



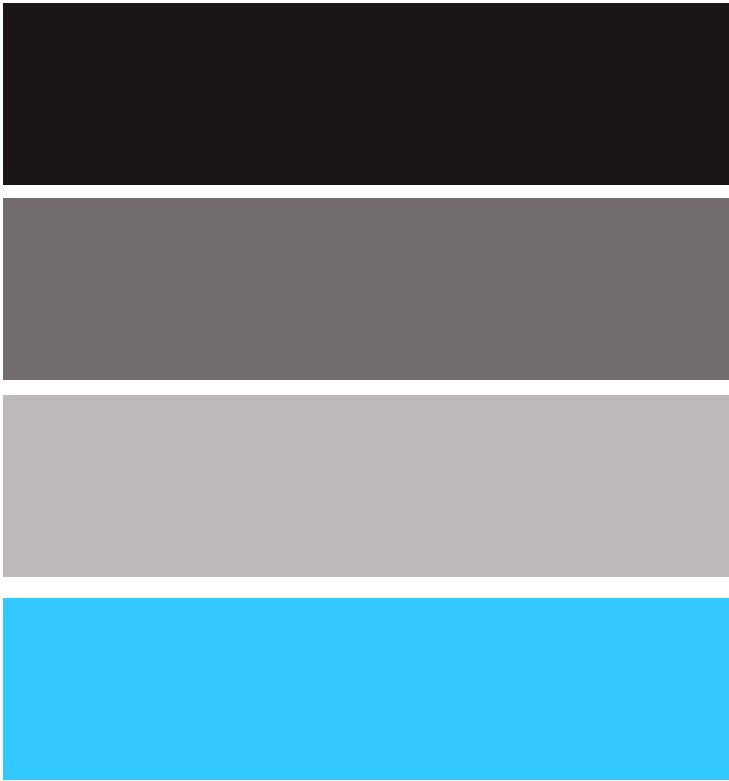
Developed By Bullimalinna Sot
© 2025



This is Ali

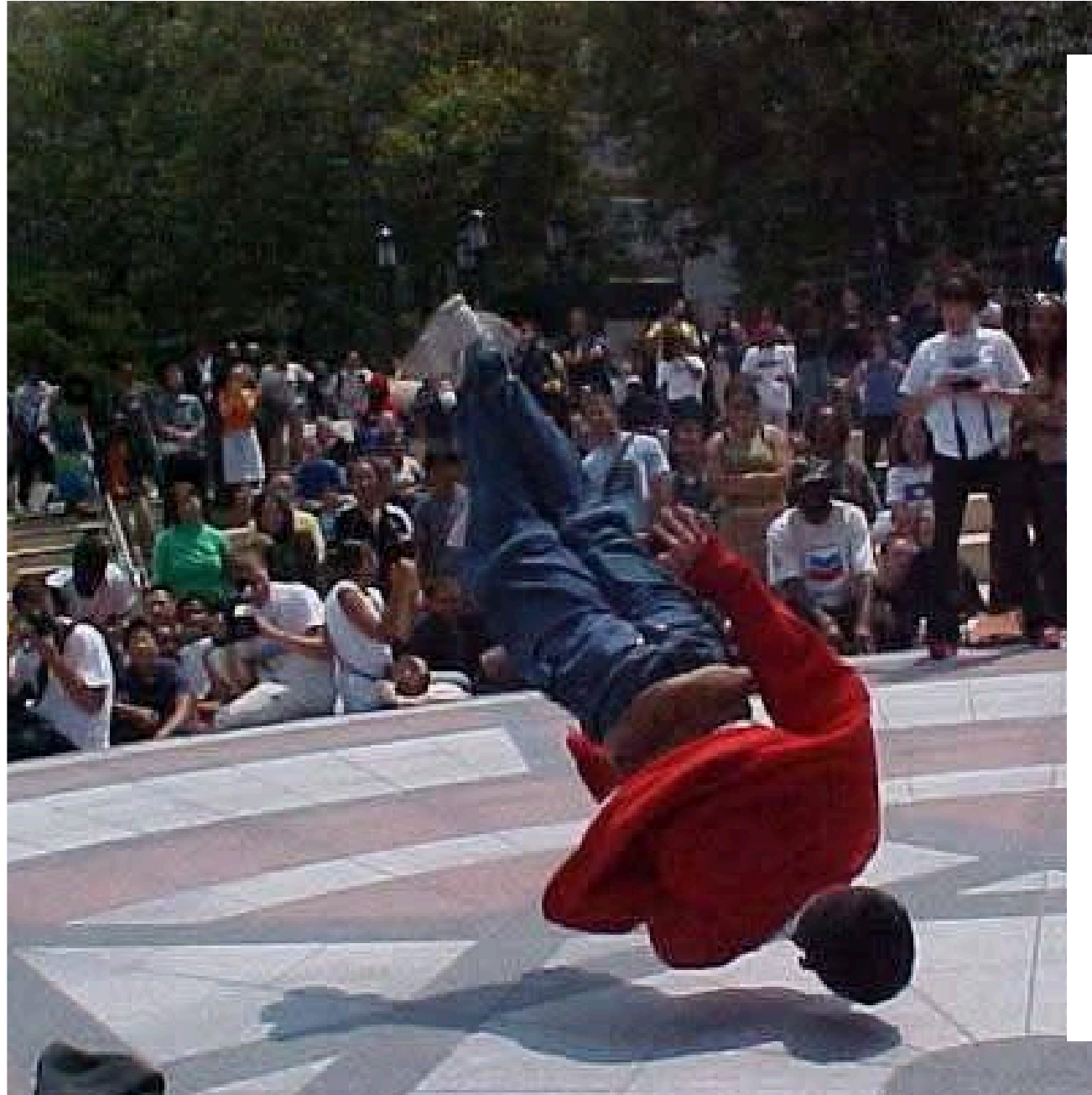
Ali is a high school senior growing up in an urban community in East Oakland and wants to find a positive lifestyle for himself and serve as a role model for his community. By choosing the path of breakdancing, he has learned leadership, discipline, good health, inspiration, and creativity through movement.

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 Vibe• Leadership• Hardworker	<ul style="list-style-type: none">• Mentors• Teachers• Mom	<ul style="list-style-type: none">• Go to College	<ul style="list-style-type: none">• GPA• Pressure of Joining Gangs	<ul style="list-style-type: none">• History book• Adobe• Camera	<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

33C9FF

16576F

000000

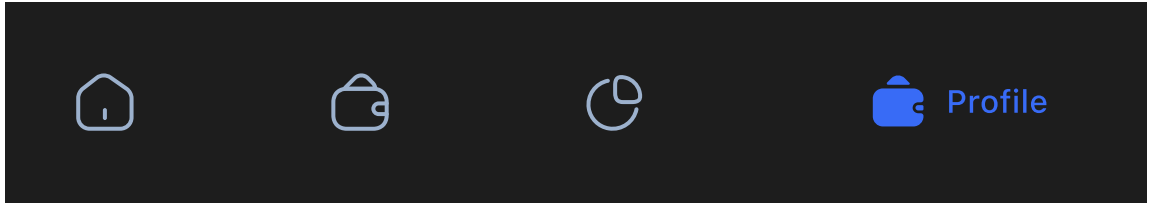
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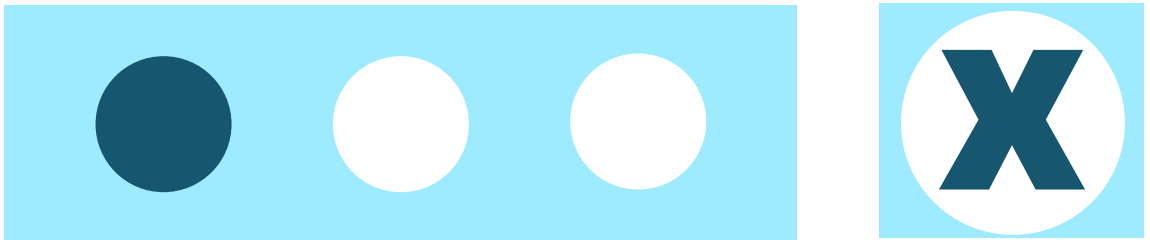
Guideline - Typography (FONT WEB)

