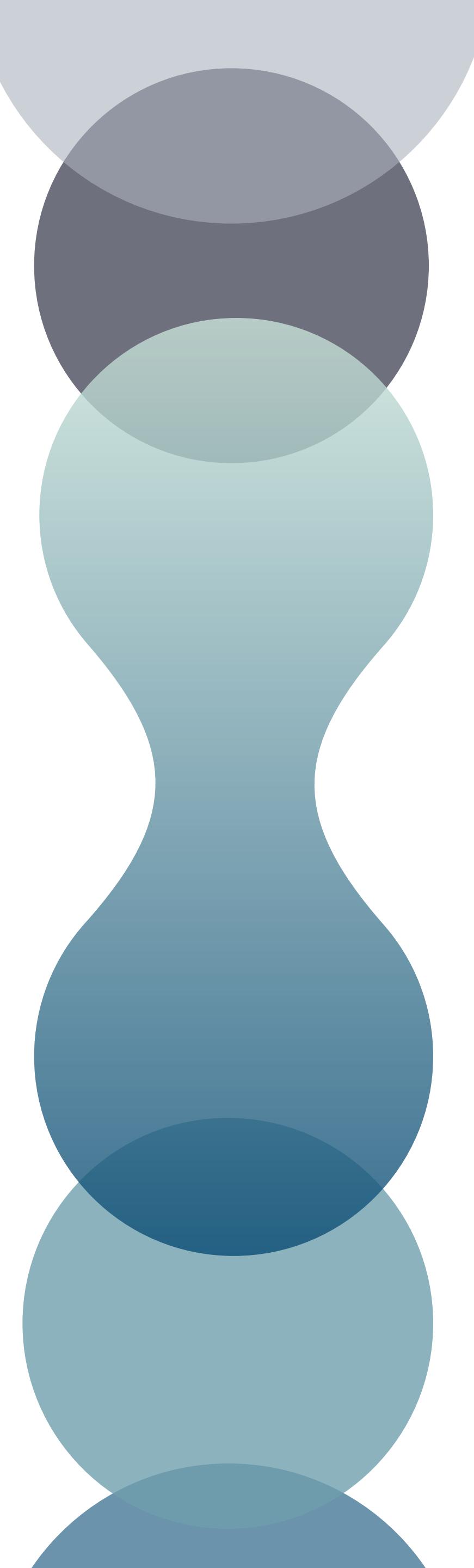


# Monika Prokopiuk

## 2022 Portfolio



# About the project

Dancing is my passion,

Most of my free time I spend practicing Cuban salsa and dancing in closed groups.

Due to my passion for dance, I also worked in a dance studio for some time. This experience allowed me to get to know the point of view of the student and employee at the school. Based on many conversations with friends from the course and receptionists, I started to wonder what problems the school has and if some of them I could solve by designing their solutions. From my point of view, I really appreciate the possibility of making this project, because I managed to combine my passion for design with what is important to me.

I would like to introduce a project that matters a lot for me and I still want to develop it. I will gladly take every observation with open arms

Monika

# General information

## About Sabrosa Dance Studio

Sabrosa Dance Studio was established in the Cracow over 18 years ago to introduce the wonderful Latin dances of Cuba, Dominican Republic and Puerto Rico into many lives . Latin-inspired styles including Cuban salsa, bachata, and kizomba are taught by native instructors, who aim to improve dancers' confidence, whilst learning impressive new skills. The school carries out dance classes every evening of the week near Rondo Mogilskie. It is worth mentioning that several times a year the school organizes weekend workshops with famous dancers from around the world.

## About classes

Sabrosa is open 7 days a week and offers classes in cuban salsa, mambo, kizomba and bachata where you will be introduced to and partnered with your classmates. Partners will be rotated during each class so that everyone gets a chance to have a partner. In case of imbalance, students without partners wait between pairs for the next rotation. The partners will be asked to rotate frequently throughout the class.

## About payments

There are two options for entering the classes: buying a pass or being a member of Benefit System.

Buying a pass is possible at the school reception in cash.

The Benefit System is an offer addressed to employees of private companies. Being a member of the Benefit System is associated with having a Multisport Card, which allows you to enter many sports facilities in Poland. Sabrosa Dance Studio is one of the facilities that accepts the Multisport Card . However, the members of the Benefit System are required to pay a deposit of PLN 60 to the studio.

If for some reason a member cannot participate in the classes, he is obliged to report the absence 24 hours before the class. If this is not done, the school will charge PLN 15 from the previously paid deposit. For the studio, it is a kind of way to monitor the number of students and the proportion between men and women in pair classes.

# Process

The project for Sabrosa Dance Studio was based on the design thinking strategy. By learning about the students' needs and employees, I was able to define problems that hinder functioning of the school, and then look for their solutions.



## Empathize

Interviews



## Define

Personas



## Ideate

Empathy maps

Pain points

Problem statement



## Prototype

Mockups



## Test

Collecting feedback from people from the dancing community



## EMPATHIZE- Interviews

I have talked to 5 people, including Sabrosa's employees and class participants, who volunteered to comment on the work and attending a dance course in studio. Based on these conversations, I have created 3 personas representing individual needs of people

Questions asked:

- What is your main purpose for attending dance classes/work in dancing studio? How would you rate the time spent there?
- Do you think the school is a student-friendly and open place? Why?
- What do you think about the school's website and its social media appearance?
- How do you rate the system of signing up for classes, reporting absences, buying passes etc?
- How, in your opinion, could improve your work / quality of services provided by the school?

