

Hip-Hop Central

Project Statement/ Goal

This website is to help people familiarize themselves with popular dancers from all over the world. It will provide dance tutorials, videos, events, and information on all things about hip-hop dance.

Motivation, Drive, and/or Purpose

I am doing this project because I love dance and would like to share that with other people with the same interest. This site will be a place where you can find all the information you want in one place about the hip-hop culture rather than having to search in several different places.

Target Audience

This website is for anyone who is interested in dance, specifically Hip-Hop. This includes dancers of all ages mainly those under 30 years old, or any fans of dance.

	Learner	Event Seeker	Dancer
Age	<18	18+	20-30
Sex	Female	Female	Male
Occupation	In school	YouTube Blogger	Choreographer/Dancer
Hobbies	Dance and sports	Music and photography	Traveling and performing
Likes	Shopping, shoes, hats	Eating and free stuff	Music and sweatpants
Dislikes	Studying, losing internet	Traffic and being late	Airports and long lines
Location	New York	Chicago	California
Need	Learn new hip hop dance styles and where they originated from. Learn who and what is new to the industry.	Find out where the next workshop and dance competitions are.	Get inspiration from other dancers and see what projects they are working on.

Competitive Analysis

I have not come across many sites like the one I plan on creating. Many other sites have a heavier focus on classical styles of dance. The site that is most similar to mine is World of Dance that features artist and dancers affiliated with the brand. They post videos of all their events around the world and their dancers. They also have a clothing shop. Many of the sites are only limited to information about their own dance company and my site will incorporate many different dance companies and provide information behind the dance style itself. You can think of my site as a combination of all the other sites together except with a strict focus on hip hop.

Content Inventory

I will need images of all the dancers and crews that will be featured on the site. The site will include some tutorial videos from YouTube of different dance styles. Also, the most recent dance videos from

the dancers will be featured. I need to make a logo for the brand. I will need biographical information on all the artist and crews and their latest projects. Also, I will need historically information on the different dance styles.

Technical Requirements/ Functionality

I will be using the Twitter Streaming API to stream live updates of tweets that have to do with hip hop dance. I will try to incorporate either the SoundCloud or Spotify API to stream the top hip hop and pop songs. I hope to incorporate a calendar feature to neatly and attractively post all the upcoming dance events. The brand logo will be spinning at the top of the page. The homepage will have a slideshow feature of the latest news in hip hop and dance.