

# Vangó

## CASE STUDY

# DNCR APP



# PROJECT OVERVIEW



## THE PRODUCT:

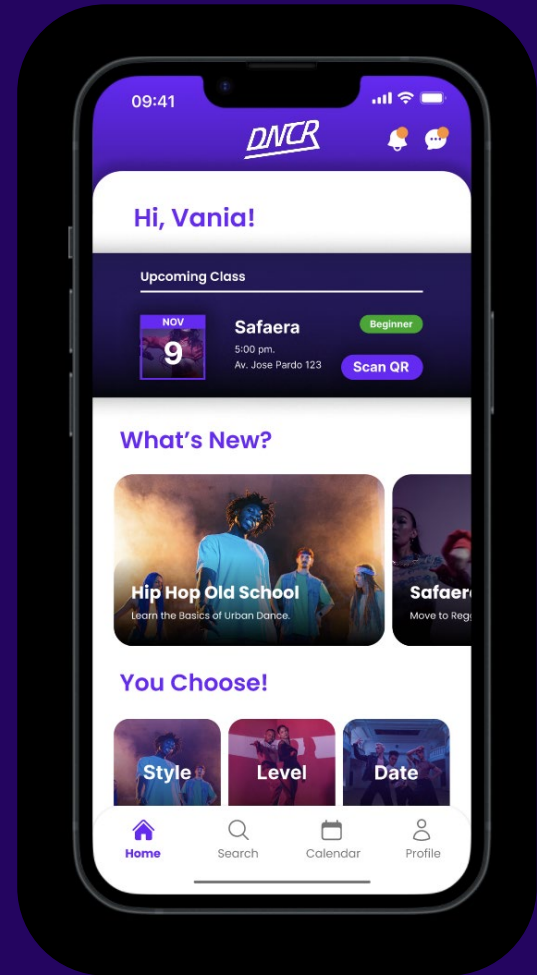
DNCR is a native mobile app designed for urban dance students in Peru, providing a seamless platform to search for, reserve, and pay for dance class spots with their favorite instructors.



## PROJECT DURATION:

4 weeks

October 2024 – November 2024



# PROJECT OVERVIEW



## THE PROBLEM:

Urban dance students in Peru currently rely on Instagram direct messages (DMs) to reserve class spots, which leads to:

- Missing spots due to delayed replies from instructors or slow payment processes.
- Constantly monitoring Instagram stories to stay updated on class schedules, cancellations, or changes.



## THE GOAL:

DNCR simplifies this process by providing a centralized platform for real-time booking, secure payments, and timely notifications, ensuring students never miss a class again.

# PROJECT OVERVIEW



## MY ROLE:

- UX designer
- UI designer
- UX researcher
- Information Architect
- Wireframing
- Prototyping.
- Branding



## RESPONSIBILITIES:

- Conducted user research
- Organized app content and user flows
- Designed low-fidelity wireframes
- Created visually appealing, user-friendly interfaces
- Developed interactive prototypes
- Designed the app's logo & visual identity.

# UNDERSTANDING THE USER

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

# USER RESEARCH: SUMMARY



For DNCR, I conducted user interviews and surveys with urban dance students and instructors in Peru. I initially assumed students mainly struggled with booking availability, but research revealed greater frustrations, like delayed responses and constant Instagram monitoring. This led me to focus on streamlining booking, payments, and class updates in one centralized app.

# USER RESEARCH: PAIN POINTS

1

## DELAYED BOOKING RESPONSES

Students often wait too long for instructors to confirm bookings, leading to missed class opportunities. DNCR will include instant booking confirmation to eliminate uncertainty.

2

## LIMITED PAYMENT OPTIONS

Instructors take too long to provide payment methods, causing students to lose spots. DNCR will integrate multiple payment options for fast, seamless transactions.

# USER RESEARCH: PAIN POINTS

3

## CONSTANT INSTAGRAM MONITORING

Students must frequently check Instagram for class updates or cancellations. The app will offer real time notifications for class announcements, cancellations, and updates.

4

## LACK OF CLEAR CLASS LEVEL INFORMATION

Students attending advanced classes by mistake show the need for clearer class descriptions. DNCR will categorize classes by level and provide detailed descriptions to help users choose the right fit for their skills.

# PERSONA: FIORELLA

## PROBLEM STATEMENT:

Fiorella is a 24-year-old urban dance student who needs a convenient way to reserve class spots, view class levels, and complete payments quickly because relying on social media for updates and manual payment methods often causes her to miss opportunities or feel out of place in classes not suited to her skill level.



Fiorella

**Age:** 24

**Education:** High School

**Hometown:** Lima, Perú

**Family:** Lives with her dog, and a roomie.

**Occupation:** Dancer / Instructor

*“Instructors take too long to respond to my Instagram DMs. I want to be able to reserve my spot for dance classes on time, and I want to know what level of class I’m signing up for.”*

### Goals

- Reserve her spot in dance classes on time.
- Know the level of the class she’s signing up for (beginner, intermediate, or advanced).

