

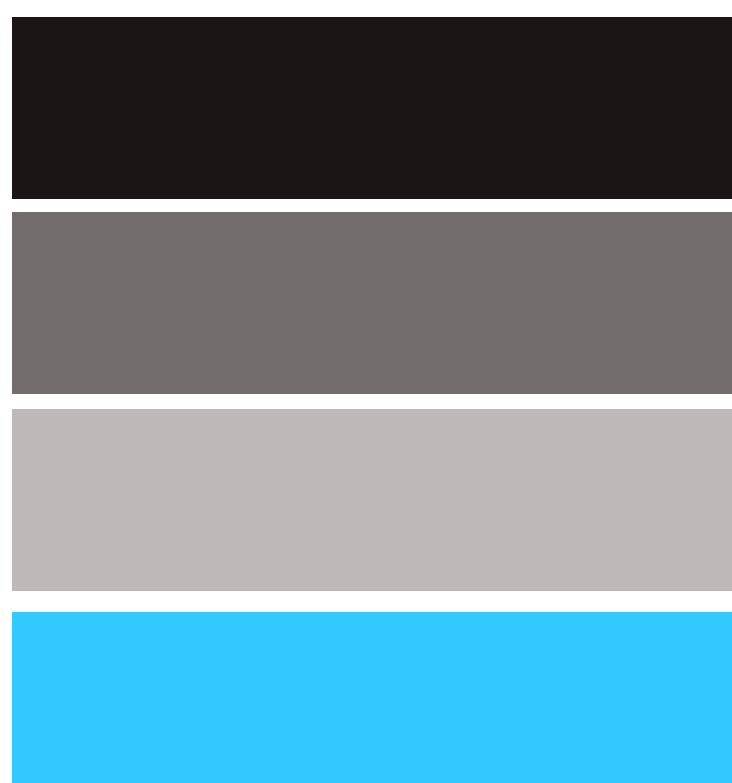
Developed By Bullimalinna Sot
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This is Ali

Ali is a high school senior growing up in an urban community in East Oakland and wants to find a positive lifestyle for himself and serve as a role model for his community. By choosing the path of breakdancing, he has learned leadership, discipline, good health, inspiration, and creativity through movement.

Ali lives with his mom, and his dad is not present in his life. He struggles in school but tries his best to stay positive as he approaches his final year. Unlike many of his friends who have been drawn into gang culture or the "hood life" often portrayed by the media and influenced by the criminal justice system, Ali has chosen dance as his escape. He wants to break this cycle and use this app to build his dance career, connect with positive people, and stay creative.



Personality	Influences	Goals	Frustration	Creative Tools	Tech Savvy
<ul style="list-style-type: none">Positive VibeLeadershipHardworker	<ul style="list-style-type: none">MentorsTeachersMom	<ul style="list-style-type: none">Go to College	<ul style="list-style-type: none">GPAPressure of Joining Gangs	<ul style="list-style-type: none">History bookAdobeCamera	<ul style="list-style-type: none">Prepaid Phone

User Journey



Scenario

Ali is a high school teenager who uses dance as an escape from the negative influences in his community. He grew up surrounded by drug dealers, pimps, and gangs. Dancing is his way of breaking free from reality, allowing him to express himself creatively while building his identity and sharpening his critical thinking skills for the future. 'Art saved his life.'

Ali is a solo dancer who travels to different high schools in his city to battle for the top spot, aiming to become a legend in Oakland. He performs on the streets for money to fund his transportation and entry fees for local tournaments.

