

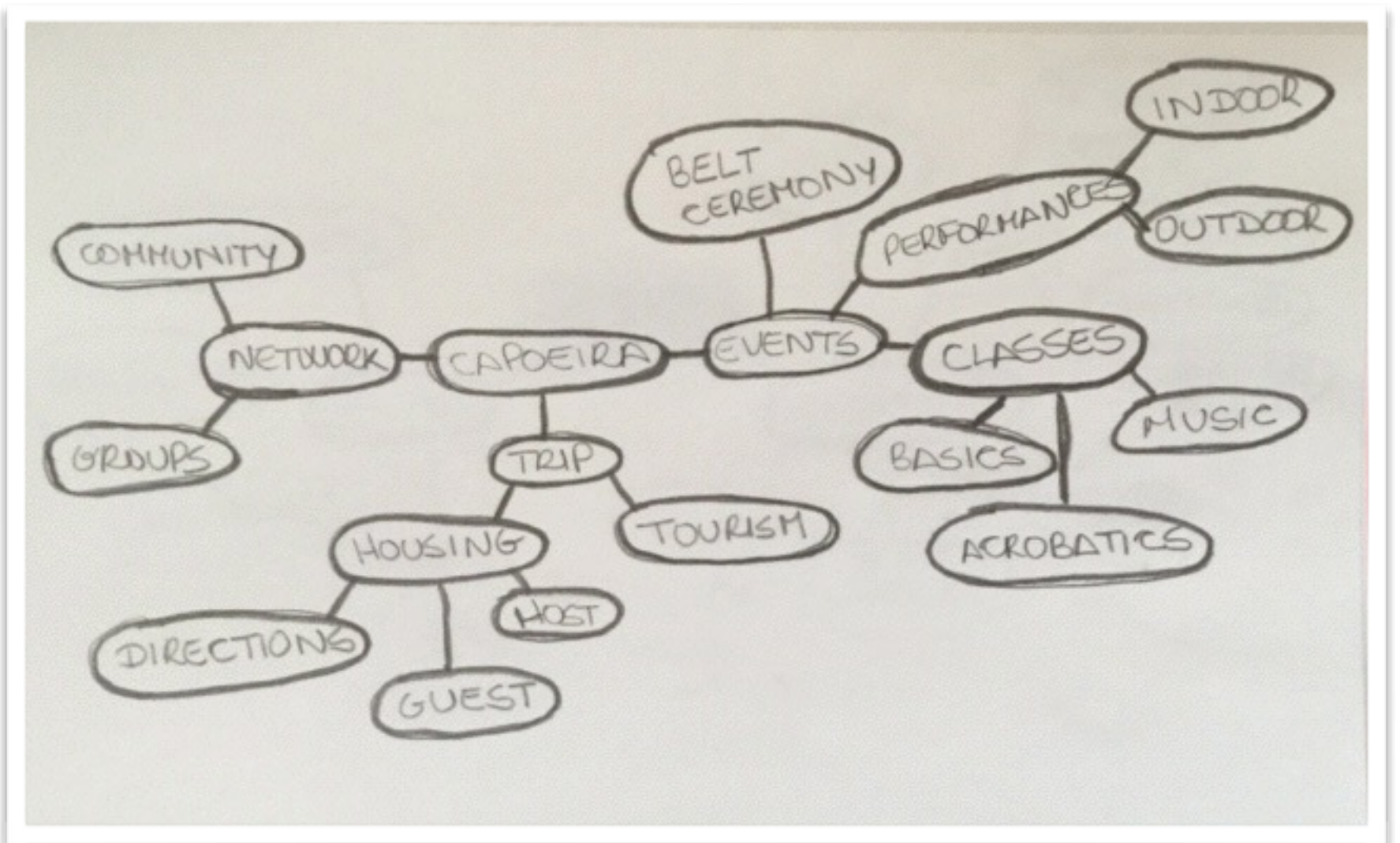
Challenge

Athletes travel all over the world for Capoeira week-long events. They meet new people, take special workshops and develop their skills. During these trips, capoeiristas live and breath capoeira 24/7, and the event organizers are responsible for coordinating housing, transportation, training schedule, performances etc.

The client needs an app that facilitates the logistics of Capoeira events.

