

Dance tutorials website

Jayanth Alla

Project overview



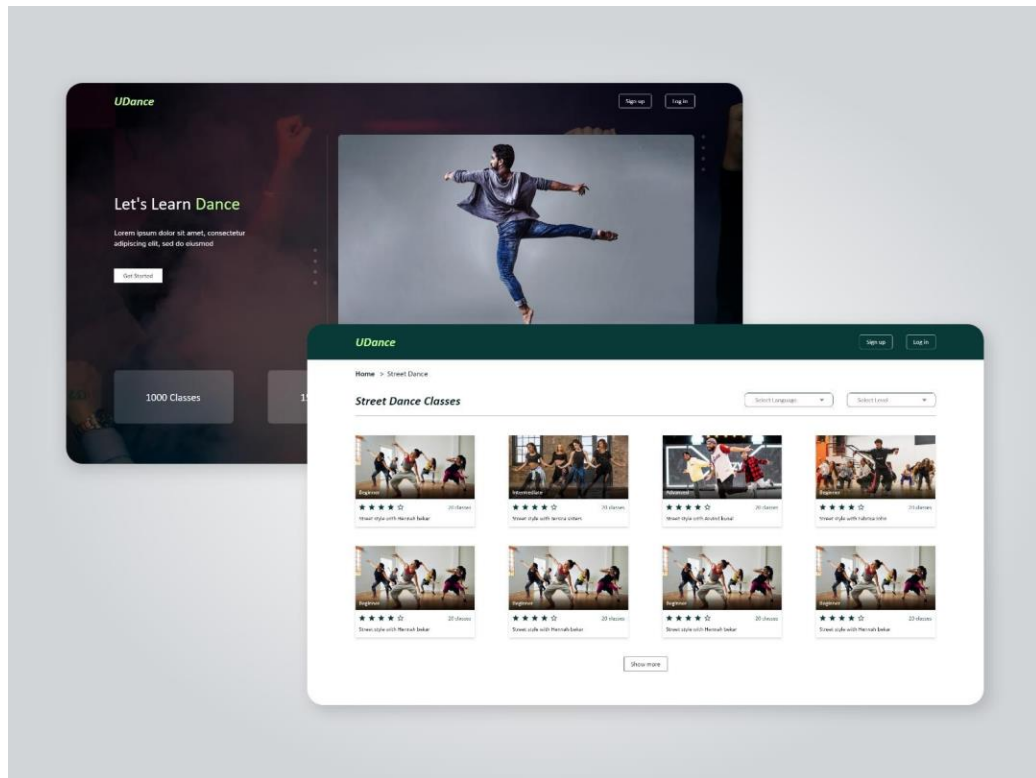
The product:

Website for dance lovers to make it easier to find and view dance tutorials from instructors to level up with new moves.



Project duration:

Aug 2021 to Dec 2021



Project overview



The problem:

Users have trouble in finding all styles of dance tutorials in one place with proper instructors.



The goal:

Design a website to learn any dance styles from famed instructors to upgrade skills from zero to hero.

Project overview



My role:

UX Designer, designing a website for dance lovers.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users treat online dance learning as a comfort and fun activity when they need to update skills or a break from school or work. However, many dance tutorial websites are not having all dance forms or proper trainers, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them.

So, research revealed that they need rating & reviews on classes and live sessions.

User research: pain points

1

Experience

Online dance tutorials websites don't provide an engaging browsing experience.

2

Interaction

While learning dance through online, many websites are providing only basic features like video play, pause and skip but users need more features like mirror video, subtitles, different audio languages

3

Filters

Some time browsing will take so much time. So users need filters to get their desired video.

Persona: **Arjun**

Problem statement:

Arjun is a college student who needs dance tutorial website because he wants to improve his skills and learn different techniques.



Arjun

Age: 20
Education: B.Tech
Hometown: Vizag
Family: Parents
Occupation: -

"Dance is my passion, I want to learn more styles across the world"

Goals

- To learn dance in my free time

Frustrations

- Sometimes I have hard time finding all dance styles on internet.

Arjun is a Bachelor's student. He is a great dance lover and passionate. Everyday he wants to learn dance through online tutorials. But sometimes he was unable to find proper instructors and dance styles he wanted. So, he is looking for a great website which includes all dance types and famous instructors at one place.

