-BOSTON-
LINDY HOP

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User Experience Report

Goal

Improve the user experience of
http://bostonlindyhop.com

Contents

Site Review

Recommendations

Featured User Scenarios

1. New dancer is looking to get involved in dancing after seeing BLH perform.

2. Dancer from out-of-town looking to find information about future events.

3. Returning dancer, regularly takes classes at BLH, but is looking for the next step forward.
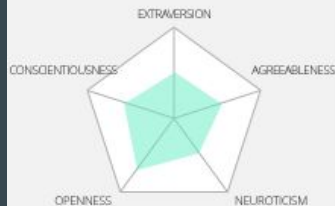
Personas

Persona 1

Charlotte Klein
The Newcomer

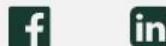47 years old
Married
Middle School Teacher
$47,000/yr

PERSONALITY

EXTRAVERSION
CONSCIENTIOUSNESS
AGREEABLENESS
OPENNESS
NEUROTICISM

TECHNOLOGY

SOCIAL

GOALS

- Find information on the dance and its history.
- Find information on the locations of classes and dances.
- Show up to a dance.
- Sign up for classes.

BACKGROUND

Charlotte is a public school teacher, teaching mathematics to middle school children. With the summer months coming, she will have just a little bit more free time than usual, and wants to find a new hobby. After seeing Boston Lindy Hop perform at South Station while on her lunch break, hopefully lindy hop will be that hobby.

66 I remember watching my parents dance together in our living room when I was a child, and part of me always wanted to join in with them. 99

MOTIVATIONS

- Fun hobby that is also athletic.
- Loves learning new things.
- Obsessed with vintage everything.

FRUSTRATIONS

- Too many choices leave her unsure where to invest her time & energy.
- Self-professedly not very artistic/creative.

DESCRIBE YOURSELF IN 3 EMOJI

Persona 2

Devin Nowell
The Out-of-Towner

28 years old
Single
4th Year PhD Student
$28,000/yr

PERSONALITY

EXTRAVERSION

CONSCIENTIOUSNESS

AGREEABLENESS

OPENNESS

NEUROTICISM

TECHNOLOGY

SOCIAL

GOALS

- Find information on social dances while they are in town.
- Find information on the events to return for.
- [future] Move to Boston.

BACKGROUND

Devin is a fourth year PhD student, studying music cognition at Ohio State University. They've been dancing for 8 years, and met a few Boston dancers at a recent event. Potentially looking to move to Boston after getting their PhD, Devin is looking to visit and take in the local scene in person.

" I've danced for years, and it's taken me to visit some great places. Now that I'm finishing up my PhD, I am hoping to find a suitable place to pursure a faculty position, but also need a place with a good dance scene. "

MOTIVATIONS

- Heavily invested in dancing already.
- Good impression of local dancers.
- Tufts has an excellent music cognition program.

FRUSTRATIONS

- Has a hard time making new friends.

DESCRIBE YOURSELF IN 3 EMOJI

Persona 3

Deonte Smith
The Regular

19 years old
Single
2nd Year College Student
$5,000/yr

PERSONALITY

EXTRAVERSION
CONSCIENTIOUSNESS
AGREEABLENESS
OPENNESS
NEUROTICISM

TECHNOLOGY

SOCIAL

GOALS
- Find information on the classes
- Get timely updates regarding classes, dances, etc.
- Find instructor information to consider privates
- Sign up for classes
- Volunteer to get into dances for free.

BACKGROUND

Deonte was in the jazz band (and every other club) in high school. He's currently a sophomore at Northeastern University, and studying computer science with a focus on digital media design. He's been dancing for about four months, and is quickly becoming one of the better dancers in his classes. He's looking to get involved a little bit more, but doesn't have the money to travel like some of his peers.

> " I got dragged here by a friend, but I still keep coming even though they've stopped. I'm progressing pretty quickly, and finally starting to feel jazzed about dancing. (pun very intended!) "

MOTIVATIONS
- Starting to excel at this hobby
- People seem inviting and warm (unlike some crowds at school)

FRUSTRATIONS
- Lack of money
- Overworked

DESCRIBE YOURSELF IN 3 EMOJI

Site Review

Features & Functionality

- Does a great job of getting people to register for classes if they're already sold on it, and also get beginners the necessary information to start dancing.

