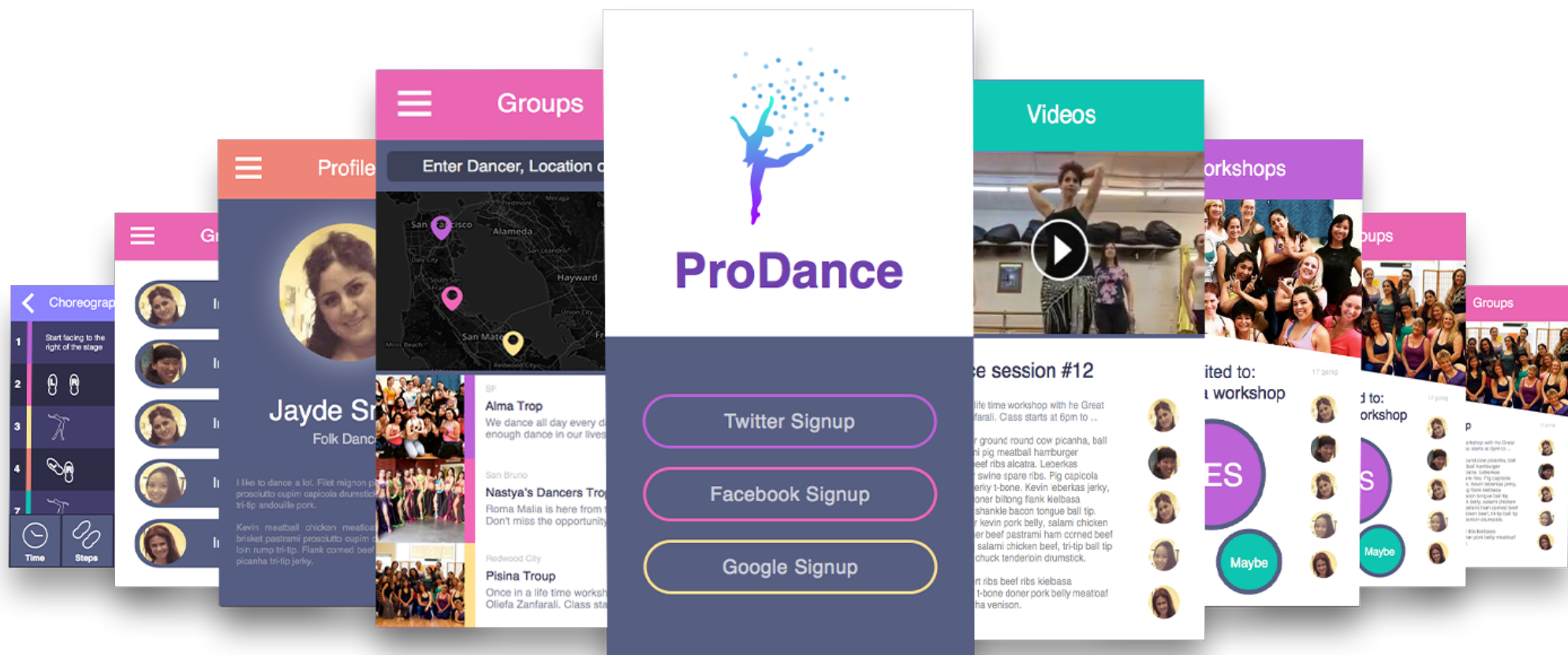


ProDance Case Study

UX/UI Project

PRODANCE

ProDance App is created for professional dancers who would like to connect with other dancers and create easily the choreography lists for their dance groups. ProDance has many and unique features for dancers, for a example, video organizer, workshops and choreography list. All these features help dancers in their everyday professional life.

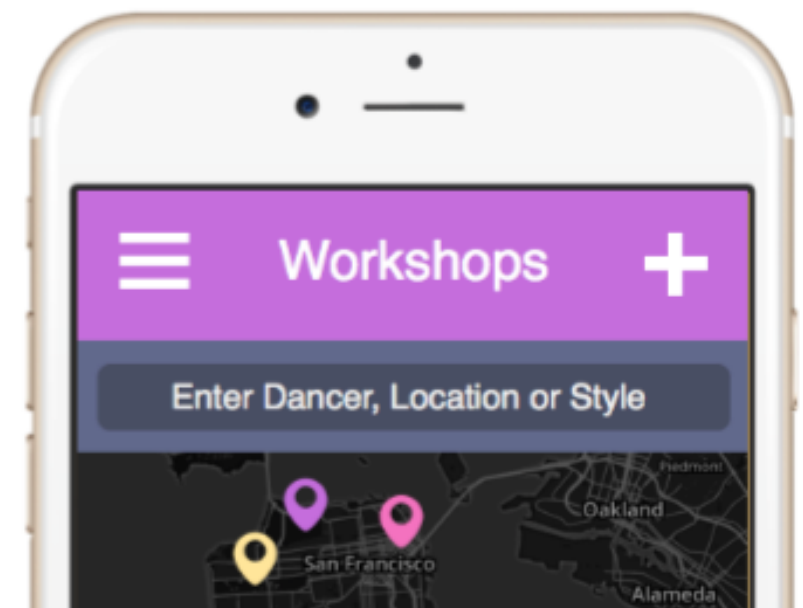


PROBLEM

There are not many websites and apps which have been specifically created for professional dancers. I found only couple apps and websites with specific features which dancers can use, for example creating dance groups in social networking or organizing videos for their professional life.

SOLUTION

ProDance mobile app and websites are created to help professional dancers to communicate easier with each other and to organize their videos and choreography lists. Also, they can find people who can help to organize workshops.



RESEARCH

I did some research before I started to work on this project. I find out that there are not many apps and websites for professional dancers and for dance communities. Also, I find out that many apps which helps to build the list for the choreography, they don't have any easy interfaces with particular dance movements. I looked for how dancing is good for people and I find out that 75% of people are happier when they dance.

COMPETITORS

DANCE JOURNAL

This app for professional dancers who are looking for a job or for auditions. Sending news to dancers, latest class releases, upcoming auditions, events, contests and special promos.

DANCE PLUG

Sending news to dancers, latest class releases, upcoming auditions, events, contests and special promos.

SEEDANCE.COM

Using a dancer's current location, the app scouts out dance studios, dance wear stores, dance performances and events.

TARGET MARKET

ProDance App and website are created for professional dancers of the classic ballet style who are teaching and giving workshops worldwide. The app helps dancers to organize their videos and share them with other dancers. Also, who would like to connect with other dancers and create dance groups. Dancers can create easily the list of the choreography and share it with their dance groups.

FEATURES

SOCIAL NETWORKING

- Create groups
- Invite people to group
- Share projects
- Leave comments

VIDEO ORGANIZER

- Syncing videos
- Organizing videos
- Share videos

CHOREOGRAPHY LIST

- Creating choreography
- Organizing Notes
- Share notes

WORKSHOPS

- Organizing workshops
- Finding organizers
- Connecting with dancers



Alma, 26 years old. Professional Belly Dancer
She likes to use mobile apps to help her to organize her choreographies. but she also, would love to have social networking app for dancers.



Niick, 39 years old. Professional Jazz Dancer. He is currently teaching and providing some workshops. So, he needs more connections with dancers who can organize his workshops.



Amanda, 32 years old. Professional Ballet Dancer. She likes to use mobile apps to help her to organize her choreographies and to find a good job as well.