User journey map

I created a user journey map of Arjun's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Arjun

Goal: Design a website to learn any dance styles

ACTION	Choose dance tutorial website	Browse videos	Choose a plan	Checkout	Watch dance videos
TASK LIST	A. Search for dance tutorials website B. Choose a website that has many dance styles	A. Browse the website to find the video B. Apply filter options if applicable or select a dance style	A. Select a plan to subscribe.	A. Select a payment method B. Confirm payment	A. Watch and learn dance
FEELING ADJECTIVE	Exited to learn	Happy to be browsing	Nervous about picking the right plan	Hesitant with choices	Eager to try dance challenges
IMPROVEMENT OPPORTUNITIES	Create inviting home page	Improve information architecture	Provide a place to read customer reviews	Offer return policy information	Provide more features to access in any device

Starting the design

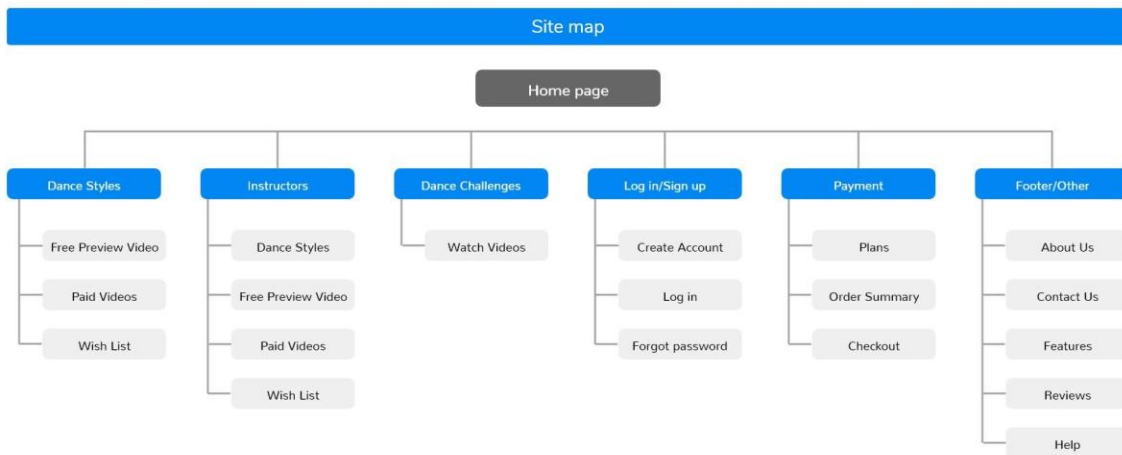
- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.

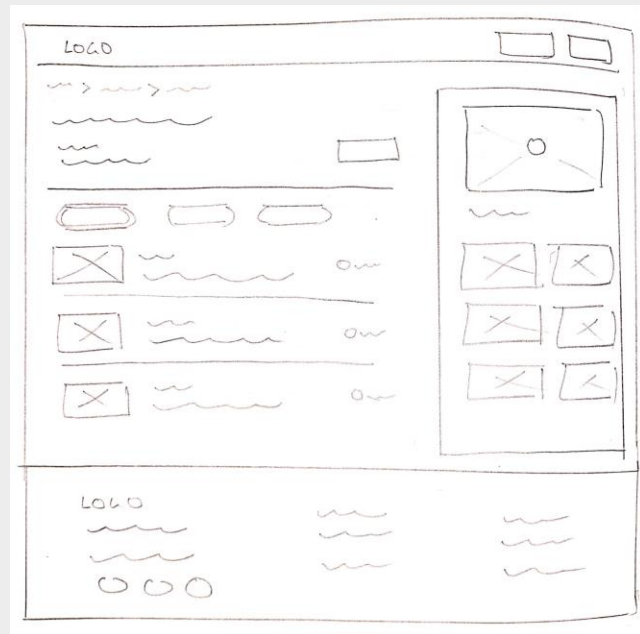
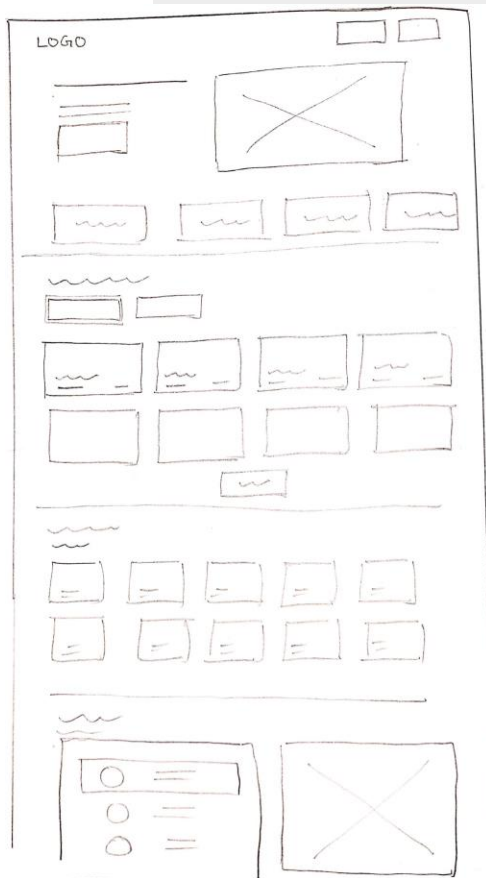
Project Name: Dance tutorials website