Opportunities

Age 11 – A Turning Point

- Event: Expelled from middle school due to gang involvement.
- Opportunity: Given a choice by the school—stay out of trouble or go to boot camp.
- Turning Point: Discovers breakdancing as a way to channel his energy positively.
- Support: Introduced to mentors and an after-school program that fosters his passion

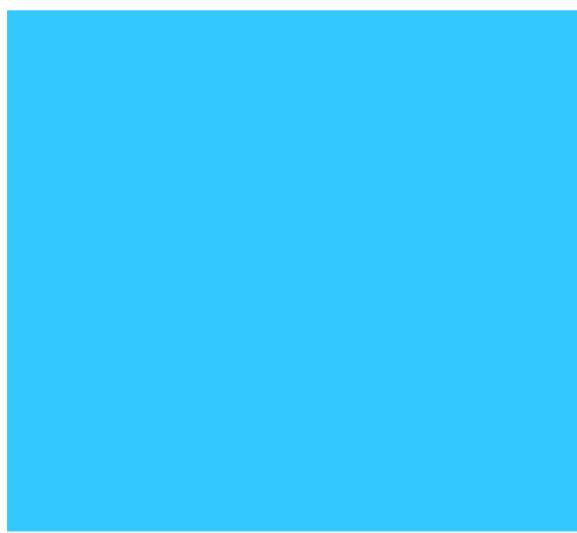
Age 13-14 – Dance Becomes a Lifestyle

- Event: Mindset shift—redirects anger into dancing.
- Opportunity: Streets become his dance stage, leading to his first street battle.
- Growth: Learns to see dance as more than just an escape but as a form of self-expression and respect.

Age 15 – Competing Beyond the Streets

- Event: Joins official tournaments across the Bay Area.
- Opportunity: Gains exposure to a competitive dance scene and connects with other dancers.
- Milestone: Starts to develop a unique style, gaining recognition.

Guideline - Color Use



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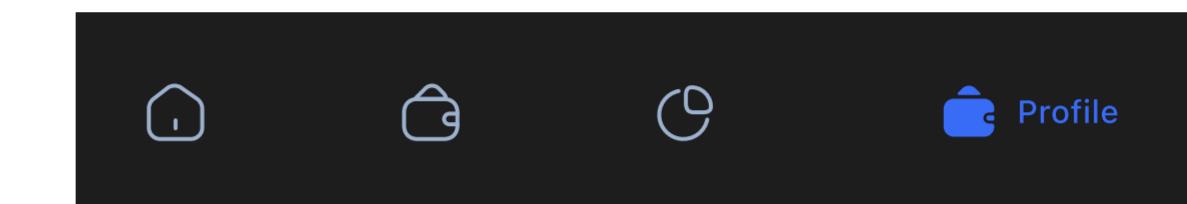


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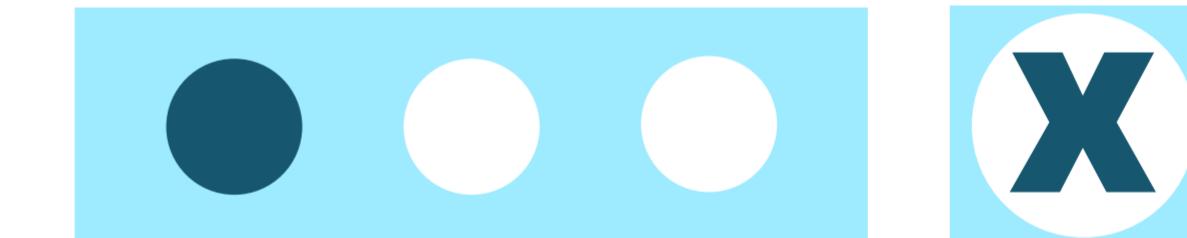