COLORS



#827FBC #E168A7 #EE8477 #940150 #350145

TYPE FACE

Lato Regular
ABCDEabcde1234

Scout Light
ABCDEabcde1234



ProDance



ProDance



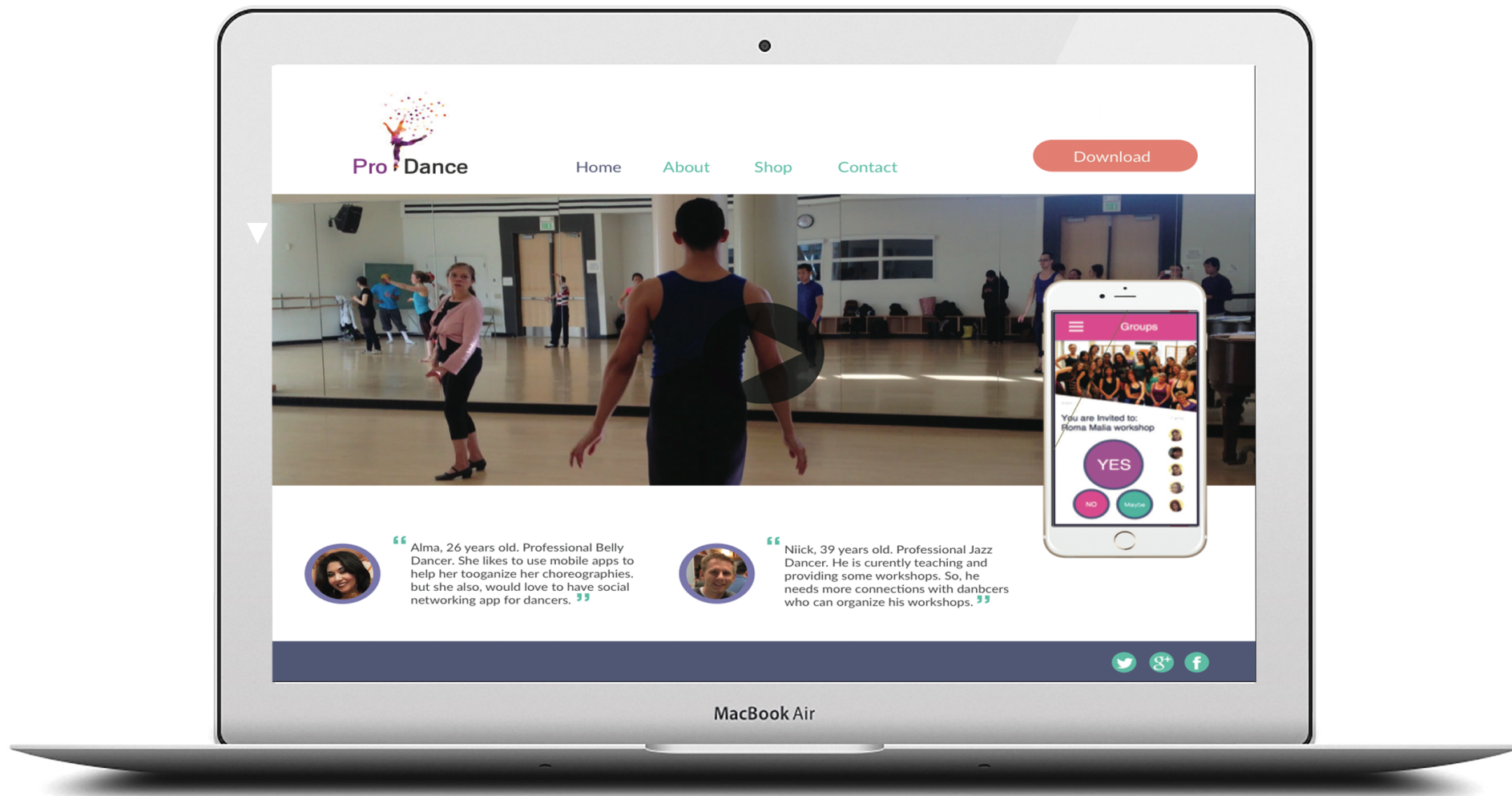
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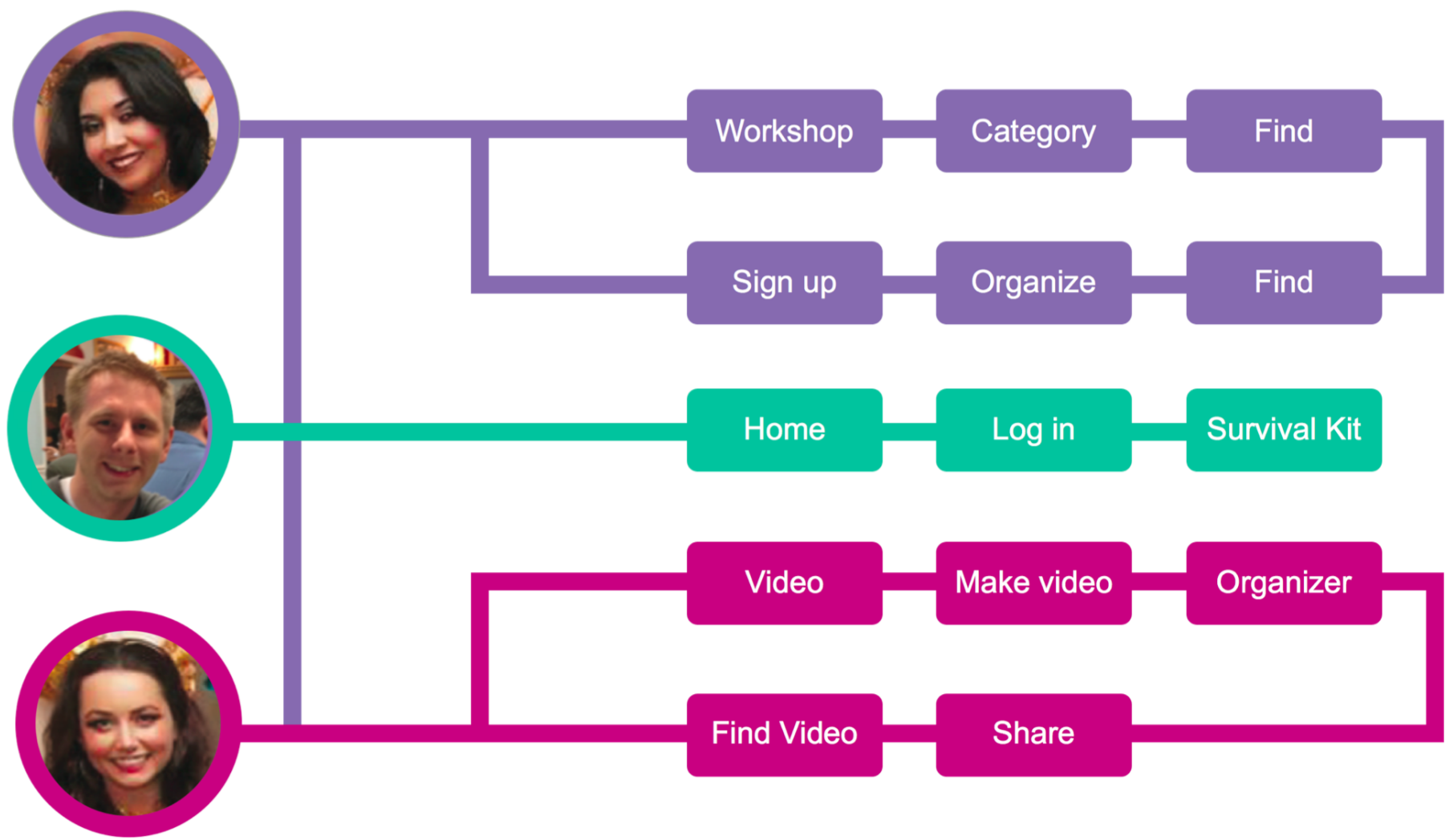