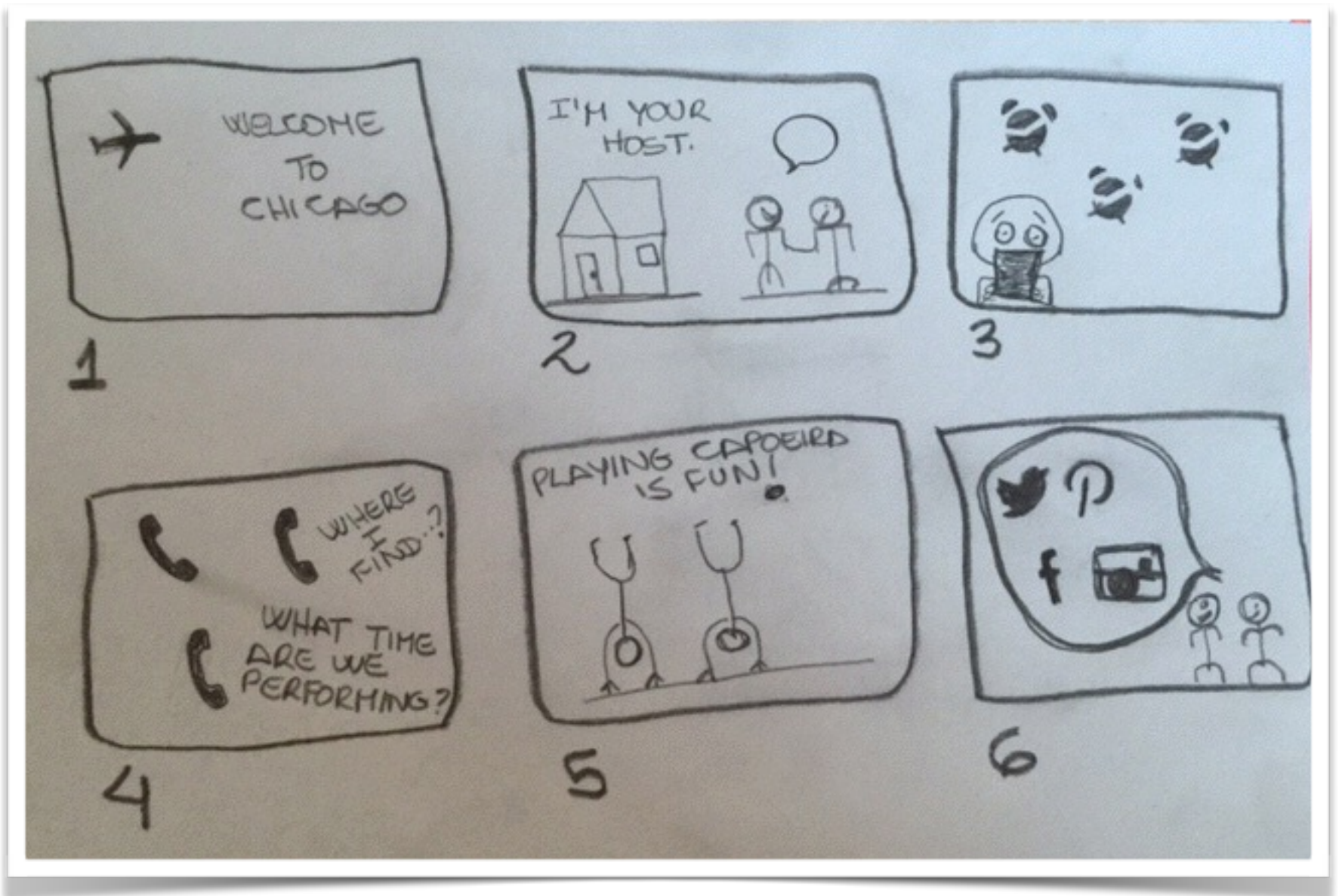


Concept Map



This concept map allowed me to organize ideas and concepts, collected during user interviews, and see how they are interrelated.

Storyboard



Sketches showing the chronological sequence of Ana's arrival in Chicago for a Capoeira event. This storyboard shows a user's thoughts and expectations during her trip.

