



choreolab

creative conversations in dance

THE PROBLEM

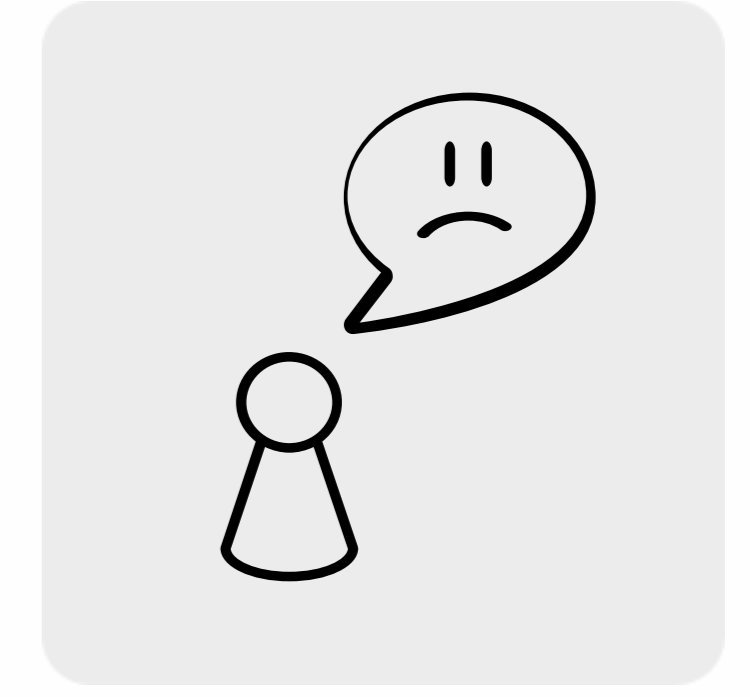
Dancers often struggle to maintain creative energy, and end up abandoning ideas without fully exploring their potential to be refined into inspiring pieces of movements.



