odaptos

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The 1st video conference platform to analyze emotions in order to automate and optimize user research by A.I.

Accompanied by:

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Maximilien Joannides

President - Co-Fondateur

- Graduated from the Master of Design from the Sorbonne.
- Worked at Orange and AppartCity on Data Driven and Design Thinking processes.

Felipe Restrepo

CEO - Co-Fondateur

- Graduated from the Master of Design from the Sorbonne.
- Founded his own development company for 5 years in Colombia.
- Currently Lead Designer at Scalable Path in California for 4 years.

We build our business digitally, our developers are located in **Chile, Romania and California.** We also work with a **marketing agency in Lille** and have **advisers in the USA.**

The sector

User experience is a fundamental factor in **web development.**
A well-designed **user journey** can increase **the return on investment** for any business.

Our goal as user designers is to **improve the experience** and ensure that the user journey is **good**.

The Sector

Why do user tests?

Learn from its users
Behaviors and preferences, based on emotion

Discover problems
During Design / Development

Find solutions
To improve Design / Development / Marketing

The challenge

Interviews are mostly done physically and note taking is done by hand, making the process time consuming and expensive.

A standard user test can:

- Cost around **$7,000 to $13,000** for 5 participants.
- Take up to **1 month to show results** and problems to resolve.
- Need **3 or more people** to be driven.
- Tests carried out at the **end of the project** due to high costs.

The solution

Our goal is to provide a SaaS platform for UX Designers to perform user tests powered by artificial intelligence.

Thanks to our video conferencing service, you can:

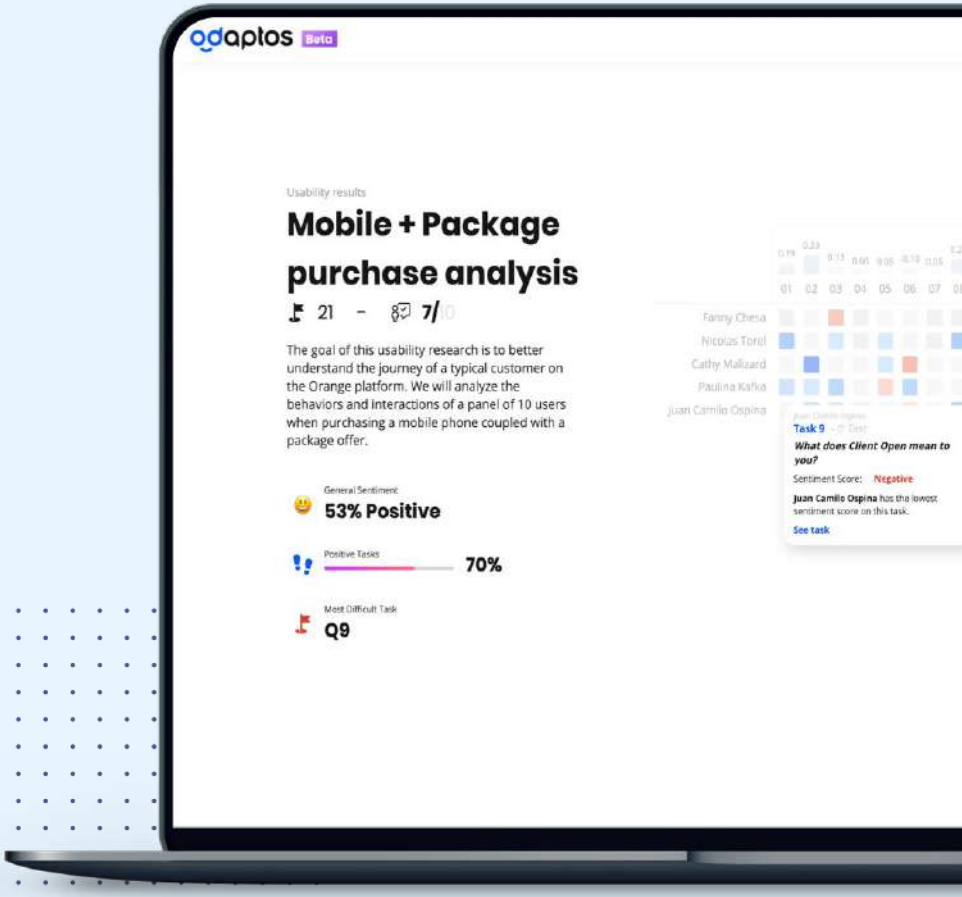
- Do **Qualitative and Quantitative** research**.**
- Analyze a lot of data **quickly**.
- **Only one person** is required to conduct the interview.
- Test at **Affordable prices.**

