

Case study: Encuentro Elegante Seattle

QuiQue Olvera-Garcia

Project overview



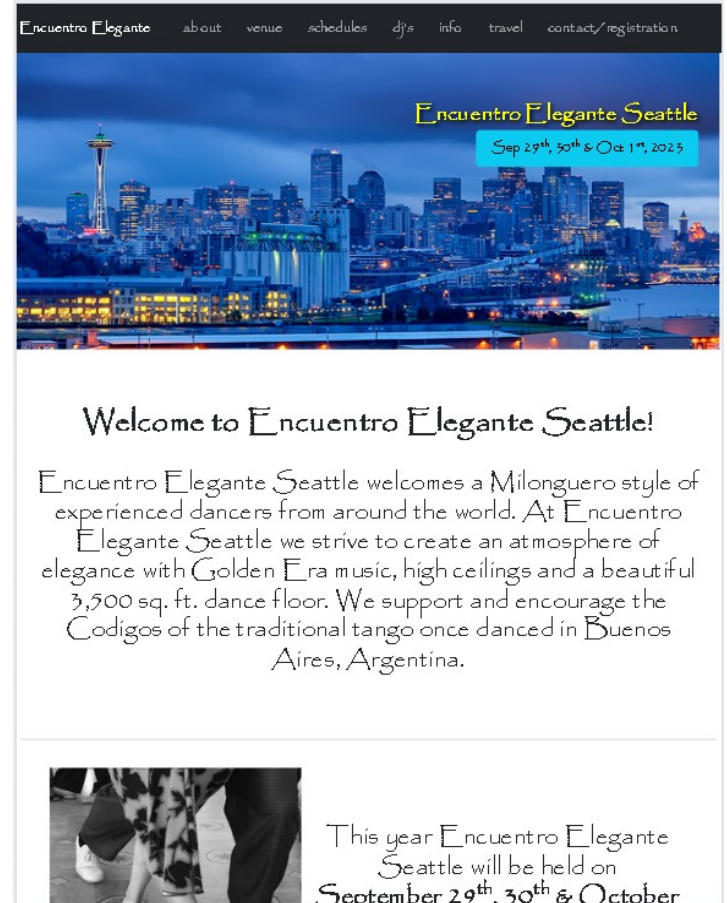
The product:

This is a website for Argentine Tango dancers that gather in Seattle, WA during three days late September or October mainly from Europe and USA.



Project duration:

This project lasted almost 10 weeks, from October to December 2020, and released on January 2021.



Project overview



The problem:

Seattle does not have an international event that Tango dancers can count to attend in a yearly basis to enjoy the music from famous DJ's, and a superb organization for three days.



The goal:

One of the critical points is to maintain well informed the community interested in attending the three days event, and the best way at the present time is to have internet presence with a website where they can have all the information needed in the palm of a hand.

Project overview



My role:

UI/UX Designer-Developer, Tester,
Maintenance



Responsibilities:

1. Meet with the client
2. Manage the Project
3. Conduct User Research
4. Create Wireframes, Mockups
5. Design, Develop, Test, Deploy
6. Updates as needed

Understanding the user

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

User research: summary



The type of user research conducted, was to find all websites that were under the similar name or category and reviewed their design style, including their navigation system.

In the beginning it was requested 5 pages, and after conducting the research, the project was optimized for 12 pages.

User research: pain points

1

Pain point

Too much content to get to the point. Unclear content.

2

Pain point

Unfriendly use. Hard to navigate the site

3

Pain point

No travel information. Unclear registration process for the event.

4

Pain point

Few attendees event's pictures.

Persona: Ken Brown

Problem statement:

Ken is an entrepreneur who wants to organize a yearly event in Seattle where high quality dancers from USA and Europe can come to dance the Argentine Tango close embrace.



Ken Brown

Age: 65

Education: BA

Hometown: Seattle, WA

Family: Single

Occupation: Entrepreneur

I have fallen in love with the tango, Some say it becomes a mistress, and others say it becomes a way of life. I love Life and live each day to experience.

Goals

Create a Successful yearly Encuentro in Seattle.