### Frustrations

- Missing out on class spots because she didn’t check Instagram in time.
- The payment process is slow (instructors take a long time to respond and provide payment options).
- Arriving at a class and realizing it’s for advanced dancers when she’s a beginner.

Fiorella, a 24-year-old urban dance student, is eager to keep up with her dance classes but often misses out on spots because she didn’t check Instagram in time. She gets frustrated when the payment process is slow, as she has to wait for instructors to respond to her messages and send payment details. On top of that, she’s had a few bad experiences showing up for advanced-level classes when she’s still at a beginner level, which makes her feel out of place. Fiorella wants an app that lets her reserve spots quickly, provides clear information about class levels, and makes the payment process fast and straightforward.

# PERSONA: ALBERTO

## PROBLEM STATEMENT:

Alberto is a 28-year-old college student and passionate urban dancer who needs a centralized platform to manage class schedules and receive timely updates because relying on multiple Instagram profiles for information often leads to missed opportunities and frustration.



Alberto

**Age:** 28

**Education:** High School

**Hometown:** Lima, Perú

**Family:** Lives with partner

**Occupation:** Dancer/ Communications Student at UPC

*“It frustrates me when I can’t find class schedules or when they get canceled, and I don’t find out.”*

### Goals

- Find dance classes that fit his university schedule.
- Receive notifications if a class is canceled or if a new time slot becomes available for a class he missed.

### Frustrations

- Not being able to quickly and easily find class schedules that fit with his university timetable (having to visit each instructor’s Instagram profile to check class times takes too long).
- Constantly having to check Instagram stories from each instructor to see if a class was canceled or not.

Alberto is a 28-year-old dancer and college student at UPC who is passionate about urban dance but struggles to balance it with his university schedule. He spends too much time checking multiple instructors’ Instagram profiles to find classes that fit into his busy day, which frustrates him. When he finally manages to sign up for a class, he has to constantly monitor Instagram stories to see if it was canceled—something he has missed more than once. Alberto needs an app that consolidates all class schedules in one place, provides timely notifications, and allows him to focus on improving his dance skills without worrying about missing out on classes.

# USER JOURNEY MAP

My goal was to design a simple and intuitive user journey map, ensuring that users could navigate smoothly without confusion or hesitation at any point.

Goal: Quickly reserve spot for dance class knowing what level of class she is signing up for.

**ACTION: Log into the app**

**TASK LIST:**

- A. Enter username/email and password
- B. Tap "Login"
- C. Verify successful login and reach the home screen

**FEELING ADJECTIVE:**

- A. Calm (familiar with the login process)
- B. Slightly impatient (if the login process takes longer than expected)
- C. Satisfied (once logged in successfully)

**IMPROVEMENT OPPORTUNITIES:**

- A. Introduce biometric login options for faster access
- B. Provide a quick login method, like "Login with Google" or "Facebook"
- C. Offer a "Forgot Password" feature that's clearly visible

**ACTION: Search for instructor**

**TASK LIST:**

- A. Tap on the search bar
- B. Type in the name of the instructor
- C. Select the desired instructor

**FEELING ADJECTIVE:**

- A. Focused (as she searches for the instructor)
- B. Slightly frustrated (if the search bar isn't intuitive or responsive)
- C. Satisfied (after finding the instructor)

**IMPROVEMENT OPPORTUNITIES:**

- A. Implement predictive search or autofill based on frequent searches
- B. Include filters (location, level, style) to make the search process faster
- C. Display instructor ratings or recommendations to help guide her selection

[Link to Full User Journey Map](#)

# STARTING THE DESIGN

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

# PAPER WIREFRAMES

The goal for the paper wireframes was to make them as simple and straightforward as possible, ensuring that the app's interface would not pose any challenges for the user but instead provide an intuitive experience.

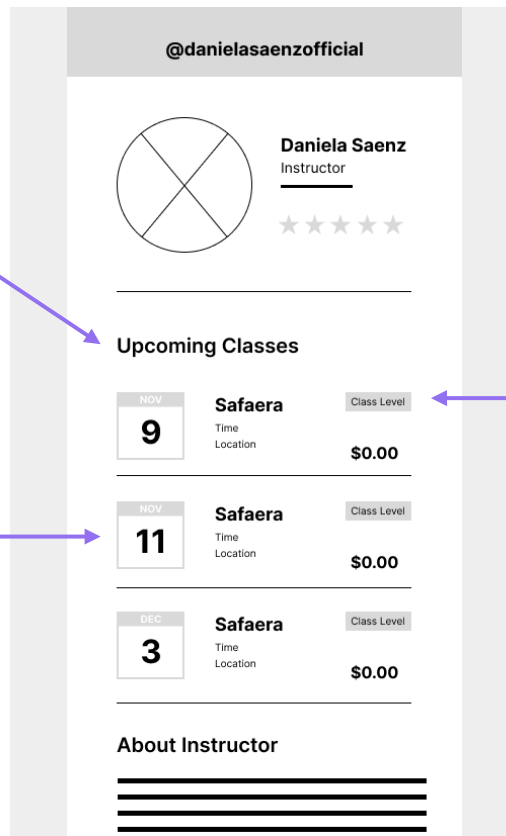


# DIGITAL WIREFRAMES

My priority when designing the instructor profile was to ensure that the Upcoming Classes section was clear. I wanted both the class date and skill level to be prominently visible.

