P2: Personas
Team Spotlight

Design Question

How can dancers learn or share dance moves and receive feedbacks through an online platform?

Interview:

Interviewee SO
A 22-year-old senior in Electrical Engineering at UW who is an intermediate dancer. He learns new dances exclusively through online tutorials. He thinks he is fairly good at dancing, but finds it difficult to learn and receive feedback from online teachers.

Interviewee SC
A senior student in Dance Major at UW. She has been in the UW dance program since the age of 18. She is currently preparing for a faculty dance concert and she practices 8 hour every week day. She seeks inspiration for her dance from social or political events. She is struggling between whether she should continue to pursue dancing as a career or seek for other opportunities.

Interviewee XC
A 23-year-old female student at UW who is a senior studying Human Centered Design and Engineering and Dance. She has been in the UW dance program for 2 and a half years, and currently dances more than 40 hours a week. She is a visual learner and thinks she learns best in person. Since she is also majoring HCDE, she is planning to create an app to help ballet dancers to select the right pointe shoes.

Interviewee DC
Interviewee DC is a 21-year-old pre-medical senior at University of California, Riverside. She is an intermediate dancer who dances and performs recreationally with dance majors at her school. She dances to many different styles including modern, jazz, hip hop, African, and Zumba(Latin). Throughout her dance life, she has found that it is difficult for her to share her dance moves with family. In the future, she wants to be able to continue dances as a hobby because it is therapeutic and gives her a sense of free spirit.

Terry

Characteristics:

- student
- 21 years old
- Recreational Dancer
- Self-conscious

User / Technology:

- Uses Youtube to find ~~the~~ dance tutorials.
- Finding learning resources on App Store.

Pains:

- memorization
- lack of feedback
- finding online resources is hard.

Desires:

- maintain physical shape
- good health
- easy way to access tutorials
- receive ~~feed~~ more feedback
- gain confidence

Goals:

- Share ~~the~~ dances with more individuals
- push boundaries of her body/
- challenge herself to learn new dance moves.

Scenario:

Terry is a 21 years old undergraduate student who is also an employee ~~at~~ in her college's Art Department. She is not in the dance major but thinks of dancing as a fun way to work out. Currently, she learns all of her dance moves from watching youtube, and she is ~~prep~~ preparing for an upcoming dance audition. During her preparation, she finds herself struggling with memorizing new dance moves and has never received any feedback.

Terry

Recreational Dancer

Characteristics

- Student
- Visual learner
- Recreational Dancer
- Self-conscious

Technology

- Uses YouTube to find dance tutorials
- Finding learning resources on app store

Goals

- Improve quality of movements
- Challenge herself to learning new dance moves
- Share dances with more individuals

Desires

- Good health
- Gain confidence
- Better way to receive feedback
- Easy way to access tutorials

Pains

- Trouble with memorizing dances
- Lack of feedback
- Difficult to find online dance resources

Scenario

Terry is a 24 year old employee in the University of Washington Art Department. Although she does not have a professional dancing background, she thinks of dancing as a fun way to work out. She currently learns all of her dance moves from YouTube videos and is preparing for an upcoming audition for a local community dance event.

During the preparation for audition, she finds herself struggling with memorizing new dance moves without a proper teacher. Also, she feels nervous about sharing her dance moves with her peers because she has never received any feedback.
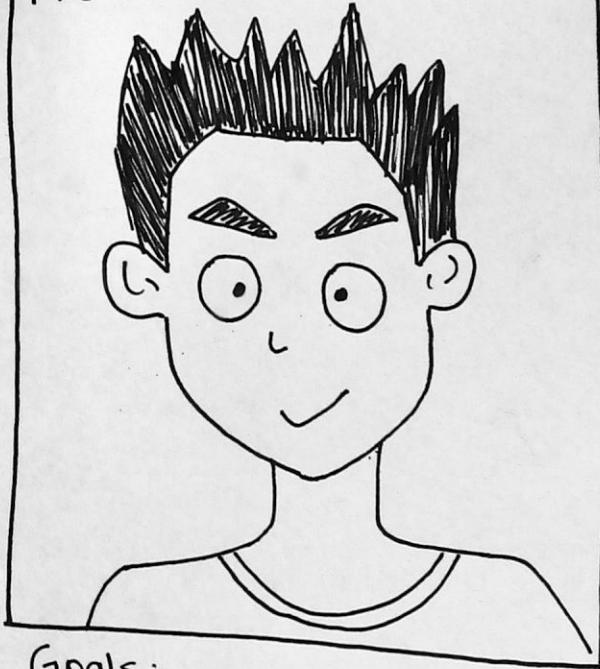
Source Key

Notation	Source
<Initials of Interviewer> (E.g. XC)	Interview
A	Assumption

Sources & Assumptions

Characteristics	Source	Detail
Student	DC, SO, XC, SC	All of the interviewees were students.
Visual/kinesthetic learner	DC, XC, SC	Interviewees said that they learns best through in-person choreography and watching demonstrations.
Recreational Dancer	DC, SO	Two of the interviewees identified themselves as recreational dancers.
Self-conscious	DC, SO, XC, SC	All Interviewees said that he had issues with sharing their dance moves with others.
Desires	Source	Detail
Good health	DC	DC wants to maintain flexibility and limit soreness that she gains from dancing.
Easy way to access tutorials	SO, XC, SC	Interviewees identified this as a pain with the learning of new dance moves.
Better way to receive feedback	DC, SO	Interviewees said he had an issue receiving proper feedback from online tutorials.
To gain confidence	DC	DC wants to be less self-conscious of her dance moves and be able to share them with others.
Pains	Source	Detail
Trouble with memorizing dances	A	Not cited in interviews, but likely a pain point of somebody who learns dance online without receiving proper feedback.
Lack of feedback	SO	SO said he had an issue receiving proper feedback from online tutorials.