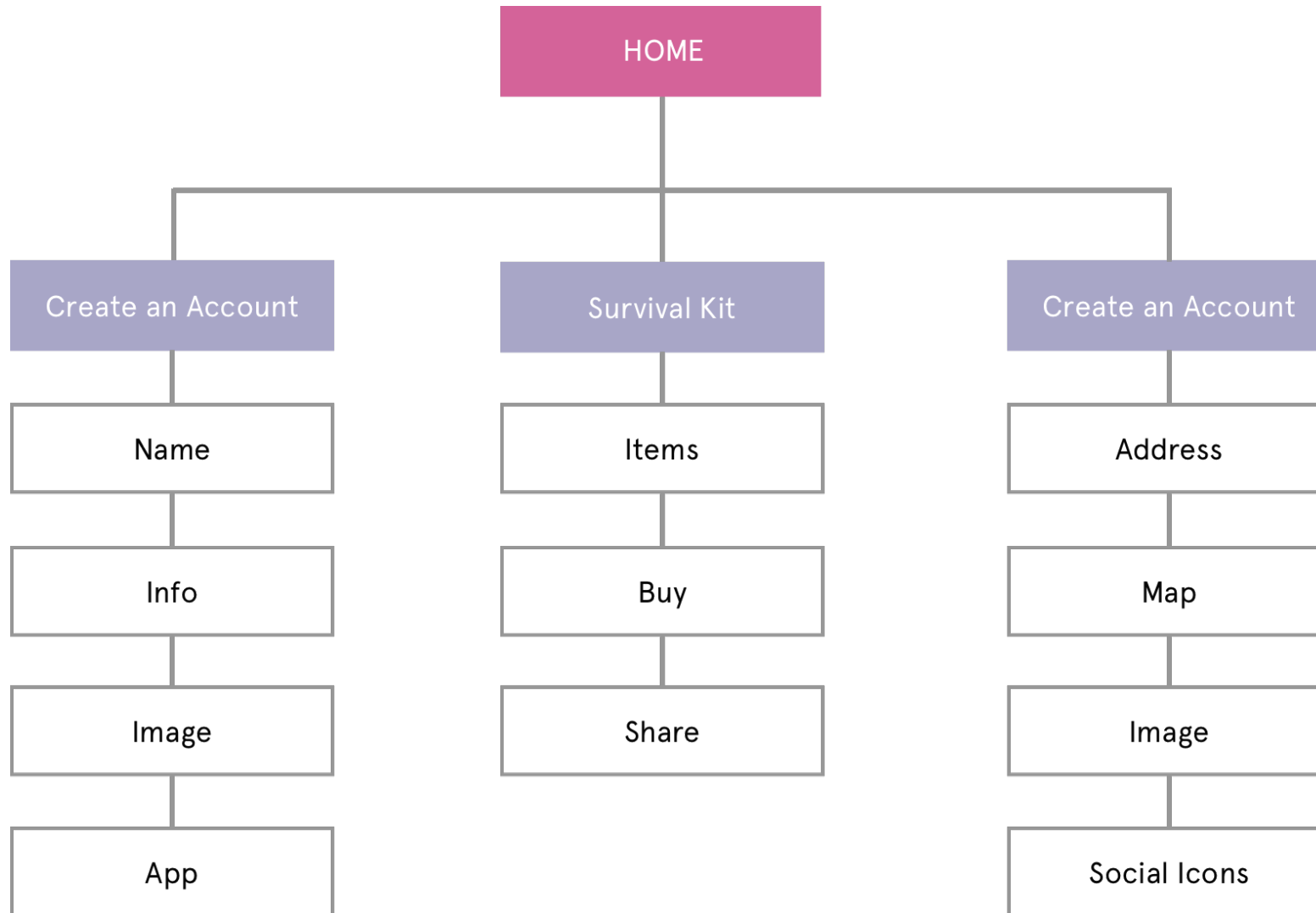


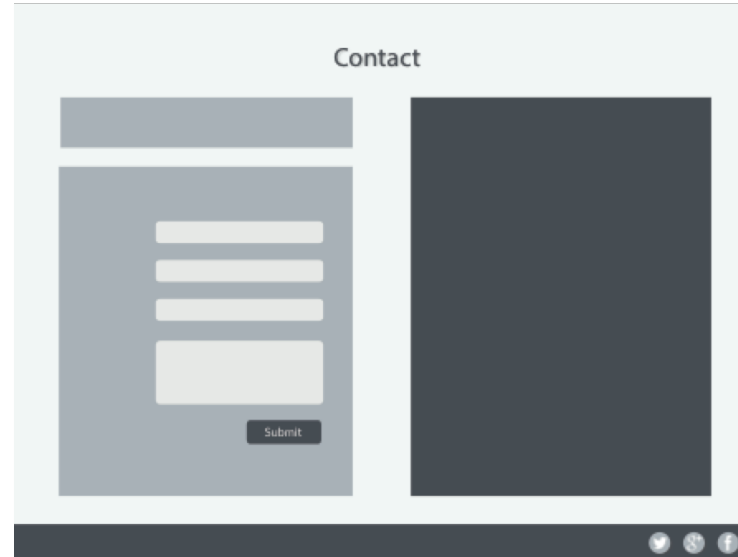
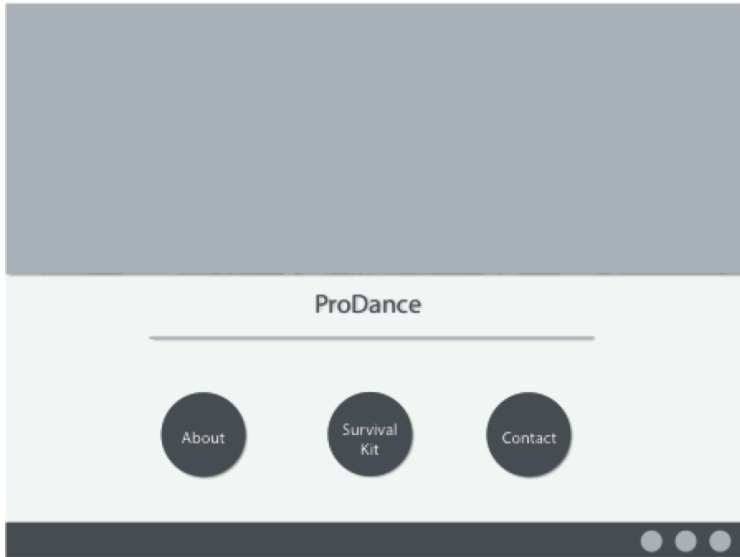
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Minimum digital size 174 px wide.
The space between on the
Top 58px in original size
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Do not rotate or stretch
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Alma, 26 years old, Professional Belly Dancer. She likes to use mobile apps to help her to organize her choreographies, but she also, would love to have social networking app for dancers.

Nick, 39 years old, Professional Jazz Dancer. He is currently teaching and providing some workshops. So, he needs more connections with dancers who can organize his workshops.

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About ProDance

For professional dancers of any dance style who are teaching and providing some workshops. Also, who is interested connecting with other dancers and creating supportive big dance community.

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- Bag \$15
- T-shirt \$15
- T-shirt \$30
- T-shirt \$15
- T-shirt \$15
- Juice Powder \$15