## EMPATHIZE- Selected statements of the participants



"I have been taking the bachata course for several months. The atmosphere at school is very friendly, the girls from the reception desk can cheer you up on a hard day. Thanks to their presence, you can feel well-received in the school "

"I love working at Sabrosa, but the truth is that I often feel overwhelmed by the amount of things that have to be done, and I feel uncomfortable when I sometimes say something unpleasant to the students because of that"

"The school's website is relatively ok, there are rarely any updates (e.g. new instructors), sometimes some informations are incorrect, and the courses overlap"

"The constant lack of partners is something that greatly affects the quality of the classes from the girls' point of view. I am dissatisfied with time of waiting for rotation "

"It happens that students who do not speak Polish spend a lot of time getting information from the receptionists about courses . In the same time block the queue to enter classes by other participants for a long time"

"Waiting for a reply by email is often frustrating and take too much time, sometimes I got a reply when my question was no longer relevant. It's even harder with contact through the school messenger "

"In my opinion, it would be much more convenient if you did not have to write an e-mail in every matter"

"I am a bit irritated by the charging of PLN 15 from the deposit in case unreported absence. Sometimes suddenly something happens that prevents me from attending classes or I forget to report my absence"

"It is exaggerating for me that I cannot pay by card at school, I very rarely carry cash with me and when I have to pay for a party or pay extra for classes, it is a problem"

# DEFINE - Personas



**Karolina**  
29, nurse

**“I like to be part of this community,  
I value opportunity to meet new people”**

📍 Cracow

🎓 Jagiellonian University

👤 single

## About Karolina

Works in a hospital with elderly patients, she is a very empathetic and sensitive person. For a year now, she has been attending salsa classes, which allow her to cut herself off from the emotions associated with work. Thanks to her new passion, she met many interesting people and overcame her shyness

### Goals:

“I would like to join a more advanced salsa group to dance with partners with higher dancing skills”

“It happens that there are incorrect information on the website regarding new courses, sometimes the classes overlap and it is easy to get lost”

### Frustrations:

“Sometimes it annoys me that when I come to classes in pairs, I have to wait too long for rotation. Waiting for partner means that I have to practice some steps myself. Without partner’s leading sometimes I cannot understand how to properly perform the steps we learn”

# DEFINE- Empathy maps



**Karolina**  
30, pielęgniarka

## SAYS

"Sometimes it annoys me that when I come to classes in pairs, I wait for rotation for long time, due to the small number of partners"

"Incorrect information on the website does not encourage you to sign up for a new course. To be honest classes overlap very often and it is easy to get lost"

"Usually, students are not prepared for the fact that it is not possible to pay by card at school. Finding an ATM near the school before a party, or when class starts in 10 minutes, makes me nervous"

## THNIKS

Karolina is shy, you can see that the first contacts with new people are difficult for her, but she tries very hard to overcome her shyness

## DOES

Karolina is a bit nervous, avoids eye contact a bit, but she smiles sincerely, you can see the stress during conversation

## FEELS

"I like to be part of this community, every time I have the opportunity to meet someone new"



Paweł  
35, businessman

“Time is money”

📍 Cracow

🎓 Jagiellonian University

👤 married, father  
of 2 children

## About Paweł:

For over 3 years Paweł has been running his own business. Due to the dynamic development of the company, he works a lot and tries not to waste time. Sometimes he goes on business trips unexpectedly. Twice a week he and his wife attend kizomba classes, it is an opportunity for them to spend time together.

## Goals:

“The development of the company is of great importance to me, however I value family in the first place. I realize that I don't spend enough time with my wife and kids, I would like to change it”

## Frustrations:

“Often, at the last minute, I have to suddenly cancel my participation at the classes. Sending e-mails on this matter is a problem for me. Usually I don't have time for this or I forget about it, which means my deposit is spent quickly”

# DEFINE - Empathy maps



Paweł

35, businessman

## SAYS

"Often, at the last minute, I have to suddenly cancel my participation at the classes. Sending e-mails on this matter is a problem for me. Usually I don't have time for this or I forget about it, which means my deposit is spent quickly"

## THINKS

Paweł is very busy, although he answers the questions very substantively. I have the impression that he is thinking about work and other matters at the same time

## DOES

He answers questions quickly and specifically, every now and then he gets a message, it knocks him out of the rhythm of the conversation

## FEELS

"I really appreciate the time I can spend with my wife doing something together, we miss it a lot on a daily basis"

# DEFINE- Identifying pain points



Personas created on the basis of interviews with users made it possible to precisely define the points of pain that students encounter while attending dance courses.

