



# Dimitri Fantini Drums:

Assessment of curriculum quality  
and student outcomes



Human Stories, June 2024



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Social media, the path to purchase and through the Drum Hub
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Summary insights for the Drum Hub and Dimitri Fantini



## Background

Dimitri sought to boost student sign-ups and satisfaction on his website, [dimitrifantnidrums.com](http://dimitrifantnidrums.com), by improving the user experience. While he had analyzed usage data, he needed insights into the key features and motivations driving students to purchase and complete the course.

## Objective

- Define key drivers and roadblocks for current and prospective students
- Discuss improvements for the curriculum and consider role of student tracking systems
- Identify friction points and leverage successes



# Methodology



1:1 interviews  
n=10

30-minute video sessions  
via Zoom for existing  
Drum Hub students



Social Media  
YouTube & Instagram

Review performance  
metrics via [Instagram](#),  
[YouTube](#), and YouTube  
studio



Attend The Drum Hub  
Spring 2024

[Drum Hub graduate](#): I  
completed seven 1:1  
sessions (four with Dimitri,  
three with Tim Baltes),  
seven group workshops,  
and one masterclass  
(Dorothea Taylor)



Path to  
purchase –  
awareness

# Step 1: student motivation



## Hit a plateau

Students felt they have hit a wall and are **unsure how to get to the next level**



## Current study is lacking

Whether self-studying or working with a teacher, students wanted a drum expert who can **teach advanced techniques and dynamics, not just the basics**



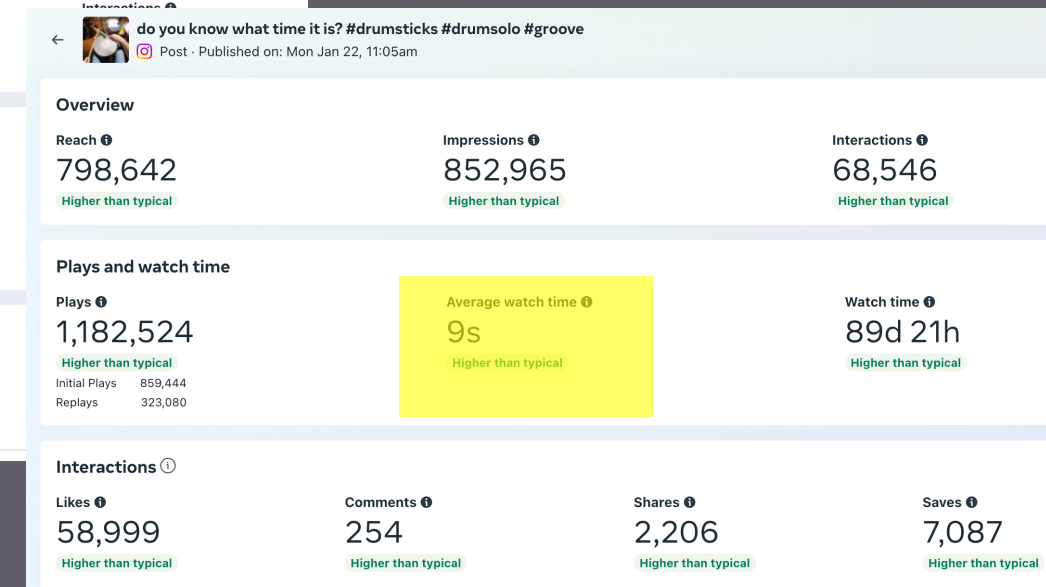
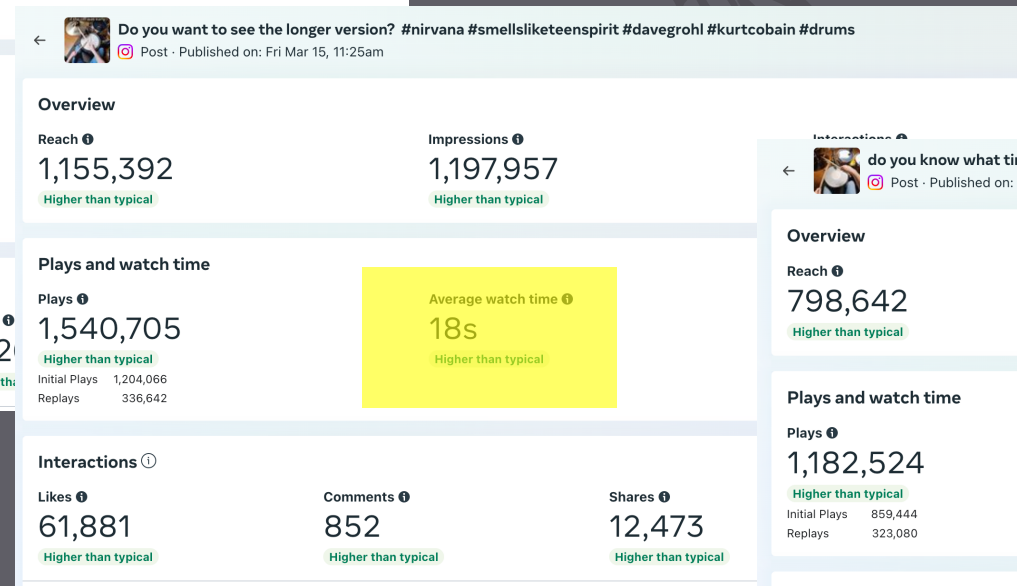
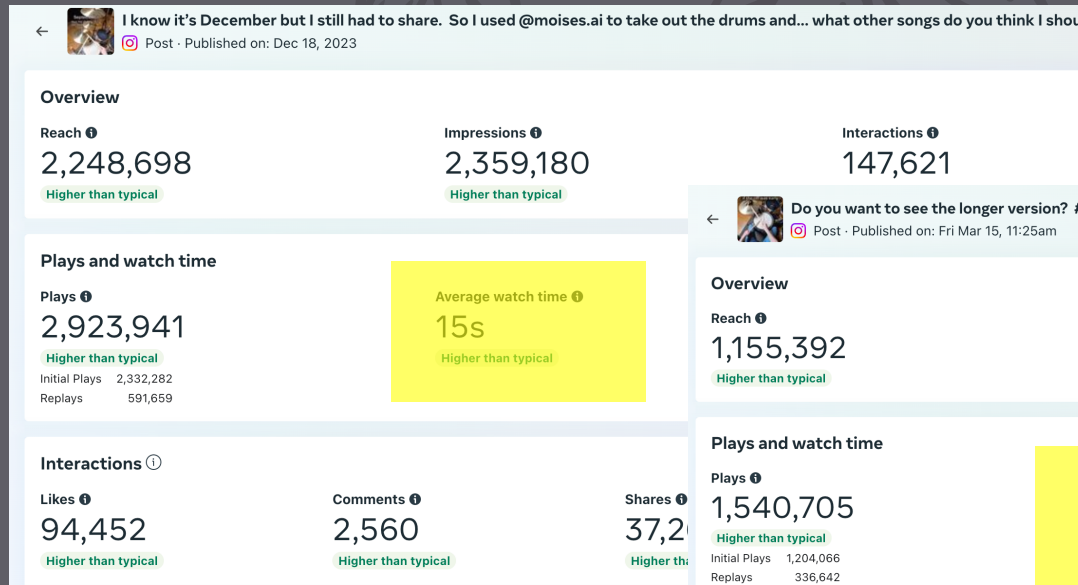
## No community