Paper wireframes

Next, I sketched out paper wireframes for few screens, keeping the user pain points about navigation, browsing flow in mind.

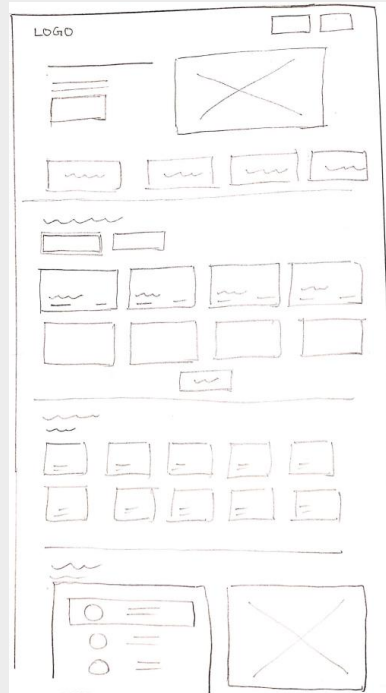
The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.



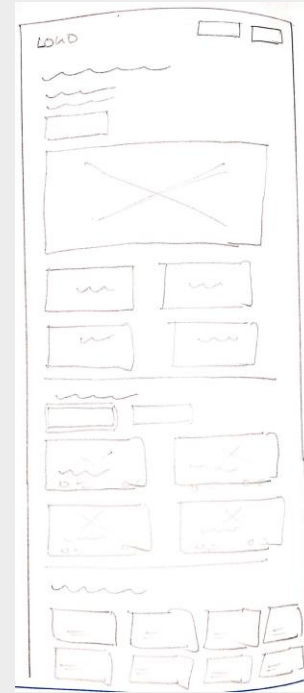
Paper wireframe screen size variation(s)

Because customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.

Web



Tab



Mobile



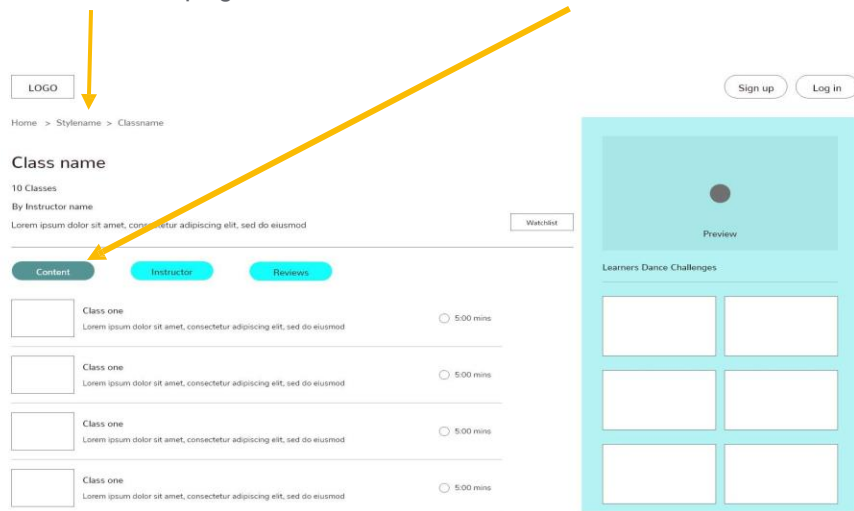
Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