Spontaneous Inspiration



Process of Choreographing



Abandon Idea

After

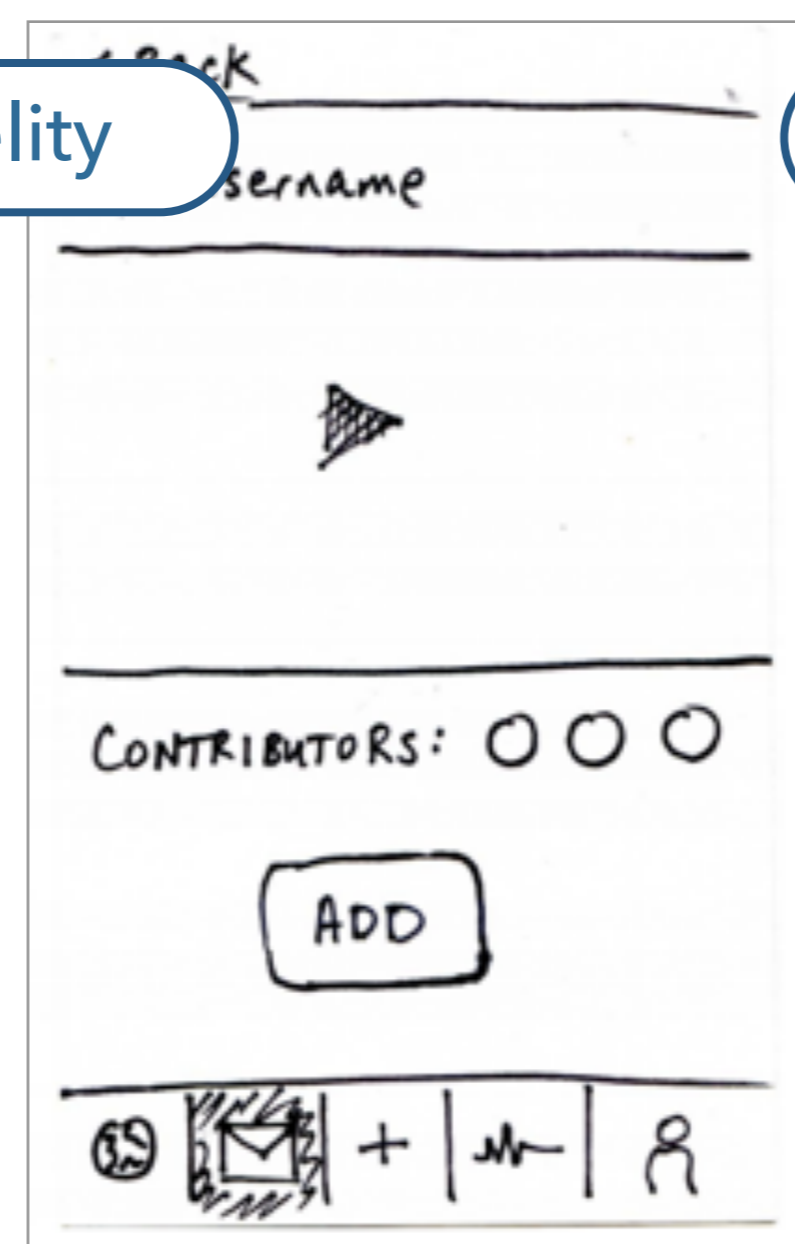
32 user interviews