Easy and rapid view of upcoming classes ensure users can plan and stay updated on their favorite instructors' schedules.

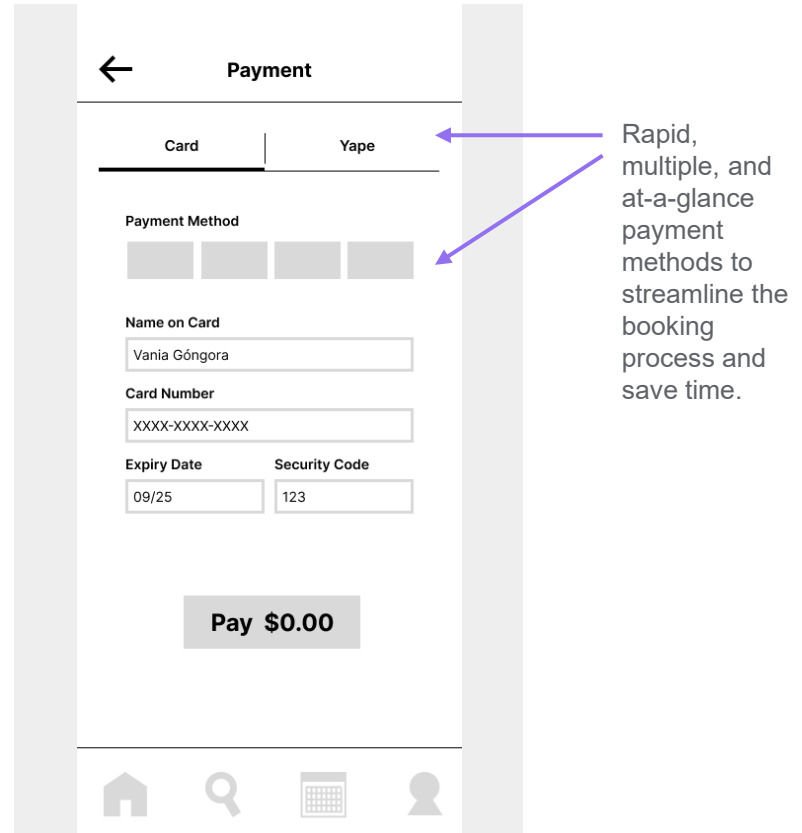
Displaying the class date prominently helps users ensure it fits seamlessly into their regular schedule.



Visible level tag to ensure users can easily identify and reserve classes that match their current experience.

# DIGITAL WIREFRAMES

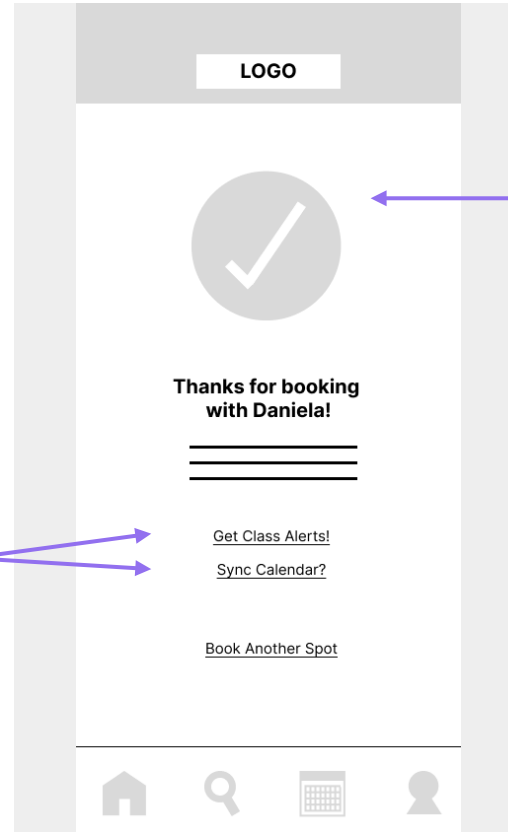
Creating the app wireframes was a very satisfying process. I realized that my ideas were clear and functional, as my digital wireframes stayed true to the original paper versions.



# DIGITAL WIREFRAMES

The original idea was to add the push notification options on the payment page. However, I felt they would have more prominence and make more sense on the booking confirmation page, serving as a reminder for the user.

Options to activate Calendar and Push-Up notifications to do not miss a class, alerts, or cancellations.