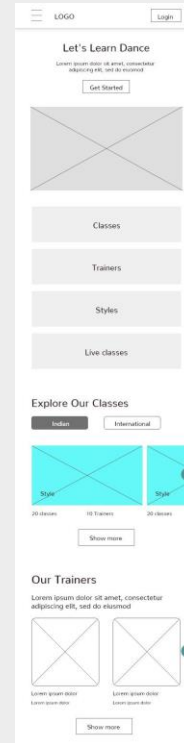
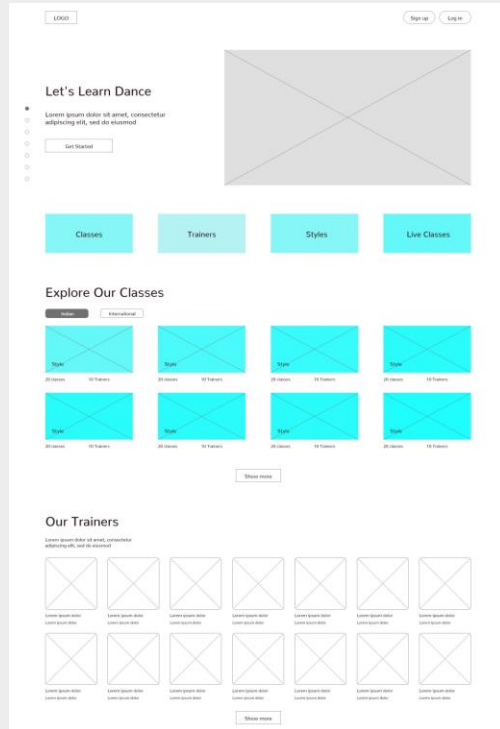
Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy

Easily user can navigate through different pages

User can switch to different tabs



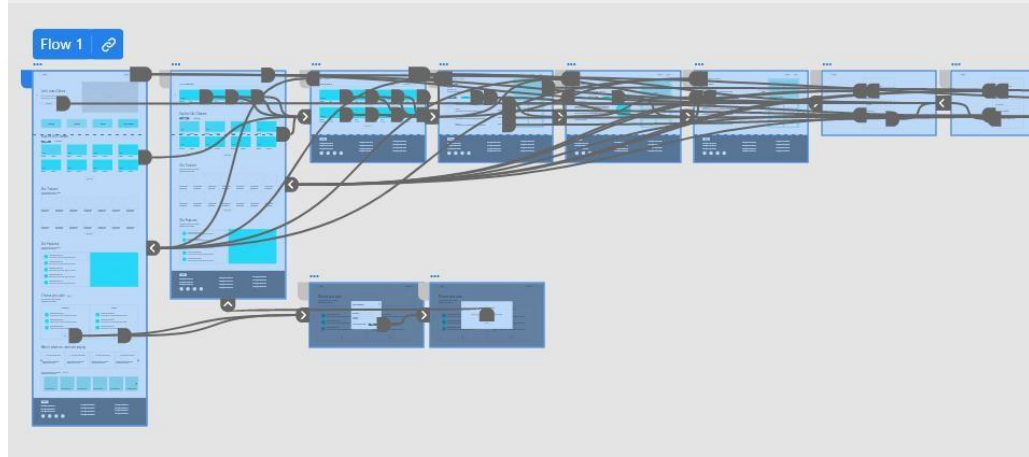
Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



[View low-fi prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

India, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Recent activity

Users want a feature to display recently viewed classes to resume their journey.

2

Completed classes

Users are unable to find completed classes.

3

Payment

After payment, users are unable to know whether payment is successful or not. So, successful confirmation should be there.

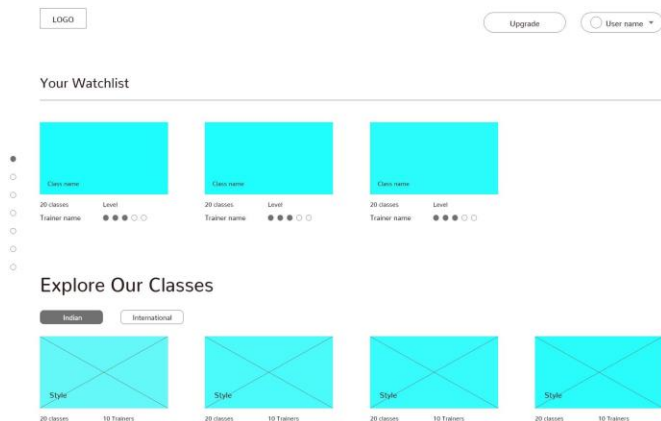
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

