

By

Martin, Robert, Gabriel & Mehlaqa

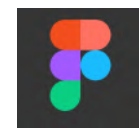
The Moving Company & Front Porch Arts

UX/UI Case study

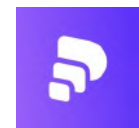
Project Overview

At The Moving Company Website, we're dedicated to crafting an online sanctuary where navigating through sign-up processes and staying updated on upcoming events feels like a breeze. Our commitment to simplicity and swiftness ensures that every click is a step closer to the seamless experience you deserve

Tools used



Figma



Pitch

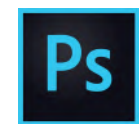


Photo shop



The problem

Keeping users engaged with fresh content can be tough, especially for dance enthusiasts who crave variety. Technical issues like slow loading or playback problems with videos can also be common. However, building a strong online dance community goes beyond just sharing content.

The solution

To keep users engaged and address technical issues, update the website with new content like tutorials and performances while improving loading times and video playback. Achieving this requires technical know-how, community management skills, and understanding your audience.

User centered Design process



Target Audience

Kids & Teens

Dance studios often teach kids and teens different dance styles like ballet, jazz, tap, hip-hop, and contemporary. They welcome both beginners and advanced dancers.

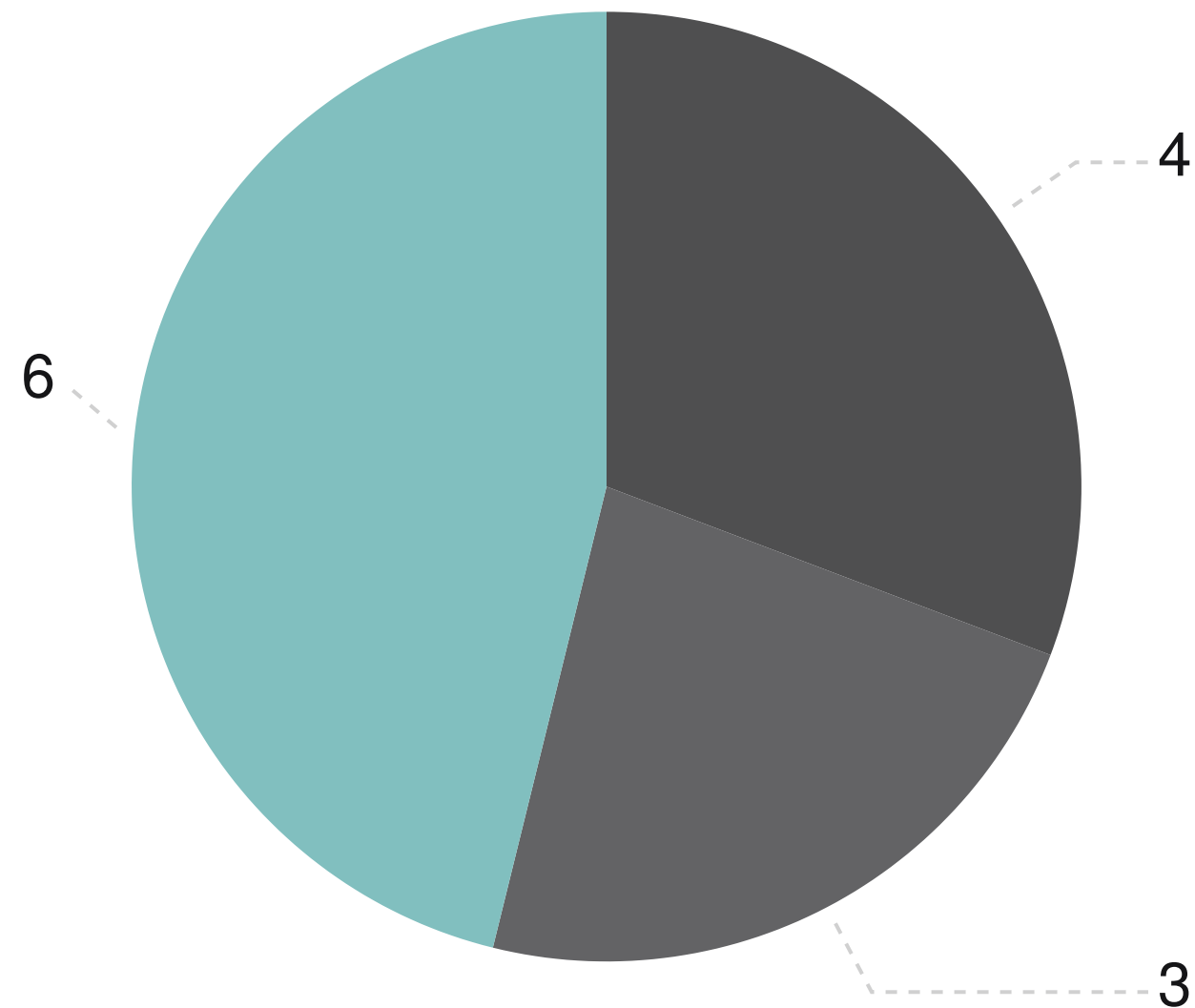
Adults

Dance studios have classes for adults at every skill level - beginners, intermediate, and advanced. Adults can join for fun fitness sessions or serious training for performances or competitions



Quantitative research

surveys