1. Ana flies from NYC to Chicago for a Capoeira event. She is very excited about a few vacation days playing practicing Capoeira. She is still a beginner in this martial art but she has been in events like this before.
2. Ana meets her host, Carlos. He is a Capoeirista in the area, and they have only talked on the phone.
3. Carlos leaves early for work. Ana cannot find the information about a performance that is supposed to happen in the afternoon. She finds some notes on her phone but some of the information is missing.
4. She tries to reach out to a couple of people that she knows but nobody picks up the phone. They might not have arrived in town yet. She wishes to have all the information about the event in one place. Ana can finally talk to the instructor who is the organizer of the event. Unfortunately the performance is over. The instructor apologizes for the communication issues and gives her the address to the academy for the first workshop.
5. Ana attends the first workshop and meets new people. She definitely has a good time after figuring out her housing situation, class and performance schedules, and new contacts in town.
6. By the end of the event, Ana has been promoted to a new belt and made new friends. She hopes to keep in contact with them and share pictures and videos from the workshops.

Primary persona



Josh

Practices Capoeira for 10 years and teaches a group of 30 people in Chicago.

- Characteristics:
- He does not delegate tasks because he knows that most of his students attend college and are very busy during the day.
 - During the event, he is usually overwhelmed hosting masters
 - Tends to miss calls, which is the main method of communication during the events.

- Needs
- Help with logistics
 - Improve communication with students and guests traveling from other states/countries
 - Automation of critical tasks
 - Improve the students’ experience
 - Increase participation

- Ideal features
- Calendar
 - Online registration
 - Social media integration
 - Tourism tips

Mockup

Some mockup screens are shown in the following pages

CAPOEIRA

Share your axé



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Search: people or places...



Suzana (Pantera)

Home

Events

3

Weather

Find Friends

Locations

4





Edit



Suzana

Nickname

Pantera (panther)

Group

Senzala

Instructor(a)

Lua

Level

Blue belt

CLOSE

DONE

CAPOEIRA CHICAGO

Name

Workshop with Mestre Sabiá



Date

Sat, April 18, 2015

Reminder

30 minutes before


<	OCTOBER 2015					>
S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9



S	M	T	W	T	F	S
				May		
27	28	29	30	1	2	3
4	5	6	7	8	9	10

TODAY • TUESDAY, APRIL 29

MORNING

 48°

AFTERNOON

 51°

12:00 PM
1h

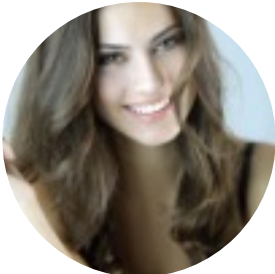



Floreio training


4:00 PM
1h

Berimbau training

4:00 PM
1h





Maculelê rehearsal




 Academy main room

5:00 PM
1h

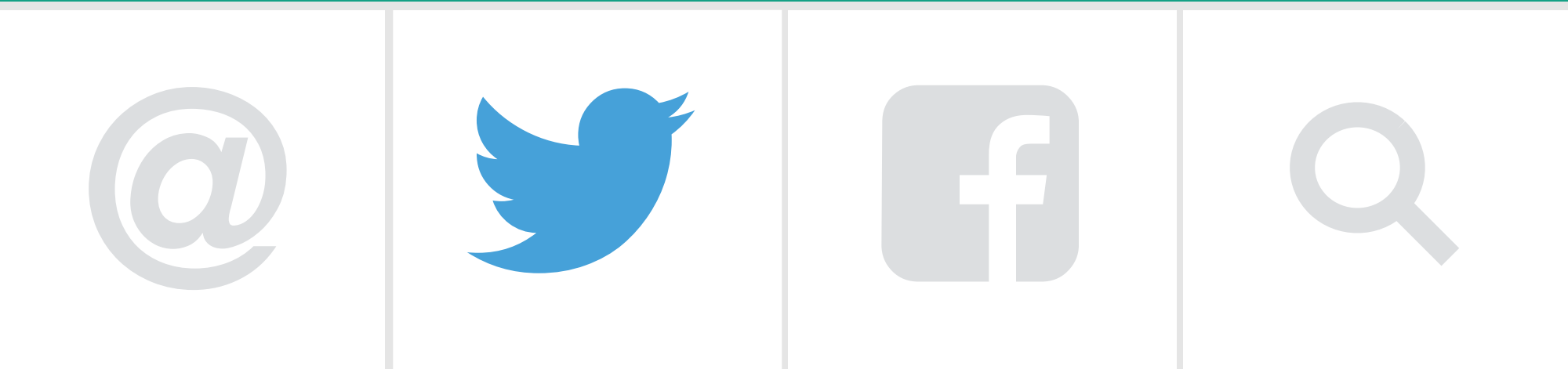
Street roda



 Main Square

<

Find Capoeiras



TWITTER FRIENDS ON THIS APP

- | | | |
|--|----------|--|
| | Promessa | |
| | Pavão | |
| | Missil | |
| | Lua | |
| | Folia | |
| | Mito | |