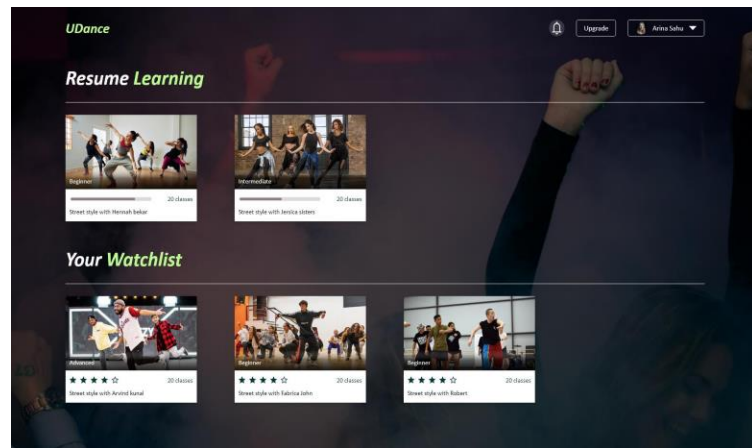
Mockups

Based on the insights from the usability study, I made changes to improve the site's home page after login. I added recently viewed classes, this allowed users to resume their previous classes.

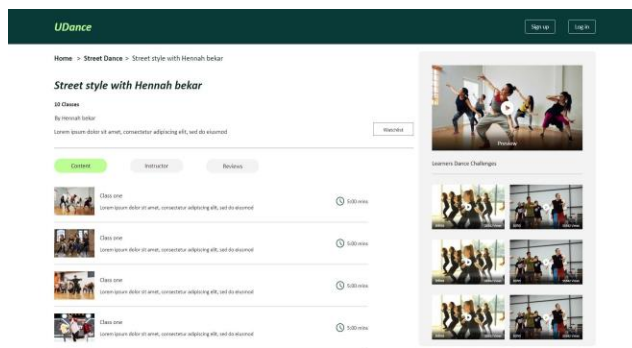
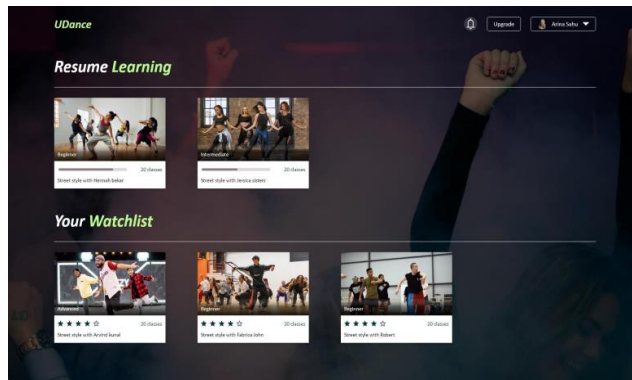
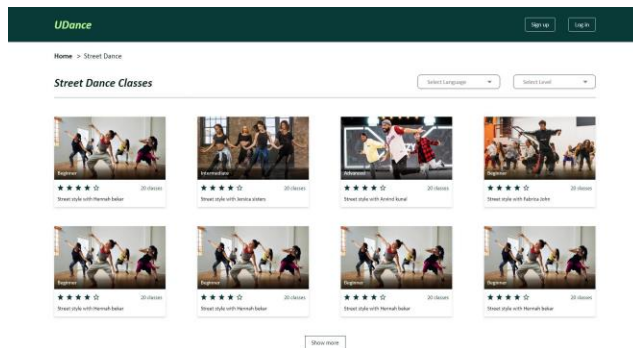
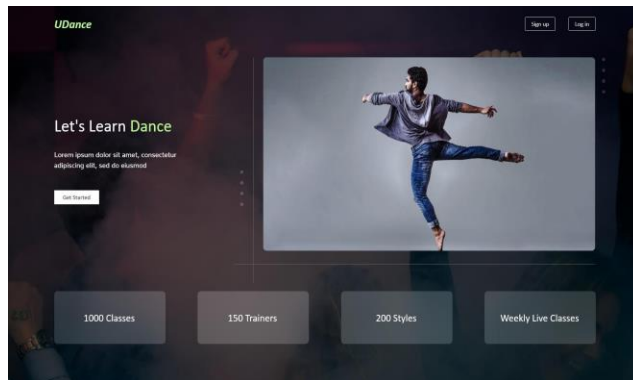
Before usability study



After usability study

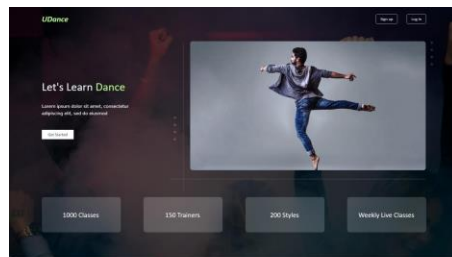


Mockups: Original screen size

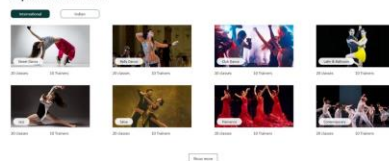


Mockups: Screen size variations

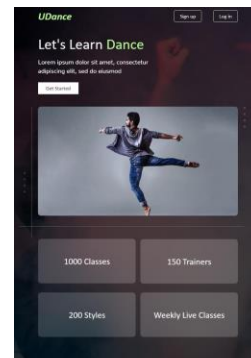
I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users browse from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.