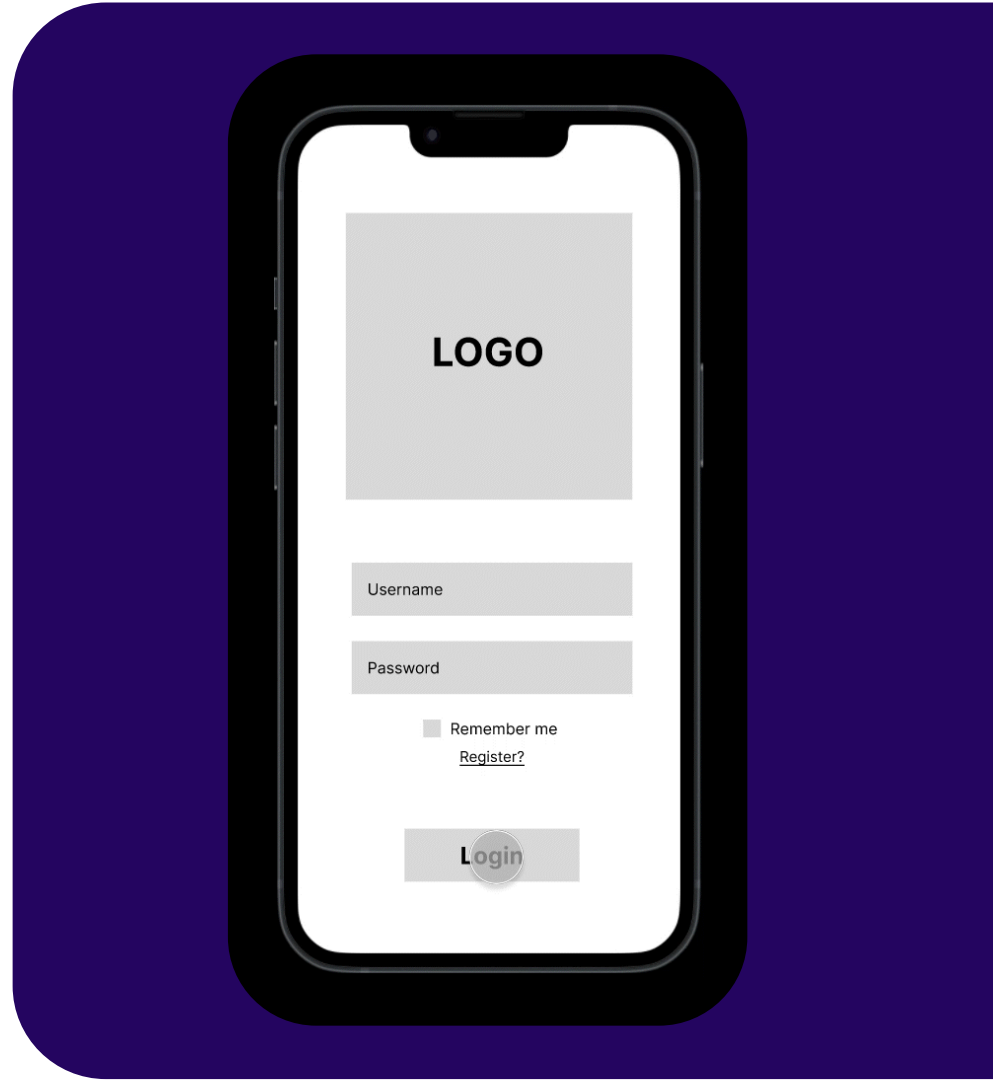


A booking confirmation page to ensure the user has secured a spot successfully.

# LOW FIDELITY PROTOTYPE

DNCR allows students to search for their favorite instructors, discover upcoming classes, book spots easily, complete payments quickly, and access a confirmation page with options to activate reminders and calendar notifications.

[Link to Prototype](#)



# USABILITY STUDY: FINDINGS

The usability studies conducted were the ones provided in our class to our classmates

## Round 1 findings

- 1 Home Button error
- 2 Add Button Highlights
- 3 Make pages crollable

## Round 2 findings

- 1 Make carousel scrollable
- 2 Change icons
- 3 Fix color blindness and type size

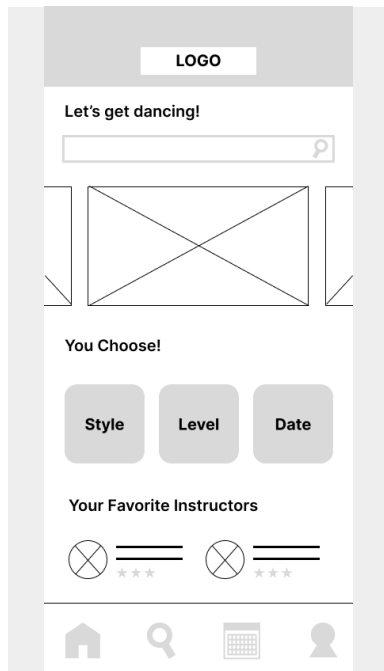
# REFINING THE DESIGN

- Mockups
- High-fidelity prototype
- Accessibility

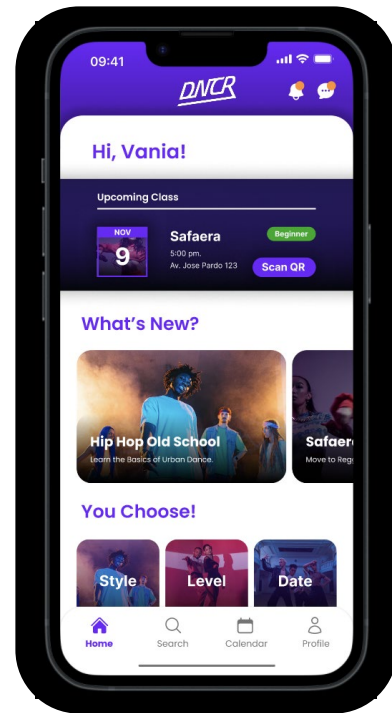
# MOCKUPS

I added a new section that allows users to view their upcoming classes at a glance, as well as made the home page scrollable. I also removed the search bar since it could be accessed through the search button in the navigation bar.

