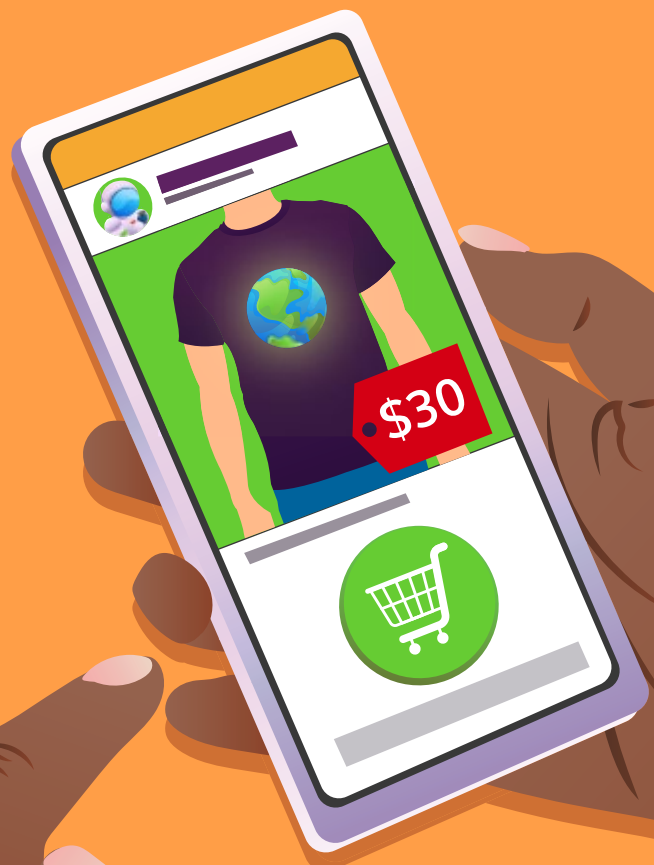




Apps

Transform your products, business processes and services to the digital environment



¿Why Dominio Estudio?

Since 2003, Dominio Estudio is the most agile and innovative eLearning and application development company in Latin America and your strategic partner in Colombia and the region.

We have extensive experience in different areas such as higher education, entertainment, languages, government, mandatory, health, financial services, professional services, and oil & gas.

We have worked in Colombia, Mexico, Ecuador, El Salvador, Costa Rica, Peru, Brazil, and Germany.

We had been recognized by Facebook, the Organization of American States -OAS-, the Bogota Chamber of Commerce, and the Ministry of Culture.



High customization

We strengthen your business model through the design and development of communication and education strategies, e-learning and app development tailored to your needs.



Innovative methodologies

We are a flexible and creative company that uses diverse narrative strategies, languages and media; applies a great aesthetic sensibility; and the use of the latest technologies, which ensure the development of the best digital product.



Successful solutions

Our solutions are always focused on the end user of the digital product, we seek through simplicity to achieve the objectives proposed in your project.



High Impact

We develop our products and services using agile, scalable and effective methodologies, seeking to satisfy the needs of millions of people.

Our team

We are a multidisciplinary team composed of subject matter experts, pedagogues and instructional designers, illustrators, animators, visual artists, interface designers, and front-end and back-end developers.

We use diverse narrative strategies, languages, and media; we apply a great aesthetic and design sensibility; we use state-of-the-art information and communication technologies to stamp our creations with Dominio Estudio's unique stamp.

Your ally in Latin America and the Caribbean



¿What do we love?