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Navigation



Search



Font APP

APP Menu

SECTION HEADER

SUB HEADING

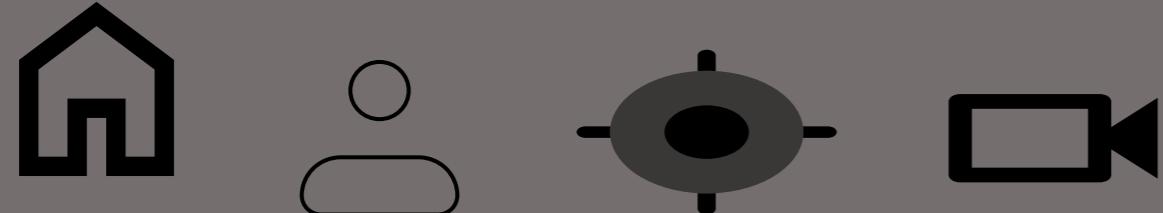
BODY

Guideline - Typography (FONT WEB)

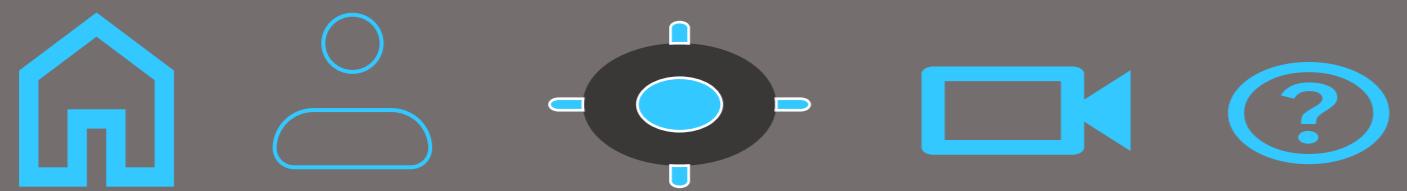
The main typography used was “Inter” Normal and **Bold**