- Main calls to action should be more salient—especially in the case of mobile.

  - *More prominent calls to action will draw a user's attention to the most relevant parts of the page, and help them complete key user goals.*

Homepage

- Needs more whitespace.

    - *Increased whitespace will increase page legibility and comprehension, help establish relationships and visual hierarchy between different page elements, and draw attention to the most relevant parts of the page.*

- Site goals are immediately clear.

- "Latest News" module is excellent for important updates.

Navigation

- "Info" seems more like a "Miscellaneous" section.

  - Information on interior pages should all be organized clearly and efficiently, to allow users to find their desired information without having to search every page or menu.

- Code of Conduct and Feedback form are not easily accessible.

  - Pages that cannot be found are not accessed. Both of these pages seem incredibly important for ensuring that you're providing your students with the best possible experience, and return in the future.

- Classes shouldn't be above news on News page. (Mobile only)

Control & Feedback

- Filling out student form, users cannot be sure they're registering for the correct classes unless they go back.

  - *Always provide feedback on forms to reduce errors and keep users informed. For multi-page forms, consider providing a summary of information to remind users of the task they're completing and the information they've entered.*

- Feedback form is buried. It's good, but hard to find.

Forms

- Things that are required could be more obvious. Asterisks are a useful convention, but aren't 100% understandable.

- Why is the "Level" question is required in the feedback form?

  - *The more fields are required in any form, the less likely it is to be filled out. Limit required fields to ensure the maximum number of people fill out the form.*

- If specific syntax for is required for phone numbers and emails, provide an example.

Errors

- Validate email addresses and phone numbers before form submission (if possible)

- Other than that, all good.

Content & Text

- Content is too verbose, especially on homepage.

  - *Users on the web are more easily distractable than readers of a book. Overly wordy content will lead to potential students dropping off before they even attend their first class. Use the interior pages of the site to get into the most detailed information, so that the only people who read it are those specifically looking for it.*

- Very descriptive, but not scannable.

- Writing for the Web Best Practices

Performance

- Responsive design is good.

- Facebook feed width for mobile (in landscape position) could be wider.

