1. **Revisit the web app or mobile app of your competitors. Remind yourself about their shortcomings.**

Web app：

Common phenomena: Out of maintenance.

Lack of simplify and clearness: Too much color on the web, Hard to extract the contents, Messy

Unstructured navigation bar: Too much navigation tabs, did not do a good job at categorizing and summarizing (some are more than 8-10, and some of tabs can actually be integrated as one), or the name of navigation tabs (such as rental, kids) are not the topics that persona might be interested in.

Mobile app：

Screen adaption problem:

Competitors do not have mobile app, only website. I tried to open the website on my phone. Some of them didn’t adapt my phone screen very well. The content is out of the margin.

No user function:

Most of webs of competitors do not have user function (no login and no sign up). All the info can be viewed as a guest. A few of them have sign up/log in, but guest also can view all of them regardless of registering, which means that they do not take users as priority, and they do not care content only made for users, and users data collection to facilitate the website as well.

Competitor website

<https://www.crewplayers.com/#prettyPhoto[iframes2]/0/>

<https://www.google.com/search?client=safari&rls=en&q=studiodanz&ie=UTF-8&oe=UTF-8>

https://www.coast70s.com

<https://www.bedrexdance.com>

1. **Review your function and content requirements and existing story cards.**

**Function and content requirements/story board:**

Persona is eager to improve themselves to be potentially professional dancer in the future. Info hunger: focus on classes and events

1Classes: teacher-driven（只跟自己喜欢的老师的课，studio不是考量标准）

2Events: (Most of them value workshops and competitions the most,街舞圈杂七杂八也想知道)

Workshops:

Competitions:

Latest News（杂七杂八街舞信息）: eg Recruitments, 临时代课)，社团招新，街舞周边

Info Structure：

Since it is teacher-driven, I am going to make class as one navigation tab，sub filter by dance types, showing all teachers and their schedules under the chosen dance type.

I asked different participates to categorize again. Most of them named “event” and put workshops and competitions under “event”.

I decided to make latest news as the main page of “event”, since latest news cover all competitions and workshops, but place them in chronological order. Also, latest news also cover other fragmented info ( such as 代课聘用，街舞周边更新，街舞周边打折，社团招新)。This fragmented info is not that much, so I don’t think it is necessary to make sub tabs for them to keep my website simplicity.

Here is my logic:

Click Events：You get all competitions, and workshops, and others news

Under events, there are 2 sub tabs(filter)

Click competition, only check all competition

Click workshop, only check all workshops.

1. **Pretending having completed your new story cards and information architecture (site map), you can define preliminary style guide to skeleton screens (wireframes).**

Reflection from competitors:

I might consider make my website content be available for registered users. No free lunch.

I value users’ data because it is better for web commercial, such as future email subscription, keeping sending promotion to their email addresses. That’s normal website strategy for further commercial.

In sum, my website split into 2 parts:

Before login

(Navi Bar: Login, Sign Up, Contact Us)

After login

(Navi Bar: Events, Classes, Contact Us, Log Out)

1. **Implement a responsive wireframe prototype (support full- screen web and mobile interface) in Figma that addresses the shortcomings with mocked-up improved/innovative functions and content requirements with engaging information.**

See figma

1. **Share your Figma prototype with me.**

Notes: Only wireframe at this moment, the grey blanks inside the figma are used for inserted pictures(eg: background pics, teacher’s pic, event posters). I did insert one or two as examples. Also, the font color and font style might be changed in the future.

Figma Link:

Desktop:page202image10077504page202image10076160

<https://www.figma.com/file/fq9xZixIN2VCzNtpHi0ic7/desktop>

Mobile

https://www.figma.com/file/0RV3g6PXWWLZnpfPzd3Pwr/Mobile