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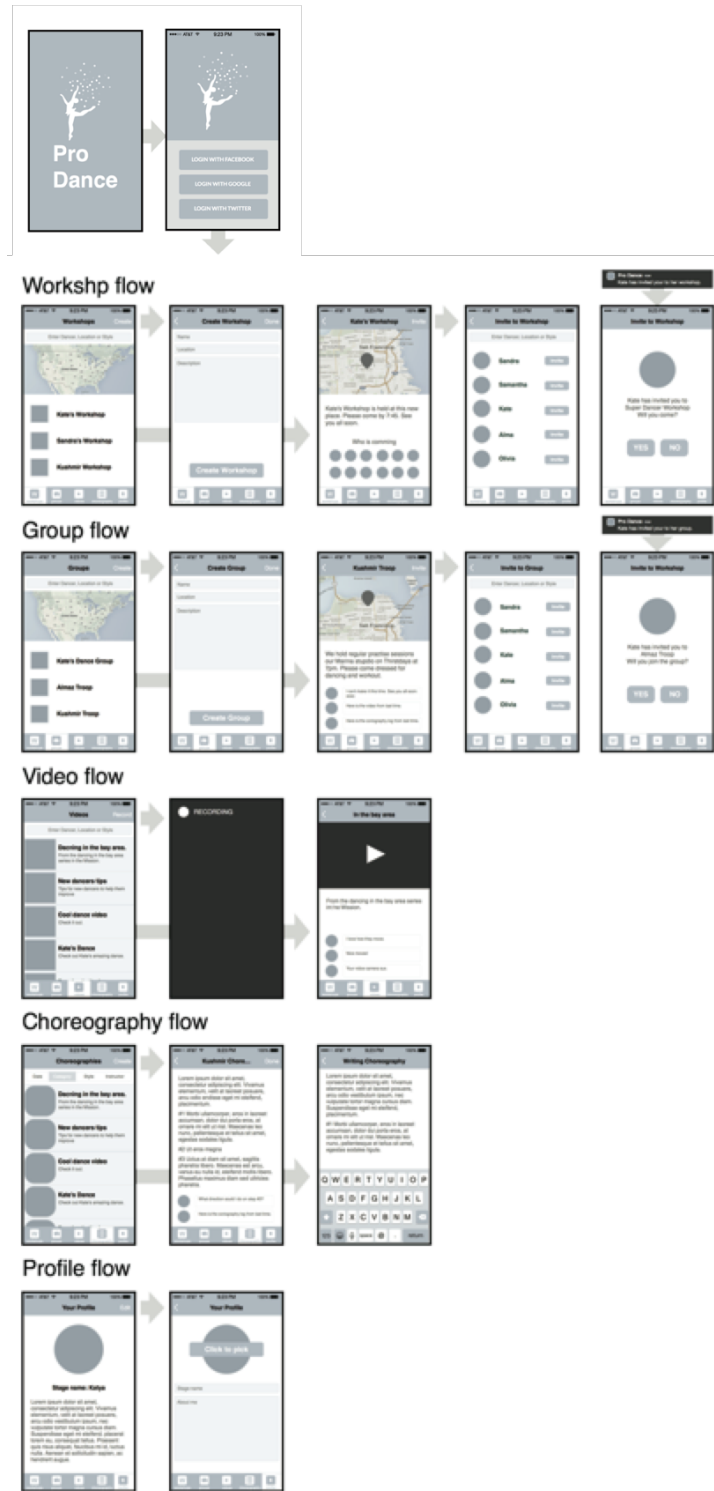
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Moscone Center