45+ ideas

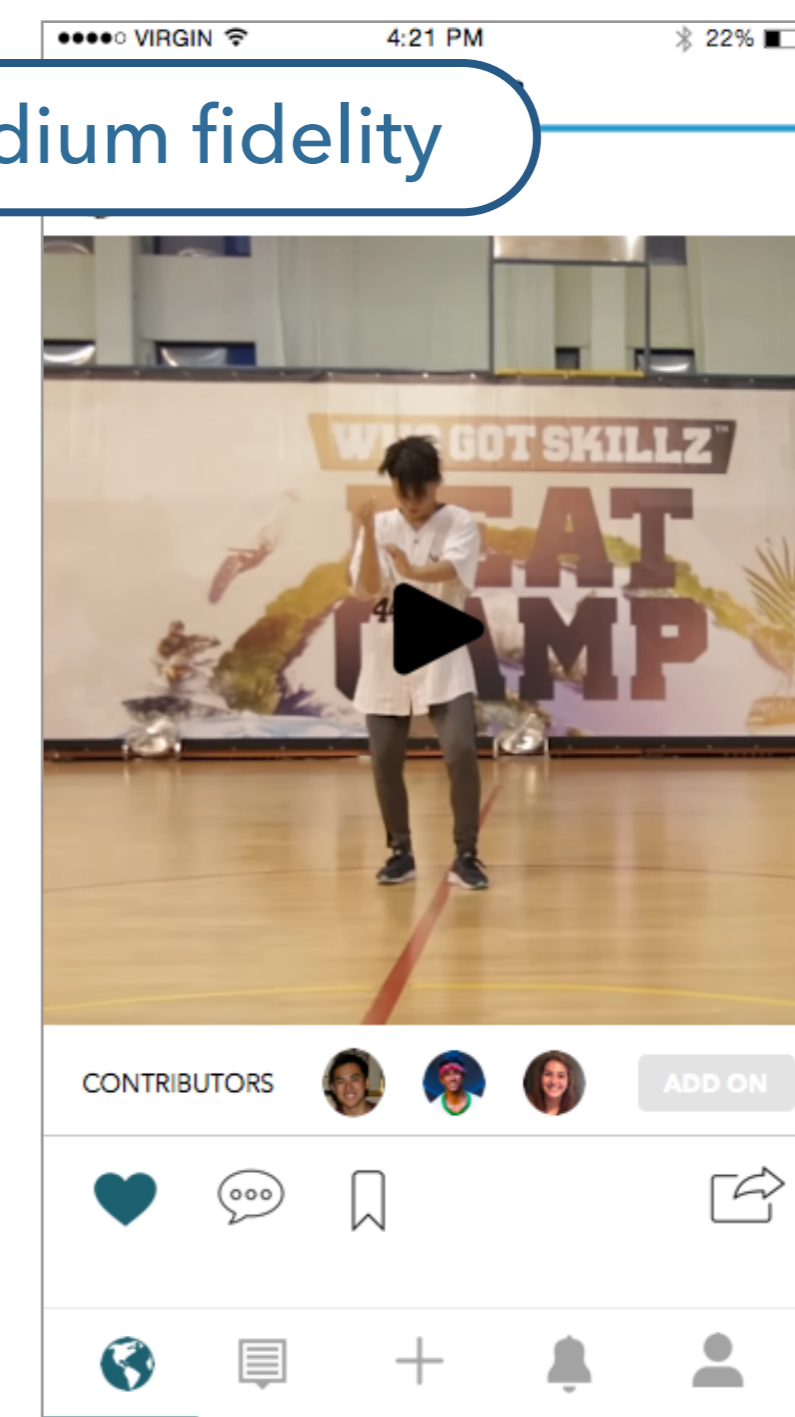
7 design iterations

DESIGN PROCESS

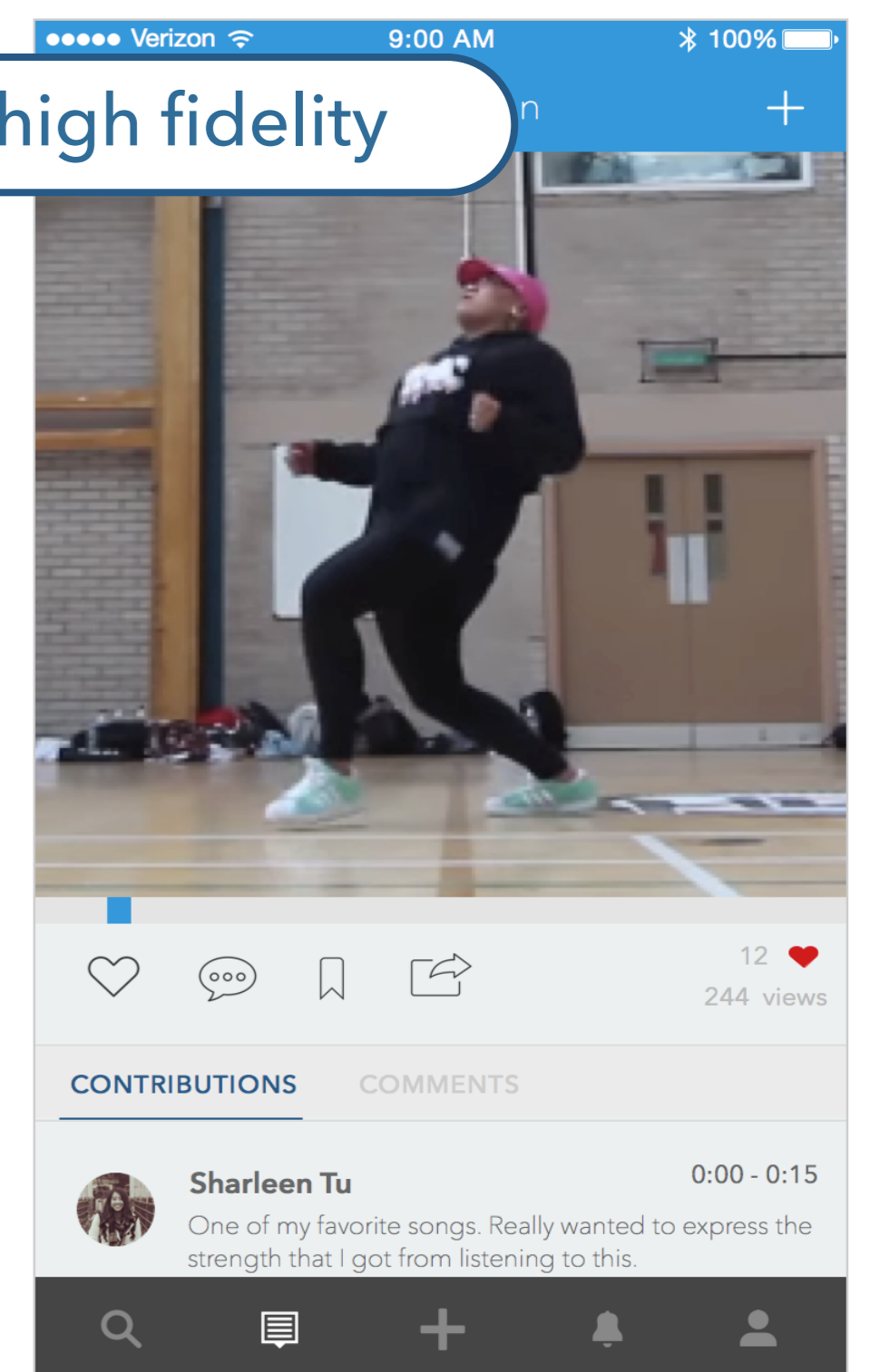