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

Navigation



Search



Font APP

APP Menu

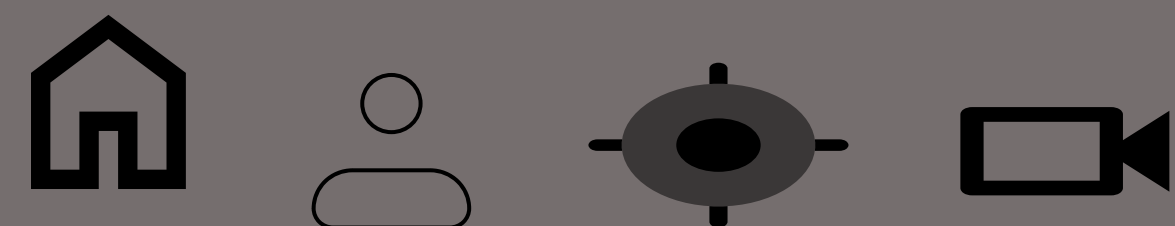
SECTION HEADER

SUB HEADING

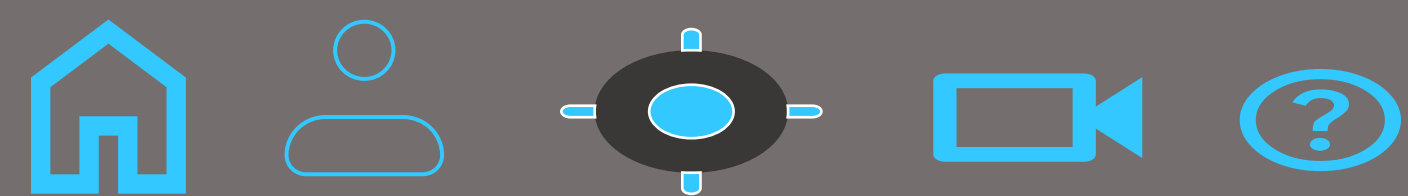
BODY

Design System

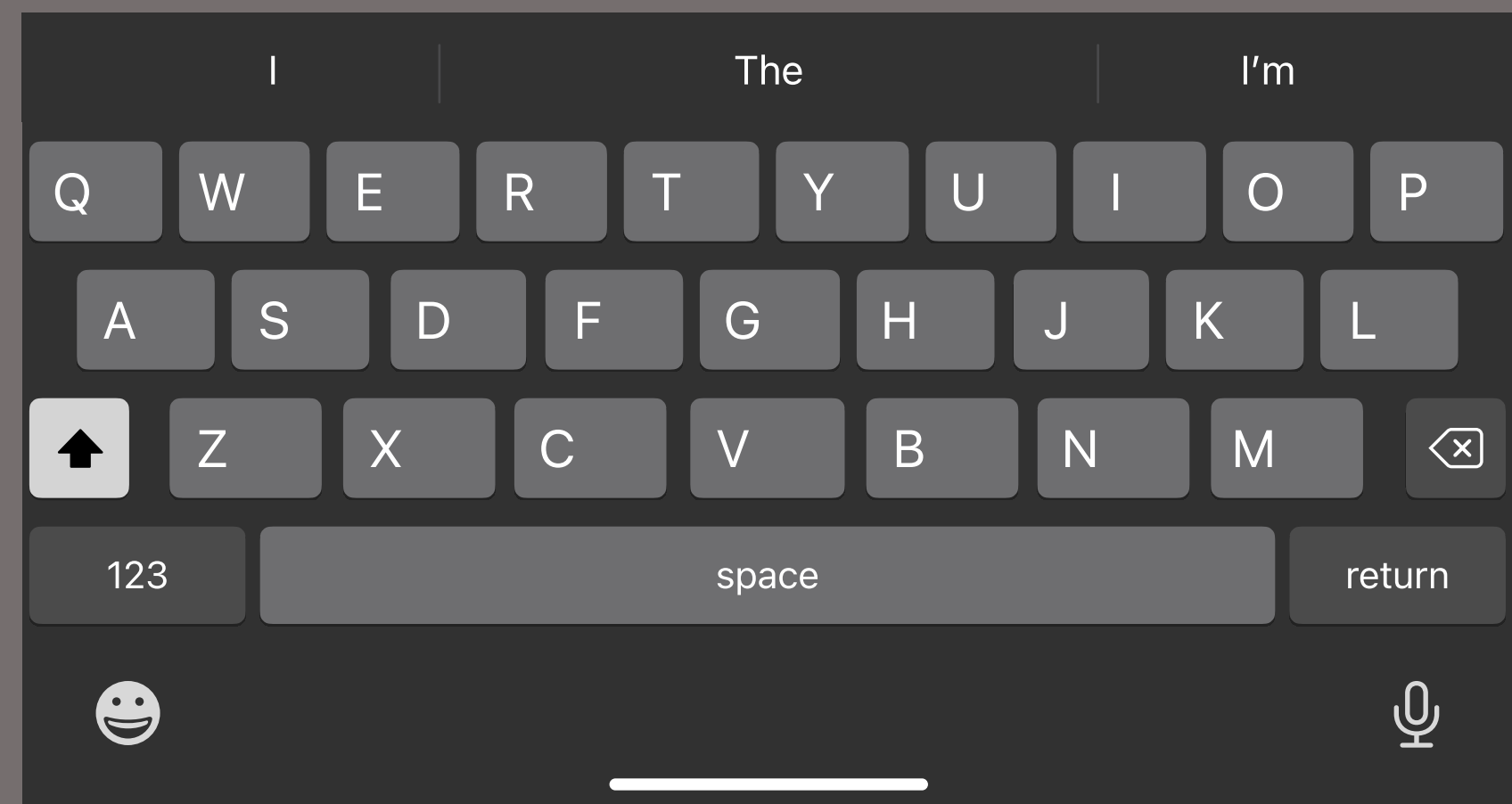
Navigation



Nav Component



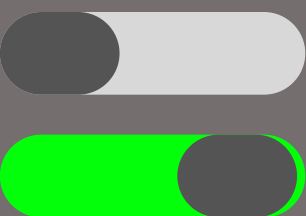
Keyboard



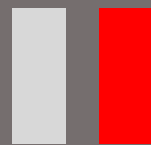
Typography

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/



Usability Test

CO APP

A cultural movement — not just an app

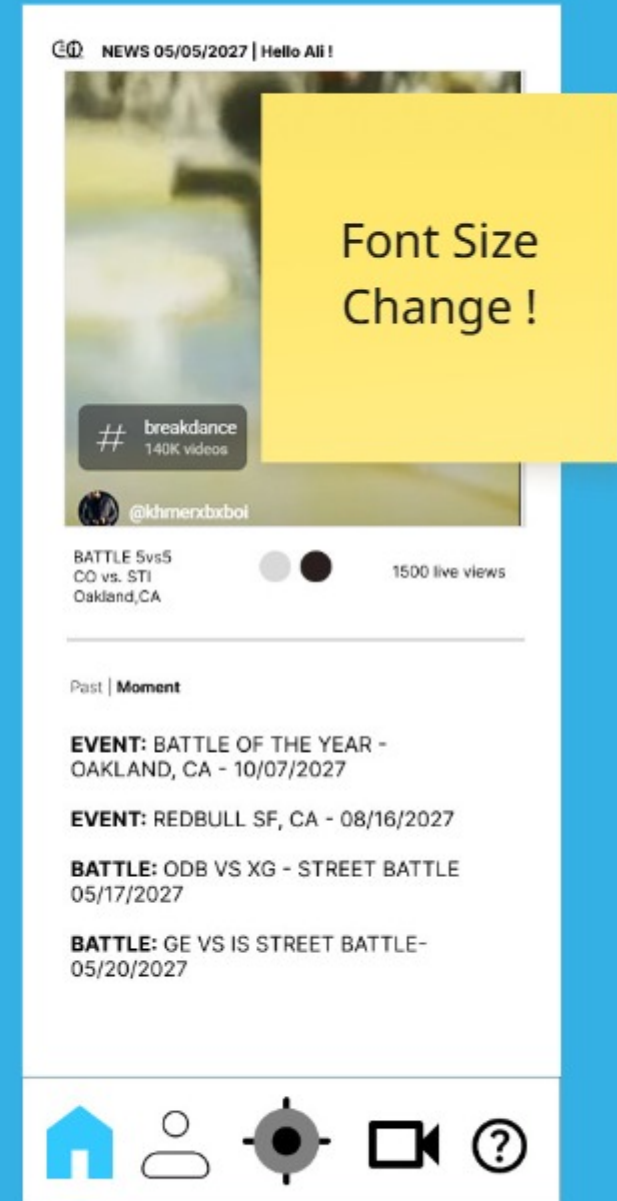
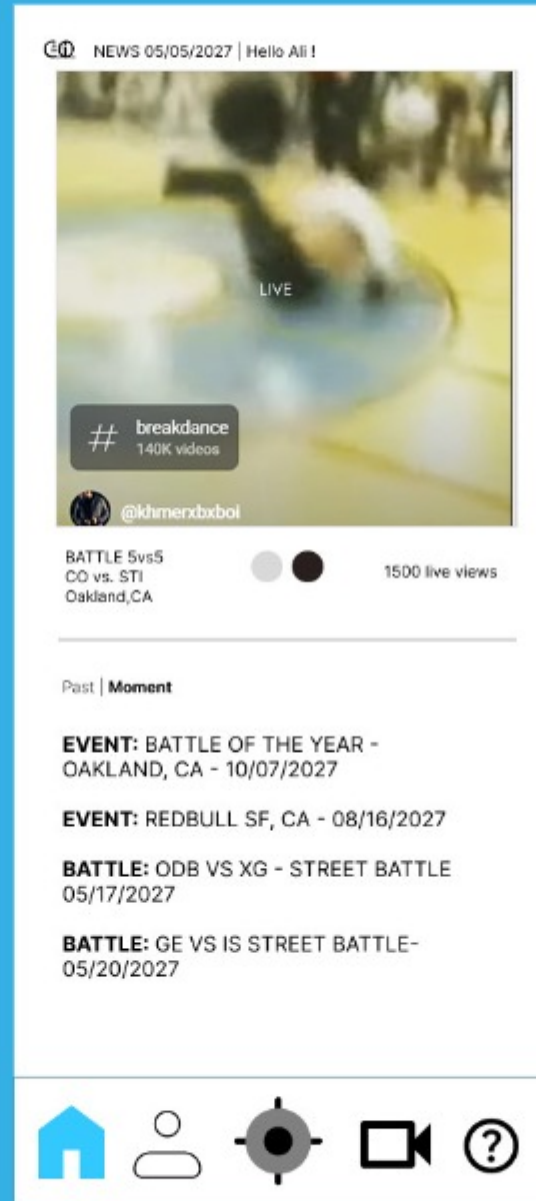
Hey everyone, I'm Bulli Sot, and this is the CO App, a platform built for dancers to connect, battle, and grow. CO stands for 'Critical Overdose,' a crew I've always been inspired by. This app is my way of giving back to the culture, especially to the youth in communities like mine who need something real to tap into. It's more than just a dance app, it's a space for expression, connection, and leveling up.