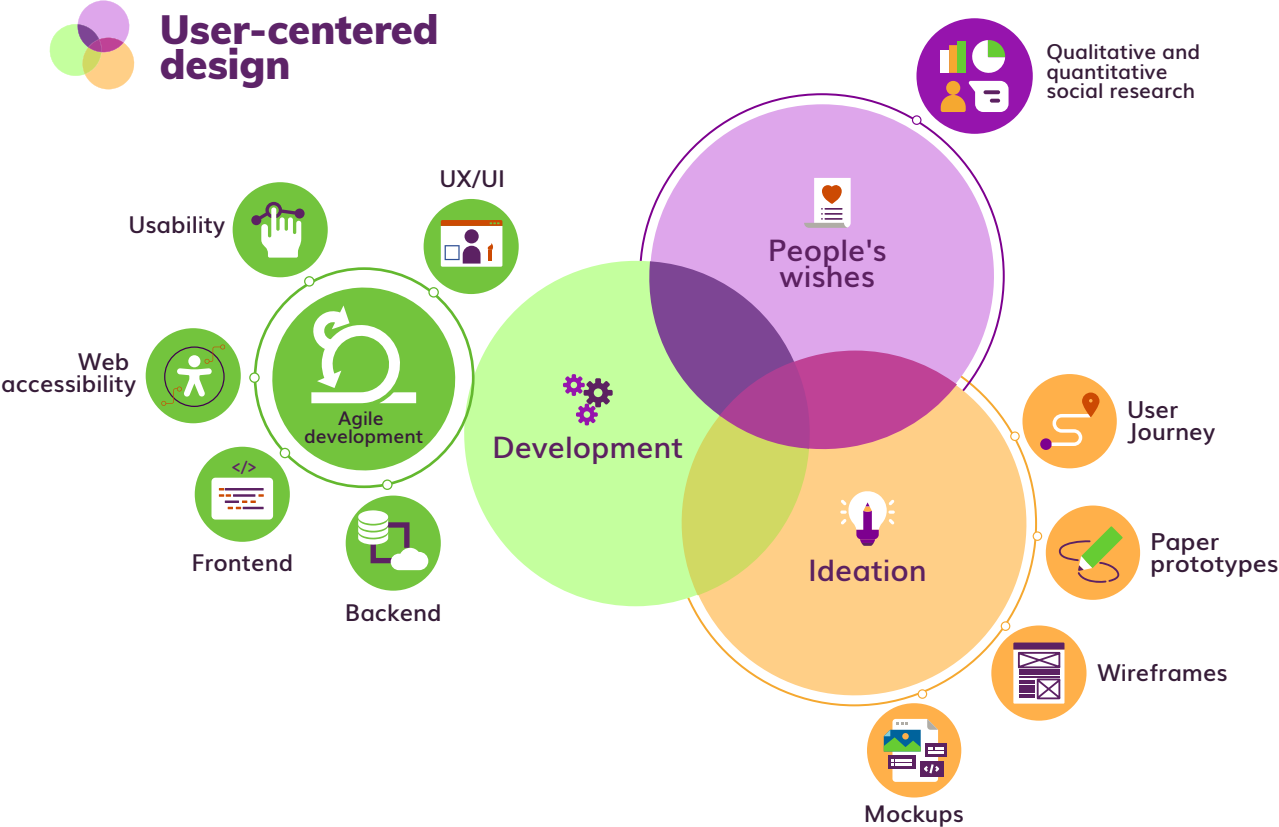
At Dominio Estudio we love to create **innovative, inclusive, usable and accessible** digital **user experiences**. We believe that information and communication technologies are an opportunity to transform the supply of products and services to the digital environment; with a high level of customization, flexibility and simplicity; that motivate participation, and the adoption of new practices, habits and behaviors.

Methodology

To achieve this, our **methodology** is based on **qualitative and quantitative social research methods and techniques**, which allow us to determine precisely what are the desires and needs of our clients' stakeholders; the search for creative solutions; and the development of digital solutions using the most modern application development techniques that guarantee a satisfactory user experience.

For each stage of service, we apply the following methodologies and techniques: **Human-Centered Design, Design Thinking, multichannel user experience, usability, and web accessibility.** All this, under the Scrum framework, thanks to its iterative and incremental approach, allows us to deliver functional software from the first sprints of the project, involving end-users from the beginning.

To achieve this, we offer a comprehensive service model to address all stages of web and application development, ensuring the success of your project.



Our Apps services



Qualitative and quantitative research:

In this phase, Dominio Estudio uses a variety of participatory design methods that will allow exploring people’s needs and desires, including individual and group interviews, expert interviews, ethnography, analog inspiration, card sorting, peer observation, collages, guided tour, drawings, resource flow, etc. We also use other quantitative research techniques such as surveys, data analysis, analytics, etc. All this set of information will allow us to understand in depth what are the wants and needs to be satisfied through digital solutions. It will also allow us to capture the specific requirements to improve the user experience.