## TYPES OF PAINPOINTS

Related to the process

Related to the product

Financial

Related to the support

1

Karolina

imbalance in pair classes is equivalent to standing and wasting time, as slower pace of development

There is no point in spending money on a course where you don't dance much because of a imbalance

Lack of information about the situation with the proportions before class

Reporting a problem that keeps coming back anyway

2

Paweł

sometimes he unexpectedly has to leave the city, he cancels classes too late or not at all - his deposit runs out very quickly

Paweł does not like the fact that he has to send an e-mail every time he has to report his absence

Forgets to send an e-mail 24 hours before class, if he already knows that he will have to leave the city

# DEFINE - Identyfing the problem



Based on the personas, empathy maps and the specification of pain points, I precisely defined the problems of the studio's participants.

## Problem statement- Karolina

Karolina, as a participant in pair classes, wants the proportion to be correct, because imbalance disrupts the order of classes and does not allow her to take full advantage of the time that she devotes to dance classes.

## Problem statement- Paweł

Paweł, as a busy entrepreneur, needs a reminder to confirm attendance because he doesn't want to waste money from his and his wife's deposit.

## IDEATE- How might we



**How might we facilitate easier reporting absences by participants and eliminate the necessity long waiting for an answer by e-mail?**

Completely abandon the obligatory enrollment in classes, as in other schools, and encourage students to take care of the proportion themselves

Resign from reporting absences via email. Design a product that uses one click that allow you to report your absence

Additionally, enrich the above-mentioned product with push notifications that will remind you about reporting the absence and they will anticipate random situations for which the deposit is not charged

Set a limit on unreported absences that can be reported, for example one per month

## IDEATE- How might we



**How might we make the application help in managing the proportions in classes and contributed to reducing student frustration if the proportion doesn't match?**

Reward students with the best attendance and reward the reporting of absences 24 hours before class

Design a product that will give each student access to information about the proportion on a given day.  
In case of disproportions, encourage students to bring a friend / acquaintance at least once,  
to balance for this disproportion

Not frustrating missed participants too much

Set a limit on unreported absences that can be reported, for example one per month

# IDEATE- Competitive audit



As an amplification of the IDEATE phase, I analyzed what the websites of three top salsa schools in Krakow offer for participants

1

## First impression

### Loft to Dance

+ quite clear page layout

## Interaction with website

+ transparent menu, with a clear division into individual sections

+ key information on the first page (location, contact, etc.)

+ very easy registration for workshops with the option of paying immediately

- website available only in Polish language

## Visual design

+ Limpid color scheme, font and a consistent vision of the website

+ Strong brand identity, including colors, font, style, movement, pictures and photography

+ transparent transition between the main page, and other subpages:

+simple animations

## Website content

+ webstore

+ option to collect points that give discounts on classes, workshops

+/- the school does not register for classes

+ introductory section for new students

-Descriptions of the dance styles a bit lacking

# IDEATE- Competitive audit

?

As an amplification of the IDEATE phase, I analyzed what the websites of three top salsa schools in Krakow offer the student

2

## First impression

### Salsa House

+ quite clear page layout

## Interaction with website

- the only function of the website is information about the schedule of classes

- website available only in the Polish language

+ simple animations

+ friendly language

+ transparent menu, with a clear division into individual sections

## Visual design

## Website content

-key information only in the contact tab

+/- the school does not register for classes

# EMPATHIZE, DEFINE, IDEATE- Summary



Summarizing the results of case studies: the empathize phase through interviews with users made it possible to understand users and the issue of their frustration. Creating a person, empathy maps and problem statement, identifying the pain functions in the define phase allowed to identify the most important problems that need to be solved. By exercising "how might we", possible ways of solving the problem have been identified. In turn, the competitive audit contributed to finding ways to stand out from the competition in the context of the services provided by salsa schools in cracow for course participants.

Main problems	Possible solutions	Competitors	Solution
System for reporting absences - loss of PLN 15 from the deposit , if you do not report absences 24 hours before the class	Resignation from reporting absences by e-mail,  Design of the product that allows to report your absence by one click	Strengths:  Very easy registration for workshops with the option of paying online  Friendly page language, encourages to contact	Design of a mobile application, available in Polish and English, enabling registration for classes, workshops and events.
Imbalance in classes	Enriching the above-mentioned product with push notifications that will remind you about reporting the absence and they will anticipate random situations for which the deposit is not charged	webstore, the option to collect points that they giving discounts on classes	Reporting absences via application, push notifications reminding about the cancellation of classes, as well as about repeating events
Long waiting for an e-mail reply			Rewarding students for attendance, reporting absences, participation in competitions through points that can be spent on school gadgets or discounts on classes
A website that is rarely updated, classes in the schedule overlap			