Problem: Fonts !

Usability Report

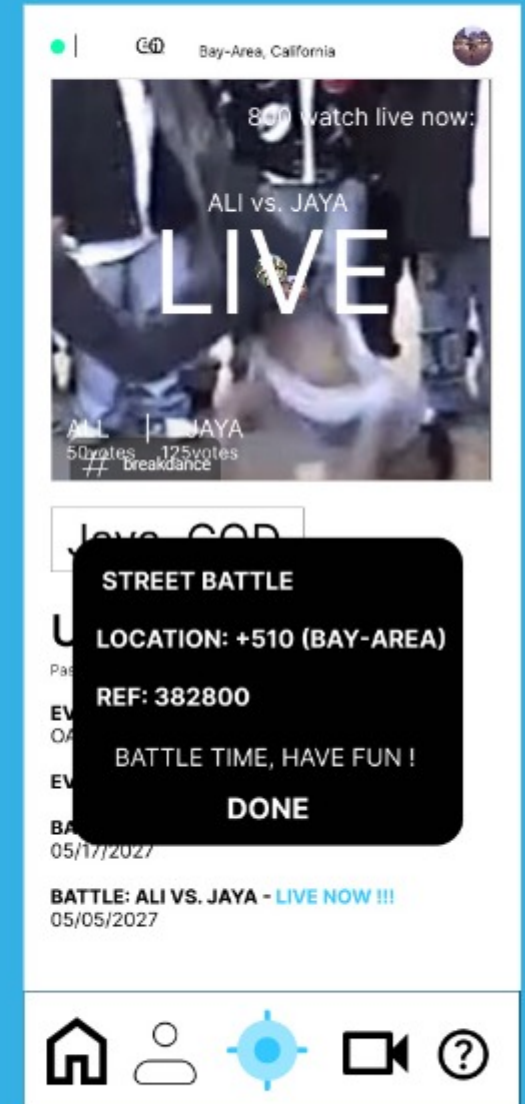
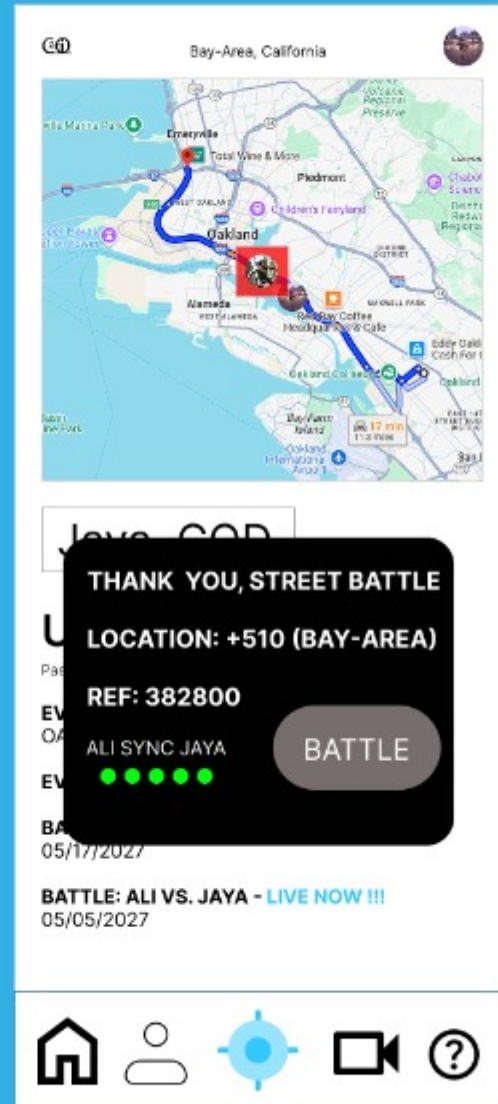
For this section, I adjusted the font because the user didn't like how small it was. I experimented with bolding and resizing to improve readability. This part features the live battle video, which is synced with YouTube. It also highlights both current and upcoming events.



GPS WORK WELL .

Usability Report

When people were using the CO app, I encouraged them to think like someone looking for a dance practice, battle updates, or wanting to join a battle. This helped individual users understand the app better! I was worried people might be confused, but thanks to apps like Lyft and Pokémon Go, they understood the power of GPS.













