

Internship report - OQTA

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The internship was done at the OQTA company, in Yoyogi - Shibuya, Tokyo. OQTA is a technology company whose goal is to improve the communication between people. However, OQTA's goal is not to communicate with as many people as possible (like a SNS - Facebook or Instagram), but rather with people who are really important to you. Therefore, according to the company, the ideal number of people with whom you can connect directly is eight.

With this in mind, the company has developed a device that works rather easily: through a whistle, as in a cuckoo clock. When you click a special link on the internet that only eight friends and /or family members have access, the message is sent to you. When the message is received, a small bird leaves the clock, giving one or more whistles, depending on how many messages have been sent.



Because it is a simple communication mode, it is not possible to know exactly who in your eight-person circle sent the message. However, according to OQTA, the important thing is to know that someone remembered you when the message is sent, no matter who sent it.

The vision of the company is about sending compassion and good feelings, and its slogan is "be there". So, the idea of sending a simple messages without requiring a response, just to make the person who owns the device happy, complies with the company's mission.

During the fifteen day-internship, we learnt about this company's values and how they think about a better development of the device in order reach the target audience, both while presenting the device itself and while advertising the product. We discussed the idea of the device itself, exchanging thoughts and ideas, as we came from countries and cultures different from Japanese. therefore, our opinion will help OQTA to develop the device not only for Japan, but for the whole world in the future.

In the last days of the internship, we developed an advertisement script for the device and we recorded it with the help of the company's employees. At the end of the internship, in addition to working in a Japanese company environment, we shared our ideas and experiences, which were useful in producing the video as our final work. It was a very useful and rewarding experience, where we had a valuable learning about the company and its values.