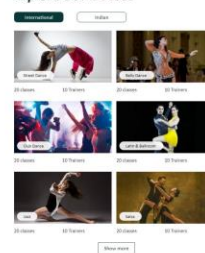
Explore Our Classes



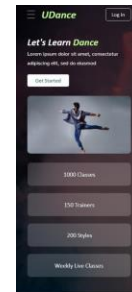
Our Trainers



Explore Our Classes



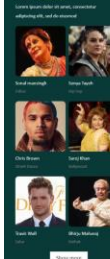
Our Trainers



Explore Our Classes



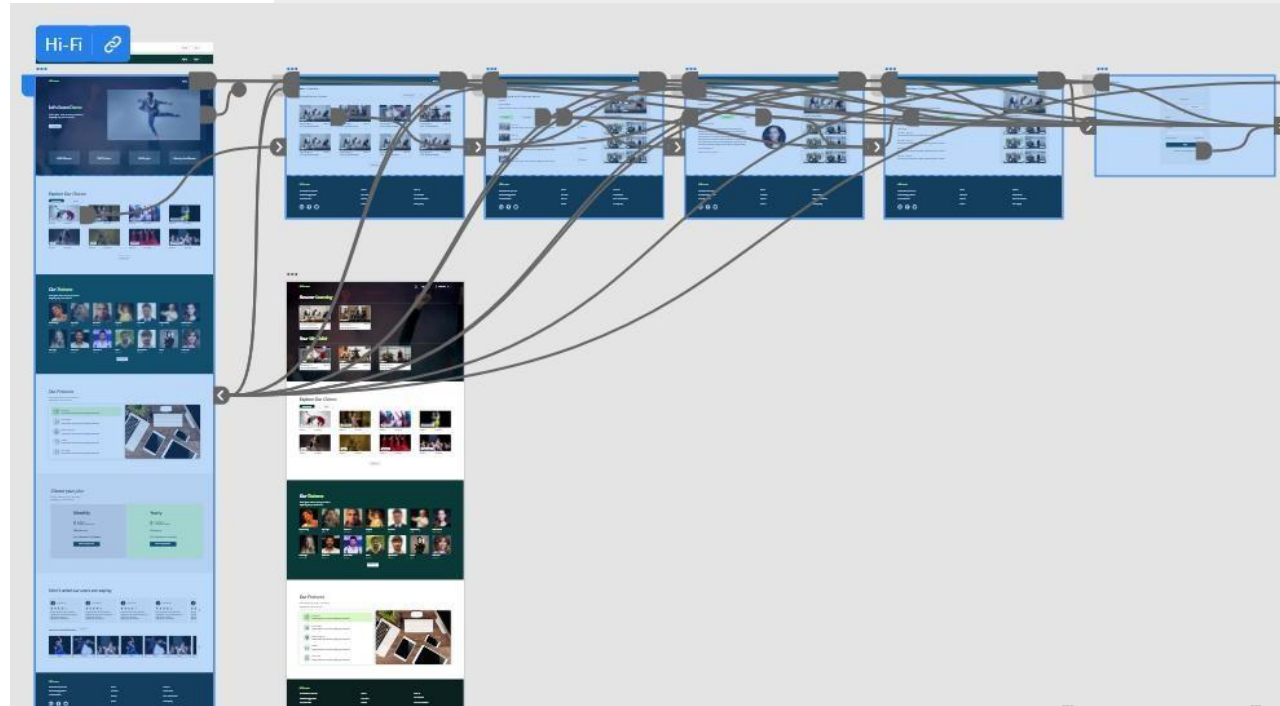
Our Trainers



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study.

[View Hi-Fi prototype](#)



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up
usability testing on the
new website

2

Identify any additional
areas of need and ideate
on new features

Let's connect!



Thank you for reviewing my work on the Dance tutorial website!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

jayanth.alla97@gmail.com