low fidelity



medium fidelity

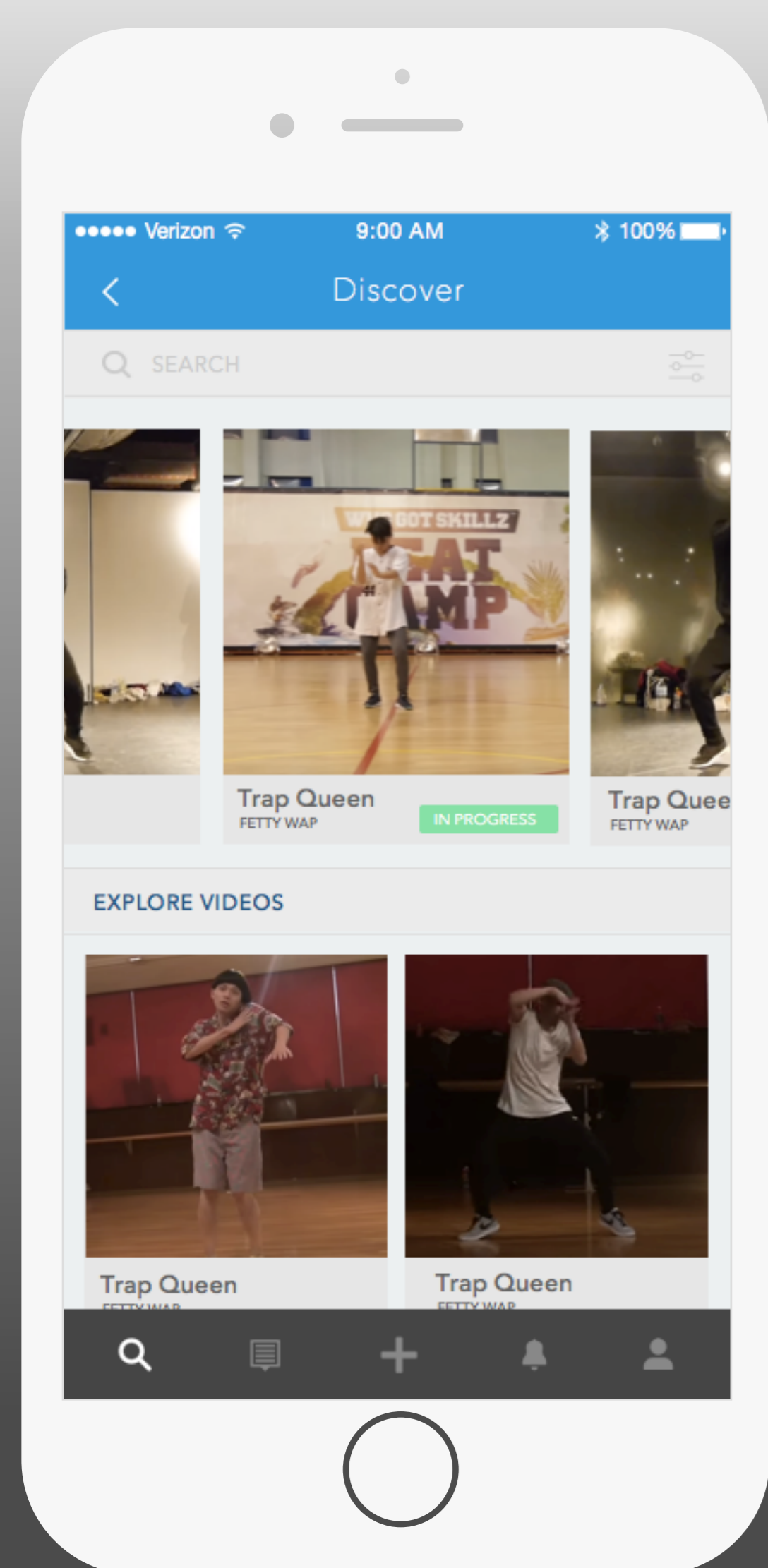


high fidelity

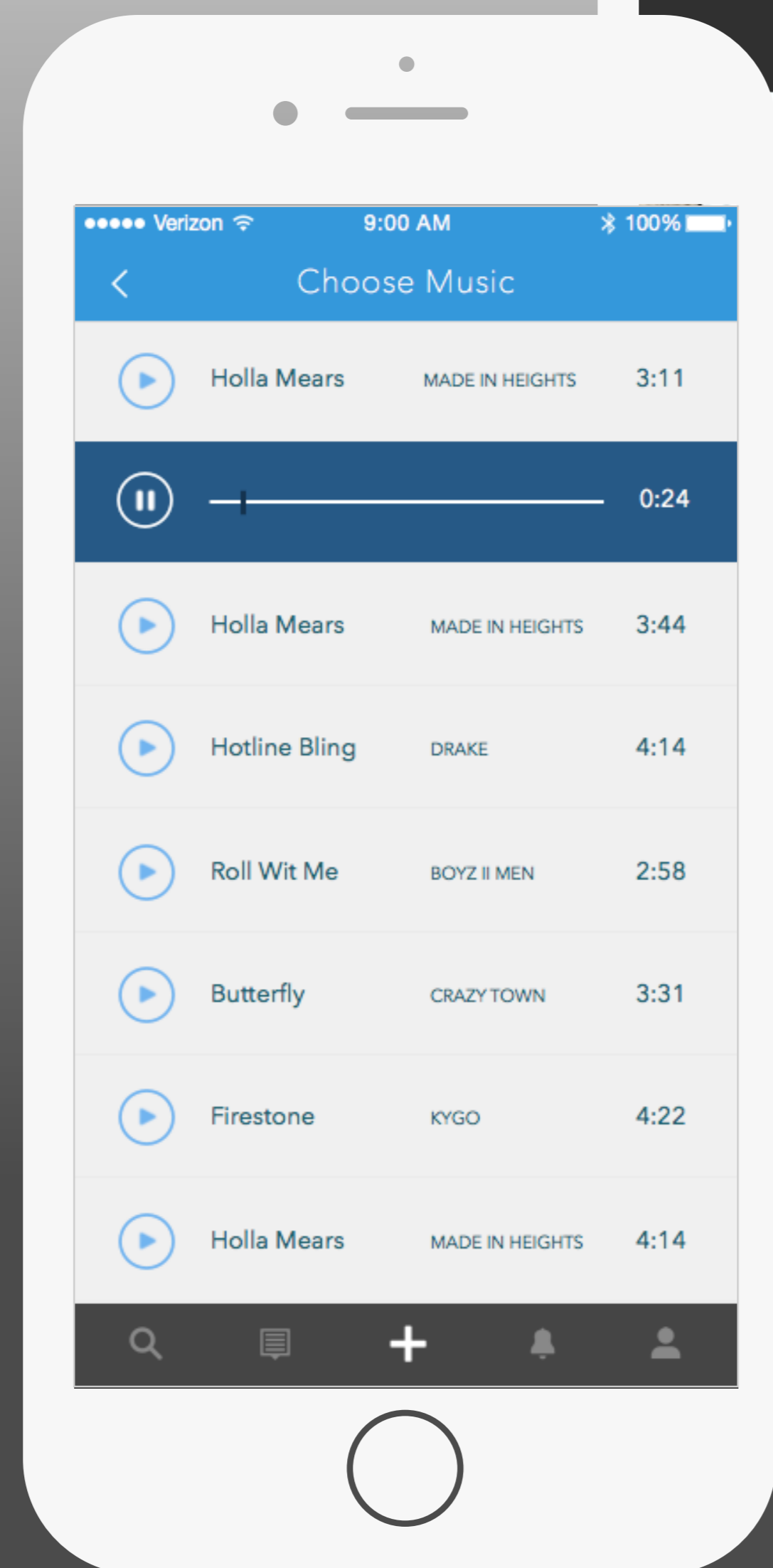


OUR SOLUTION

