

New Entrepreneur (NE)

Name & surname: Bhavna Godhwani

Country: Spain

Age: 26

Status: *Would-be entrepreneur*

Sector: Engineering – HCI

Host Entrepreneur (HE)

Name & surname: Steinunn Anna
Gunnlaugsdóttir

Country: Iceland

Age: 50

Experience (years): 4

Sector: IT

Name of business: Locatify

Website: www.locatify.com

Details of the exchange

Period of Exchange: 29/12/2015 – 28/01/2016

Duration of Exchange: 1 month

Brief introduction:

Host Entrepreneur: I learned about EYE from newsletters from Imprá. It is great to get to know young enthusiastic entrepreneurs willing to share their experience and expertise. Bhavna did great and we were delighted to have her at Locatify where she used her skills to suggest us improvements. She did far more than we expected as she is positive, precise and skillful young lady. We hope she can use her experience here in the future.



New Entrepreneur: After completing my masters I was looking for an opportunity to apply the knowledge acquired. I got to know about the EYE program through a friend, which triggered my interest and I decided to participate. During my studies, I conducted a project about Street Art tours with an 'invented' device, so I thought this idea could be actually carried out, but I needed to find out how, with this program I got to meet and learn from Locatify, a startup that provides the service to create guided tours or treasure hunt games and publish them on mobile phones in order to use them.

Activities undertaken:

Due to the reduced period of time the activities undertaken were also limited, being able to do the analysis and testing of the platform to create games, as well as the Q&A testing and Usability testing Treasure Hunt games (Outdoor treasure hunt games with treasures, challenges, teams and scores), Tour Guide (with audio, image and maps) However, the ones that were conducted were done thoroughly and with determination.

The first week, the heuristic testing of the CMS Creator was conducted, the following weeks, suggestions for improvements were provided, which were evaluated and verified, following the UCD (user-centered design) cycle methodology.

The last week, video tutorials were recorded and edited with iMovie and other programs. Mockups were created with Balsamiq for the book creator with improvement suggestions. Overall, all the activities undertaken were useful in order to excel in certain programs.

The relationship between the NE and HE was friendly, they got along very well.

Benefits achieved:

Through this program, the NE improved several skills, such as conducting Heuristic Evaluation, as well as learned how to use some tools. It was beneficial for the NE to work in a small company, as she learned about the management of this, and what is the atmosphere like.

Also, the NE learned about the Beacons technology and how it can be used in apps. Thanks to the HE, the motivation of the NE to work in the future in Iceland increased, as she was pleased to discover the wonders of that country and the culture and costumes.

Thanks to the HE, the NE could get in touch with other creative and innovative startups such as Plainvanilla and CCP games, in order to apply for job applications.

Quotation regarding the experience:

New Entrepreneur: "Focus on the essence of the present" *Bhavna Godhwani*

Host Entrepreneur: "Motivation and hard work will always pay off" *Steinunn Anna Gunnlaugsdóttir*

For further information about the exchange:

- NIO, Instituto Tecnológico de Canarias, Lucía Dobarro: rempart@itccanarias.org
- HIO, Innovation Center Iceland, Mjoll Waldorff, mjoll@nmi.is

For information on the programme and details on how to enroll visit:

www.erasmus-entrepreneurs.eu