Frustrations

Busy schedule. Not able to attend classes at night

Ken wants to create an Argentine Tango Encuentro in Seattle where high quality close embrace dancers from around the globe can attend by invitation to immerse in a three-days dancing and enjoy the traditional Tango music

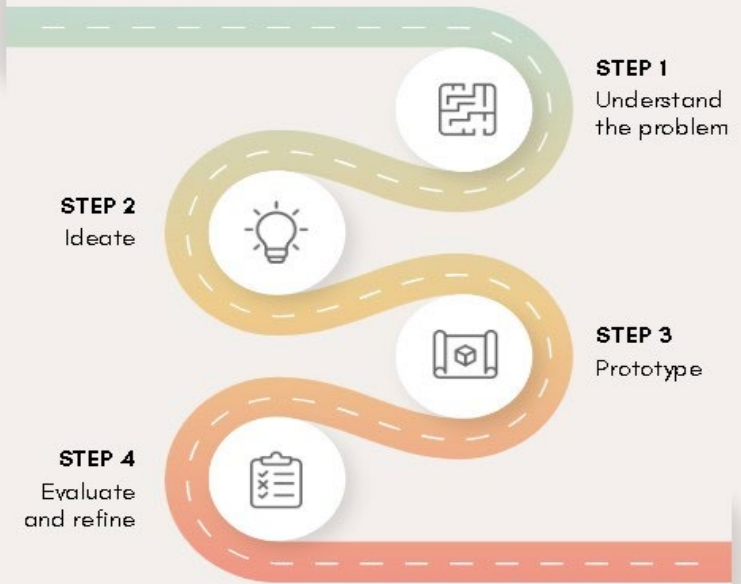
User journey map

User Journey Map

User Journey Map provides an overview of the customer experience. The Tango Encuentro in Seattle should have a website to announce it publicly to all interested dancers.

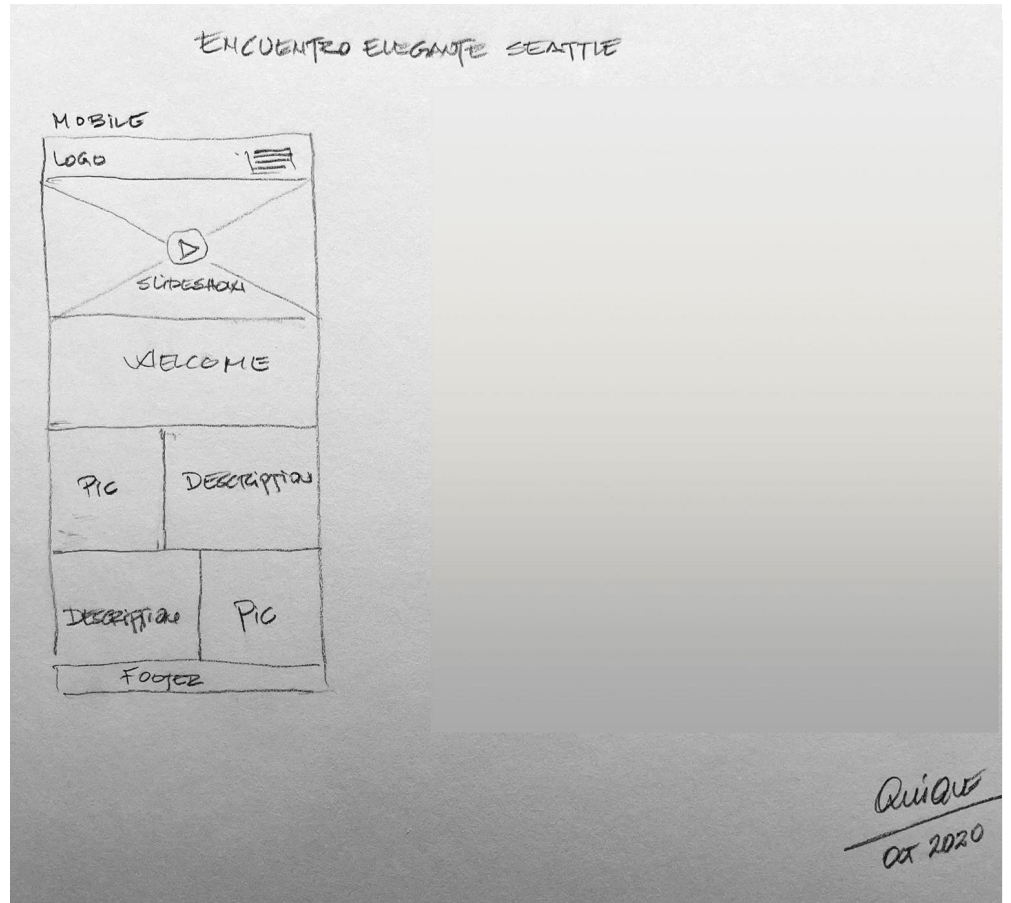
	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
OBJECTIVES	Create a Tango Encuentro in Seattle	Find venue	Find caterer	Website launch	User response registration
NEEDS	Find Venue, Dates, DJs, Catering, Hotels, Transportation from and to airport, Places to visit, Find a designer/developer for the Website, Hosting, Email, Registration,	Find venue of customer	Find caterer of customer		
FEELINGS	Enjoy the venue and the hosting city, Well organized, Excellent dancers, Superb music, Good food		Love of customer		Love of customer
BARRIERS	Venue availability, Find content DJ's, Good Sound System	Find venue of customer		Find venue of customer	