Sign in

or [create an account](#)



Remember me

Sign in

Sign in with Phone

[forget your password ?](#)



Sign in

or [create an account](#)



Remember me

Sign in

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123

space

return





Sign in

or [create an account](#)

ALI2025@GMAIL.COM



Remember me

Login

Sign in with Phone

[forget your password ?](#)



INFORMATION

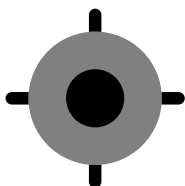
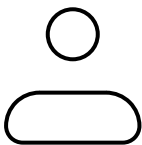
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Lvl: 20 = Sponsor by CO APP
Lvl: 50 = Monetization Video

VIDEO SYNC YOUTUBE:

CONTACT US





INFORMATION

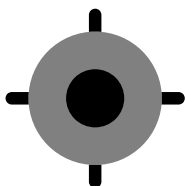
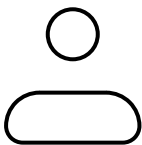
Level:

5

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Lvl: 50 = Monetization Video

VIDEO SYNC YOUTUBE:

CONTACT US





INFORMATION

Level: 5

Lvl: 20 = Sponsor by CO APP
Lvl: 50 = Monetization Video

VIDEO SYNC YOUTUBE: ☐

Contact

Send Message

Name

Email*

Message

📎 Attach Files

Attachments (0)

Send



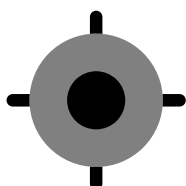
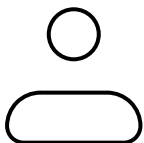
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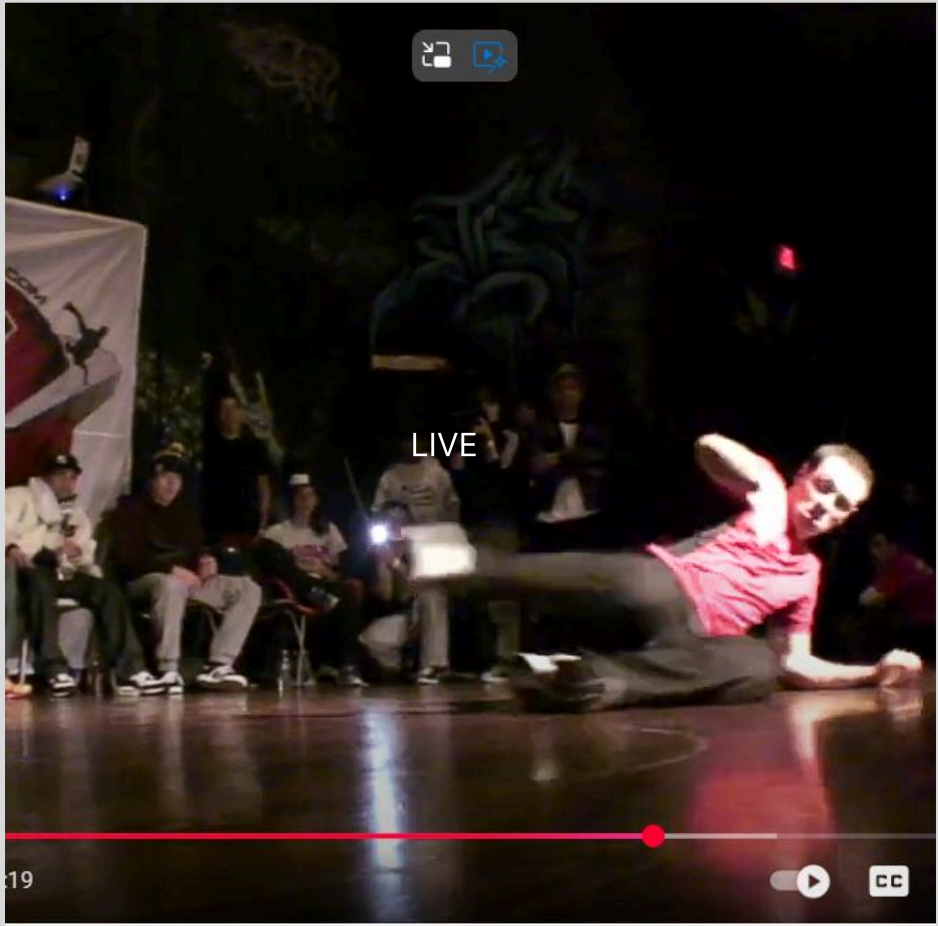
Level: 5

Lvl: 20 = Sponsor by CO APP
Lvl: 50 = Monetization Video

VIDEO SYNC YOUTUBE: ☐

THANK YOU !





BATTLE 1vs1
Hong 10 vs Crumb
Oakland,CA



150K live views

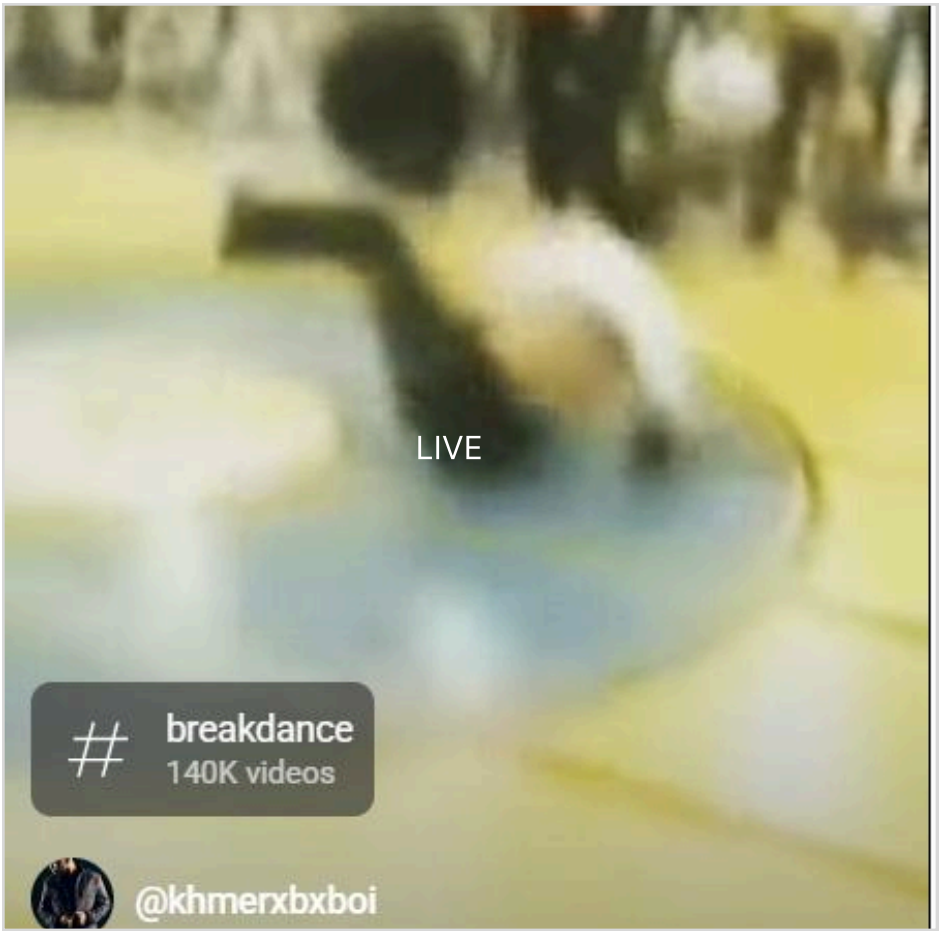
Past | **Moment**

EVENT: BATTLE OF THE YEAR -
OAKLAND, CA - 10/07/2027

EVENT: REDBULL SF, CA - 08/16/2027

BATTLE: ODB VS XG - STREET BATTLE
05/17/2027

BATTLE: GE VS IS STREET BATTLE-
05/20/2027



BATTLE 5vs5
CO vs. STI
Oakland,CA



1500 live views

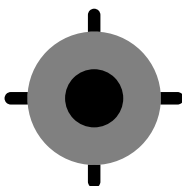
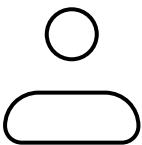
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05/17/2027