Feasibility and creativity: In this phase, Dominio Estudio uses methods to cluster and prioritize findings; create inspiring stories and create opportunities; design user journey proposals, relational maps, diagrams, and matrices; brainstorming sessions, idea mixing, and visualization through drawings and sketches; the prototyping phase works from concepts, co-creation sessions, storyboards, role-playing, and rapid prototyping.



Feasibility:

We develop digital solutions that offer a multichannel user experience. We create applications, web portals, digital kiosks, web content for social networks, blogs, among others.

Our Apps services



Agile Development and Scrum:

The SCRUM framework is based on agile project development, which prioritizes individuals and interactions, working software, collaboration with the customer, and rapid response to change.

This framework allows controlling the processes associated with software development. It has an iterative and incremental approach in each follow-up meeting where the progress of the project is presented in a functional stage. Finally, it is based on the experience and good practices adopted by Dominio Estudio for the development of applications, web portals, digital kiosks, web content for social networks, blogs, among others.



UX/UI: Dominio Estudio works with the graphic interface design standards recommended by the Foundation for Interaction Design, the Nielsen Norman Group's usability guidelines, and web accessibility (WCAG2.1) of the World Wide Web Consortium (W3C).

These standards seek simplicity, hierarchy, legibility of information, adaptation to different screens, appropriate use of colors, brightness, contrasts, text, links, tables, diagrams, etc. Coherence between user and tasks on the screen and others.



Usability: Usability is the quality of digital products in which users focus on how easy and with what level of effort they can complete the tasks presented in the graphical interface. Usability seeks to solve 5 questions:

- How easy is it for users to perform basic tasks the first time they encounter the design?
- How quickly can they perform the tasks?
- When users return to the design after a period of not using it, how easily can they re-establish competence?
- How many errors do users make, how serious are these errors, and how easily can they recover from the errors?
- How enjoyable is the design to use?

Domino Estudio has created a qualitative and quantitative methodology to evaluate web accessibility in applications and portals according to the Nielsen Norman Group usability guidelines.

Our Apps services

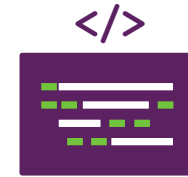


Web accessibility: Web accessibility seeks that users with or without disabilities can perceive, understand, navigate and interact with digital content published on the web, applications, digital kiosks, etc.

The field of web accessibility is the web content that covers both the information composed of texts, images, and sounds, as well as the source code consisting of structures, tags, presentation, etc.

Domino Estudio has created a qualitative and quantitative methodology to evaluate web accessibility in applications and portals according to the Guidelines for Creating Accessible Web Content (WCAG2.1):

- Definition of functional and non-functional requirements through product lists and user stories.
- Web accessibility evaluation at both communication and graphic interface levels according to the Guidelines for the Creation of Accessible Web Content (WCAG2.1).
- Training workshops aimed at content creators, graphic interface designers, developers, evaluators and project directors and managers, with the participation of users with disabilities who, through demonstrations, present their experience with web content.
- Specific training in HTML5, CSS, and JavaScript programming languages.



Frontend:

We create the functional, usable and accessible layer of digital products. We guarantee an optimal deployment and visualization of content and functionalities in responsive format and in different operating systems.

We have extensive experience in frameworks such as Vuejs, and Angular. We also have solid knowledge in HTML5, CSS and JavaScript. We are very interested in SVG animations.



Backend:

We have extensive experience in complex projects with public institutions. We offer consulting, development and technical support in technologies such as Drupal, Node.js, Laravel, yii2, and php.

- Consulting
- Custom development
- Api rest
- Headless
- Migrations
- Integrations

Apps Projects

IBRACO

2019-2020 IBRACO - Instituto de Cultura Brasil Colômbia.

Virtualization of three books for Portuguese courses (A1.1, A1 and A2) for autonomous learning through Moodle in web version and APP. Providers of the Moodle platform and hosting. Development of modules for the publication and evaluation of interactive activities. Technical support for users and project coordinators.