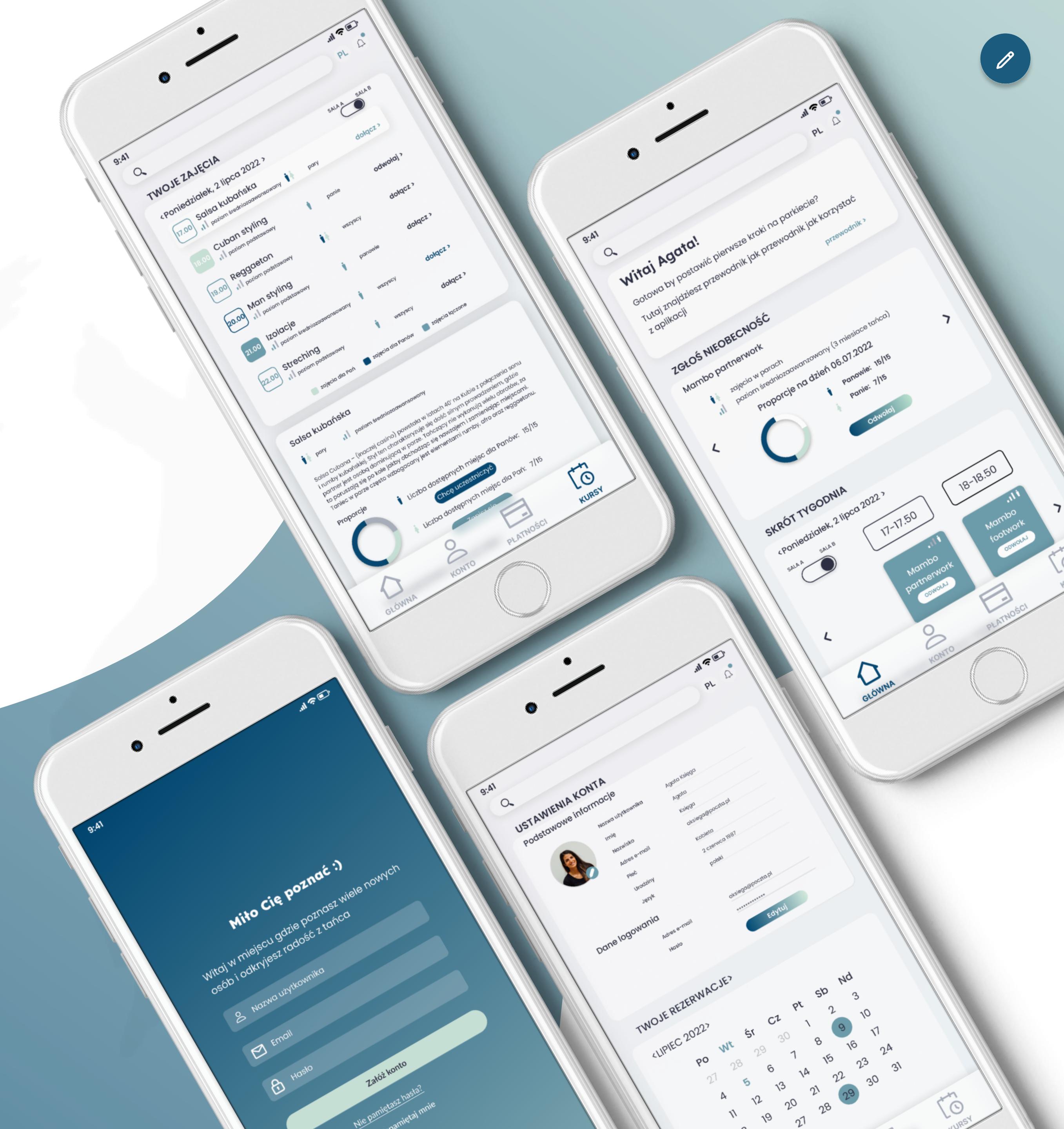
# Sabrosa Dance Studio

## mobile app

Cheers to taking the first step on your dance journey,  
and welcome to Sabrosa Dance Studio 🎉

Whether you're interested in dance lessons, a new hobby, improving your social life or taking your skills to the next level, you've come to the right place – and we're pleased you're here!

The Sabrosa Dance Studio mobile application is a tool designed for reception staff and participants. Its main purpose is to transfer enrollments and payments for courses from the reception to the application





# EVERYTHING ON HAND

The Courses tab in the application is used by participants to sign up for classes, as well as cancel their attendance at the course.