Before usability study



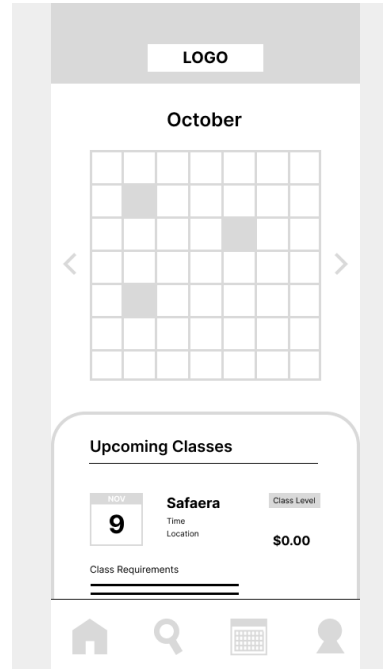
After usability study



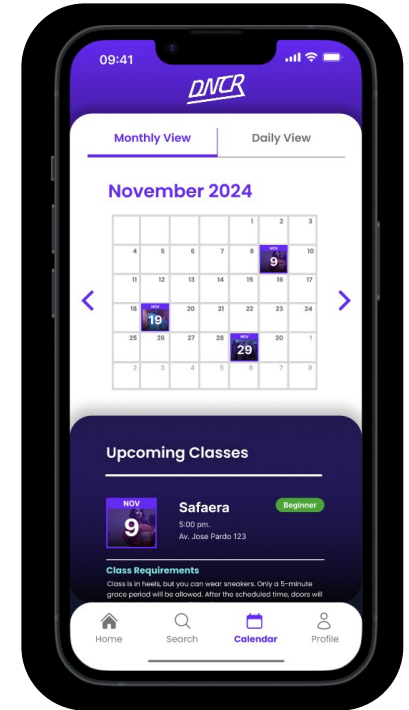
# MOCKUPS

I decided to make the calendar more interactive and aesthetically appealing by providing direct access to already booked classes from the calendar dates, rather than simply highlighting the date with a color.

Before usability study



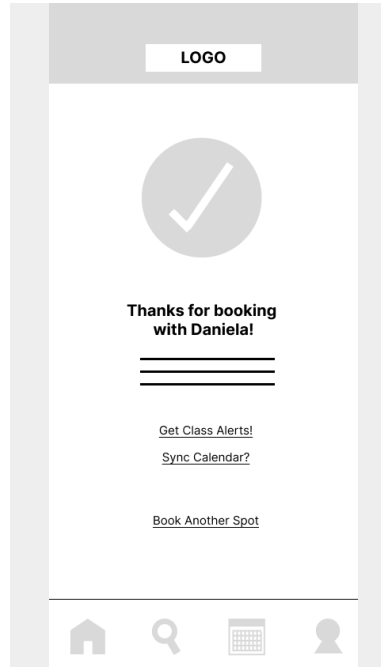
After usability study



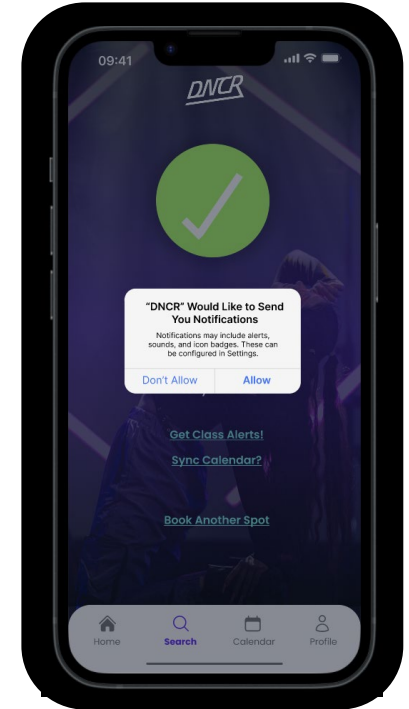
# MOCKUPS

I added an overlay screen to make accessing notifications more obvious and to better resemble the real operating system.