TODAY

46°F

 51°

 44°

 Sunny

 TUE

 51°

 44°

 WED

 53°

 42°

 THU

 52°

 44°

 FRI

 51°

 41°

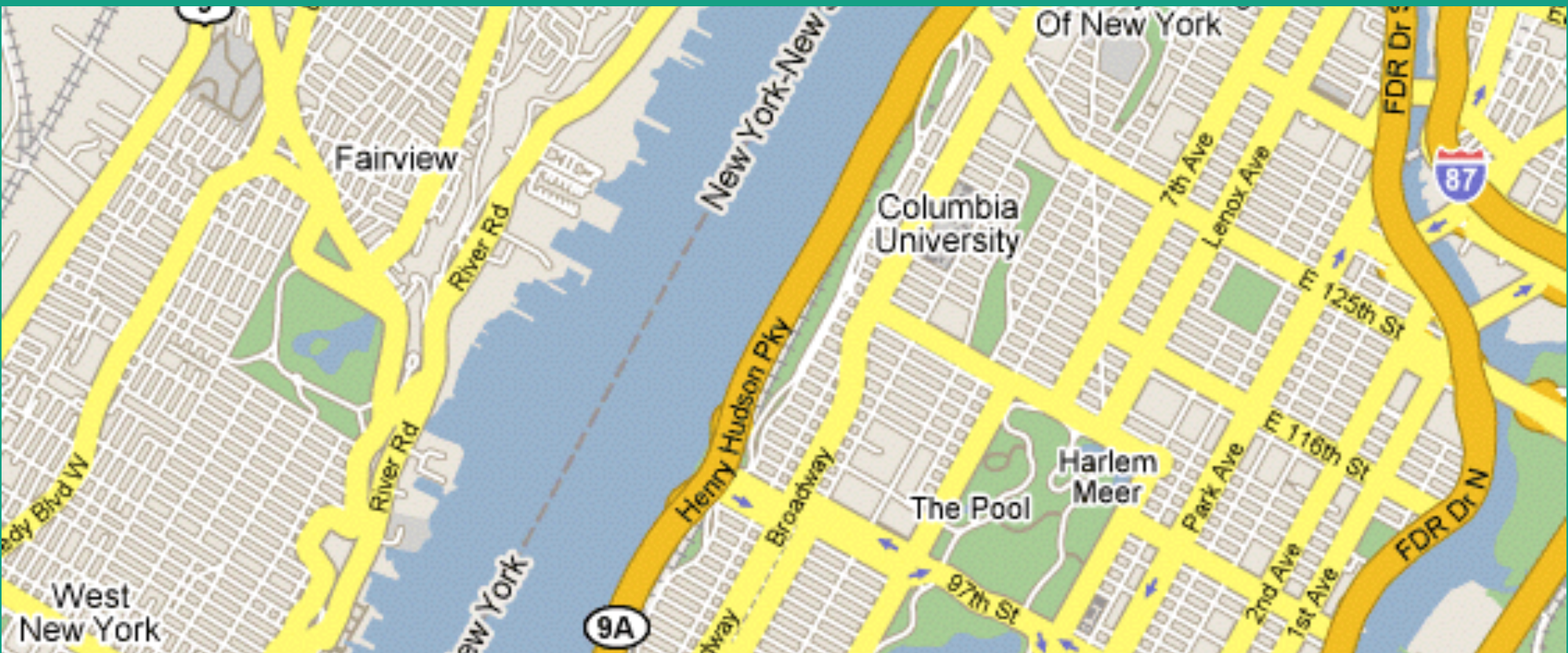
 SAT

 49°

 42°

Map

New York



Subway Map



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