

Dance Website Immersive & Move PLAN

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AGENDA

- 01 The Project
- 02 Project Goals
- 03 Design Process
- 04 Development
Process

The Project

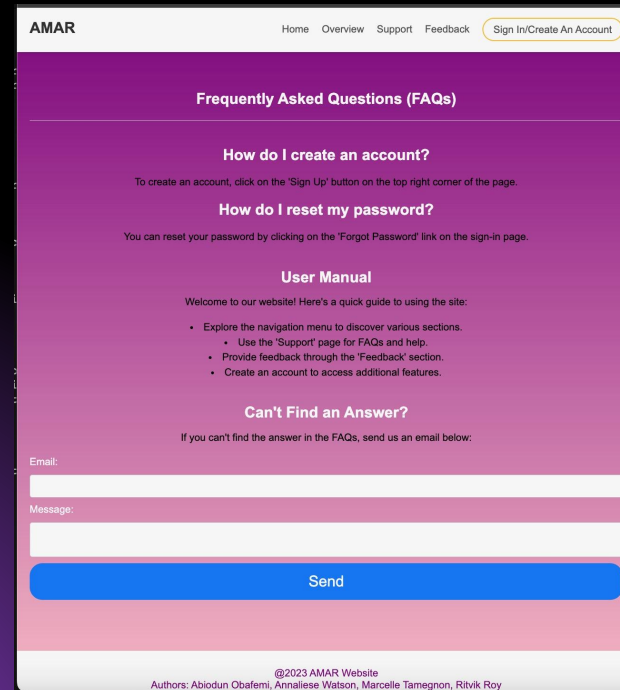
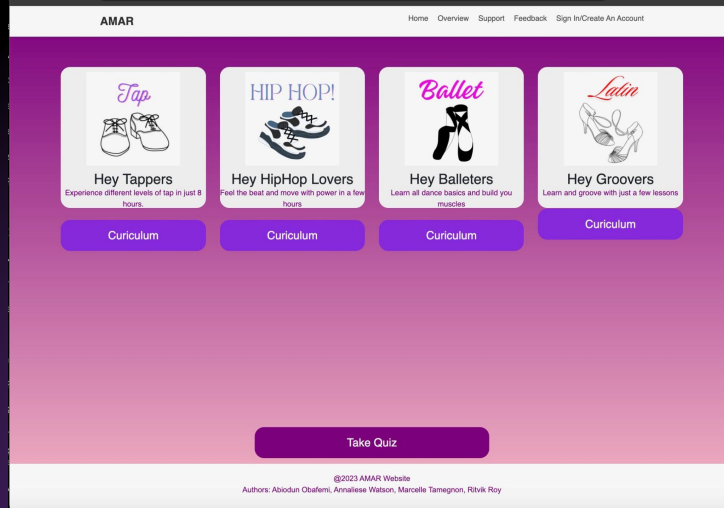
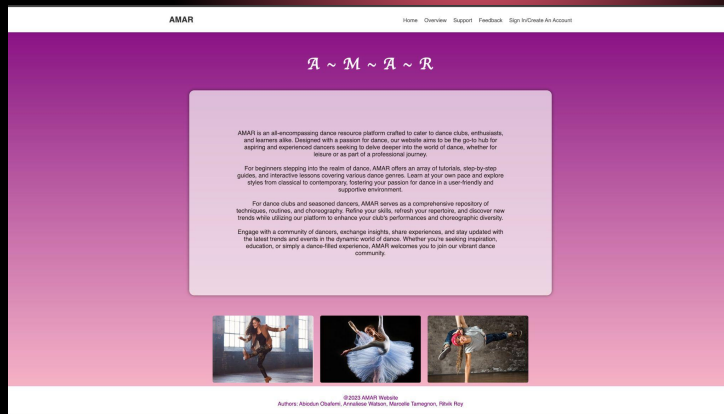
Old Project Dance Web App Project:

This project was originally developed as a collaborative software engineering class assignment. I contributed as Front-end Developer. The project's aim was to create one interactive platform to help users explore and learn multiple dance genres.

New and Improved Dance Web App Project:

The new project has the same aim, with a new design and development process. In addition a cart a service feature and profile management was integrated, which allows users to add courses to their cart then update or checkout in their authenticated account.

Review of Old Project



Old Project Review Con't

Over one semester we used agile process to ensure completion of the project.