Surveys

Surveys have been instrumental in identifying fundamental needs and pinpointing key areas of interest among individuals seeking information on a Dance studio website.

Qualitative research

Interviews

Questions

What do you struggle with at the time of browsing that kind of website

how do hard to navigate websites impact your work or other parts of your life

If you wanted to join a dance class what would you want to see on the website

if something is hard to find on a website what might you try to do to find it?

Interviews

During these interviews, we delved deeper into individuals' preferences and discovered both their current needs and dislikes regarding the websites they regularly use.



Hanna Lee

Layer / Mother

ABOUT

AGE- 43

Top Layer of the state of Ny
a only mother of a daughter
Enjoys dance

QUOTE

"im looking for a healthier
alternative to working out in a
gym, as well as having a
goodtime"

MOTIVATION

A mother looking hobbies to
distract her during her spare
time, Motivated to be a good
mom and having a healthier
life style

PERSONALITY

- Caring
- Hard working
- Thoughtful
- planning ahead

Personas



Lexi Avery

College student/ aspiring dancer

ABOUT

AGE- 19

Dancer looking to take the next step in her dancing career
loves dance

QUOTE

" i want to become a big name in the industry of dance"

MOTIVATION

in love with dance and is motivated by becoming the next big hit in dance

PERSONALITY

- Caring
- Hard working
- Extroverted
- Anxios

Personas #2

Pains and Gains

PAINS

- loading times
- Not linking accounts
- blurry images
- slow site
- complicated site
- inconsistent design
- lack of info
- confusing information bad reviews