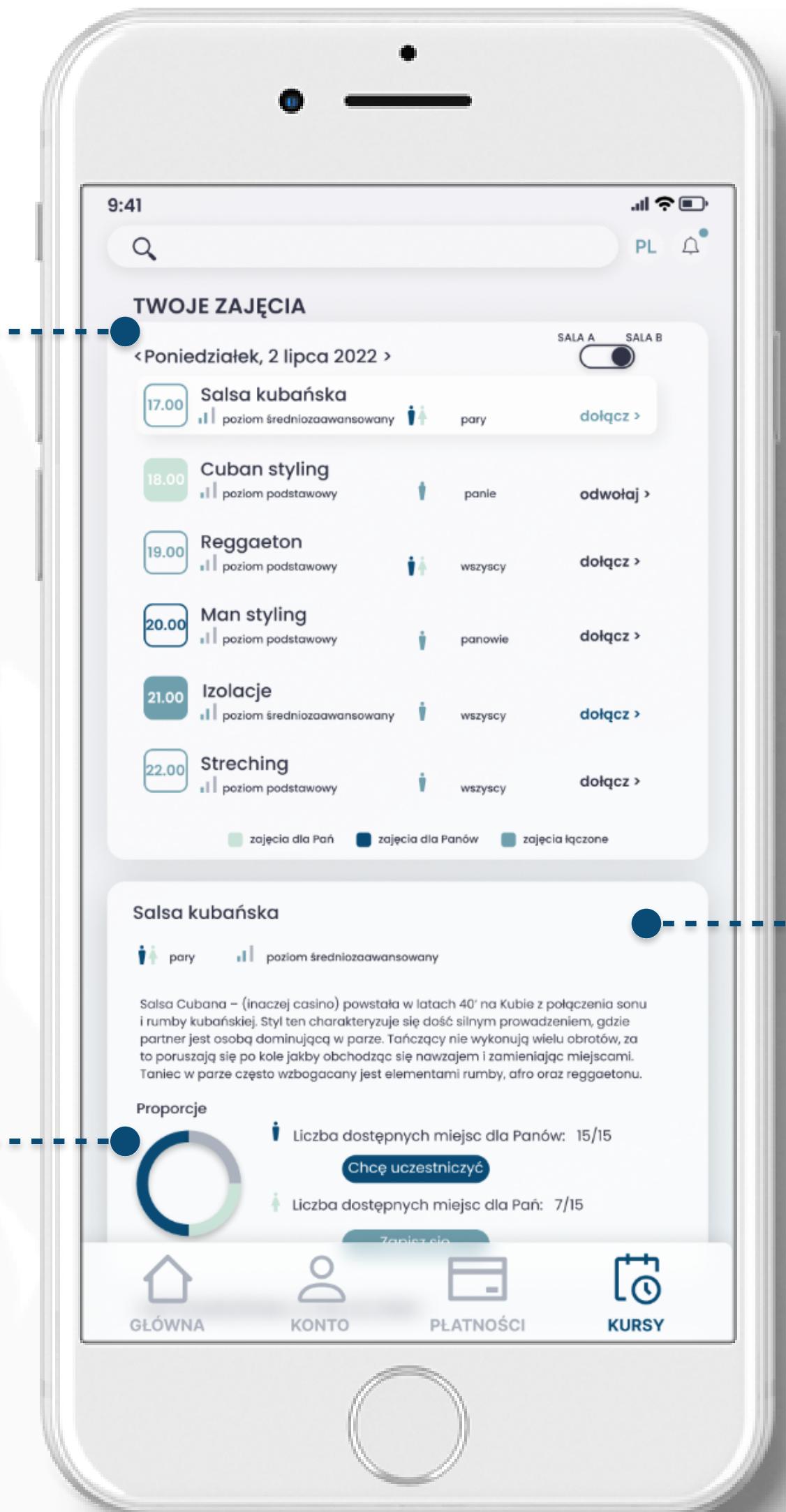
In addition, it has been enriched with possibility to discover new dance styles, if it is not possible to sign up for a given course, you can submit your wish to attend

## YOUR CLASSES

Your mobile dance schedule allows you to keep track of your recording, discover new classes, and check spot availability

## COURSE IS NOT AVAILABLE?

Don't worry! If it is not possible to sign up for a given course, you can declare your will to participate in next enrolling. Your suggestion will definitely be taken into account



## EXPLORE DANCING STYLES

"Your classes" tab has been combined with a detailed description of the dance style, course level, and information about the proportion of classes.



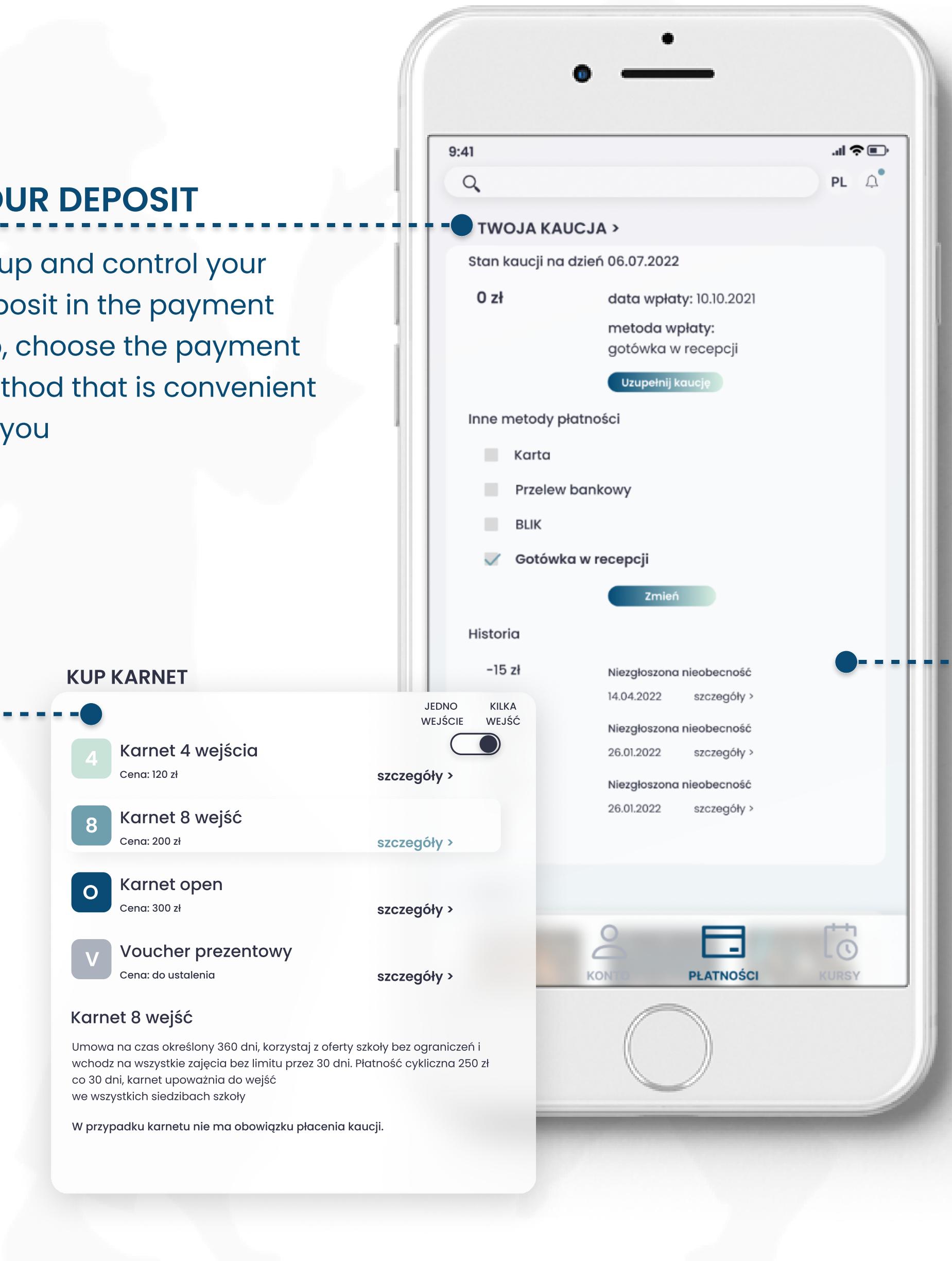
# PAY DEPOSIT, BUY A PASS, USE THE WEBSTORE

