Definition Statement

I want to build an application that will be a major platform for creatives of all experience levels to network and collaborate. A lot of individuals either have talents that go unnoticed, or potential that never gets discovered. Starting out in the artistic industry is challenging because it is expensive and requires experience. Along with financial dependency and prerequisites, it is easy for beginners to be taken advantage of or placed in unsafe situations while searching for opportunities.

My application is called “Cobalt”- Create and Collab. The purpose of Cobalt is to create a safe network of **creatives** (photographers, models, stylists, hair stylists, makeup artists, and videographers) to collaborate with each other all over the world. Cobalt does not search for ‘jobs’, it connects the fashion industry together, providing opportunities for creative collaboration. This allows each party to trade skills, gain experience, and add to their portfolios.

Cobalt will also be functional for the fashion community on a larger scale. It can be used as a scouting tool for agencies and businesses. They will be able to see the creatives’ portfolios and discover new talent. In addition, the community will be able to post questions and answers in the forums. Cobalt has a unique quality compared to current social media outlets; it prioritizes safety. In future versions, users will be required to validate their identities and submit a background check. This will create a safer environment in the fashion industry, which is over-saturated with scam, fraud, and other dangers.

Cobalt’s webpage will feature a bold, high-contrast approach by combining a strong dark background with striking neon accent colors. The color palette will consist of black against purples, blues, and pinks.

Link to website colors & style: [XPANCEO](https://www.xpanceo.com/)

1. #0E0816
2. #A239CA
3. #4717F6
4. #E7DFDD

# I want my app to present a minimalistic and modern concept. The application will contain a horizonal navigation bar with a responsive drop-down menu. The main font will be Catamaran and the decorative font will be Orbirron. The name “Cobalt” will be displayed horizontally in decorative font across the Home page. Underneath the font, “Featured photos” will be displayed. The Featured photos will contain selected photos from users’ submissions. This gives every member the opportunity to be discovered by a larger audience. In addition, the Home page will also contain a preview of popular activity in the page (i.e., Castings, topics, questions, collaborations, etc.)

Page two, “Collaborations,” is one of the more functional pages. It allows creatives to network with other creatives. The user can search for specific profiles by name, or by utilizing a user-friendly dropbox feature. The user will be required to select applicable options to fulfill the request. “I am a (Creative), looking for a (Creative), located near (Country, State, City)”. From there, the user will be able to submit a search button, which generates the appropriate information. The search results will be split into two categories: Matching profiles, and current collaboration listings. Each result will be displayed in a container preview, containing a thumbnail of users uploaded image on the center left and a title reading horizontally. To see the entire listing, users will click the “See More” anchor, which will redirect them to the application page.

The Application page will be accessible by clicking a collaboration posted by another user. After getting redirected, the user will see the details about the collaboration in the body. This will include information such as the project summary, specific qualities, and values the creator is looking for in the collaboration. The OP’s profile will be located on the left of the page, as a clickable round image, with the option to view entire profile. Underneath the body, a button will display “Apply.” Upon clicking the button, the user’s profile will be linked and sent to the OP’s chat box as a request, and an alert box will display, confirming that the application has been sent. Upon receiving your application, OP may view the applicant's profile, and see their portfolio. On this page, the “Safety” link will be displayed on the top right corner for easy visibility and access.

The Safety Page’s purpose is to educate users about the importance of safety, and extra precautions they can take. The first paragraph will contain anchor text that navigates user to specific text on the page. Topics will include the following:

Verification will be required to use application feature or create collaborations posts. The verification will check for the authenticity of the applicant. I want to keep the community safe by “screening” applicants. Users who appear suspicious, fraudulent, or behave inappropriately will be rejected. Photos uploaded to a user's portfolio will be reversed image searched. This will prevent individuals from stealing other creator’s work as posting as their own. Although verification will reduce the number of unsafe incidents, users will be reminded to practice safety precautions.

The next page will be titled “Agencies.” This page will allow users to search the database for all modeling agencies. To filter results, users will select a location, and ‘tier’ by using a drobox feature. The filtered results will display as titles and tier numbers, in a list format. They will be organized by tiers in alphabetical order. Upon clicking, each item will contain public information, such as location, contact information (Email, phone, person of contact), social media links (Instagram, website, application link). An item will also be assigned a ‘tier’ (1-3). There will not be an application button here, but the links to submit directly to the agency will be available.

The profile page will read ‘Username’ in the heading. The user’s profile image will be displayed at the top of the page, in an expandable circle. Underneath the image, a container lists public details (user’s full name, creator type, verification status, based location. The creator type will differ based on what creative you choose to present as. Options allowed are Model, Photographer, Fashion Stylist, Hair Stylist, and Makeup Artist.

Verification status is a key safety feature for users. To interact with other users and their content (to include react, share, apply, or chat) users must be verified. The verification status will be displayed as a symbol following the username.

Below Creator type, user’s selected tags will display in a button format. Tags are optional, and it helps filter search results. Tag options are dependent on what Creator type is selected. Users can select 0-3 tags that best describe their work. (Example: Fashion, beauty, Edgy, etc.) Below user’s personal details, settings are displayed stacked vertically as an expandable menu, only for the account owner to veiw. The options are “edit”