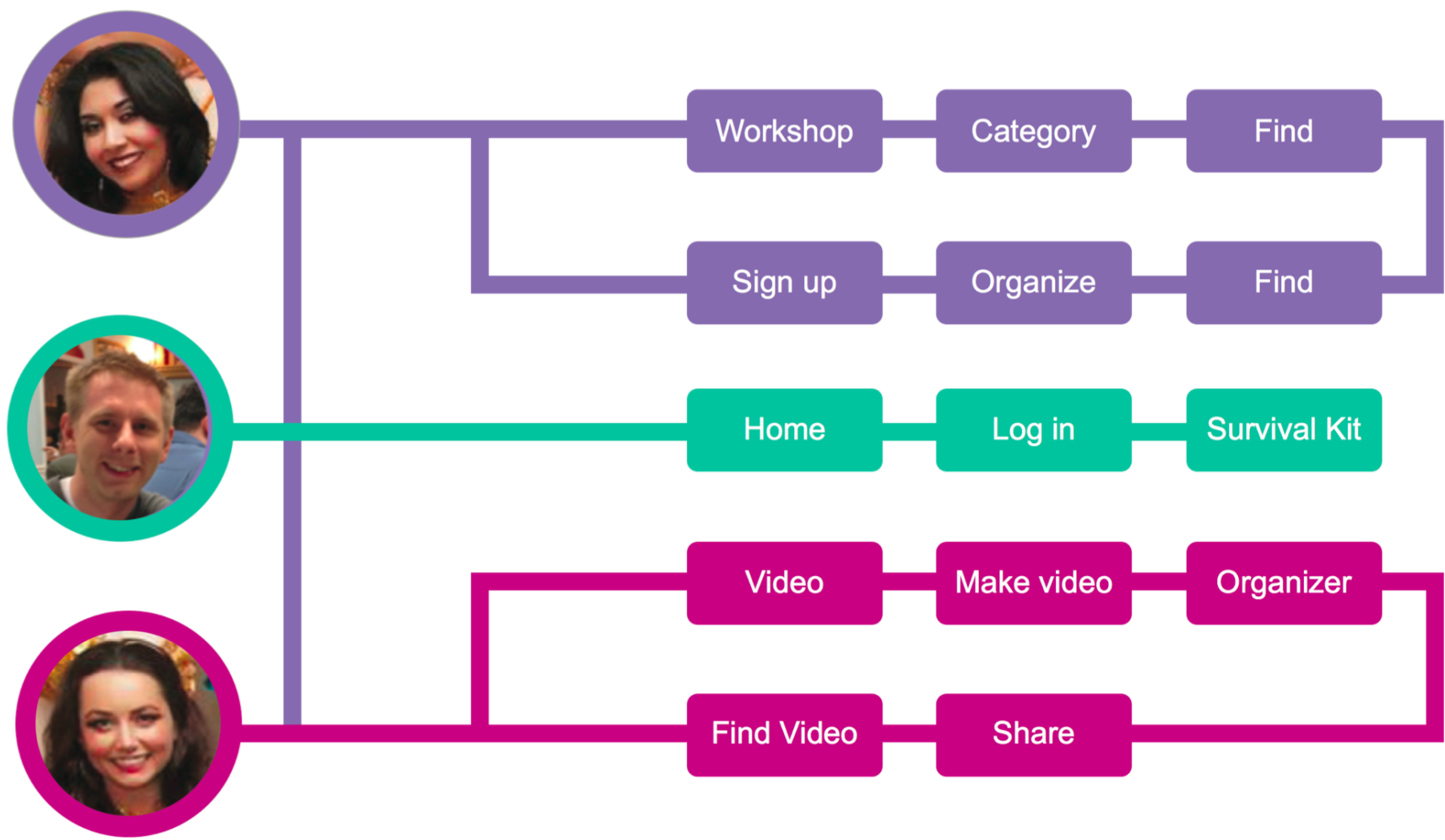


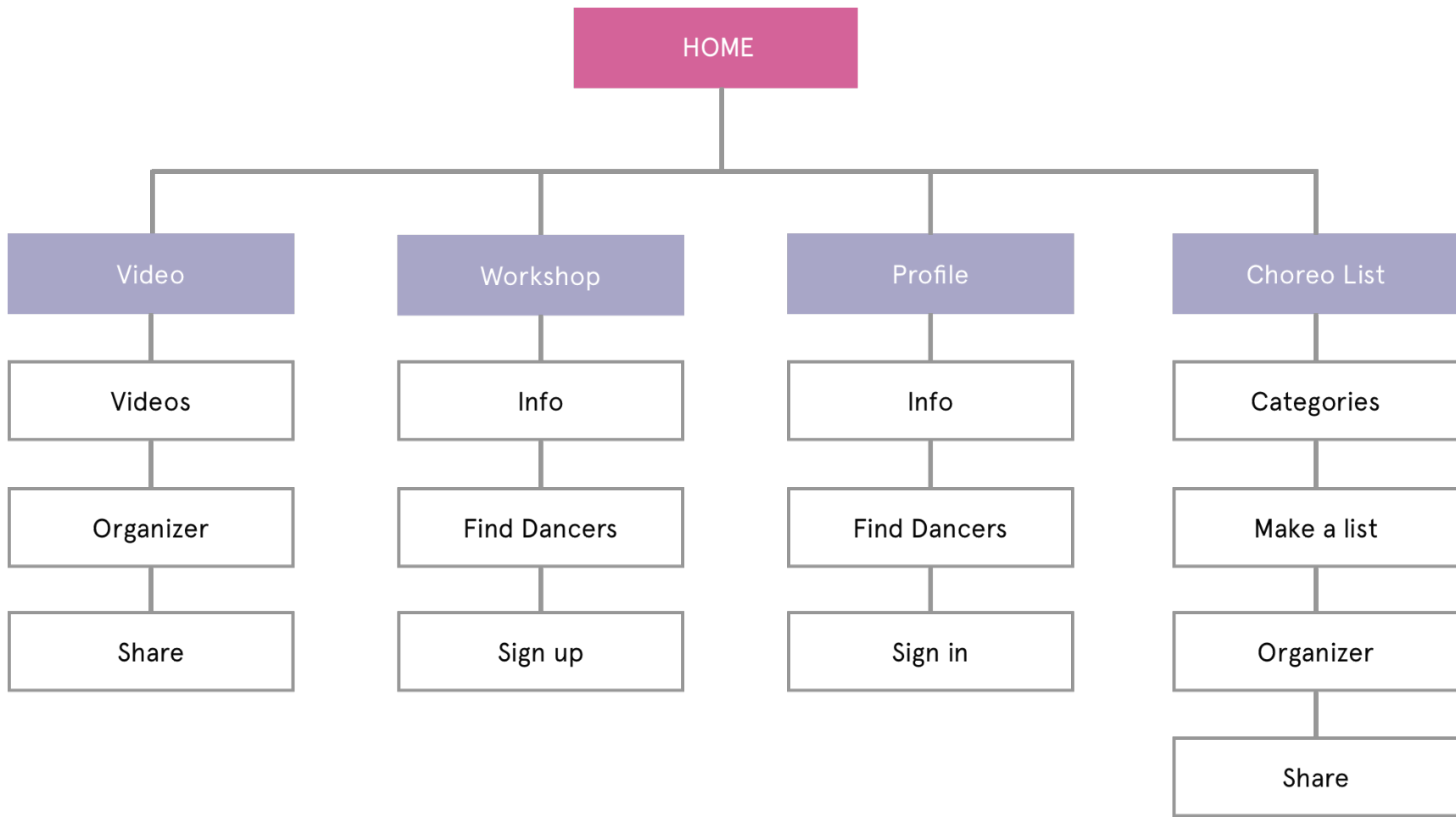
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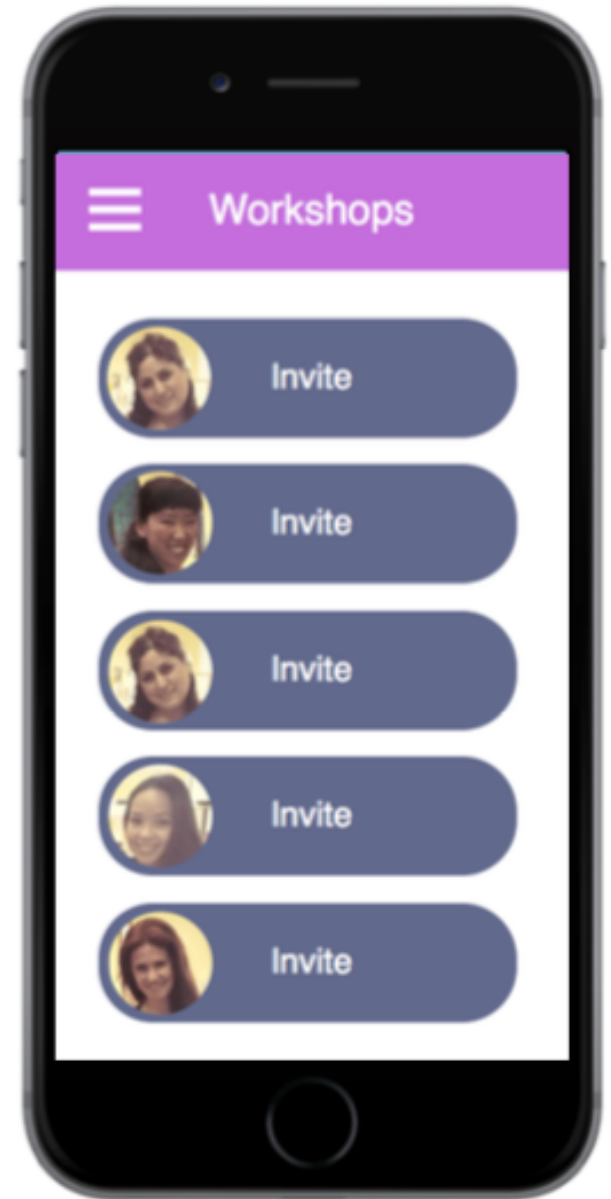
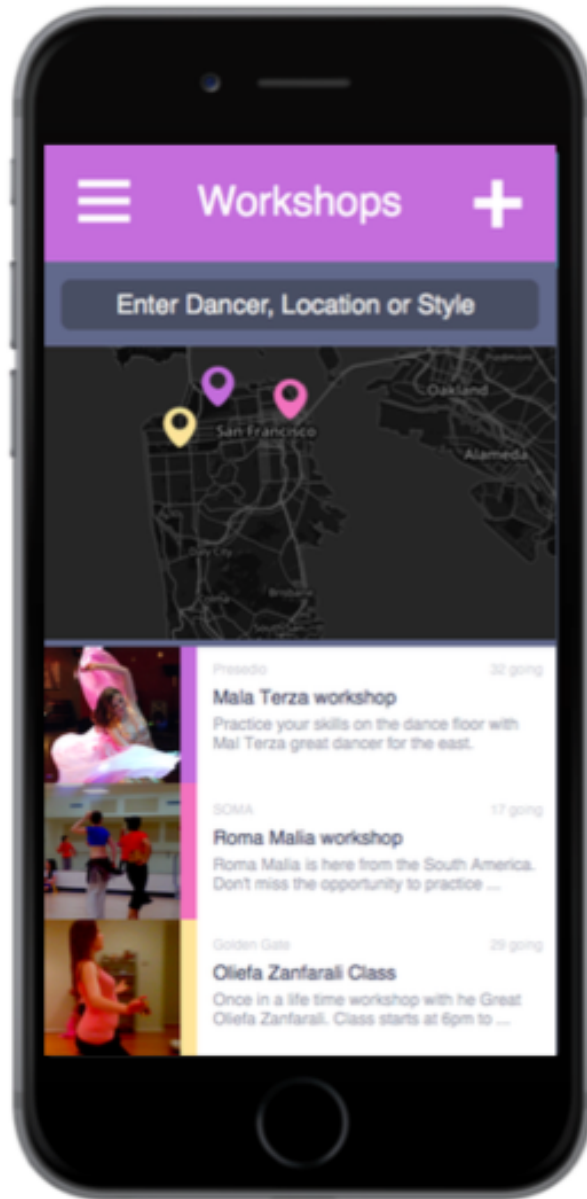
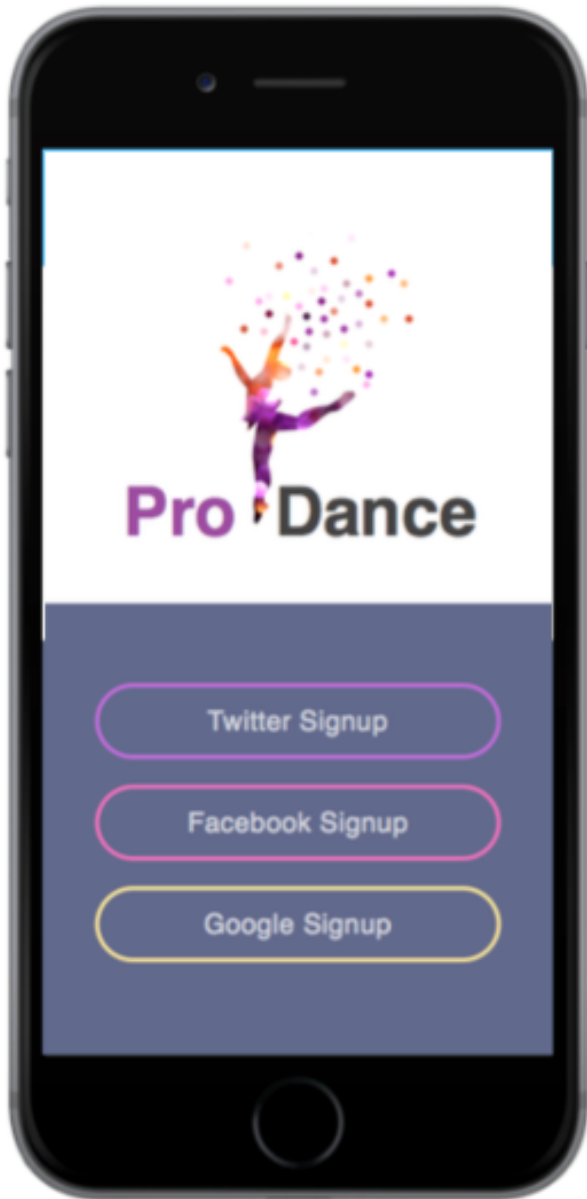