We leave the option of paying in cash at school for students who like this method, but we also offer an in-app payment option.

From now on, you do not need to ask about your deposit status at the reception

## BUY A PASS

For all those who do not have partner cards, there is an option to buy a pass via the application

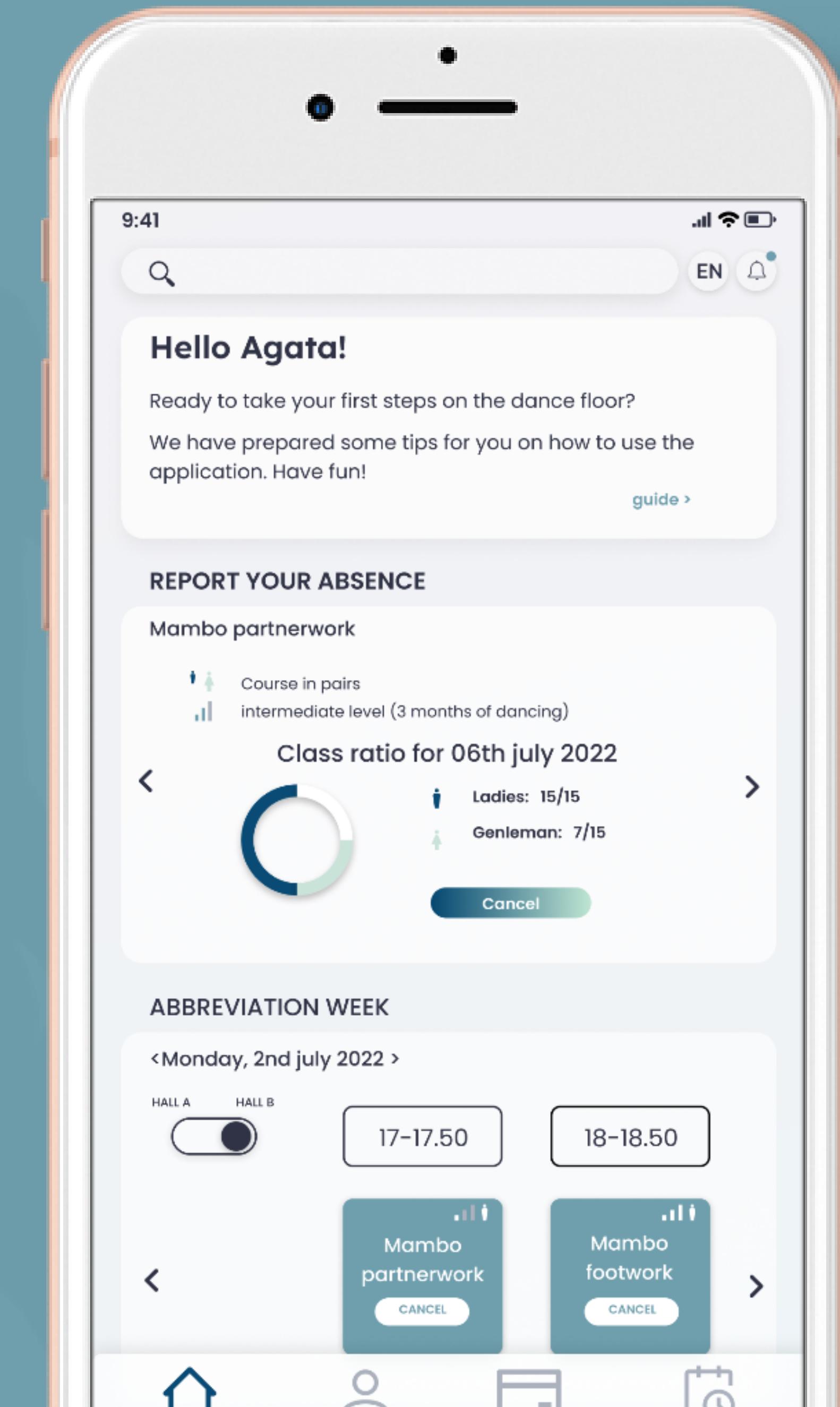


## HISTORY

Thanks to the history, you have real-time access to information about your deposit

# OUR APPLICATION IS AVAILABLE IN ENGLISH

As the only salsa school in Cracow, we respond to the needs of english speakers. In our app you will get all necessary information about courses, dance styles and our school