Difficult to find online dance resources	XC, SC	Interviewee mentioned she was trying to find ballet tutorials online but it is very hard to find the resource she is looking for. Online dance tutorials are either too basic or lack of maintenance.
Goals	**Source**	**Detail**
Improve quality of movements	XC	XC finds memorizing dance moves is easy, and she spend most of her practice/rehearsal time to improve the quality of her movement.
Challenge herself to learning new dance moves	SC	SC wants to research and push boundaries of her body.
Share dances with more individuals	DC	DC likes to find comfort in sharing her moves with more individuals (other than dancers).
Technology	**Source**	**Detail**
Uses YouTube to find dance tutorials	SO, XC	Interviewees learned almost exclusively from YouTube videos.
Finding learning resources on app store	XC	XC wanted to take ballet class online. She tried to search for apps, but she couldn't find any good ones.

Michael

Characteristics:

- Graduate Student
- 29 years old
- Fast learner
- Professional dancer
- Confident

Pains:

- Injuries
- Time-managment
- Reserve studios on ~~week~~ weekends
- Less free time

User / Technology:

- Uses camera/video recorder to document dances
- Fitbit user
- Uses "do not disturb" mode during rehearsals.

Desires:

- Gain more public understanding of modern dance
- Platform for ~~the~~ dancers to share their ~~the~~ dance
- Dances to be socially relevant

Goals:

- Create more resources for his students
- Reach out for collaboration

Scenario:

Michael is a 29 years old graduate student in the UW's dance department. He is currently pursuing his Master of Fine Art degree in Dance. He teaches introductory dance classes to undergraduate students. He finds ~~different~~ difficulty ~~to~~ in managing his time between being a teacher, a dancer, and a student.

Michael is preparing for an upcoming dance concert. During his rehearsals, he is careful and restrained, as to eliminate the risk of injuries.

Michael

Professional Dancer

Characteristics

- Confident
- Ambitious
- Learns best in person
- Fast learner

Technology

- Fitbit user
- Use "Do Not Disturb" mode in studio
- Uses camera/video recorder to document dances

Goals

- Create more dance resources for undergraduate students
- Reach outside of the UW dance community for collaboration

Desires

- Platform for dancers to share skills
- Dances to be socially relevant
- Gain public understanding of modern dance

Pains

- Injuries
- Less free time
- Time-management
- Reserving dance studios on weekends

Scenario

Michael is a 29 year old graduate student in the UW Dance department. Currently, he is pursuing his Master of Fine Art degree in dance. He teaches introductory dance classes to undergraduate students. He finds difficulty in managing his time among being a teacher, a dancer, and a student.

Michael is preparing for an upcoming faculty dance concert. During rehearsals, he is careful and restrained, as to eliminate the risk of injuries. In class, when students ask for additional dancing resources, he finds it difficult to recommend already existing technologies. He is debating whether he should film his own dance movements for his students, or look for outside help.

Source Key

Notation	Source
<Initials of Interviewer> (E.g. XC)	Interview
A	Assumption

Sources & Assumptions

Characteristics	Source	Detail
Confident	XC, SC	Interviewees described they got confidence after she got familiar with dancing
Ambitious	XC	XC said she always set goals for herself.
Learns best in person	DC, XC, SC	Interviewees said that they learn dance moves best by watching others in person.
Fast learner	DC, XC	Interviewees said that they can pick up dance moves after watching the choreography a few times.
Desires	**Source**	**Detail**
Gain public understanding of modern dance	DC, XC, SC	Interviewees wish to share their interests in modern dance with others who want to understand
Platform that allows people to share dance/skills	DC, SO, XC	Interviewees said they would like to have a technology that had a platform to share dance moves.
Dances to be socially relevant	SC	SC seeked inspiration from social and political events.
Pains	**Source**	**Detail**
Injuries	DC, XC, SC	Interviewees said that they suffer from dance injuries.
Time-management	DC, SO, XC	Interviewees did not take lessons because of the time commitment. XC mentioned she is

		having trouble balancing dance classes and her other classes.
Reserving dance studios on weekends	XC, SC	SC mentioned the school studios prioritize group projects rather than individual practice. XC had to borrow the key from the dance advisor's office in advance in order to use the studio, but the office always closed during weekend.
Less free time	DC, SO, XC	Multiple interviewees mentioned after they started to take the advanced dance classes, they tended to have less free time to pursue other things.
Goals	Source	Detail
Create more dance resources for undergraduate students	A	Was not directly cited in interviews, but likely a goal of a graduate student who teaches and works in a university dance program.
Reach outside of the UW dance community for collaboration	SC	SC found dance community outside of school, such as "Excited Dance", therapeutic. Also, she took master classes with tutors from Europe.
Technology	Source	Detail
Uses camera/video recorder to document dances	XC, SC	Interviewees sometimes recorded their movements to review their movements.
Fitbit user	SC	SC uses Fitbit in her daily life
Utilizes "Do Not Disturb" function on iPhone during rehearsals/practices	XC	XC mentioned every time when she need to bring her phone to the studio, she will turn on the "Do Not Disturb" mode.