BATTLE: GE VS IS STREET BATTLE-
05/20/2027





EVENT
SF, CA
08/16/2027



Level Up: +50XP
for Attending

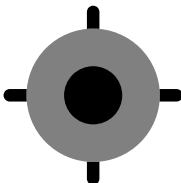
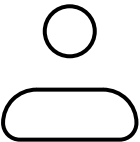
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→ **EVENT:** REDBULL SF, CA - 08/16/2027

BATTLE: ODB VS XG - STREET BATTLE
05/17/2027

BATTLE: GE VS IS STREET BATTLE-
05/20/2027





ALI, CO

Setting | Edited Profile | Add Media

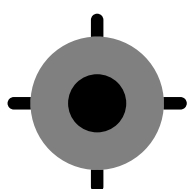
MANAGE BATTLE: >

EMAIL: ALI2025@GMAIL.COM

PHONE: 5107153233

HIDE BIO: ☐

AUTO GPS: ON





ALI, CO

Setting | Edited Profile | Add Media

MANAGE BATTLE: >

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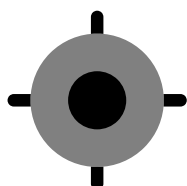
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SHOW BIO:



W: 15 | L: 2 | BEGINNER
Level: 5

AUTO GPS: ON





ALI, CO

Setting | Edited Profile | Add Media

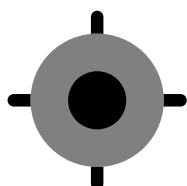
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YOUR IP NUMBER: 5107153233

CREATE EVENT : CONTACT US

STREET BATTLE:

VS. IP NUMBER:





ALI, CO

Setting | Edited Profile | Add Media

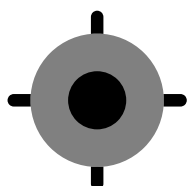
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CREATE EVENT : CONTACT US

STREET BATTLE:

VS. IP NUMBER:





ALI, CO

Setting | Edited Profile | Add Media

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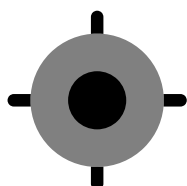
CREATE EVENT : CONTACT US

STREET BATTLE:

VS. IP NUMBER:

+1510493XXXX

CANCEL | SUBMIT





ALI, CO

THANK YOU, STREET BATTLE

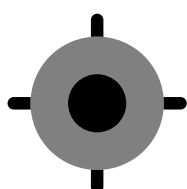
LOCATION: +510 (BAY-AREA)



READY

VS. IP NUMBER:

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ALI, CO

THANK YOU, STREET BATTLE

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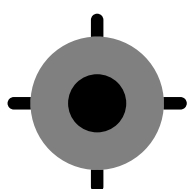
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05/06/2027

BATTLE

VS. IP NUMBER:

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ALI, CO

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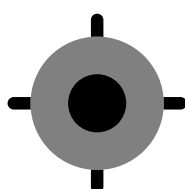
MANAGE BATTLE: 1

EMAIL: ALI2025@GMAIL.COM

PHONE: 5107153233

HIDE BIO: ☐

AUTO GPS: ON





ALI, CO

Setting | Edited Profile | Add Media

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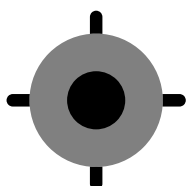
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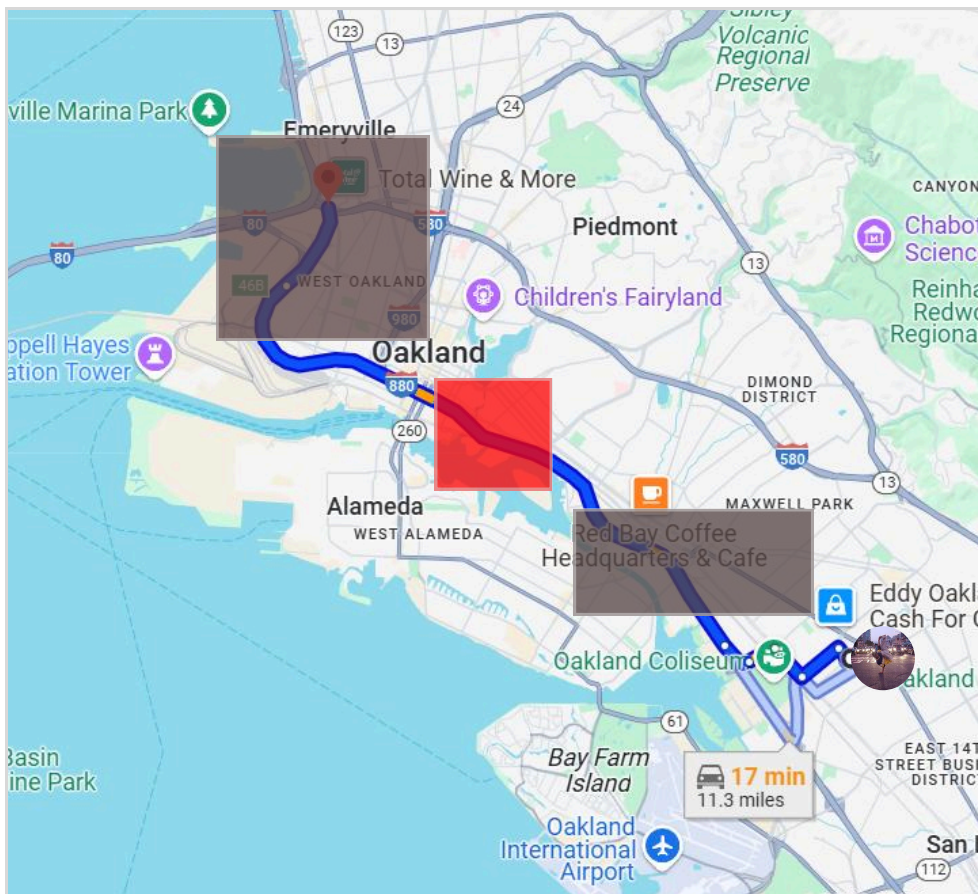
SHOW BIO:



W: 15 | L: 2 | BEGINNER

AUTO GPS: ON





roaming...