**Developmental Tools used a Front-end Developer & Designer:
Javascript, HTML, CSS, Github**

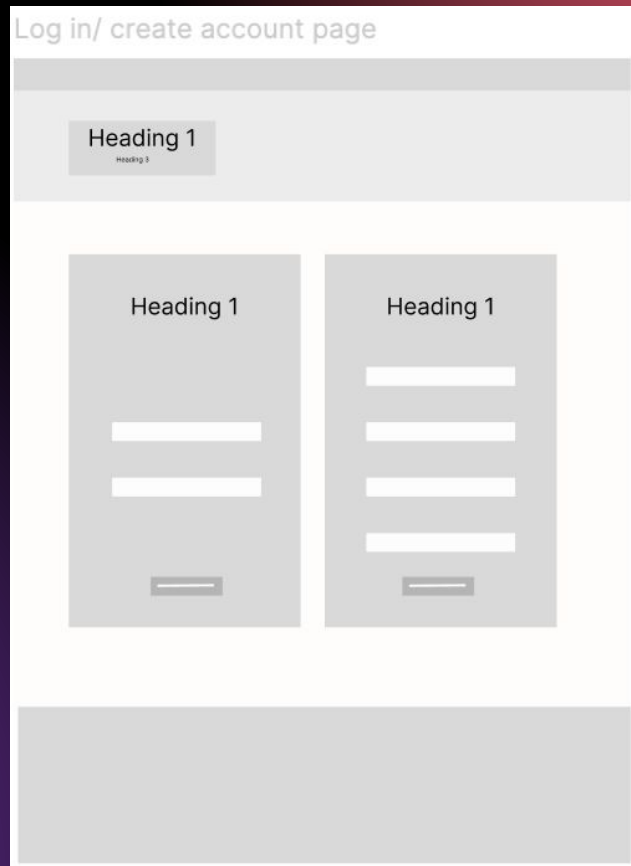
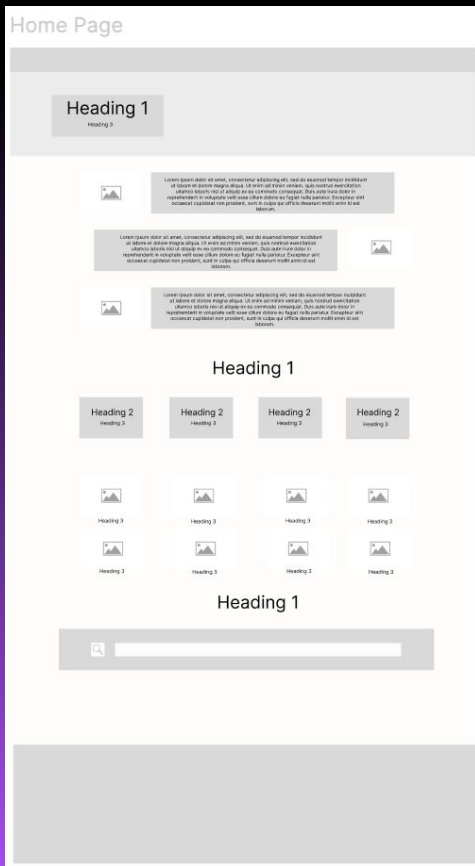
Updated Project Goals



- Design a modern interactive and user-friendly platform for learning multiple dance styles (Figma for mockup)
- Provide a clean, responsive interface for browsing and selecting courses and levels
- Integrate Google programmable Search to help users discover real world dance events