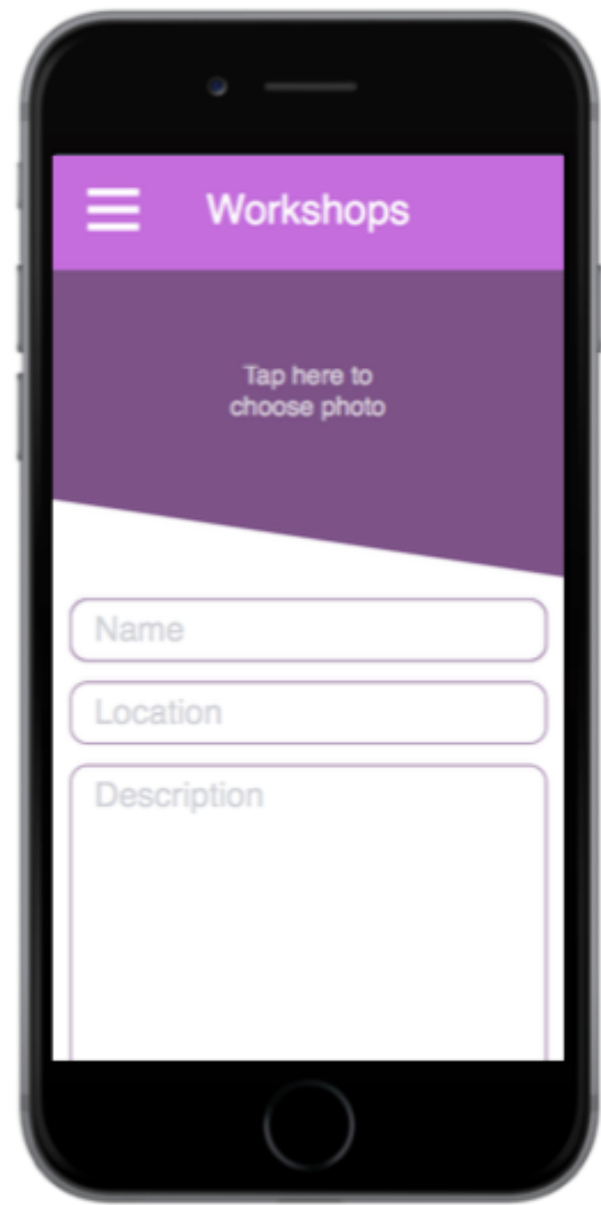
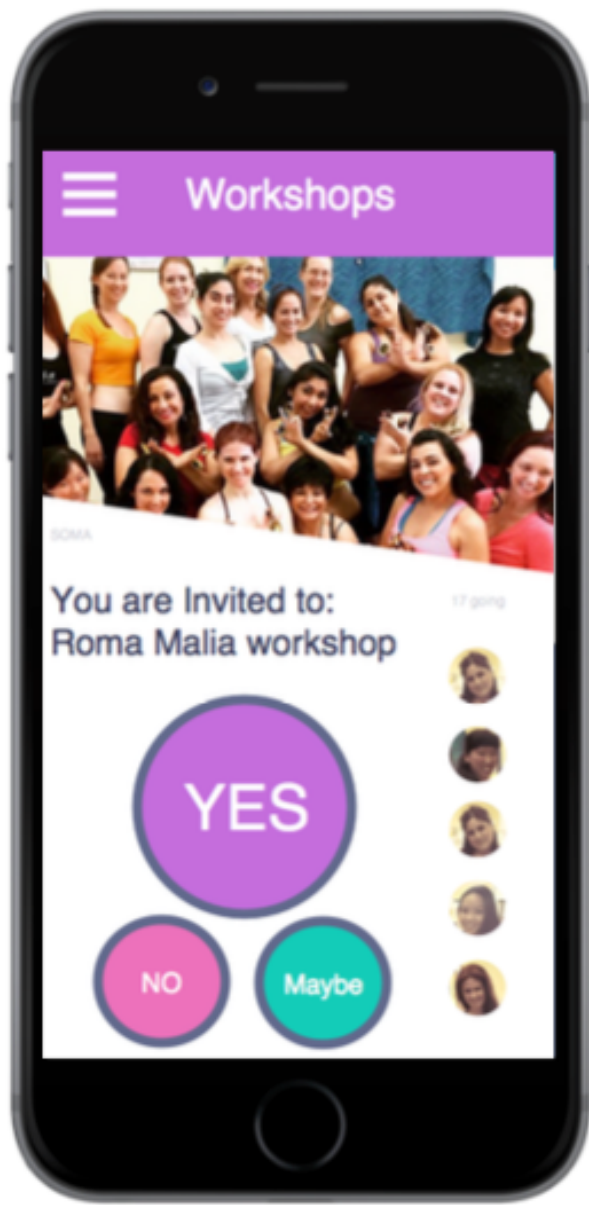
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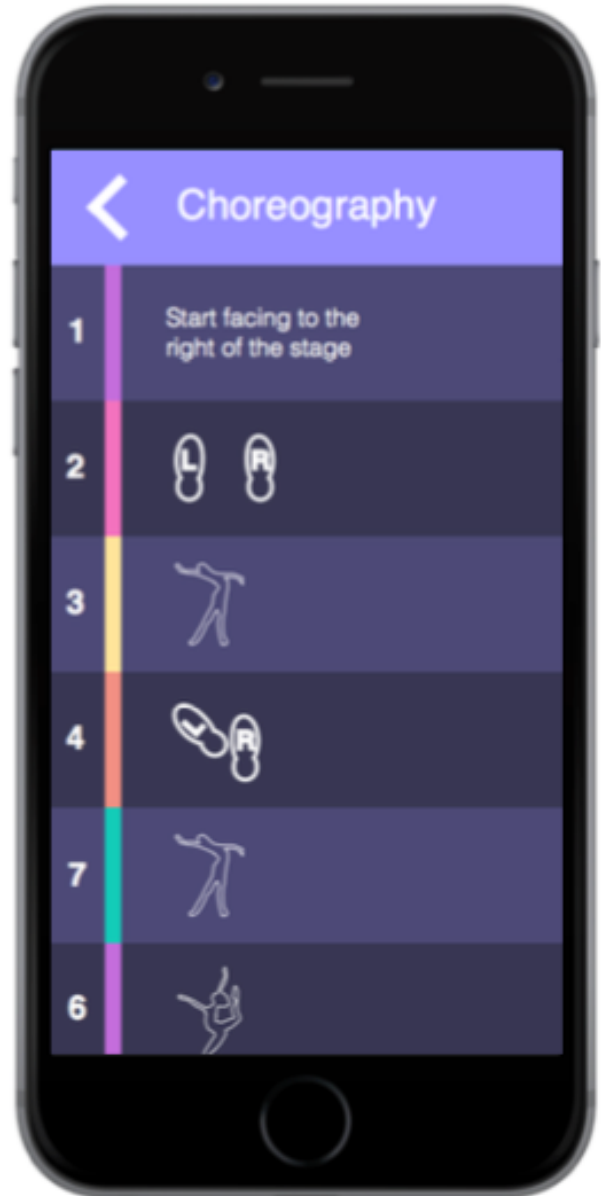
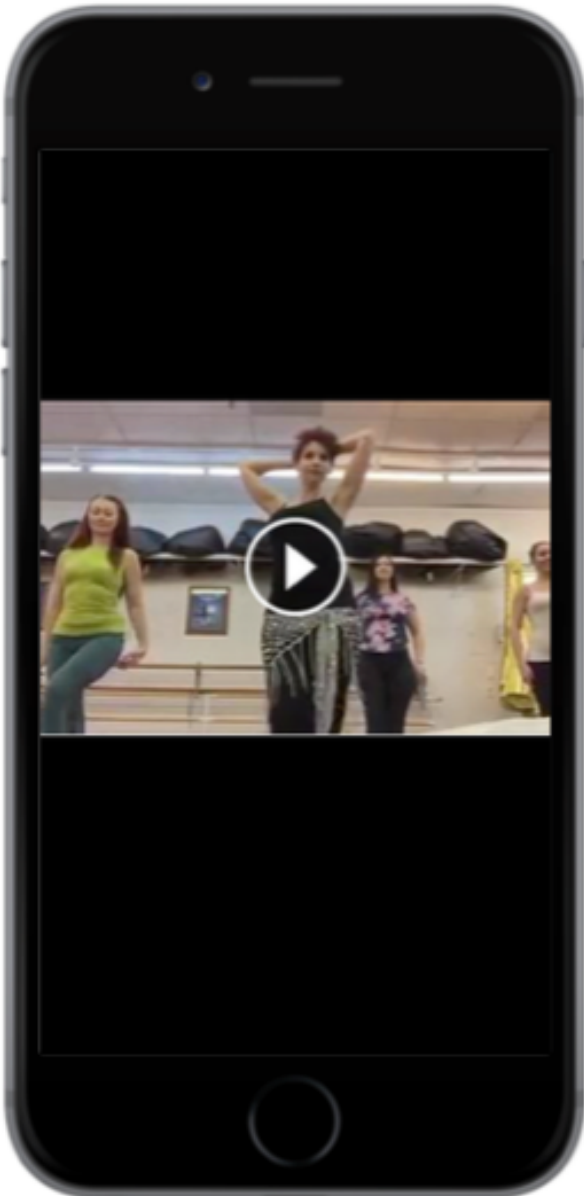
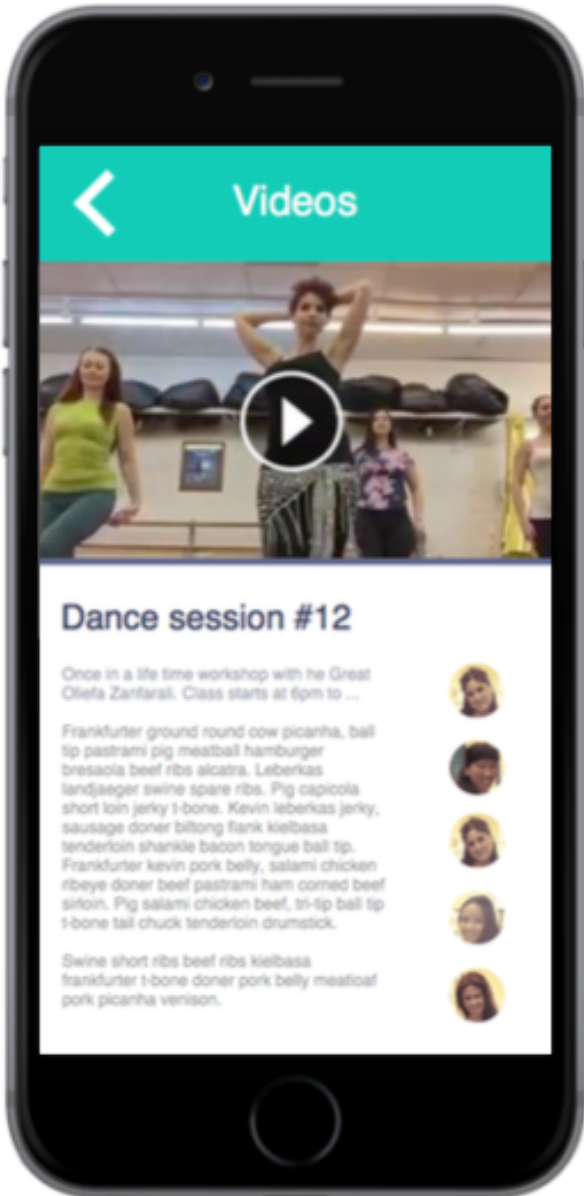