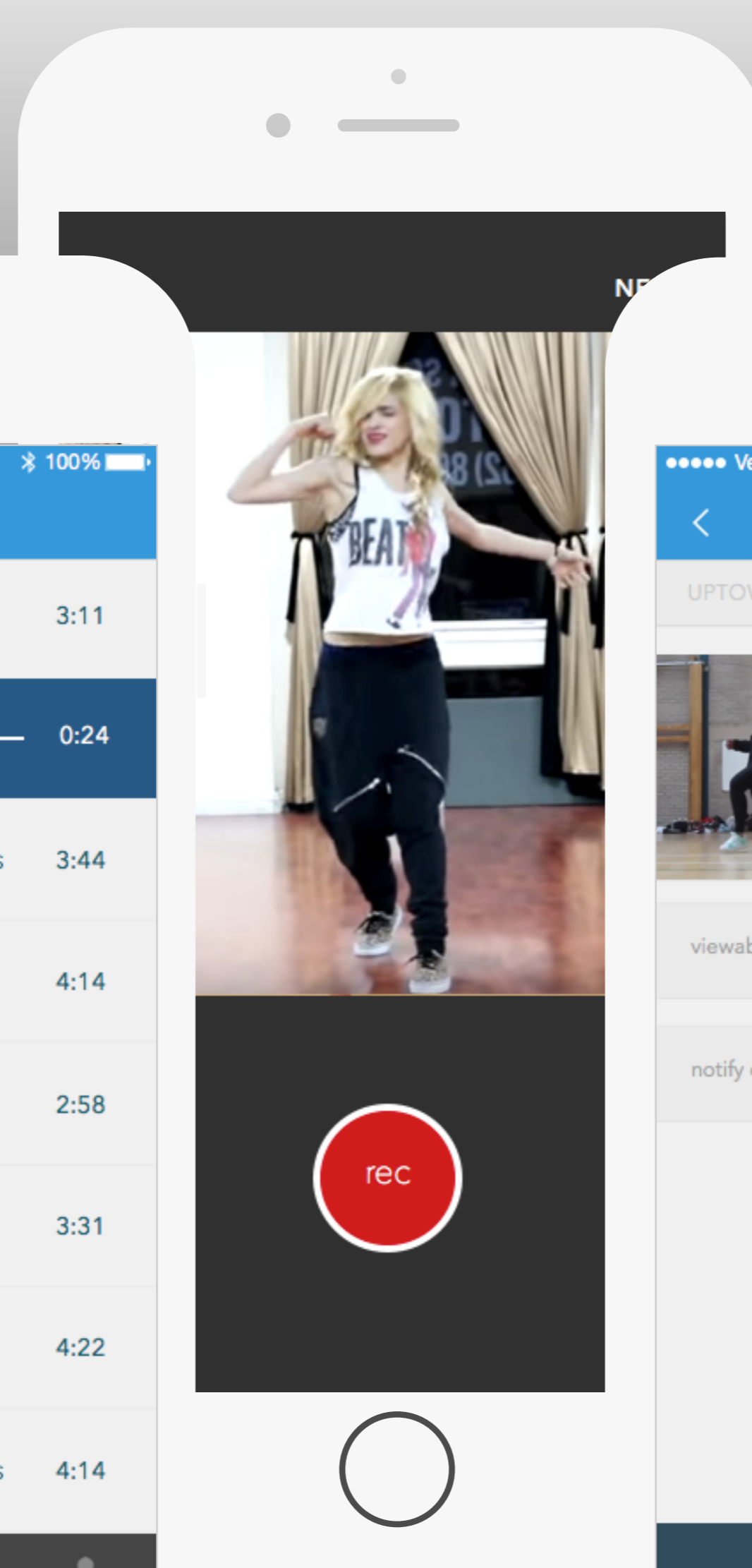
ChoreoLab facilitates the creative process by providing a collaborative outlet where individuals may either create their own projects if they are compelled to dance to a particular song or contribute to the existing projects.