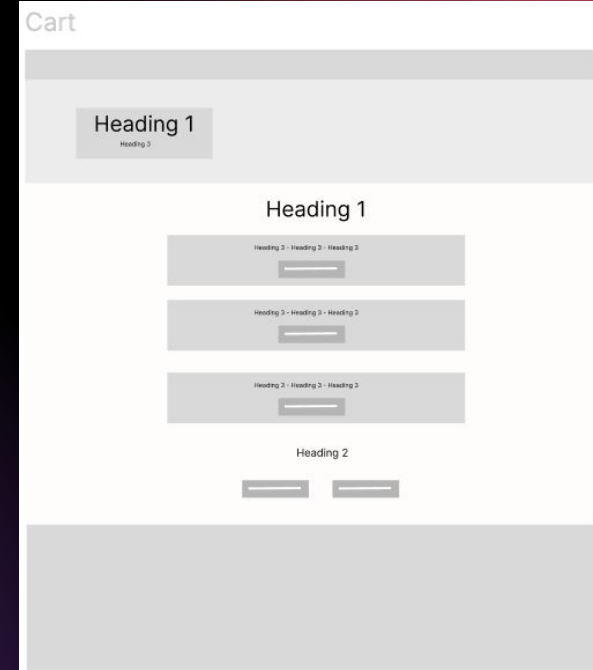
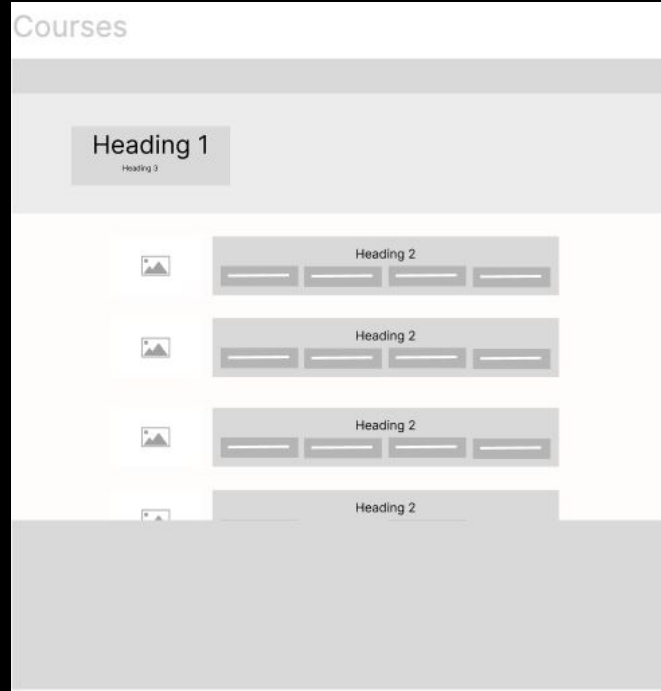
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Design Process



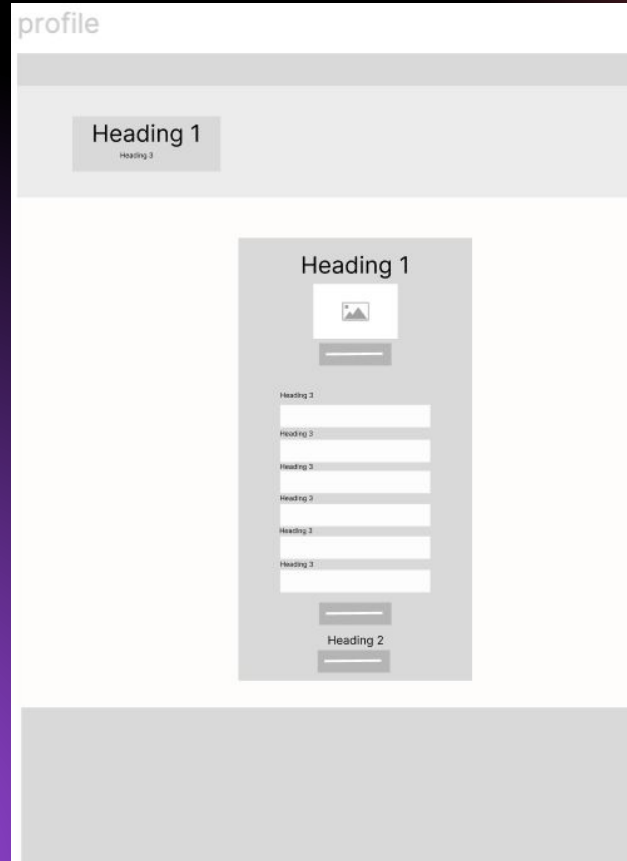
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Design Process



// Wireframe (low fidelity)

Design Process





Sunny Chu

Age: 23

Occupation: Cashier

Status: Single

Education: Degree

Location: Virginia

“ Sunny wants to get more advanced in dance, through online technical classes at low cost. She is unable to go in person due to her weird work hours. ”

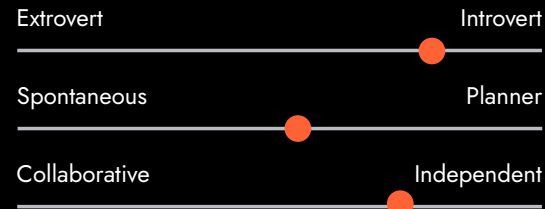
Pain points

- Based on unstable and ever changing schedule, Sunny is unable to make commitments to schedule classes.
- Dance lessons are usually very expensive. Sunny is currently pursuing her degree and a cashier is minimum wage, so she doesn't have the funding for dance lessons.