UPCOMING

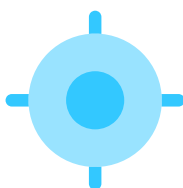
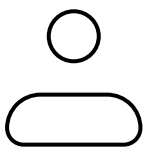
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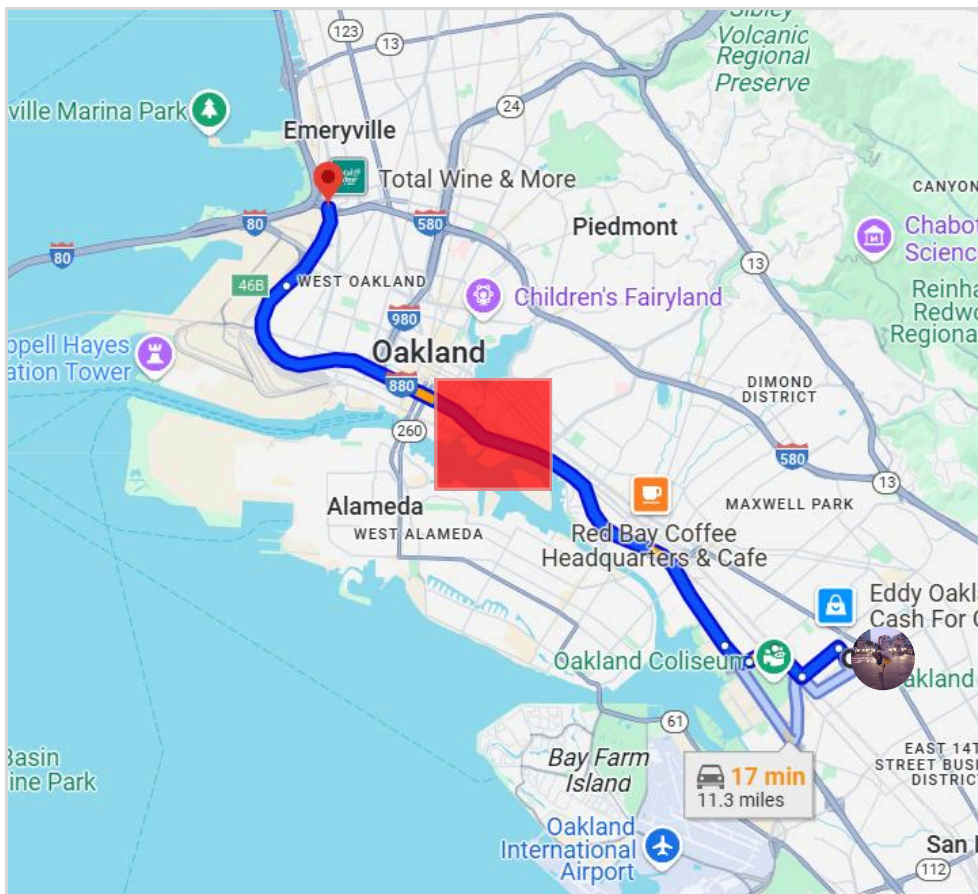
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BATTLE: ODB VS XG - STREET BATTLE
05/17/2027

BATTLE: GE VS IS STREET BATTLE-
05/20/2027





Jaya, COD

BATTLE

+15107153337 W: 50 | L:5 | MASTER

UPCOMING

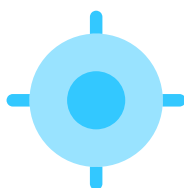
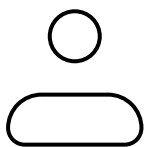
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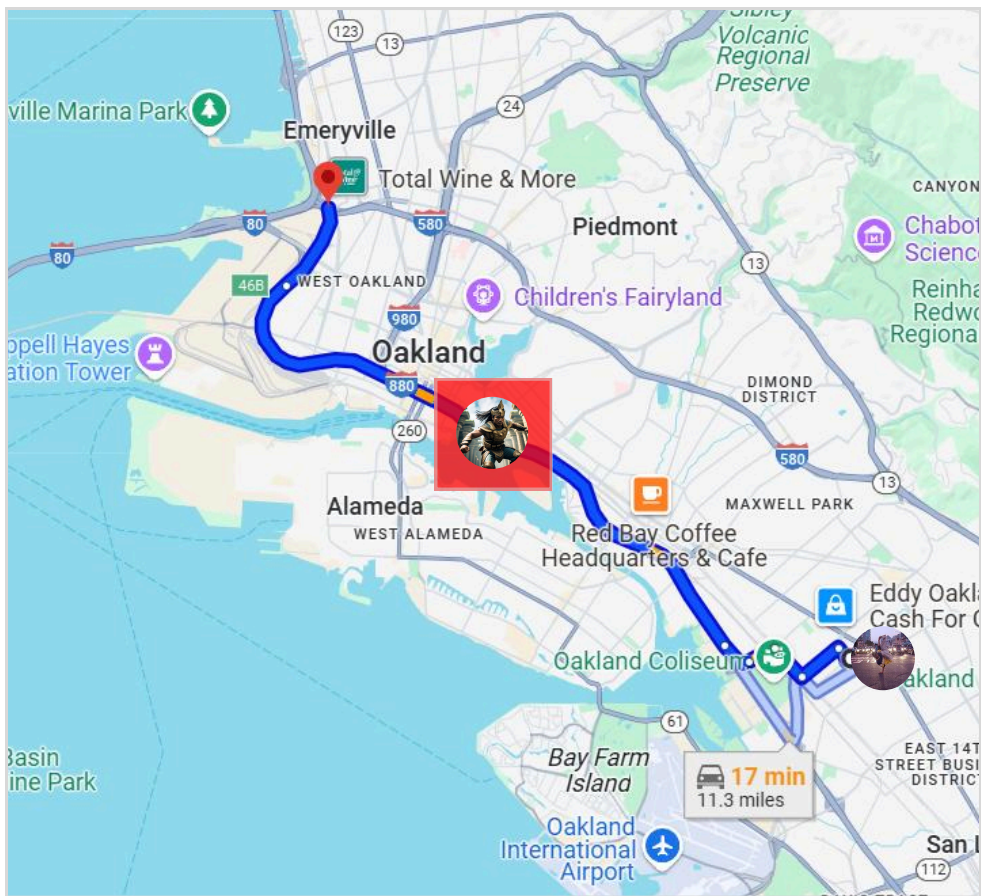
BATTLE: ODB VS XG - STREET BATTLE
05/17/2027

BATTLE: GE VS IS STREET BATTLE-
05/20/2027





Bay-Area, California



THANK YOU, STREET BATTLE

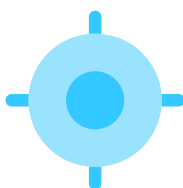
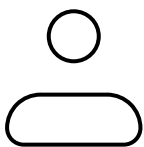
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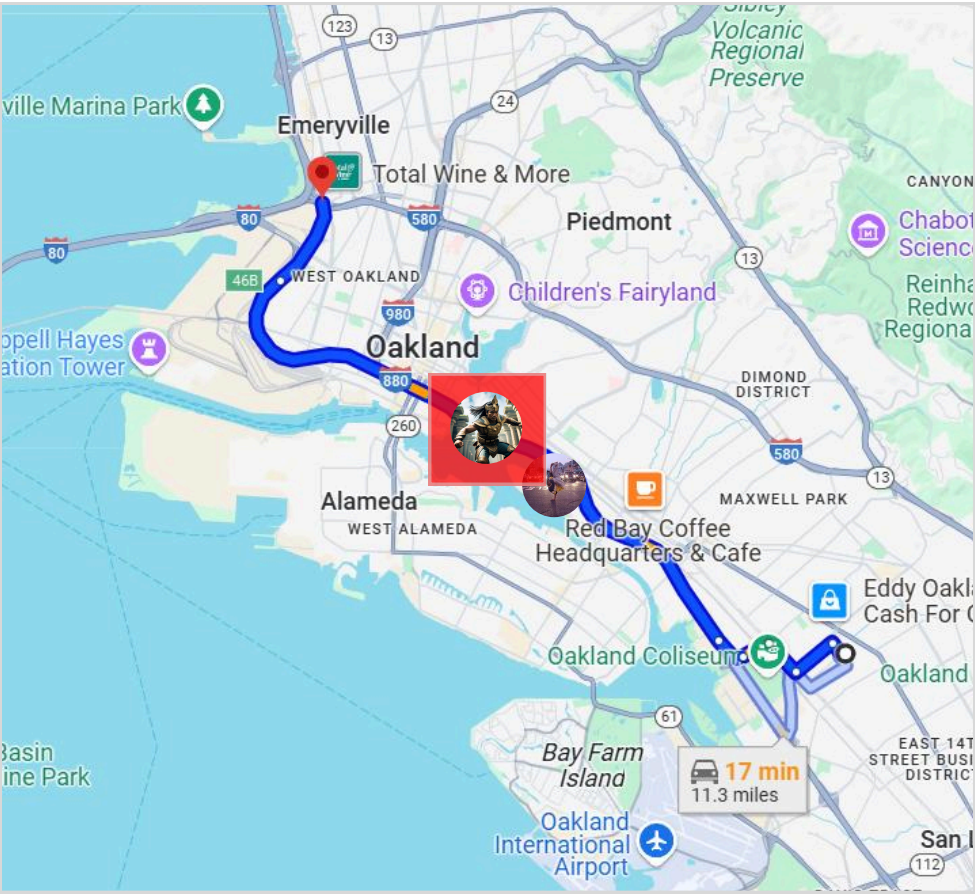
REF: 382800

**FIND THE DANCER
with GPS**

READY

BATTLE: GE VS IS STREET BATTLE-
05/20/2027





THANK YOU, STREET BATTLE

LOCATION: +510 (BAY-AREA)

REF: 382800

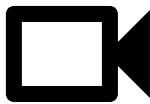
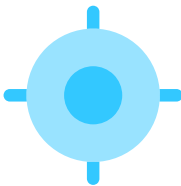
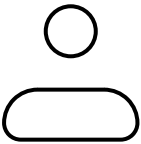
ALI SYNC JAYA



BATTLE

BATTLE: ALI VS. JAYA - LIVE NOW !!!