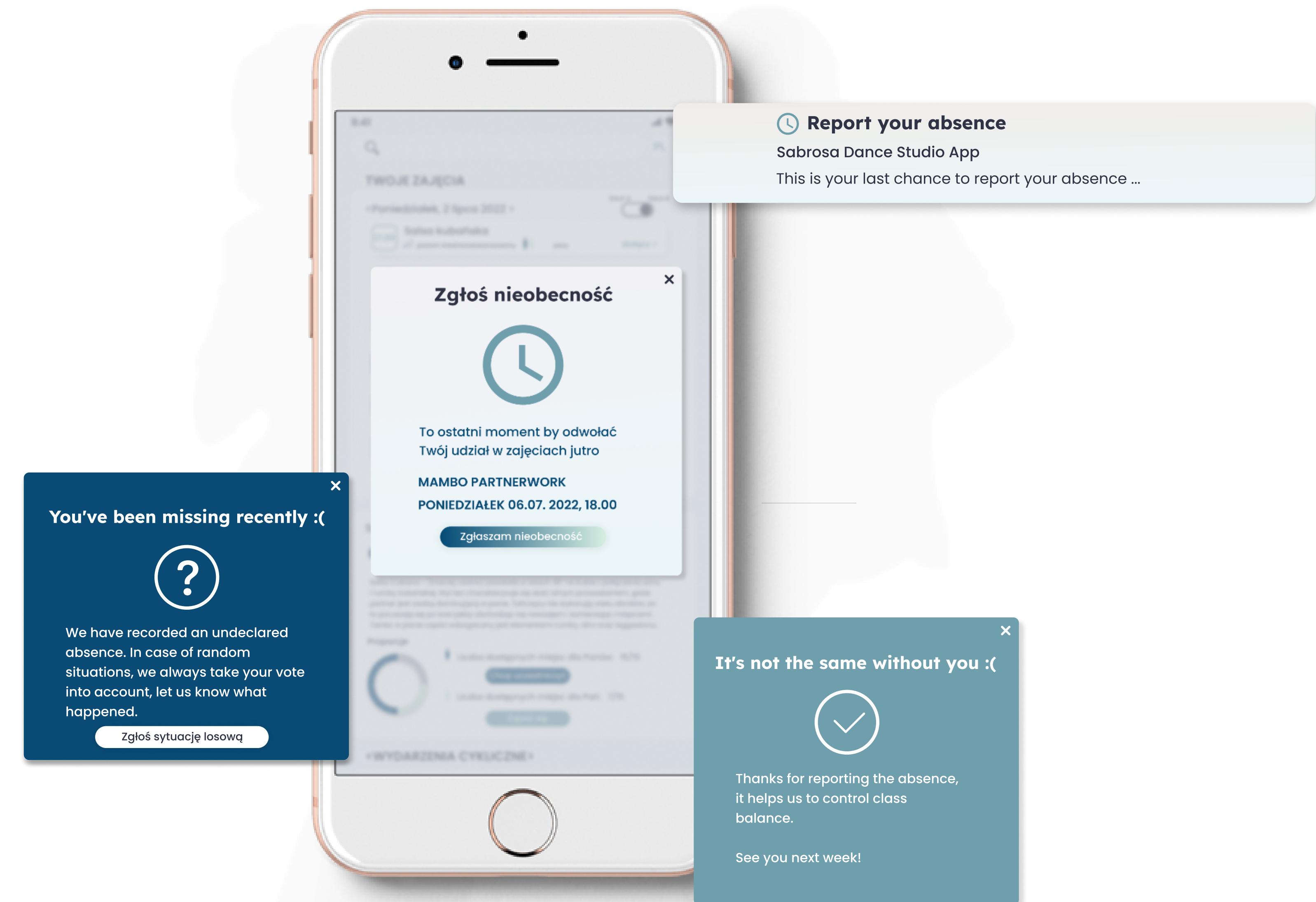


# PUSH NOTIFICATIONS AS A GUARDIAN OF YOUR DEPOSIT

We all forget to report our absences from time to time. It is a pity that your deposit was breached.

Push notifications in the app will remind you to report your absence 24 hours before class. You don't have to write an e-mail on this matter anymore :)

If you forget to report your absence, the application will ask you if there was any special reason. Random situations are taken into account, in these cases the money from the deposit is not charged.