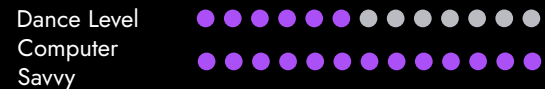
Opportunities

- Sunny wants a webapp where she can develop her technical skills in multiple genres simultaneously on her own time
- Immersive & Move offers low cost technical dance classes via videos, where users can use to train

Personality



Technical skills



Current feelings

Frustrated

Hopeful



Marge Hernandez

Age: 53

Occupation: Clerk

Status: Married

Education: Masters

Location: Florida

“ Marge wants to get dance lessons starting at the introduction level. She doesn't have time to go to in persona classes and would love to do it in the comfort of her home. ”

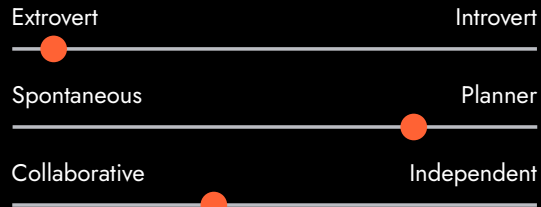
Pain points

- Doesn't have time for long in person classes due to work
- Not very experienced with technology

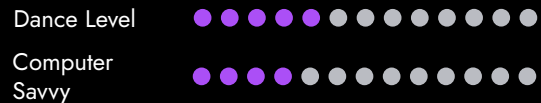
Opportunities

- Marge wants a webapp where she can visit on her own time, she her purchases and progress
- Needs a friendly, UX design to help make her experience more comfortable and accessible

Personality



Technical skills



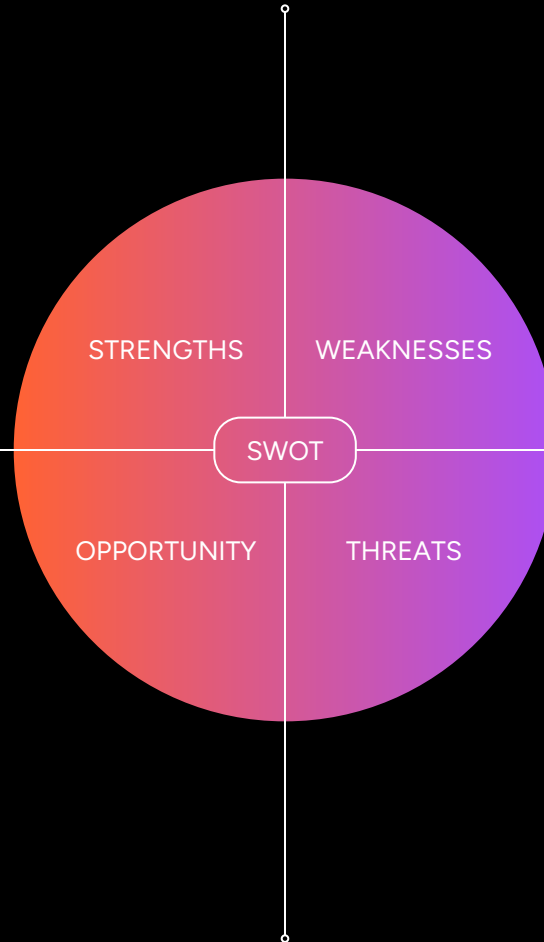
Current feelings

Anxious

Enthusiastic

- Lower affordable cost for users
- Easy to follow videos where users are able to pause and rewind
- Users can choose their level per genre

- Users are able to access affordable dance lessons and stay active without the class registration and competition
- Users can access anywhere with internet



- No live instructors
- May not appeal to very experienced dancers
- Requires consistent and stable internet

- Many free resources like Youtube and other major apps like Steezy
- Users may lose interest without badge system or other motivational factors

Empathy Mapping

What users say?

- I want to improve my dance skills
- I don't have time to go to in person classes
- I don't have funding for expensive dance classes

What users thinks?

- I need a web app where I have an account where I can track my courses
- I need something simple to access and learn from
- I don't want to be in an in person class where I feel behind and uncomfortable in front of a large class

What users sees?

- Not easy accessible dance platforms
- A lack of beginner friendly paced dance programs
- Many ads for dance master classes

What users hear?

- Start online to build confidence
- Online is more flexible, for your busy schedule
- Why go technical, TikTok dances are so much easier

COMPETITOR ANALYSIS

	Steezy	Dance Masterclass	CLI Studios
Pre-recorded Classes	✓	✓	✓
Accessibility for all ages	X	X	X
Affordable fee	✓	X	X
Support for users	✓	✓	✓

Developmental Tools Used / Integrated

- ❖ Angular
- ❖ SCSS
- ❖ CSS
- ❖ HTML
- ❖ TypeScript
- ❖ Google Programmable Engine
- ❖ Bootstrap

THANK YOU

Demo Link:

<https://youtu.be/A7V5ugAfBlk>

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