05/05/2027





800 watch live now:

ALI vs. JAYA

LIVE 

ALL

50votes

JAYA

125votes

STREET BATTLE

LOCATION: +510 (BAY-AREA)

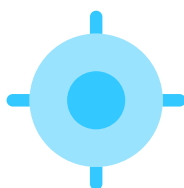
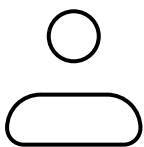
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BATTLE TIME, HAVE FUN !

DONE

BATTLE: ALI VS. JAYA - LIVE NOW !!!

05/05/2027





Jaya COD

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05/17/2027

STREET BATTLE

LOCATION: +510 (BAY-AREA)

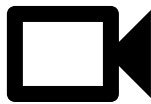
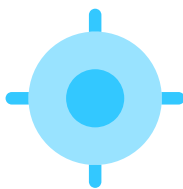
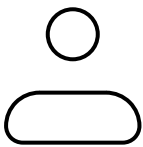
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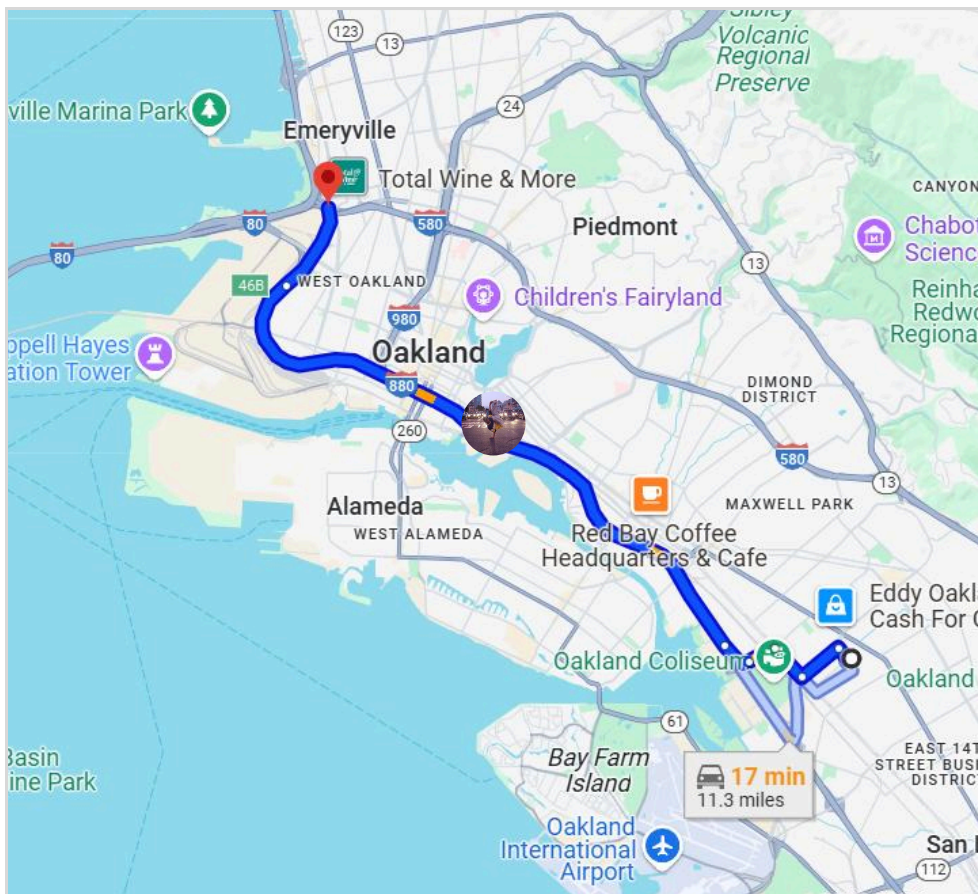
BATTLE TIME, HAVE FUN !

DONE

BATTLE: ALI VS. JAYA - LIVE NOW !!!

05/05/2027





winner will update soon ...



UPCOMING

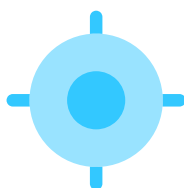
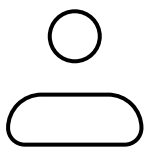
Past | **Moment**

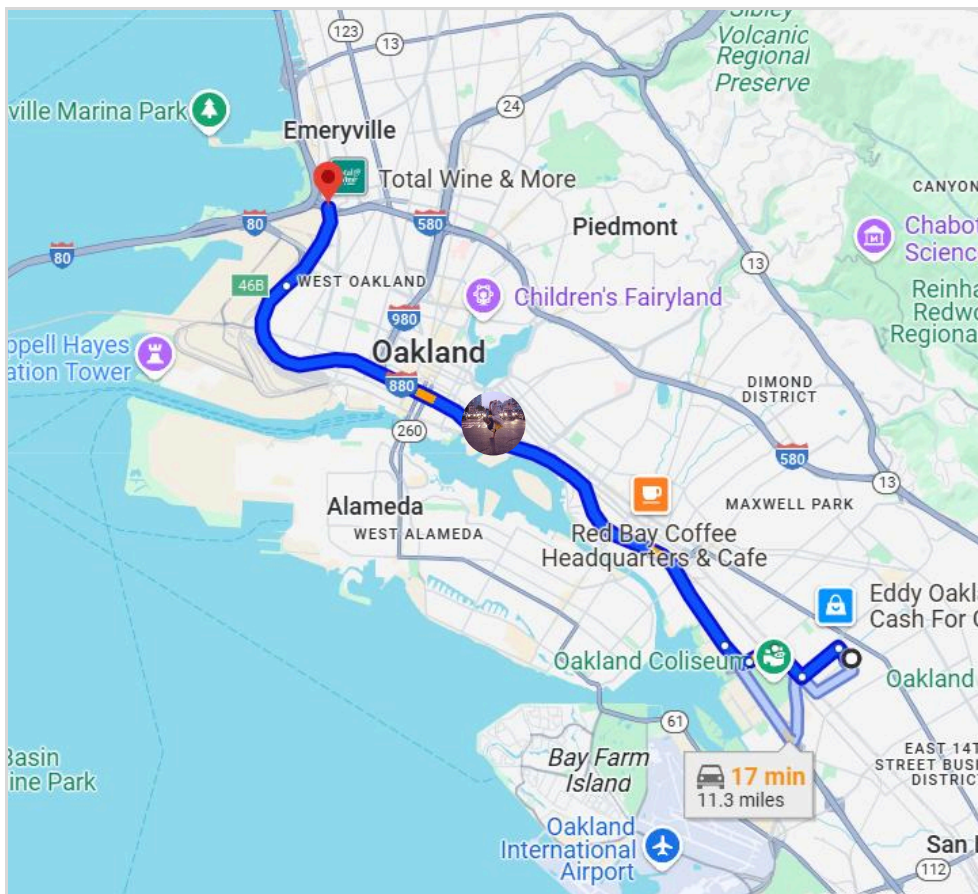
EVENT: BATTLE OF THE YEAR -
OAKLAND, CA - 10/07/2027

EVENT: REDBULL SF, CA - 08/16/2027

BATTLE: ODB VS XG - STREET BATTLE
05/17/2027

BATTLE: GE VS IS STREET BATTLE-
05/20/2027





24hrs to restart new battle ...