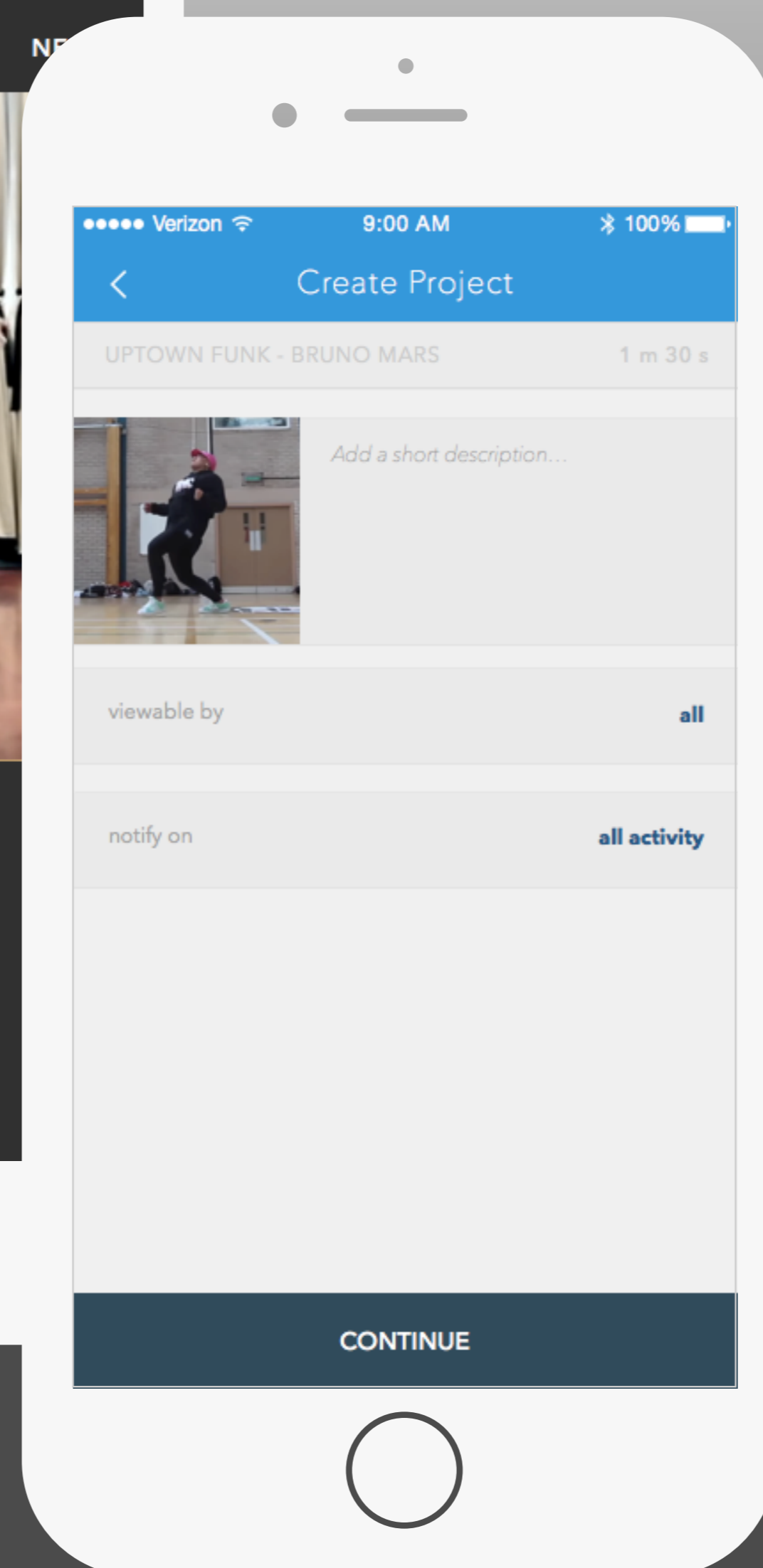
BROWSE



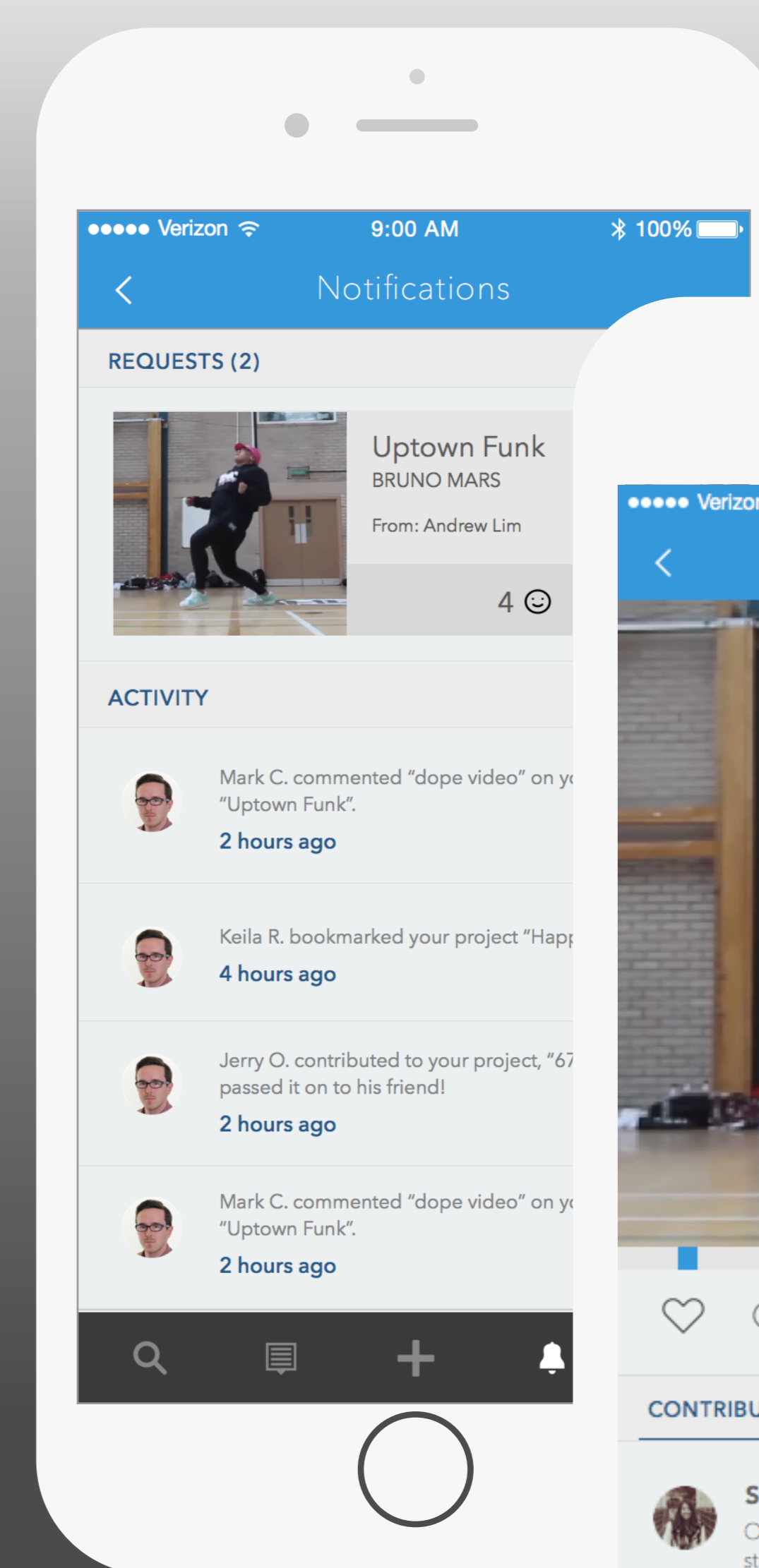
SELECT MUSIC



