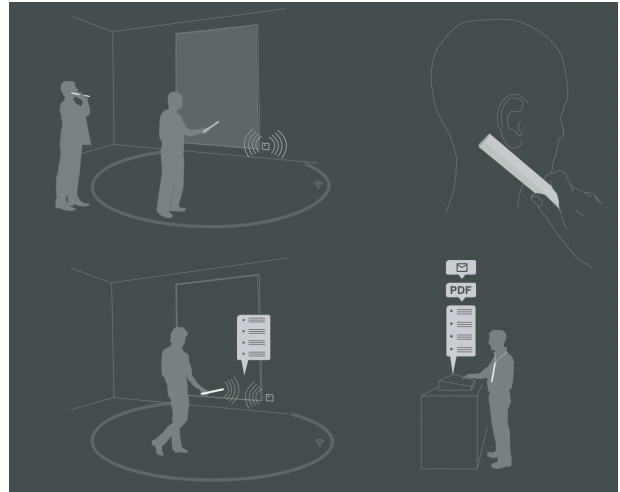


Co-writing the first chapter of an emerging startup

Modular software to help exhibitors provide an immersive audio experience.



WINDISCH, Switzerland (03 December, 2020) – Since spring of 2020 eight students of the FHNW software and IT department have dedicated themselves to sketching and building software for an emerging tech startup from Basel, Switzerland, called Dojo. The company's aim is to simplify user interaction with audio devices. The product of Dojo is a revolutionary audio guide device that transfers sound through bone conduction and provides a radically simplified user interface. It helps visitors to have a better focus on their surroundings for example in art museums, pop-up stores or even in small exhibitions. Enabling distraction-free narratives will rewrite storytelling from the ground up.

Different users have different points of contact with the product; These points of contact were used to identify the 3 key stakeholders. While analyzing the stakeholder goals the product was developed to meet their individual needs. The user groups are identified as following:

- Dojo operator: Wants to manage exhibitors, check usage metrics and support users
- Exhibitor: Wants to manage exhibitions and further content, creating a compelling narrative for the visitor
- Visitor: Wants to visit an exhibition, have a fun experience that will be remembered and send themselves additional customized information of their visit

The project was divided into smaller subprojects to meet the individual needs. Because the exhibitor software is the key feature for the startup, we started there. To learn the customer's needs, the UI team worked iteratively with the client to create a clickable prototype. When the prototype was sufficiently mature, the development team began with the implementation. Before that, they defined a well-designed API layer through which the three sub-projects will communicate and that can be extended to support future changes to the product. In the next step, the UI team took care of the prototype for the visitor software, which should be user-friendly and lightweight. With these elaborated prototypes the Dojo team can aim to quickly bring their product to market.

"The act of simplifying has always been fascinating and challenging. Cutting edge technology meets a new generation of storytelling, and both fuel each other." - Jana Kalbermatter

For more information, please contact Peter Schmucki at peter.schmucki@students.fhnw.ch.