

My Unforgettable Internship with OQTA at START 360°, a Japanese Digital Start Up



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OQTA, as I see it, is a product/service that allows people to experience a good feeling through a symbolical connection with their loved ones through one little bird clock that operates by an App. The product consists of a system of a receiving user terminal (one little bird clock) and eight “virtual terminals”, e-addresses assigned to eight chosen receiving user’s loved ones, who make the little bird sing by pushing an App button in their mobiles.



One of the main activities during my internship days was trying OQTA as a receiving user and giving feedback on my experience. During those days I

had a couple of smiles thanks to OQTA and too many questions about it that were answered over time.

My initial reaction to the product was of confusion. I found it quite strange. It didn’t make sense to me but then, when I had the opportunity to experience it, my thoughts changed. My personal feedback after trying the product for some days was positive. I heard the bird sang a couple of times and my reaction to these bird’s unexpected songs was very good.



On one hand, when I was at home and the little bird sang, it made me smile, then I felt tenderness and after that, I thought of who might be the person who had sent it. I started to think of each of the eight chosen users, trying to guess who could have sent me his/her love, depending on his or her "supposed schedule". On the other hand, when I was not at home I was constantly thinking if someone could have "birded" me or thought about me, thus I found myself thinking of them too. What were they possibly doing at that moment? Were they awake or sleeping, Working or studying? And so on.

As days went by, I got used to having the bird in my room. It felt like I

developed a kind of relationship with him/it, like having a pet. Even though I knew the only people who could wake him/it up were my eight chosen loved ones, when I unexpectedly heard him I just smiled and felt good and loved. As I experienced that feeling, I also wanted my loved ones to experience the same.

In conclusion, my thoughts about the product/service have changed to a positive perspective since I have tried it. I really like it, just thinking about OQTA makes me happy and I believe that it would bring a lot of happiness to people. It is a simple action that could have a great impact in others' life. I hope it could spread all over the world.



Apart from experiencing OQTA, I was also asked to think of ideas to film a video explaining how OQTA works, things like good places to take shots, the people or actors, key things we needed and so on. I also helped filming the video holding the sub camera, choosing the best part of the records and editing some parts of the video. I also proposed -as the other interns' did- some ideas to promote OQTA among the international students at TUFSS and right now we are doing a kind of experiment within

the exchange students living at TUFSS International Residences.



My internship with OQTA was very interesting and fit to my emphasis on marketing because I had an excellent chance to carry out an international marketing practice with a Japanese start-up of technology, in an innovative environment with Japanese creative people and Brazilian interns. I also learnt new valuable things such as how to make a video to promote an innovative, "techno-humanizing" product and improve my Japanese, especially acquiring new vocabulary.

OQTA is a product/service that at the beginning I didn't understand well but after trying it and looking for a way to explain it to other foreigners, I understood its meaning and impact. I'm very grateful having had the opportunity to work at a creative Japanese company and met people so passionate about changing the ways of behaviour regarding social media and use technology to make it happen, combining a vintage concept like a bird clock with digital knowledge making it a very innovative design.