Let’s Dance!

Alex Lee, Jeremy Marcelo, Melinda Wang, Sarina Wu

WE FIRST MET...

Kevin, the founder of OnOne Dance Studios and an experienced dancer

WE WERE AMAZED TO REALIZE...

that he isn't able to **capture inspiration** as it strikes him throughout his busy day

IT WOULD BE GAME-CHANGING TO...

enable him to capture his inspiration no matter when or where it strikes him

Additional Needfinding Interviews: Dancers

Joan Chen, Director of Alliance Streetdance

- Listens to a song for ~a week, does large sections at a time, records after every session
- ***General feedback*** is ineffective, ***specific feedback*** is hard to come by
- Logistical pains with auditions

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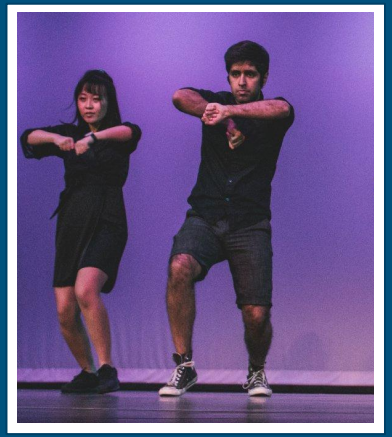
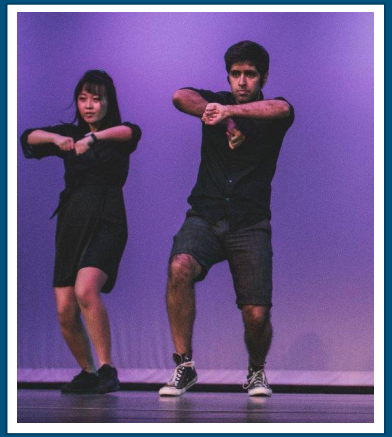
Sophia Barton, Dancer for Dv8

- Watches dance videos, looks for songs that speak to her, needs a mirror
- ***Feedback from choreographer*** during her last performance made a huge impact



Arjun Arora, Former Leader of XTRM

- Kpop dancer who found ***cleaning*** and ***giving feedback*** to be hardest aspects
- ***Frustrated*** by needing to help individuals due to time taken from group practice time



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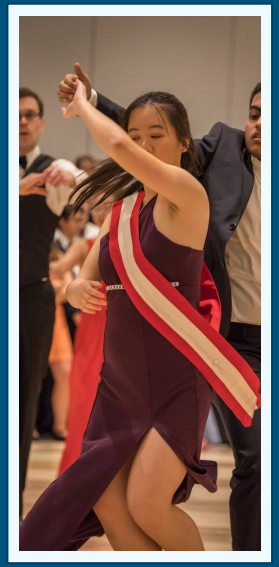
Leilani Tian, Professional Ballerina

- Drawn to ballet's appeal of constant challenges
- Creativeness of ballet leads to freedom of motion
- Finds ***visualizing formation changes*** while blocking choreography particularly ***difficult***



Sunny Wu, Former Viennese Ball Steering Committee Member

- Social dance background, recently attended a hip-hop dance workshop
- Experience was ***isolating***
- Wanted more "***personalized, individual*** feedback"
    - Hindered by ***large group*** setting

First POV

WE MET...

Sophia, a dancer on a collegiate, Bay Area hip-hop team

WE WERE AMAZED TO REALIZE...

that **individual feedback is effective, but difficult** for the choreographer to provide

IT WOULD BE GAME-CHANGING TO...

have every dancer receive quality, specific feedback

HOW MIGHT WE...

get the dancers to see their mistakes more efficiently

?

Prototype 1: *Matching Dance Styles with Feedback*

- ***Assumption*:** Pointing out physical differences in dances would help synchronization
- Set-Up:
  - 1 ‘choreographer’
  - 1 ‘student’
  - 1 ‘app’

Prototype 1: *Matching Dance Styles with Feedback*

Before

After

Prototype 1: *Matching Dance Styles with Feedback*

Results:

- Significant improvement
- Feedback was ***helpful***

Validity:

- Assumptions = ***correct, but*** body awareness a necessity to make changes

Second POV

WE MET...

Leilani, a ballerina in the Ballet Austin 2nd Company

WE WERE AMAZED TO REALIZE...

that she **struggles with visualizing** formation changes and blocking while choreographing

IT WOULD BE GAME-CHANGING TO...

provide a way for her to visualize formation changes in relation to the music

HOW MIGHT WE...

help the choreographer visualize dance with music

?

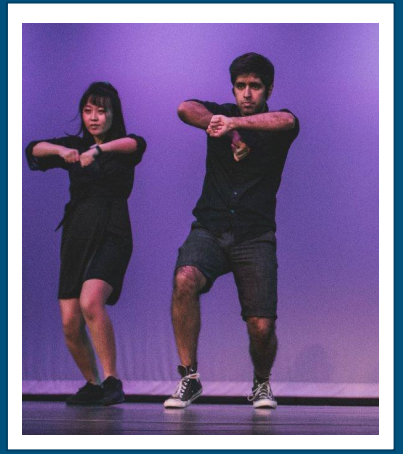
Prototype 2: *Effectiveness of Visuals and Interaction*

- ***Assumption*:** digital eagle's eye and front views of formations help choreographers
- 2 different attempts:
  - Traditional pen and paper
  - Place-markers & physical representations
- Front view = ***extremely*** effective
- Assumptions = ***correct*** in that these perspectives effectively assist choreographers

Third POV

WE MET...

Arjun, the president of a Kpop dance group



WE WERE AMAZED TO REALIZE...

how difficult it is to teach beginners to **match moves** because they didn't have body awareness

IT WOULD BE GAME-CHANGING TO...

make it easier for new dancers to improve in dance execution

HOW MIGHT WE...

make learning to dance more like Just Dance

?

Prototype 3: *Translating Game Learnings to Dance*

- ***Assumption*:** Gamified dance practice leads to improved dance ability
- Broke down dance into hitting pads
- Simpler experience with a simple analogy vs. complicated analogy
- Assumptions = ***correct, but*** only if it was tested; solutions have a limited reach

We Chose: Effectiveness of Visuals and Interaction

Questions?