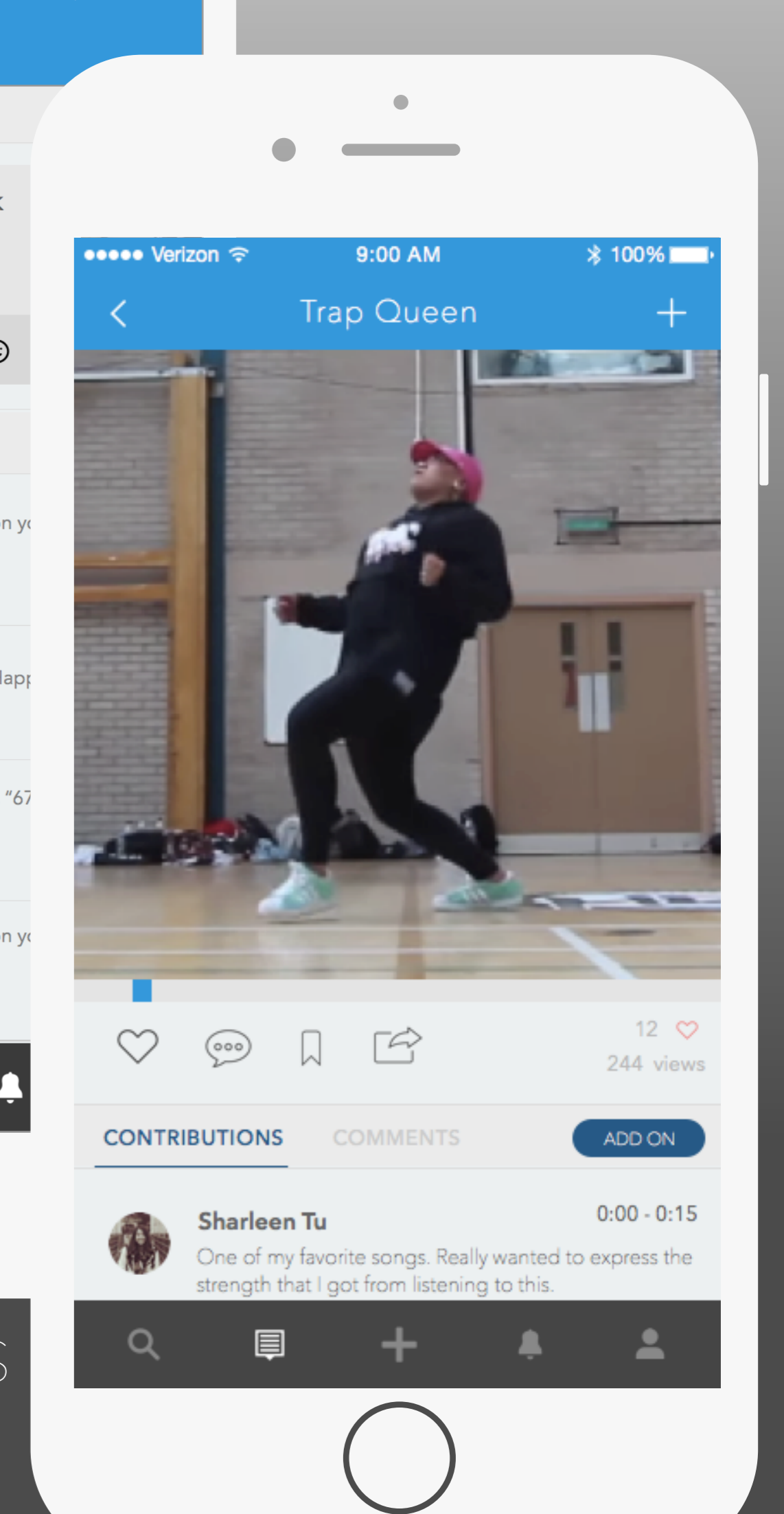
RECORD



CREATE PROJECT



VIEW REQUESTS



ADD TO PROJECTS

discover

create

contribute