

# Site Needs and Goals Analysis: Biggest Little Swing Dance Club

## Project Summary

This project is to create a new design for the Biggest Little Swing Dance Club website. The purpose for this is to better visually convey the message of the club, as the current website does not do this. The secondary goals of the site should be to inform club membership of club activities and to recruit new members.

## Audience Profile

The target audience for this website will be members and prospective members of the club. Those who might fit that definition are people who are interested in music, swing dancing, and general fitness. A typical task might be to find out information about the club, especially when events are being held, reviewing past events, and who makes up the club. While visiting the website, the user should be thinking about how fun it is to be swing dancing, and they should feel a sense of casual fun, but with a certain (maybe retro) classy style, and also a little bit of a feeling of artistry and creativity. Some adjectives to describe the way the website should feel: fun, informative, classy, welcoming, creative.

## Communication Strategy

The overall message that should be conveyed by the site is creative fun and entertainment. This will be conveyed through the design and aesthetics of the site, since much of the content will be designed to convey information. (There will be, however, certain portions of the site where the content will help convey the more entertaining message.) Some specific visual goals should be to convey primarily dancing (particularly swing dancing), and secondarily Reno (as this is a local club). The success of the site could potentially be measured by polling of club members and/or leadership, and also to see if the website draws in new members. (Or, more easily, if the club wishes to use the newly designed web site.)

## Competitive Positioning

There is no competition for this website, per se, as it is a club not a business and there aren't really any competing clubs. There is a similar club in Carson City, but I doubt the two view each other as competition since a) these aren't business ventures, and b) they are in different cities. That said, there are many similar clubs across the country with similar websites. After viewing many of these websites, there is great opportunity to stand out from the rest of them as aside from color scheme, many of them look the same: similar layouts, not conveying much visually, and a generally "outdated" look. The current site does do a couple of things well. Namely, their navigation is easy and their content is fairly well organized into sensible sections. Overall, the current site feels rather utilitarian and out of date. There's not much of a flair for style, which as a user (and a sometimes musician, sometimes dancer, and swing music and era fan) I feel disappointed in. The website gives the necessary minimum information, but doesn't present it in a way that engages the user.

## Targeted Message

"Join us in experiencing a fun, relaxing, creative and stylish activity!"