

tOgs– first interactive step to developing digital skills

Company: Emokio

What was the challenge?

Recent analysis shows that, within developed economies, 90% of jobs require some level of digital skills. However, in the present realities of the information economy and ever-advancing technologies, the digital skills are crucial not only to secure a good job but also to be able to freely navigate in an increasingly complex world.

Education methods need to adapt to the new times and new technologies. Beyond the classical learning from the books, students now need to be able to effectively use computers, robots and apps. Teachers agree that technology could be playing a much bigger role in schools by increasing learning time, and creating considerable benefits, particularly around comprehension and home learning. Still, the education is one of the slowest sectors to adopt technology and as a result, technology does not currently play a huge role in the learning cycle.

Emokio is a start-up aiming to fill this gap. This edu-tech business was set up by young entrepreneurs in November 2013 to transform the way that technology is taught and used by kids. They develop software for existing apps and devices to create interactive education aids for children from 0 to 12 years.

The company believes that the classroom is an ideal place to work collaboratively and their solutions aim to stimulate creativity and inspire kids to work together. On the other hand, they want to help educators in an uneasy task of teaching technologies and engage parents in the learning process.



How design helped?

Emokio's products are based on user feedback and observation, identification of their needs and opportunities for improvements. By placing the user at the centre of the process, they guarantee that the resulting product will respond to real needs.

To develop tOgs, the company worked with experts in the field of education and the prototypes were tested with target users – the kids. tOgs is a learning tool for kids that do not yet have computer skills. It allows to link the real world to the virtual world through a device. Interactive tokens initiate learning tasks on the screen when connected to a receiver platform. The high technology is subtly hidden in the wooden form for a more familiar tactile experience. The content of the learning software can be customized according to the specific requirements and age range. tOgs come in two versions – tOgs box for smaller groups, oriented to educational environments; and tOgs totem – a bigger stand aimed for the museums and exam centers.

The conceptualization and ideation phase of the project was supported by an innovation voucher from ACCIÓ – the Catalan Agency for Business Competitiveness.

What is the impact?

Emokio's products are led by design, what allows achieving a coherent product, both in terms of functionality and aesthetics, as well as differentiating and providing it with added value and competitive edge with respect to other products on the market.

The usability tests carried out with the BCD Barcelona Design Centre, during the Barcelona Design Week in June 2017, showed a huge potential of tOgs for the gamification of learning processes, but also proved useful when applied to museum exhibitions or testing environments of exam centers. Emokio is currently working on commercialization of the product with several retail brands



Improved learning environments

Design4Innovation partner: Barcelona Design Centre
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