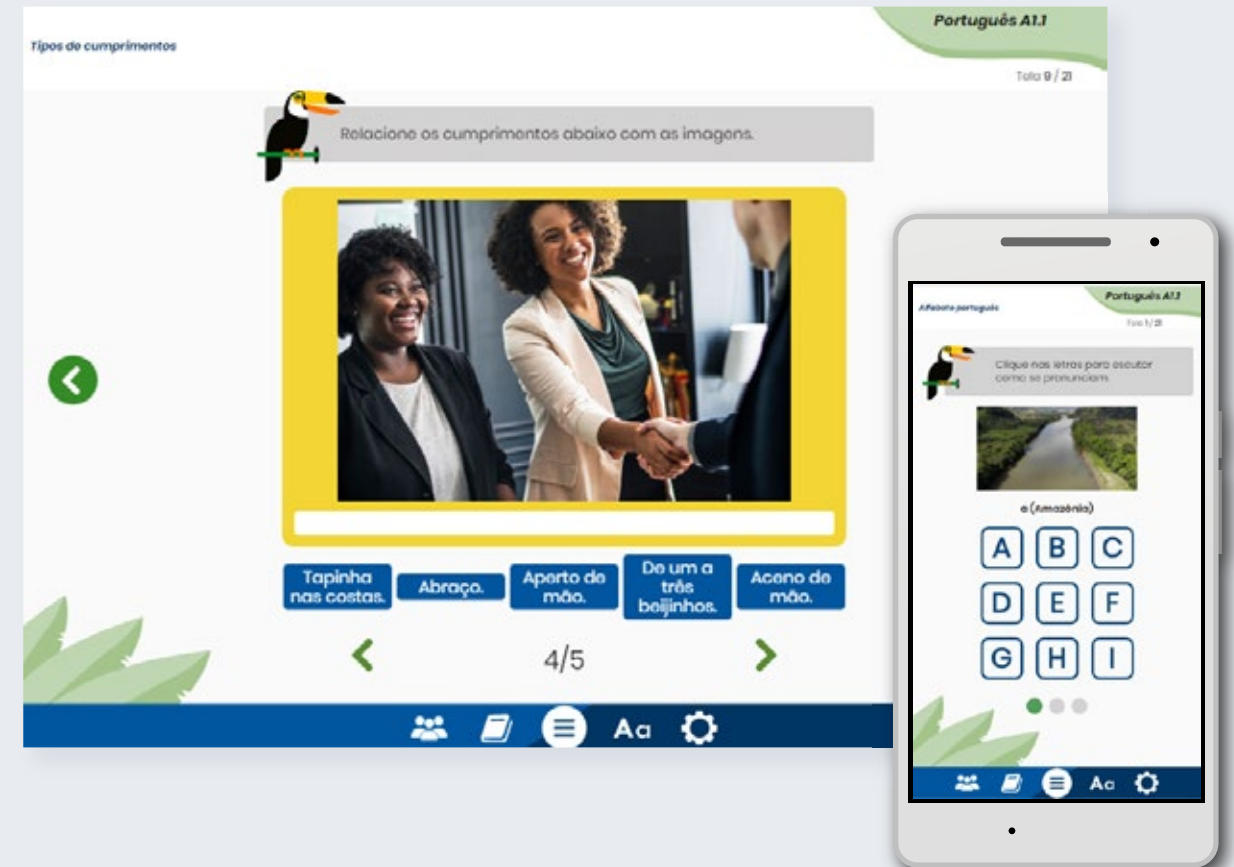
E-learning



Languages



Apps



Link:

<http://demos.dominioestudio.info/ibraco/libro1/unidad1/#/>

Apps Projects



Saldarriaga Concha Foundation -Davivienda (2017- 2018)

"Development of diagnosis, improvement accessibility plan of the virtual channels of Davivienda, implementation of adjustments and realization of the specialized training process to officials in charge of the virtual channels of the bank"