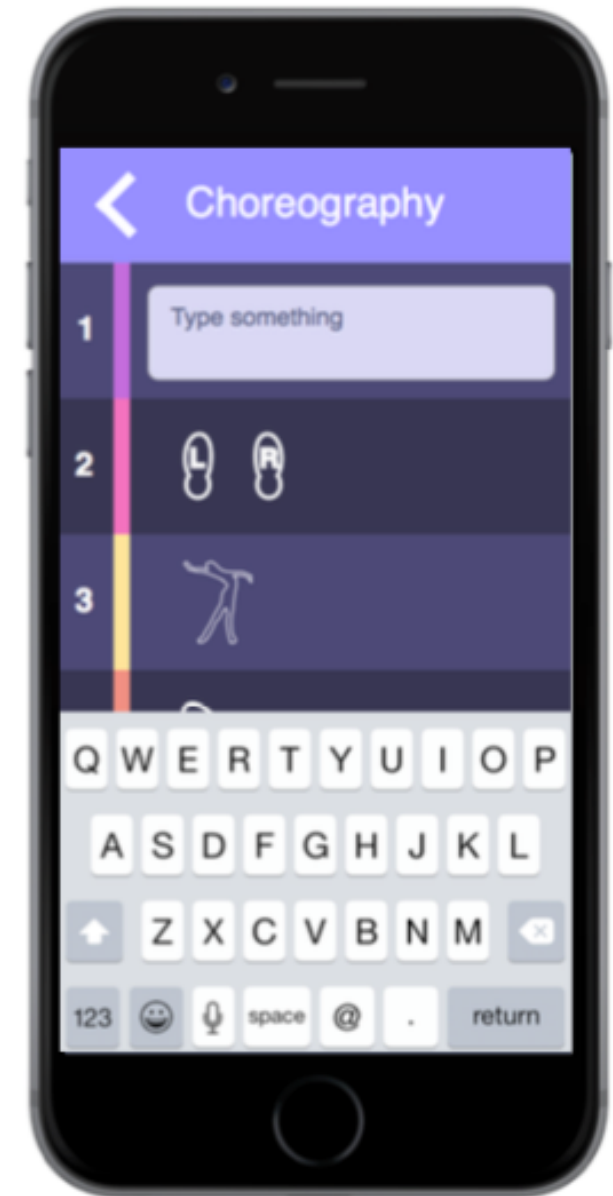
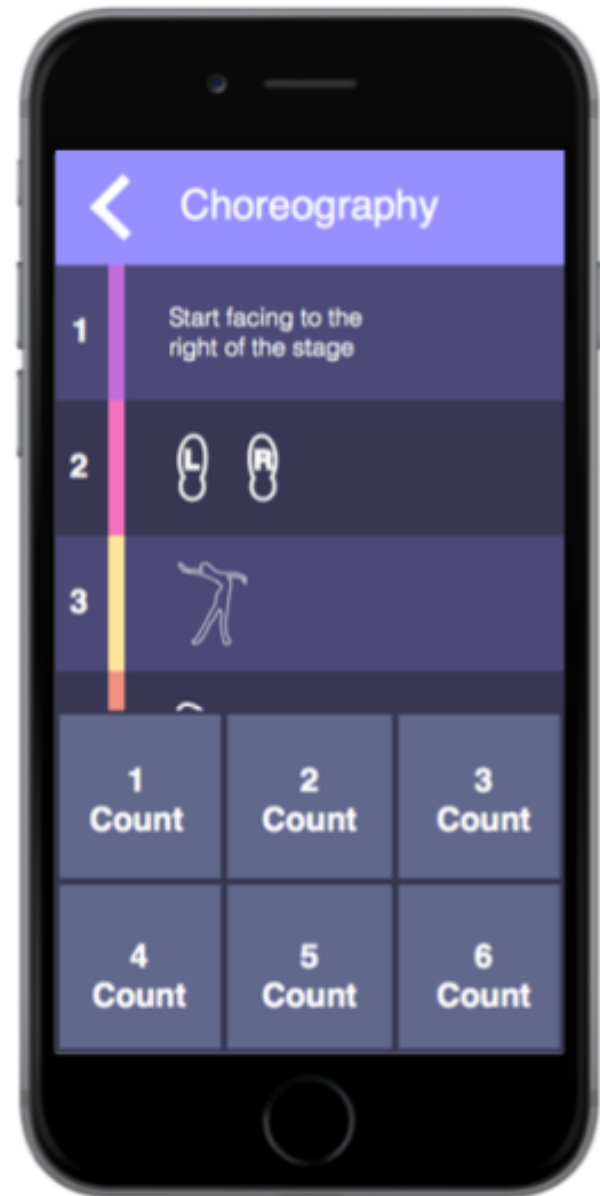


