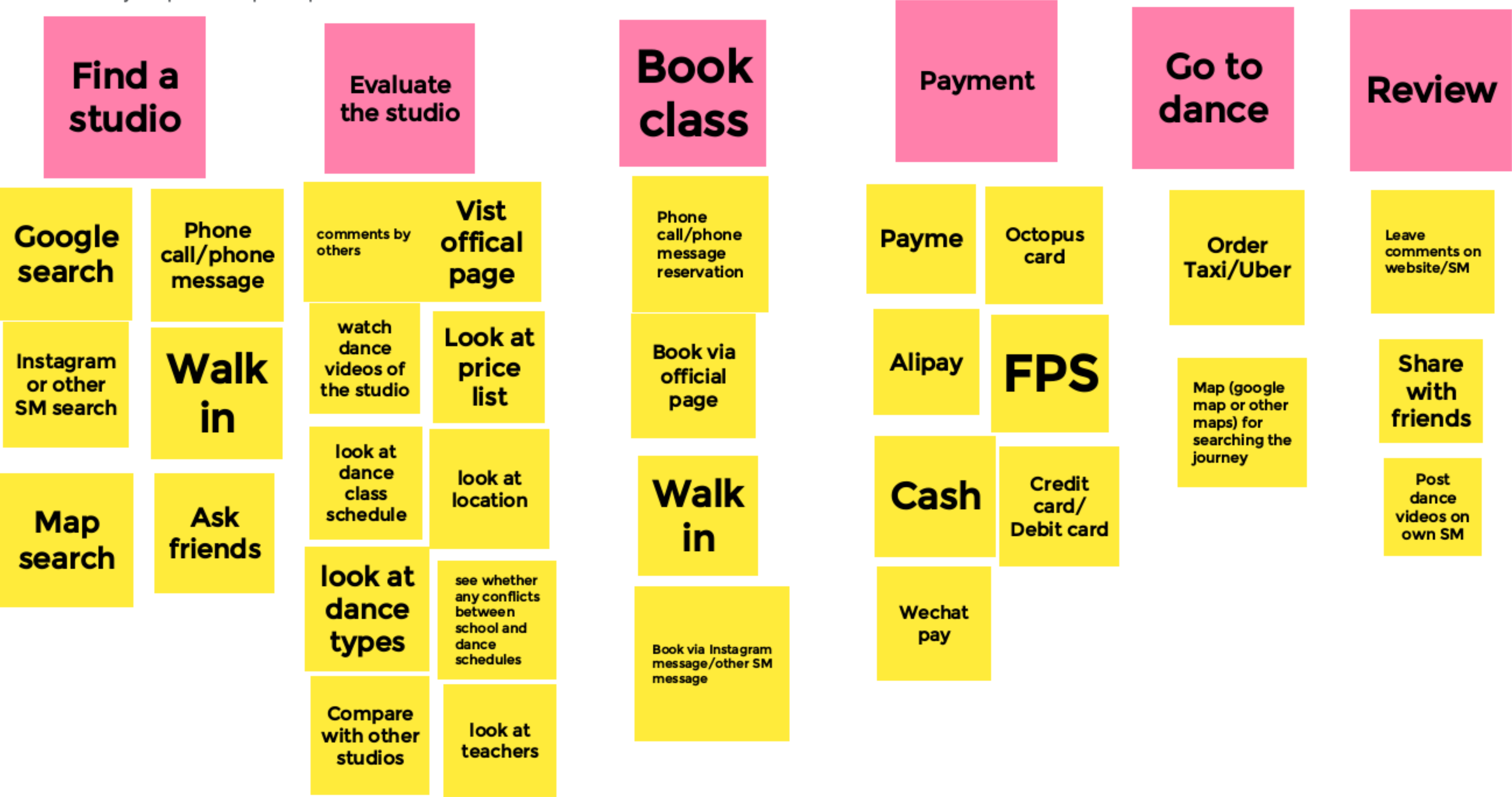| Laptop	Instagram for find studios	Multiply apps or social media for obtaining dance info	Map (Google Map or other map apps)	Octopus card for metro	Food before dance	Dance packages

Purpose of choosing:

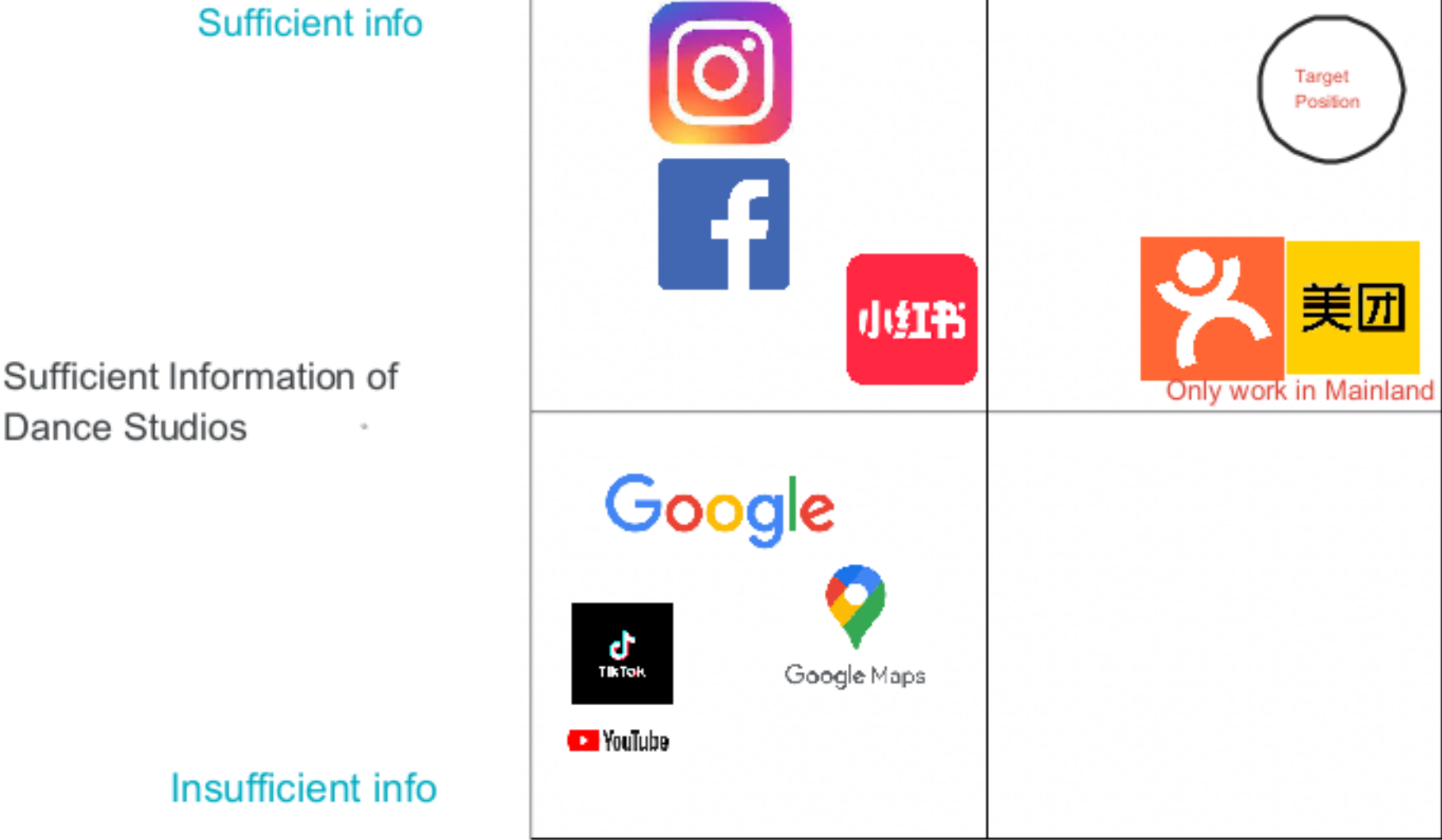Among 5 interviewees, 4 are student who dance. This persona might be majority, which is worthy to be analyzed.

5 Problem Statement

How might we help a full time student(who)who have problems of sorting dance studio information(what) to achive the goal of study-dance balance and finding appropriate dance studios(why).

6&7 Create a story map and let participants sort and label the cards

Find a studio

- Google search
- Phone call/phone message
- Instagram or other SM search
- Walk in
- Map search
- Ask friends

Evaluate the studio

- comments by others
- Vist offical page
- watch dance videos of the studio
- Look at price list
- look at dance class schedule
- look at location
- look at dance types
- see whether any conflicts between school and dance schedules
- Compare with other studios
- look at teachers

Book class

- Phone call/phone message reservation
- Book via official page
- Walk in
- Book via Instagram message/other SM message

Payment

- Payme
- Octopus card
- Alipay
- FPS
- Cash
- Credit card/Debit card
- Wechat pay

Go to dance

- Order Taxi/Uber
- Map (google map or other maps) for searching the journey

Review

- Leave comments on website/SM
- Share with friends
- Post dance videos on own SM

8 Position map

Sufficient info

Target Position

Note: Even though Dazongdianping and Meituan are at the upper right corner, they only work in mainland.

Sufficient Information of Dance Studios

小红书

美团

Only work in Mainland

Google

TikTok

Google Maps

YouTube

Insufficient info

Poor at sorting/ integrated info

Sort/Integrate Info of dance studios

Good at sorting/ integrated info