## EARN POINTS AND GAIN BENEFITS

In order to reward students for their active participation in the classes, a system of collecting virtual coins for a dance piggy bank, called **SABROCOINS**, was designed.

Collected coins can be exchanged for discounts on workshops, school T-shirts and other prizes.

Scored activities include:

- canceling classes on time
- creating an account in the application
- completion of a given level of the course
- participation / winning in competitions

**TWOJA TANECZNA SKARBONKA**

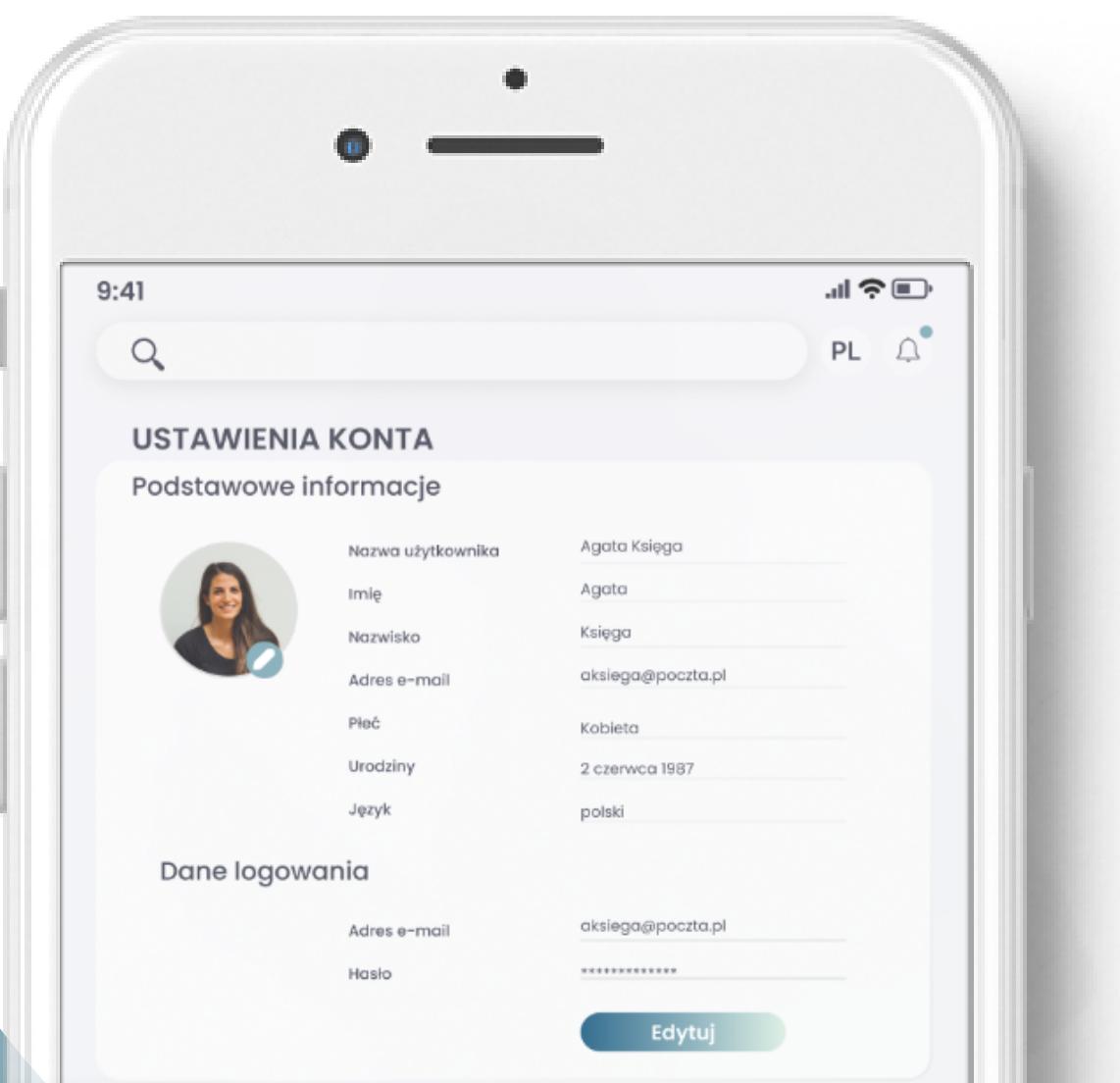
Doceniamy, że jesteś z nami

Doceniamy aktywność kursantów i zaangażowanie w życie szkoły, bez Was nie byłoby tego miejsca, w podziękowaniu przygotowaliśmy dla was internetowe sabrocoiny, które możecie wymienić na różne super nagrody. Zainteresowani?

[Dowiedz się więcej >](#)

**Twoje sabrocoiny**

	100SC	Pobranie aplikacji mobilnej
	Data	26.01.2022
	50SC	Udział w konkursie
	Data	26.01.2022
	50SC	Zaproszenie znajomego do pobrania aplikacji
	Data	26.01.2022
	<a href="#">Rozwiń</a>	
	360SC	Suma sabrocoinów



**Thank you for your  
attention :)**