UPCOMING

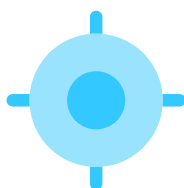
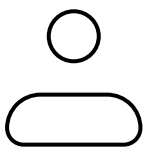
Past | **Moment**

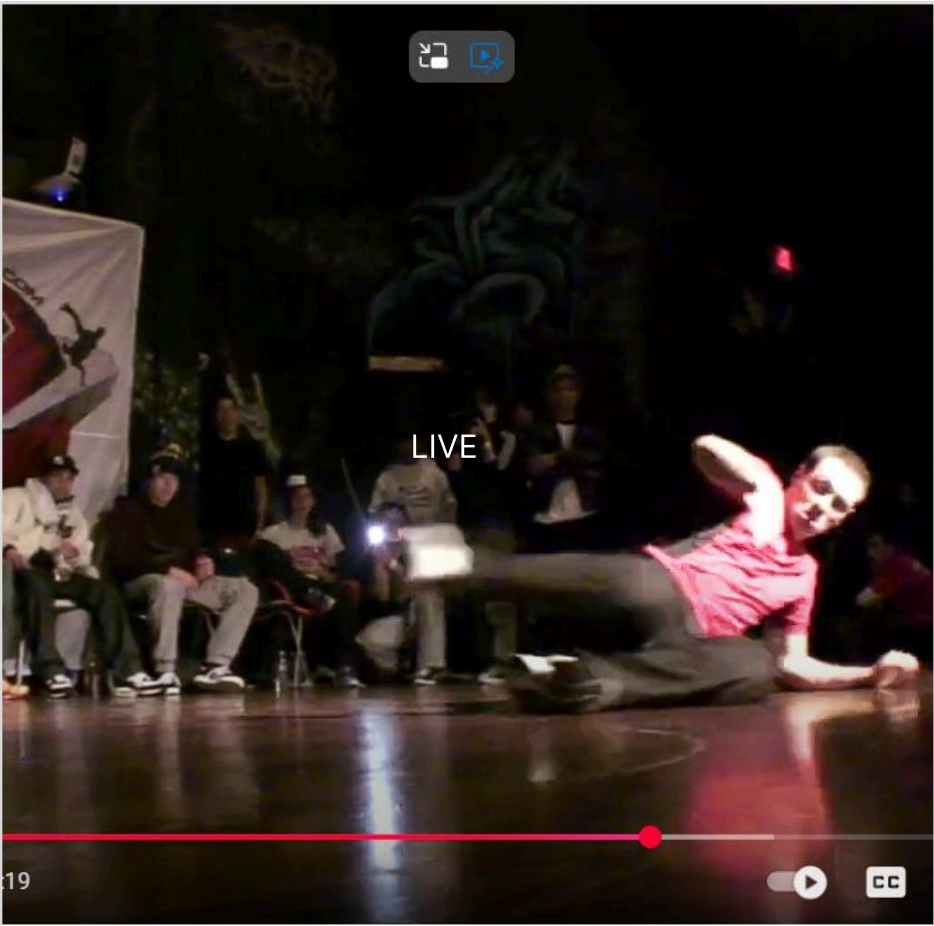
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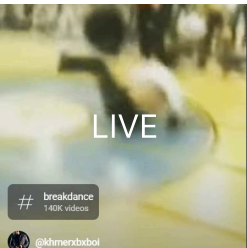
BATTLE: ODB VS XG - STREET BATTLE
05/17/2027

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05/20/2027





BATTLE 1vs1
Hong 10 vs Crumb Oakland,CA 150,000 views

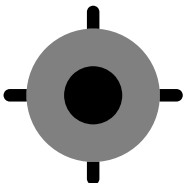
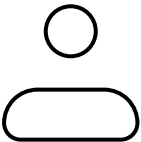


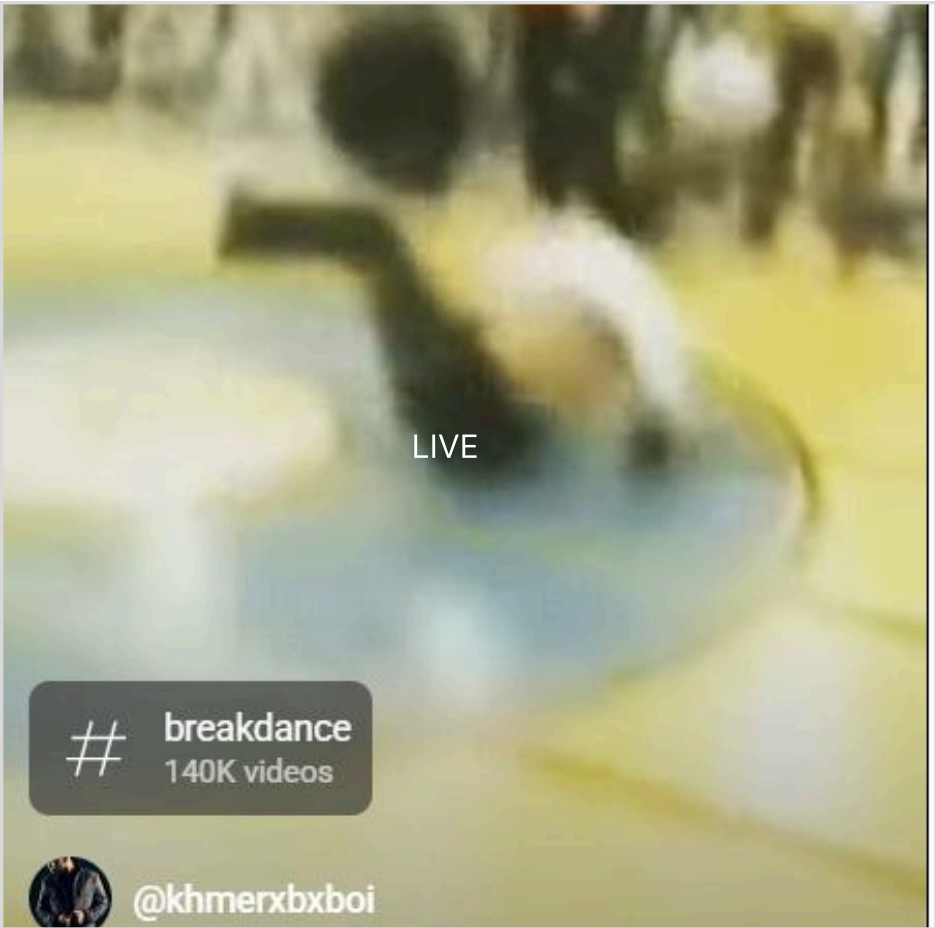
CO vs. STI
Oakland,CA CO Media

1500 live views



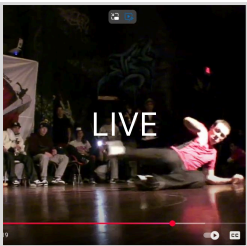
Critical Overdose Trailer | CO CREW 112K views 1 week ago





BATTLE Crew vs. Crew
CO vs STI Oakland,CA

1500 live views



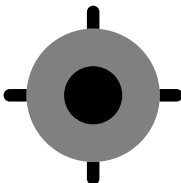
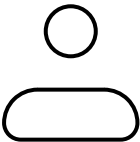
Hong 10 vs Crumb
Oakland,CA

FS. Media

150,000 views



Critical Overdose Trailer | CO CREW 112K views 1 week ago





Trailer

Critical Overdose Oakland,CA

112k views | 1 week ago



OBD VS. XG | OBD CREW [] 110K views [] 2 week ago