4 Step Process Innovation Design Thinking



Paper wireframes

Create the layout of the home page



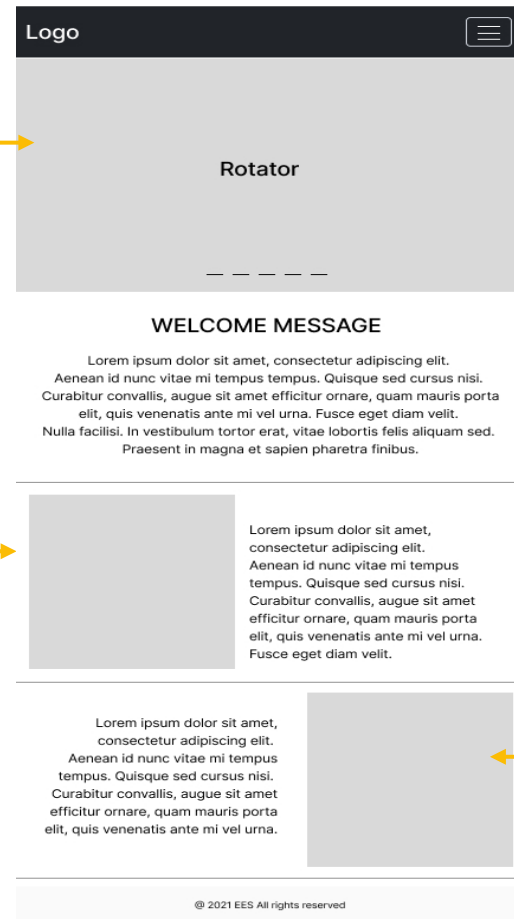
Digital wireframes

Mobile Version of the Home page: header with logo and collapsed menu on the right. Image rotator. Welcome message section. Below two sections divided in two columns with pictures and description.

Panoramic pictures of Seattle to provide visual input to the audience how beautiful is to visit Seattle

Picture of dancers focusing on the steps' position. Description of the event dates

Mobile



Picture of dancers focusing on the close embrace posture. Description of the skilled dancers