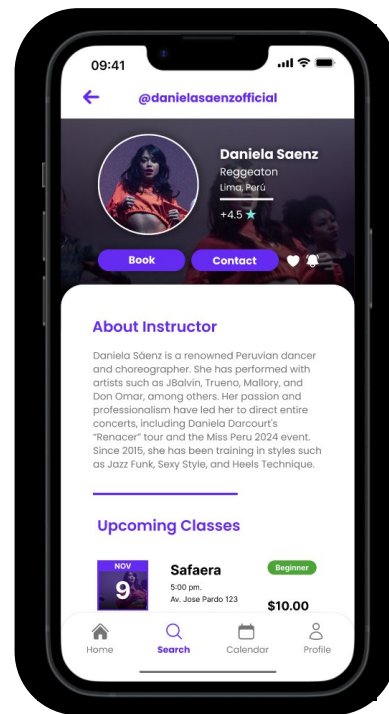
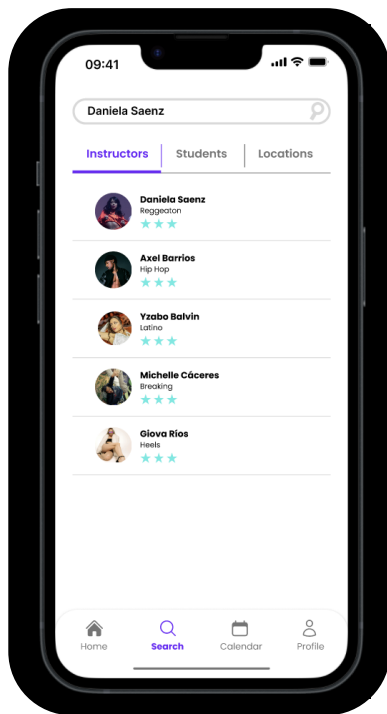
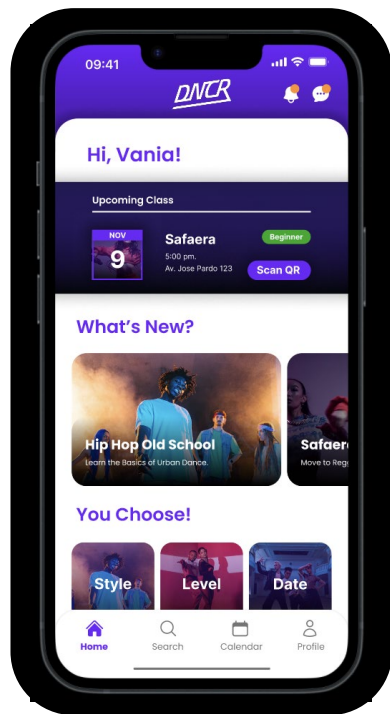
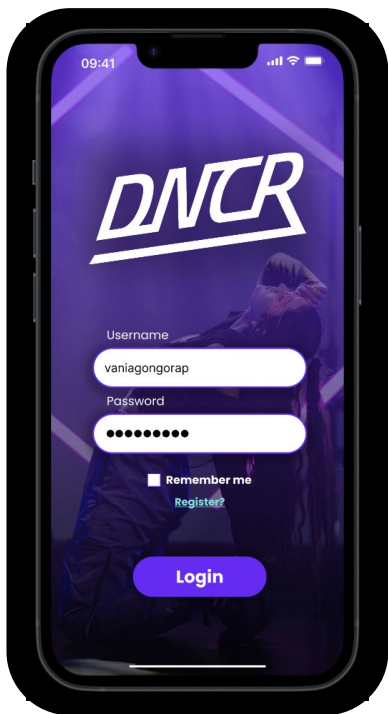
Before usability study