- "Suggested Music" table is slightly too wide for mobile.
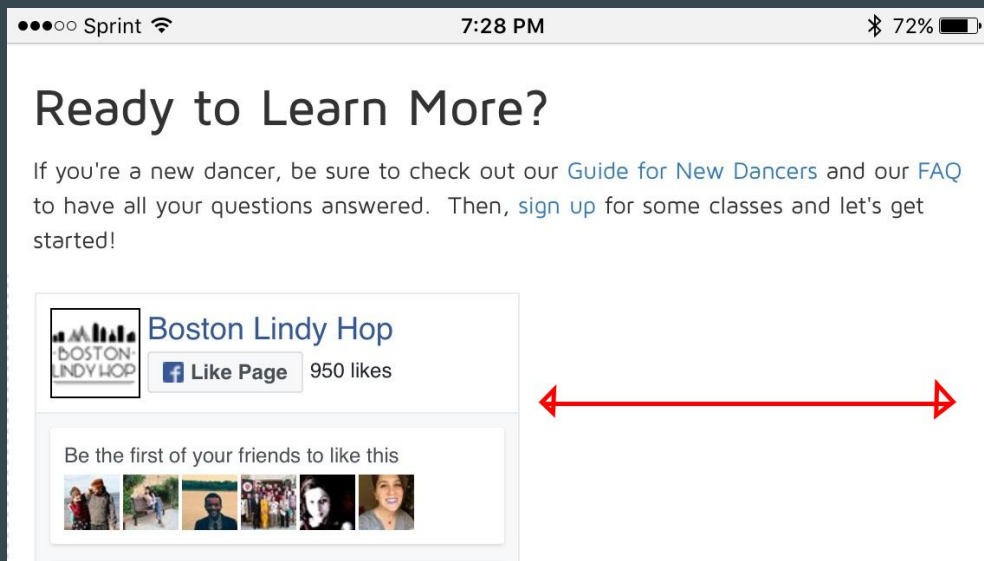
Recommendations
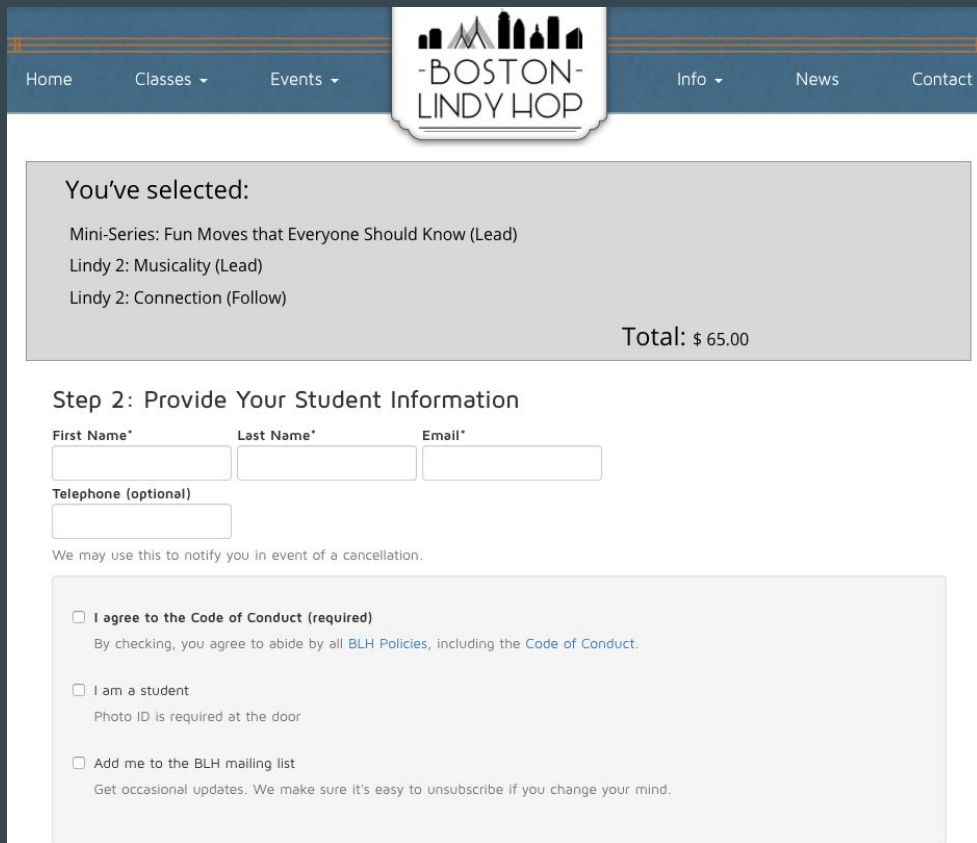
Streamline the Homepage

- The homepage is your first impression; not everything needs to be present.

- Use this space to convince users to dig into the site more.

- Use the copy to highlight the benefits of them learning to dance.

Remind Users Which Classes They're Signing Up For

- On the registration form, users should be able to see which classes they've selected.

- Additionally, let them know how much their classes will cost (if possible).

Improve Calendar Functionality

- Make one calendar with events and classes in it, and call it "This Month at Boston Lindy Hop"

- Include other social dancing in Boston on the calendar, so BLH is viewed as a subject matter expert for all things swing.

Use Navigation to Guide Users Better

- Make Feedback Form and Code of Conduct available from main navigation.

- Move "Dancing in Boston" to under "Events."

- Conduct user research to determine expected groupings.

    - Card Sorting
    - First click testing
    - Time to Completion testing

Simplify the Copy

- Site is overall too wordy. Informative, but unscannable.

- Use bulleted lists and other chunking techniques to break up large paragraphs.

Before:

Boston Lindy Hop promotes swing dancing in Boston by providing year-round swing dances classes for all levels. We specialize in authentic, vintage swing dance forms, especially the Lindy Hop, but we sometimes offer classes in Charleston, solo jazz dancing, and in other dances of the Swing era. We also offer a fun, friendly, inclusive learning environment. Four-week class series begin every month—see our schedule for the latest classes.

After:

Boston Lindy Hop promotes swing dancing in Boston, teaching swing dance classes for all levels. We specialize in authentic, vintage swing dance forms:
- Lindy Hop
- Charleston
- Solo jazz
- and more

We offer month long series classes in a fun, inclusive learning environment—check our schedule for our latest classes.