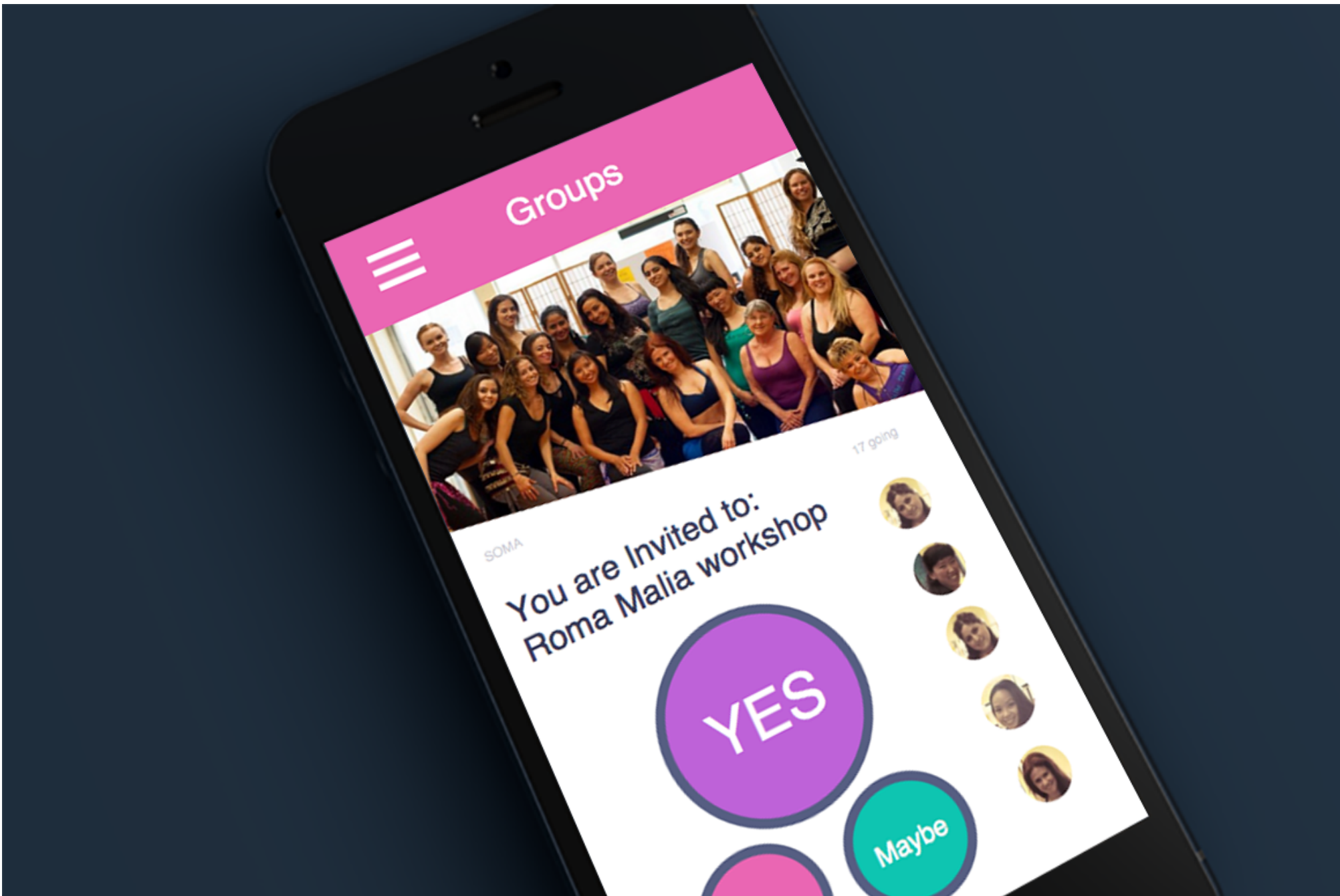


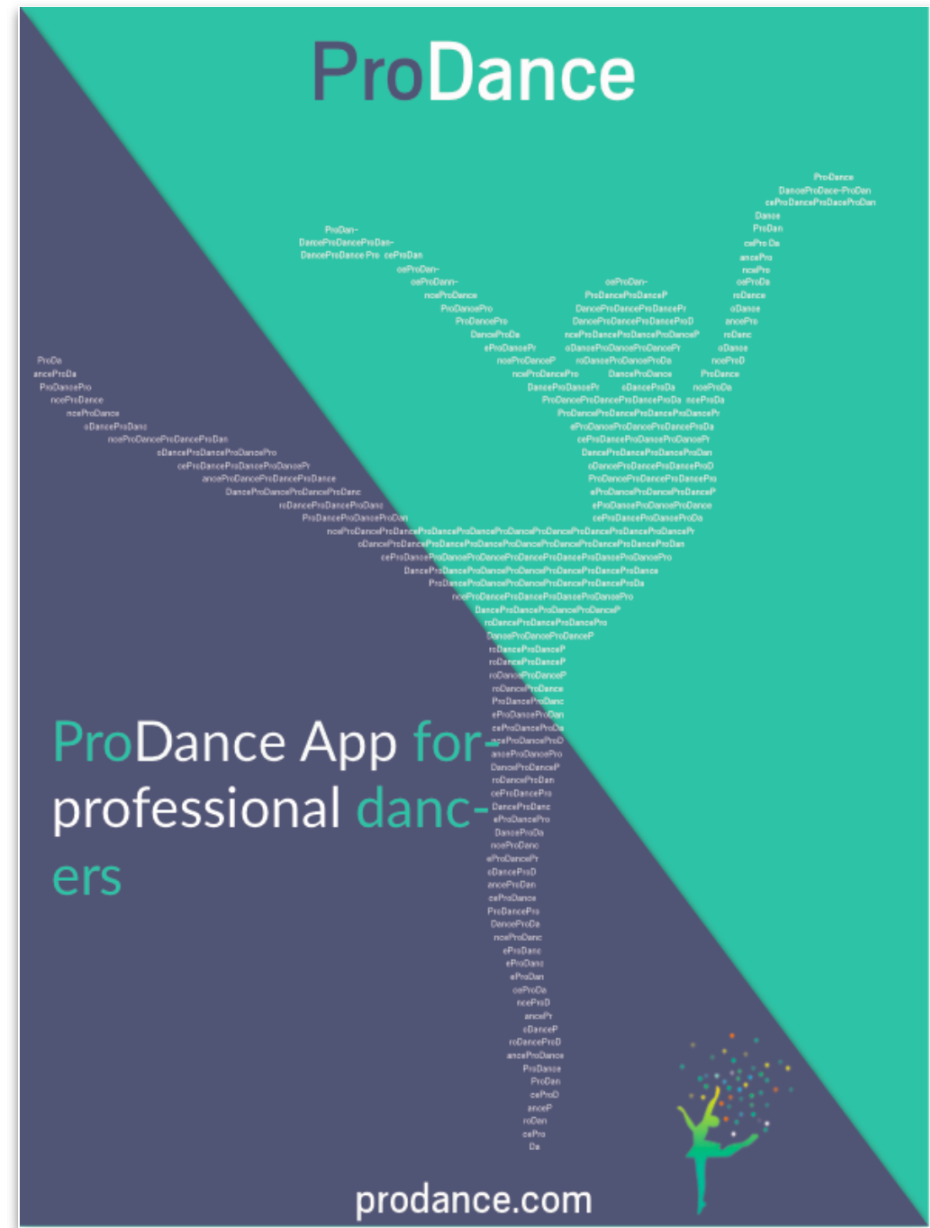
















Thank You!