Many **students lack ways to connect with other musicians** (e.g., through local events, recording content or discussions on social media)

# Average view time for most popular reels are <15 seconds: all have immediate music/chops/tight camera angle



Path to  
purchase –  
consideration



# Special consideration for YouTube: audience is older, and watches for longer (~2 min. v. 15 seconds on Instagram)



Path to  
purchase –  
consideration

Viewer age	% all channel views	Avg. view length time (mm:ss)	% of total channel watchtime (hours)
13–17 years	21%	3:34	18%
18–24 years	6%	4:17	6%
25–34 years	11%	4:11	11%
<b>35–44 years</b>	19%	3:48	18%
<b>45–54 years</b>	29%	4:17	29%
<b>55–64 years</b>	25%	4:28	27%
65+ years	9%	4:16	9%

Viewers ages 35-64  
are **74% of all  
channel viewers  
and 73% of all  
watch hours**



# Most viewed sections are often demonstrations of advanced techniques on the kit



Path to  
purchase –  
consideration





# #1 motivation to join the Drum Hub is *Instagram*. Here is what your students say drew them in...



Path to  
purchase –  
consideration



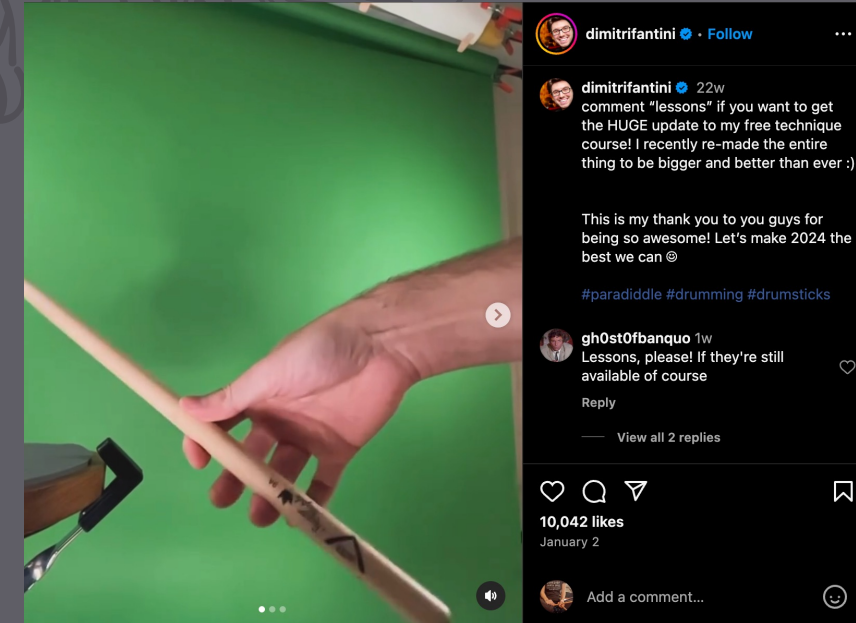
## Personality

- Down to earth
- Sense of humor
- Seems genuine



## Chops

- Better than current coach
- Easy to see expertise across genres
- Locations were memorable e.g. "I saw him jamming in the forest"



## Detail

- Relaxed playing style is noticeable / unusual
  - Close ups = "I want to play like that"
- Breakdowns give demo on teaching style



# The Drum Hub gives students...

## Actionable and valuable feedback

The 1:1 sessions with Dimitri were the most valuable component of the Drum Hub. All students agreed that **the Drum Hub had a positive impact on their drum playing and knowledge and would recommend it to other drummers.** They also emphasize how they apply his knowledge every time they play.

## A “skeleton key” to creativity

Students highlight that Dimitri was able to shed light on their technique which they hadn’t considered previously. Students consistently reference how **learning how to play “slowly and perfectly” has unlocked confidence and creativity** and transformed their drumming.

## Better technique, more mindful playing

Students frequently note that after Drum Hub **they have a greater respect and intuition in their playing.** They share how they are more mindful in their playing and more aware of how they approach practice.

# Recommendations

## Implement Goal setting and Progress Tracking

- Use visual progress bars or checklists and completion badges to track progress towards established goal.
- Assist students in setting detailed learning goals for motivation and focus during intake.
- Provide personalized email or text messages from instructors to check in on weekly or monthly progress.
- Send automated email or text notifications on progress and upcoming milestones.

## Comprehensive Onboarding

- Conduct detailed orientation sessions and provide clear onboarding materials to reduce confusion (including Discord).
- Consider “pinning” orientation material or quick reference guides within Discord for ease of use.

## Enhance Community Engagement

- Integrate quizzes or weekly challenges in Discord or Instagram.
- Schedule and share course related events, Q&A sessions, and workshops through Discord.
- Crowd source weekly workshop topics within social media (Instagram, YouTube, Discord)
- Consider a live monthly office hour on Instagram where your expertise can be demonstrated.

## Automate calendar and social posts

- Streamline event planning and promotion with AI automated social media calendar tools. These provide topics, templates and auto post across social channels.
- Utilize Apollo bot (allows calendaring via Discord) for managing events and sending reminders to keep students informed.



# Benefits

- 1. Increased Engagement:** Gamification and interactive challenges make learning enjoyable and rewarding.
- 2. Improved Completion Rates:** Milestone celebrations and clear goal setting encourage students to stay committed.
- 3. Enhanced Learning Experience:** Community engagement and personalized feedback foster a supportive environment.
- 4. Efficient Event Management:** Apollo and automated event scheduling and promotion ensure timely communication and participation.





# Key insights

Typical student is an experienced player

Students stay for the rigor and accountability

Students have some additions to the course

Milestones may be of interest, especially if visual

- Experienced drummer seeking advanced technique
- Interested in recording, playing live, and structured practice
- Has had previous instructor(s) who were not technically proficient

- Structure and milestones based on changing needs
- 1:1 sessions with personal check-ins outside of class time
- A sense of community, learning from others
- Detailed instruction

- Lessons for recording audio/video for social media and live shows
  - Linear phrasing
- Goal oriented coursework
- Guidance on what comes next

- Consider implementing checklist to complete a single skill (e.g., doubles at 110bpm) for visible reminder of progress made
- Consider requesting an optional student video upload/review at the end of each chapter that mimics your video. This can serve as a low touch way to “sign-off” on completed techniques.

# Thank you

