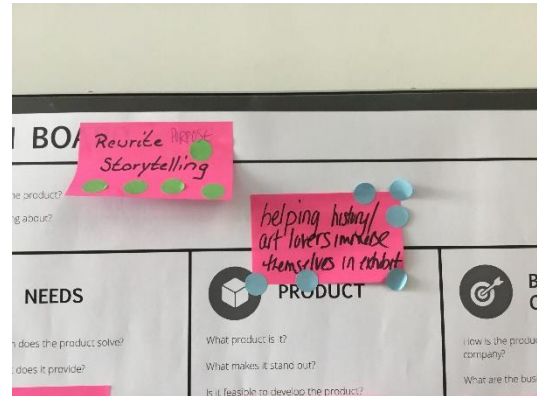


[Work in progress version] Cowriting the first chapter of an emerging startup

Modular software to help museums manage and create immersive exhibitions.



WINDISCH, Switzerland (03 December, 2020); Since spring of 2020 eight students of the FHNW have dedicated themselves to sketch and build management software for an emerging startup. The company set off for developing a new audio guide device that emits sound over bone conduction. This device helps art enthusiasts and museum visitors to fully emerge themselves in the experience free from distraction. This will create an opportunity for a new narrative which we believe will rewrite storytelling.

Having the right product alone is not always sufficient to sustain a startup. Making the product right for the end consumer is an important task to succeed in. Having many different touchpoints with different users does not make this challenge any easier. By identifying 3 different stakeholders their goals can be analyzed and the product can be developed to meet their needs. The users can be identified as such:

- Dojo Employee: Wants to manage exhibitors, check usage metrics and support the other users
- Exhibitor: Wants to manage exhibitions, single exhibits and create a compelling narrative for the visitor
- Visitor: Wants to visit an exhibition, have an easy time setting up the device and receive a summary of the visit

To help develop these aspects, the project was divided into smaller subprojects. The exhibitor software was deemed the most important and was analyzed and built first. Due to the nature of a startup it was still prone to change and with the Dojo team a new prototype was drafted alongside the software. The visitor software has to be easy and lightweight and it took the design team quite some time to develop it with the customer. The overall management software for the Dojo company will be developed by them, once the startup has received funding. A well designed and developed API layer will support them in every direction they will unfold to.

"Quote"

- Jana Kalbermatten, Inventor of the Dojo stick

To change the way we enjoy exhibitions is an ambitious goal where the story never really ends.

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