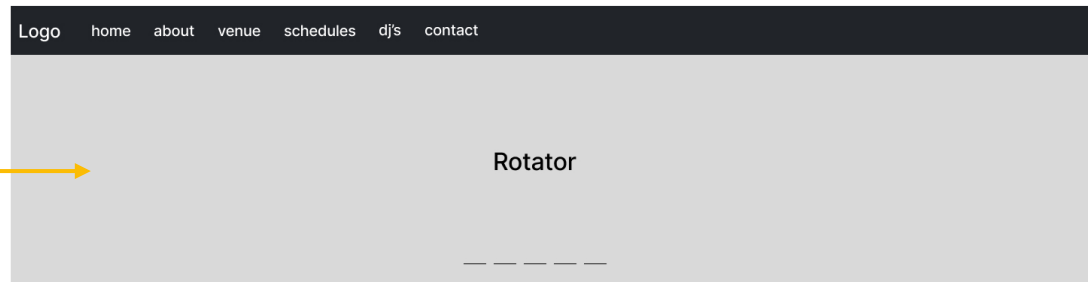
Digital wireframes

Desktop Version of the Home page: header with logo and horizontal menu. Image rotator. Welcome message section. Below two sections divided in two columns with pictures and description.

Five Seattle images rotating



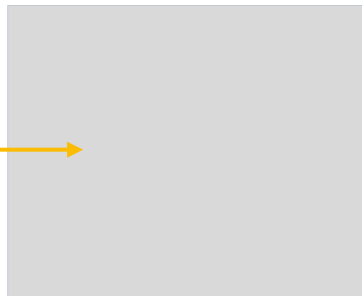
Desktop



WELCOME MESSAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aenean id nunc vitae mi tempus tempus. Quisque sed cursus nisi.
Curabitur convallis, augue sit amet efficitur ornare, quam mauris porta elit, quis venenatis ante mi vel urna. Fusce eget diam velit.
Nulla facilisi. In vestibulum tortor erat, vitae lobortis felis aliquam sed.
Praesent in magna et sapien pharetra finibus.

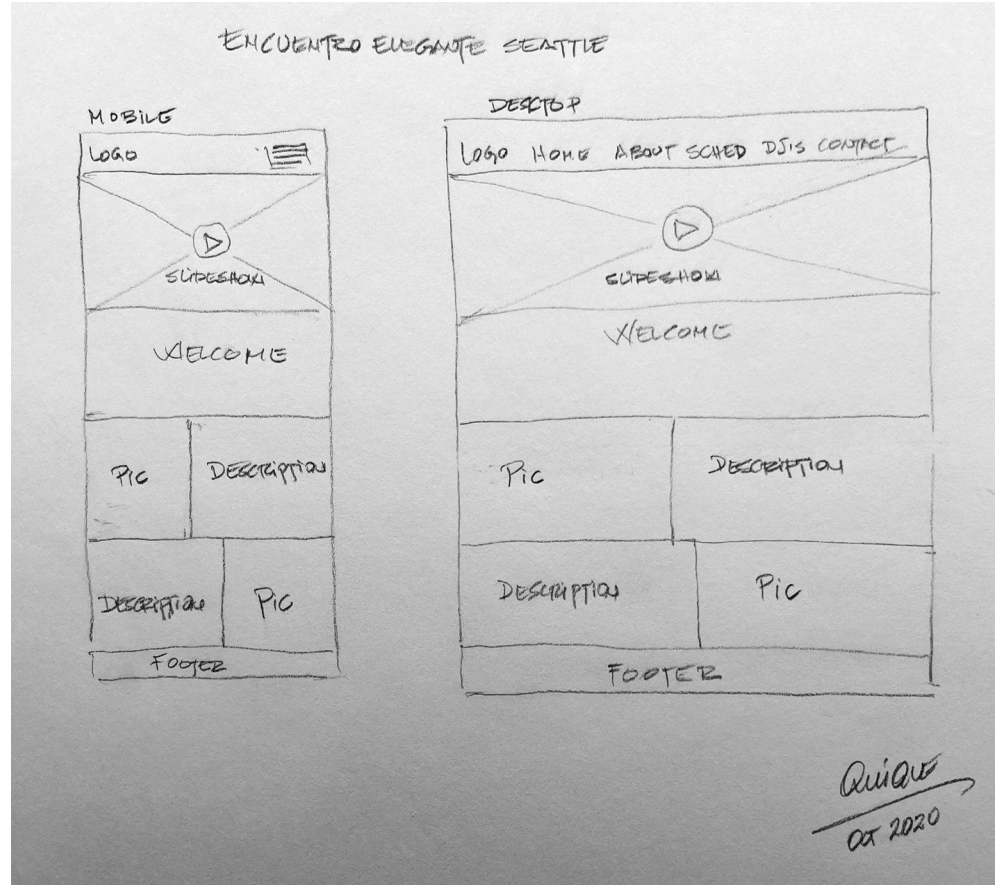
Dancer's footsteps to show the correct position



Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aenean id nunc vitae mi tempus tempus. Quisque sed cursus nisi.
Curabitur convallis, augue sit amet efficitur ornare, quam mauris porta elit, quis venenatis ante mi vel urna. Fusce eget diam velit.

Low-fidelity prototype

[Link to low-fidelity prototype and brief description of the user flow]



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Some with Old School Design
- 2 Lack knowledge of web design
- 3 Use of Templates (chip design)

Round 2 findings

- 1 Nav. System Inconsistent
- 2 Lack of details and consistency
- 3 No Mobile friendly



Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Create wireframes to show to the client how the website should display for users.

Once the wireframes are approved the next step is to start creating several mockups with images and dummy text for the client to choose. Once it's approved, start translating into HTML, CSS, etc.

Before usability study

Conduct Usability Testing

1. Create an Optimal User Experience
2. Understand Common User Frustrations
3. Identify Missing Product Features

Questions for a Usability Study

1. How well Can End User Independently Navigate and Use the Product?
2. What value does the Tool to Bring to Designers and Developers?

Prepare for a Usability Study

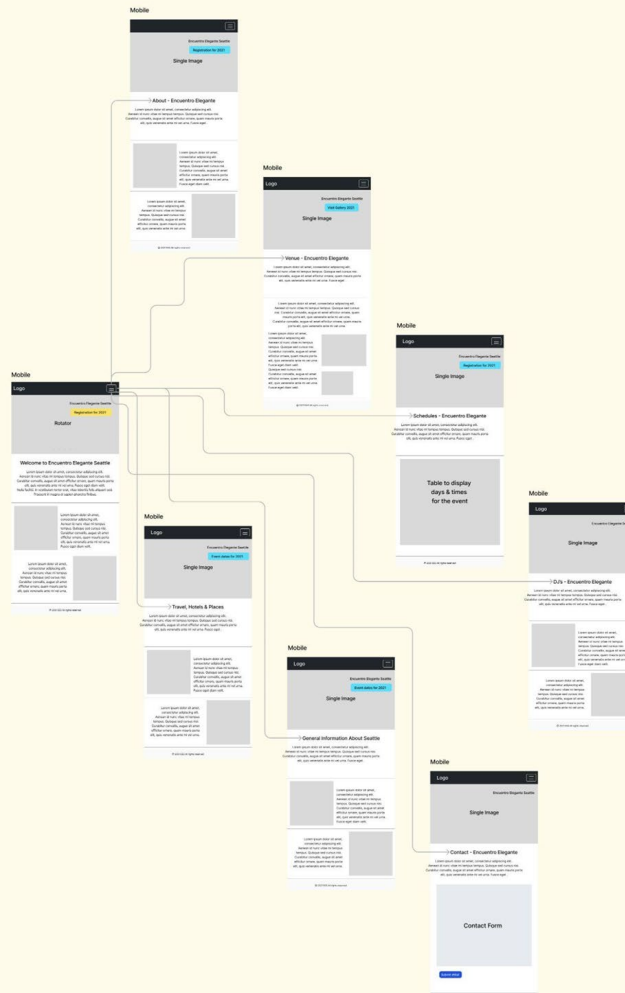
1. Build an Evidence Base
2. Establish Product Capabilities