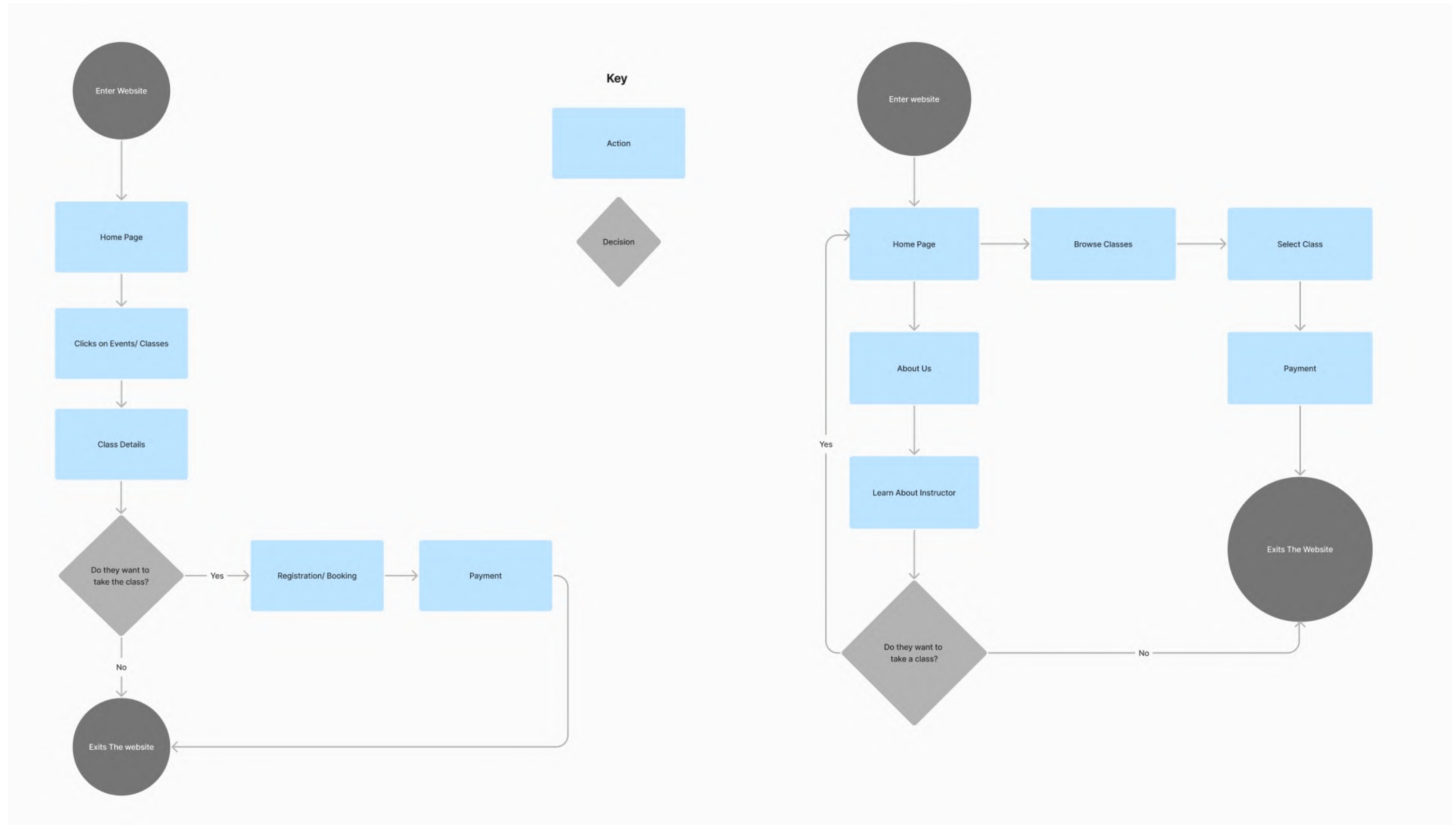


Pains and Gains

GAINS

- Easy to navigate
- looks professional
- clear images
- family friendly
- safe site
- information on instructors

user flow



mood boards

The essence of our dance studio.

Preferred colors

Primary Text- Alice

#000000 #FFFFFF

Where rhythm meets monochrome elegance

Modern Text

dance [through life]

When you dance, your purpose is not to get to a certain place on the floor. It's to enjoy each step along the way.

Primary Text: Josefin Sans- Bold

#000000

#81BFBF

#FFFFFF

Primary Text- Aeonik Bold

Secondary Text- Aeonik Regular

Body Text- Verdana

Preferred colors

#141414

#81BFBF

#81BFBF

#FFFFFF

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Logo Redesign

1 Design Objectives

01

Align With a
new vision

02

Look Modern and
up-to-date

03

Keep the same
context but make it
better

Digitalized Logo

- The Moving Company



- Original logo





Ideas Behind The Design

We have represented the logo with three different variations keeping in mind what the client needs

Since the client has typography in the logo, we have chosen a font that would represent the business