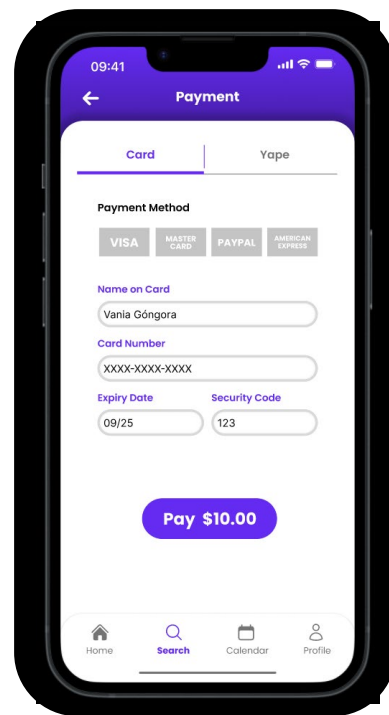
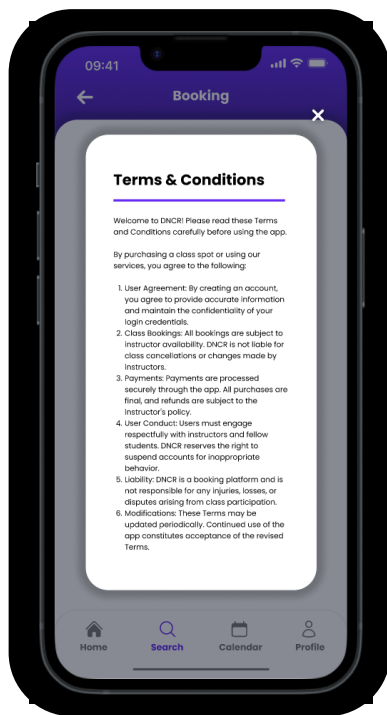
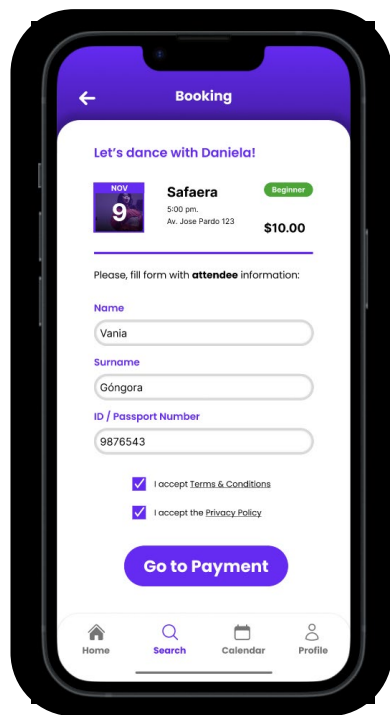
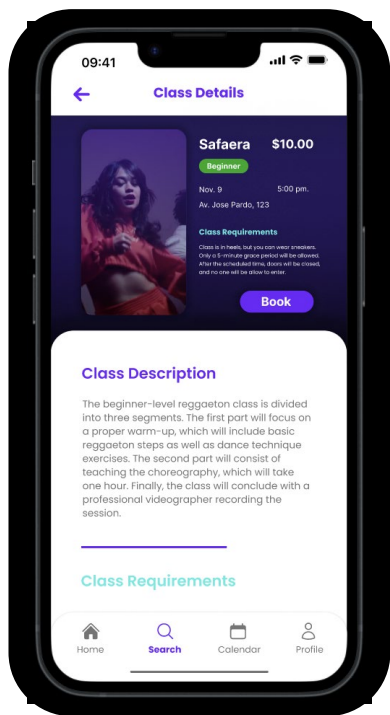
After usability study



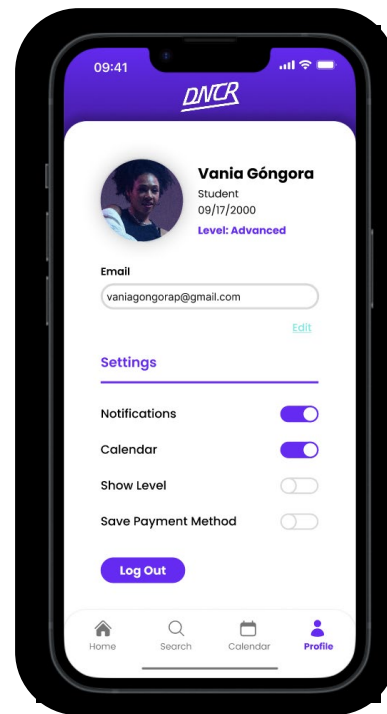
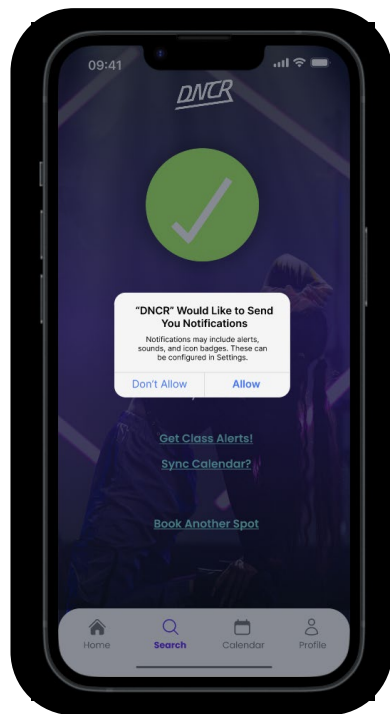
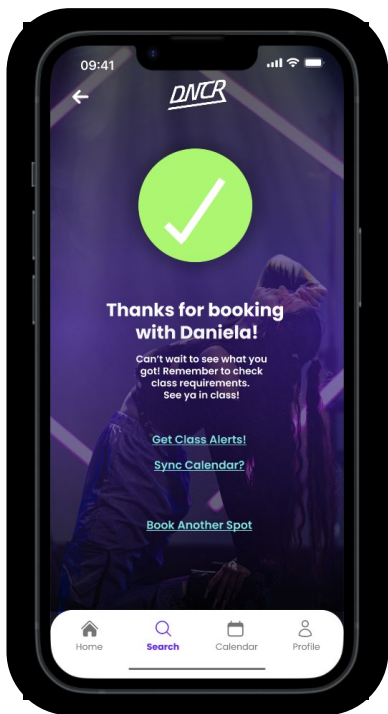
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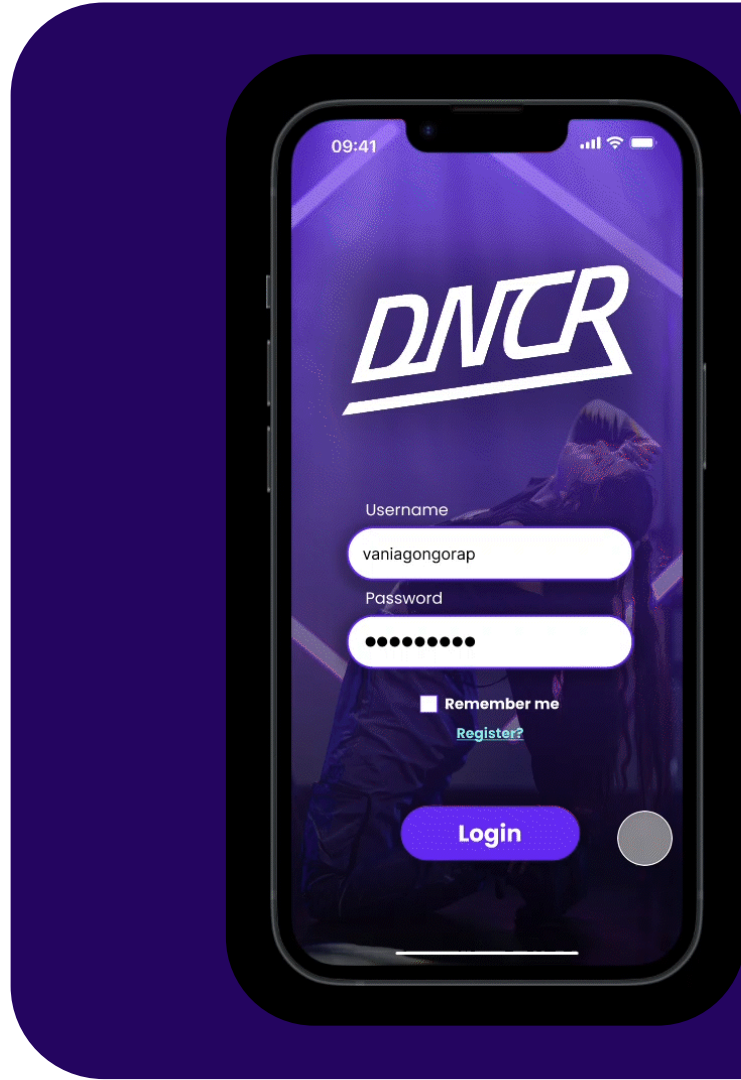