After usability study

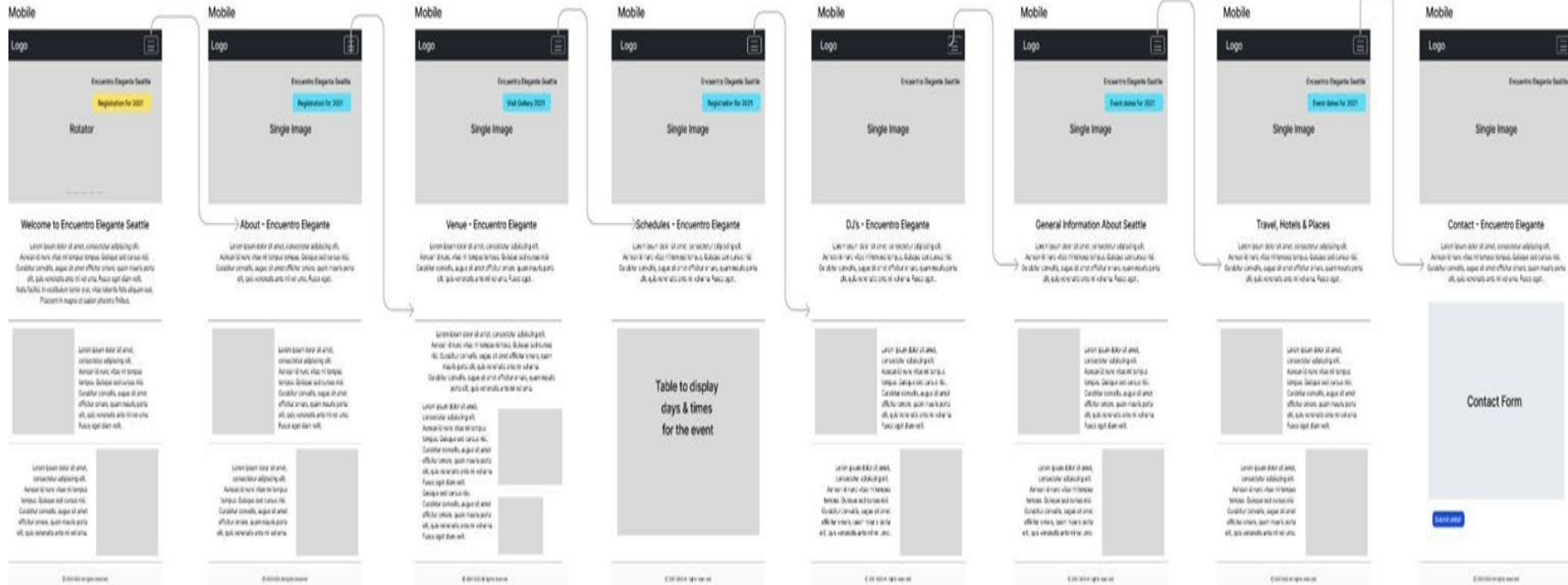
Analyze Usability Test Results

1. Organize Usability Issues Identified
2. Prioritize Issues Based on Criticality and Impact, as follows
 - 4 - Critical
 - 3 - Serious
 - 2 - Medium
 - 1 - Low
 - 0 - No issue
3. Discuss the Findings with the Team