Design System

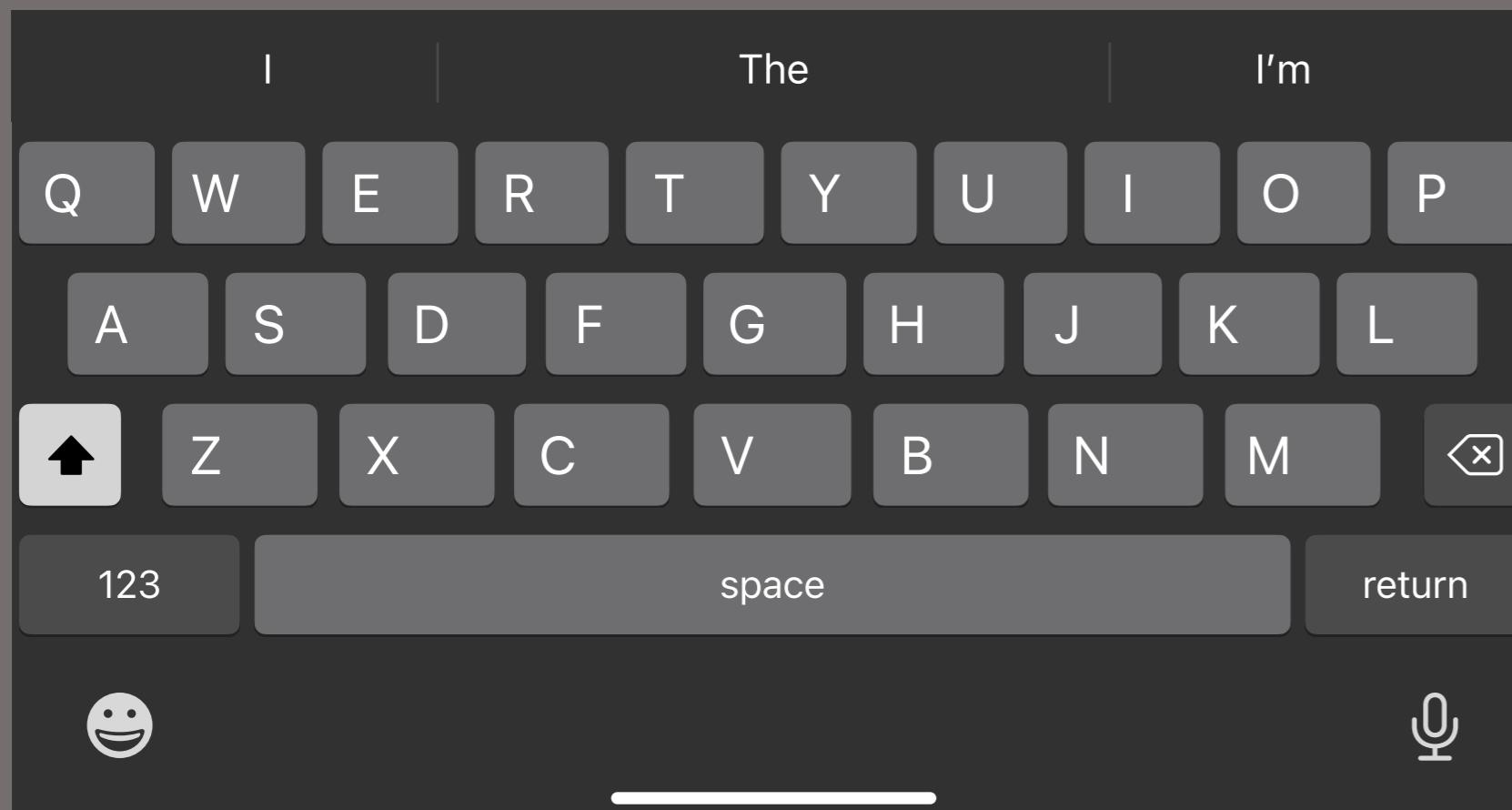
Navigation



Nav Component



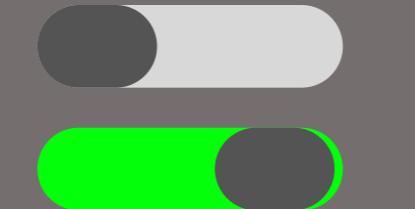
Keyboard



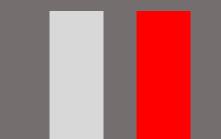
Typography

Hello
Hello
Hello

Additional Variants & Components



READY



Product Summary

CO is a platform designed for dancers to connect, grow, and showcase their talents. It serves as a digital hub where dancers can find inspiration, build their careers, and foster a positive lifestyle through movement. Unlike fleeting trends, this platform aims to establish a lasting impact in the dance community by providing opportunities for personal growth, collaboration, and professional exposure.

Problem Statement

Will this platform become a lasting space for dancers, or will it fade as just another passing trend? Many talented dancers struggle to find consistent opportunities to grow their craft, gain exposure, and connect with like-minded individuals in a supportive environment. Without proper resources, dance often remains an underappreciated art form, especially in underserved communities. This is a non-organization run by a minority who focus on people who want to uplift in life with dancing.

Goal Statement

Our goal is to demonstrate that dance is a fun and powerful way to relieve stress, build community, and create opportunities. To support this vision, the app will include a charity + donation page to help fund events, organize tournaments, and hire multimedia professionals such as video and photographers, to showcase dancers and their talents.



Research Summary

Dancing has long been a form of self-expression, healing, and community building, especially in urban environments. However, many talented dancers struggle to gain exposure or access professional opportunities due to a lack of resources, funding, and dedicated platforms. Our research indicates that dancers thrive in environments that provide mentorship, funding for competitions, and multimedia exposure to showcase their skills. Current social media platforms offer some visibility, but they lack the infrastructure to create lasting career opportunities for dancers. By addressing these gaps, this app will create a dedicated space where dancers can be recognized, supported, and empowered to build sustainable careers in the industry.

Interview Summary

I interview some of my followers from social-media and figure this person has the same route as me while starting off dancing a few similarity of life just different time period. I want to make sure how big is the breakdance scene now compare to my generation era. A lot has change and let see how it go from here/