Logo Design Variants





Design Variant 1





Design Variant 2

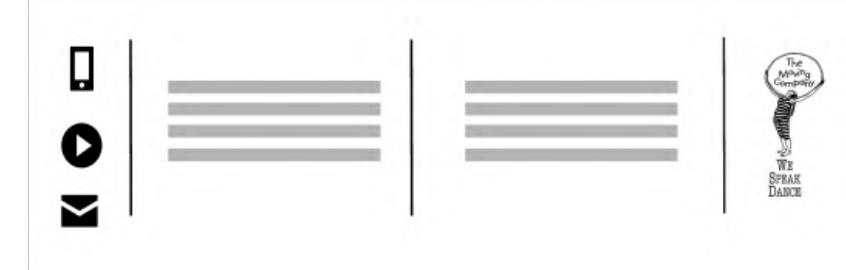
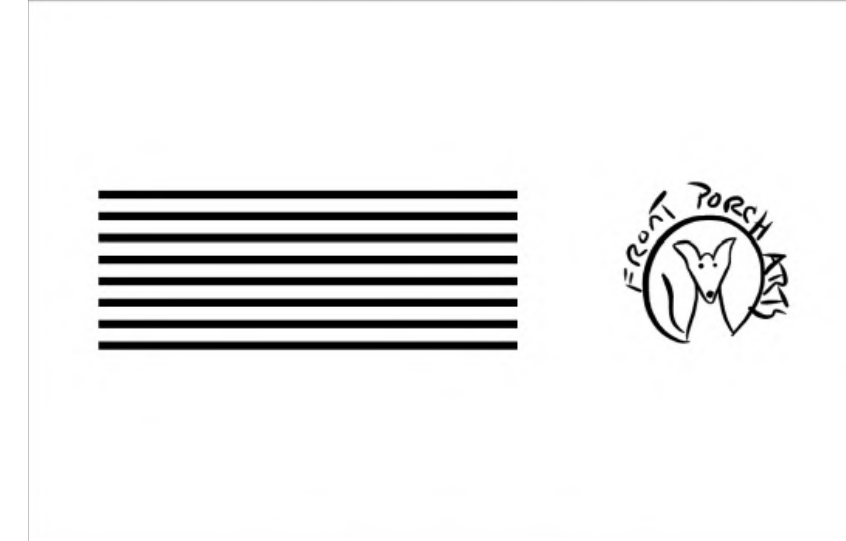
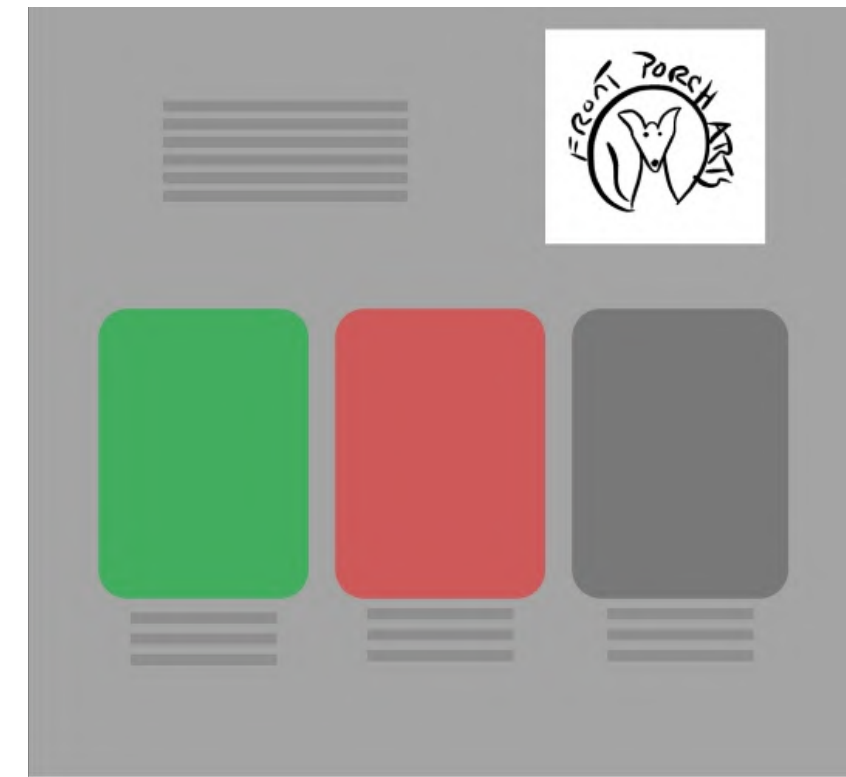
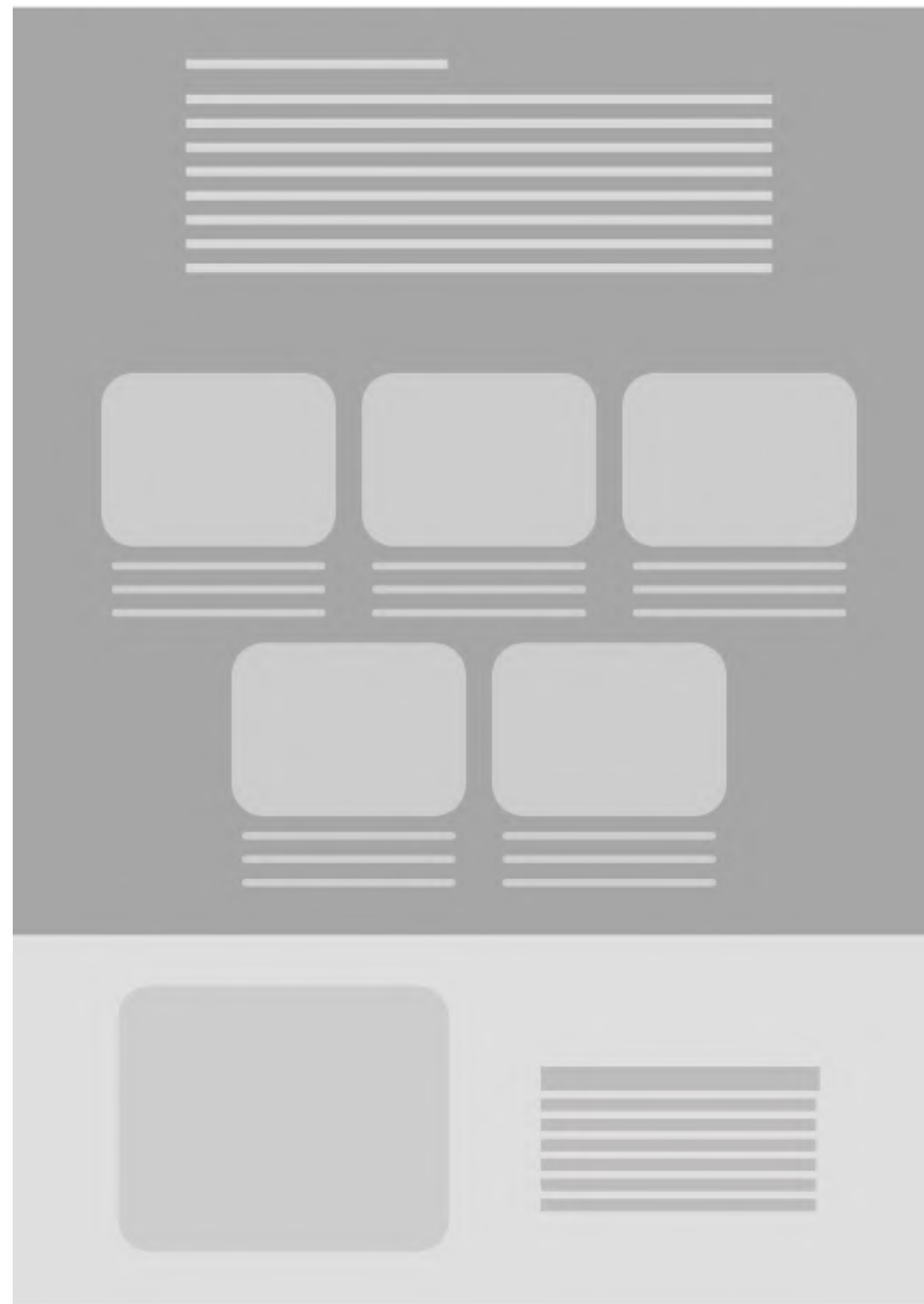




Design Variant 3



wire frames



The background is a dark teal color with intricate, swirling marbled patterns in lighter shades of teal and blue. Small, dark circular specks are scattered throughout the design, giving it a textured, organic appearance. The overall aesthetic is modern and sophisticated.

Thank You