Mockups



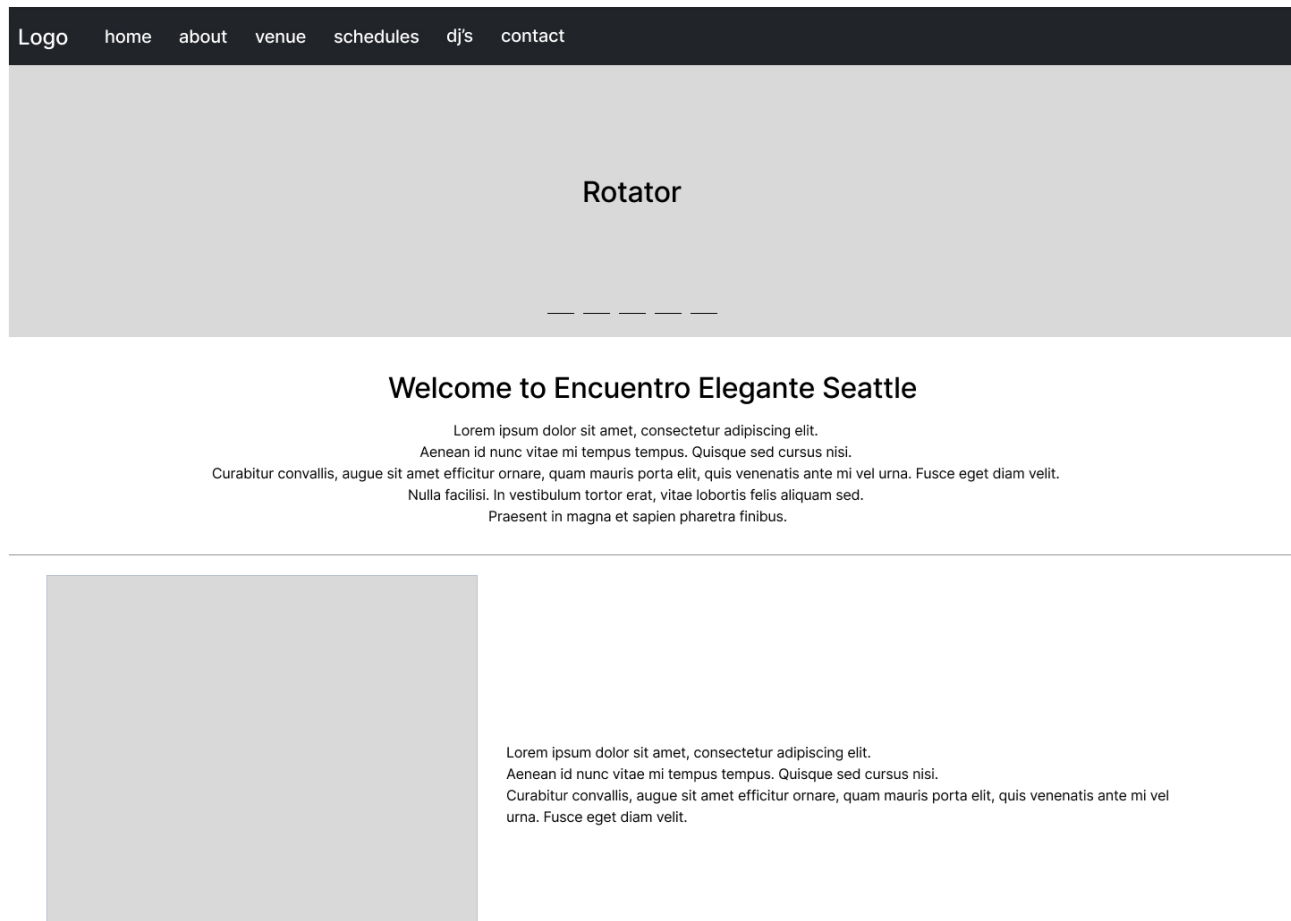
Mockups



High-fidelity prototype

[Link to high-fidelity
prototype]

Desktop



Accessibility considerations

1

Encuentro Elegante en Seattle it is for Tango dancers who have not disabilities. Therefore, it is not required to implement accessibility in the website

2

Some of the users might suffer color blind disability, but they would be able to read and appreciate the website.

3

Colors to avoid in the design would be mainly Red and Green.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Once the website was released and the Registration open, the total amount of participants was 150 and sold out in 3 days. There were some users that needed some clarification on how to register, and solved in the following days.



What I learned:

It was a intense project dealing with the different steps of the process, but at the end was very rewarding to witness the success of the event and making some tweaks on the fly to please users' needs or comments.

Next steps

1

The next steps with this Encuentro Elegante Seattle is:

1. Find the Hosting Services
Buy the Domain Name
2. Create folders in the Hosting Services
3. Transfer the files and assets from local server to Hosting Services
4. Test the entire site with different browsers and devices
5. Meet with client to test the site

2

6. Review comments and apply tweaks in the local server
7. Update the site in the hosting server
8. Test and notify client to approve tweaks
9. Release the site
10. Update the site as needed

3

The next steps with Encuentro Elegante Seattle as part of the services for the users would be to update quarterly some of the pages to let them know about the registration dates, and for them to be prepared for the event arrangements traveling to Seattle.

Let's connect!



For reviewing my work you can contact me from 10am to 4pm PST
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