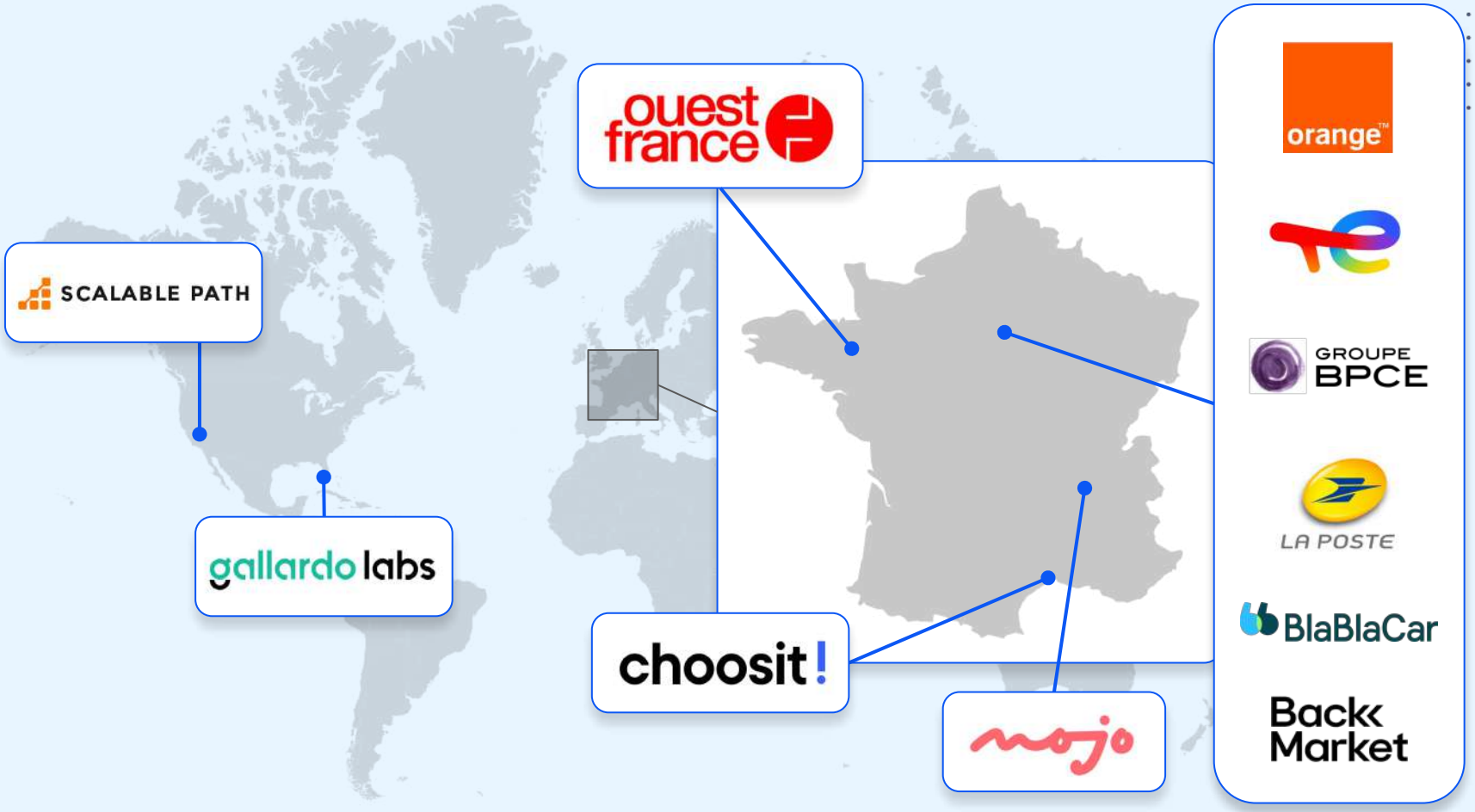
Go faster with Odaptos

A tool created for UX designers and product owners.

The tool allows you to:

- Retrieve user feelings through **natural language processing**
- Recover the user's emotions through **facial recognition**
- Analyze the **user's journey**
- **Reduce the time** spent on analyzing information

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Thanks !

LET'S CREATE MEANINGFUL EXPERIENCES

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