# MOCKUPS



# HIGH FIDELITY PROTOTYPE

[DNCR Prototype](#)



# ACCESSIBILITY CONSIDERATIONS

1

The color scheme of the application was designed with high contrast to ensure an optimal user experience, including for individuals with color blindness.

2

Typography size and button dimensions were also carefully considered to accommodate users who may find it challenging to read on small screens, such as those on mobile devices.

3

Lastly, the image selection process considered people with diverse features, not just those with Latin American traits. This ensures that all types of users feel welcomed when using the app.

# GOING FORWARD

- Takeaways
- Next Steps

# TAKEAWAYS



## Impact:

The app design is simple and intuitive while remaining aesthetically appealing. The color palette and multimedia content reflect the vibrancy and energy of urban dance.

“As a former dancer myself, i most defiantly download this app, It is very easy to use and very rarely did i get stuck or couldnt figure out what i was supposed to do!”

- *College classmate comment*

# NEXT STEPS

1

Develop a version of the app for instructors, allowing them to track class bookings, access insights on class performance, manage studio reservations, and more.

2

Add more filters to enhance customization. Create a screen featuring categories like "Style," "Level," and "Date."

3

Develop the app and run tests with real students and instructors from the urban dance scene in Peru.

# CITATIONS

1. Men dancing vogue style – <https://www.pexels.com/video/men-dancing-10275154/>
2. Black Woman Dancing – <https://www.pexels.com/photo/a-woman-dancing-7974877/>
3. Urban dancers dancing in a basement - <https://www.pexels.com/video/a-group-of-people-dancing-together-8688463/>
4. Woman in belly dance costume dancing - <https://www.pexels.com/photo/a-woman-in-a-belly-dance-costume-is-dancing-27570716/>
5. Girl wearing high heels - <https://www.pexels.com/photo/woman-wearing-high-heels-lying-on-ground-15990476/>
6. Bboy dancer - <https://www.pexels.com/photo/bboy-dance-27719045/>
7. Man wearing black street style jumping - <https://www.pexels.com/photo/man-in-black-leather-jacket-1061743/>

# CITATIONS

8. Man and woman standing in front of a radio cassette - <https://www.pexels.com/photo/a-man-and-a-woman-standing-in-front-of-a-radio-cassette-12511574/>
9. Men and women wearing street style posing for a photo - <https://www.pexels.com/photo/group-of-friends-standing-under-blue-light-8973524/>
10. Men doing vogue poses - <https://www.pexels.com/photo/three-dancers-in-a-room-10275097/>
11. Women dancing - <https://www.pexels.com/photo/women-dancing-7974874/>
12. Performer kneeling on stage - <https://www.pexels.com/photo/performer-kneeling-on-stage-20184396/>

# LET'S CONNECT!



Excited about creating something together?  
Me too!

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[Portfolio](#)

Vangó