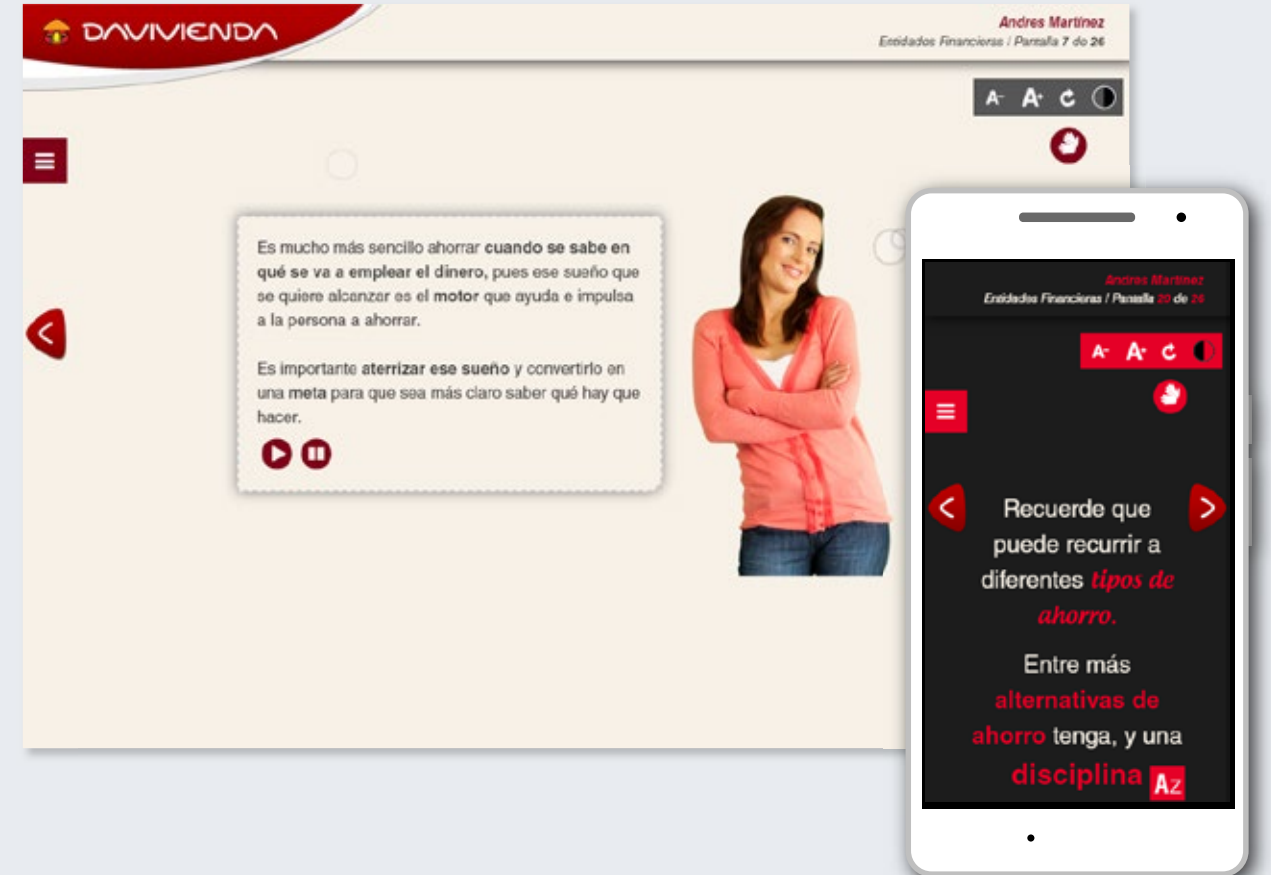
E-learning



Government



Apps



Link:

<http://demos.dominioestudio.info/davivienda-el-ahorro/#/>

Apps Projects



Interactive Computer Tools for the Promotion of Labeling in Colombia

Colombian Energy Ranking Tool: It allows to know interactively supply, validation, classification, consultation, and publication of the technical information of the equipment, that complies with the requirements of the label, according to the scopes of the type of information and procedure of registration and validation suggested in the project: Labelling Technical Regulations.



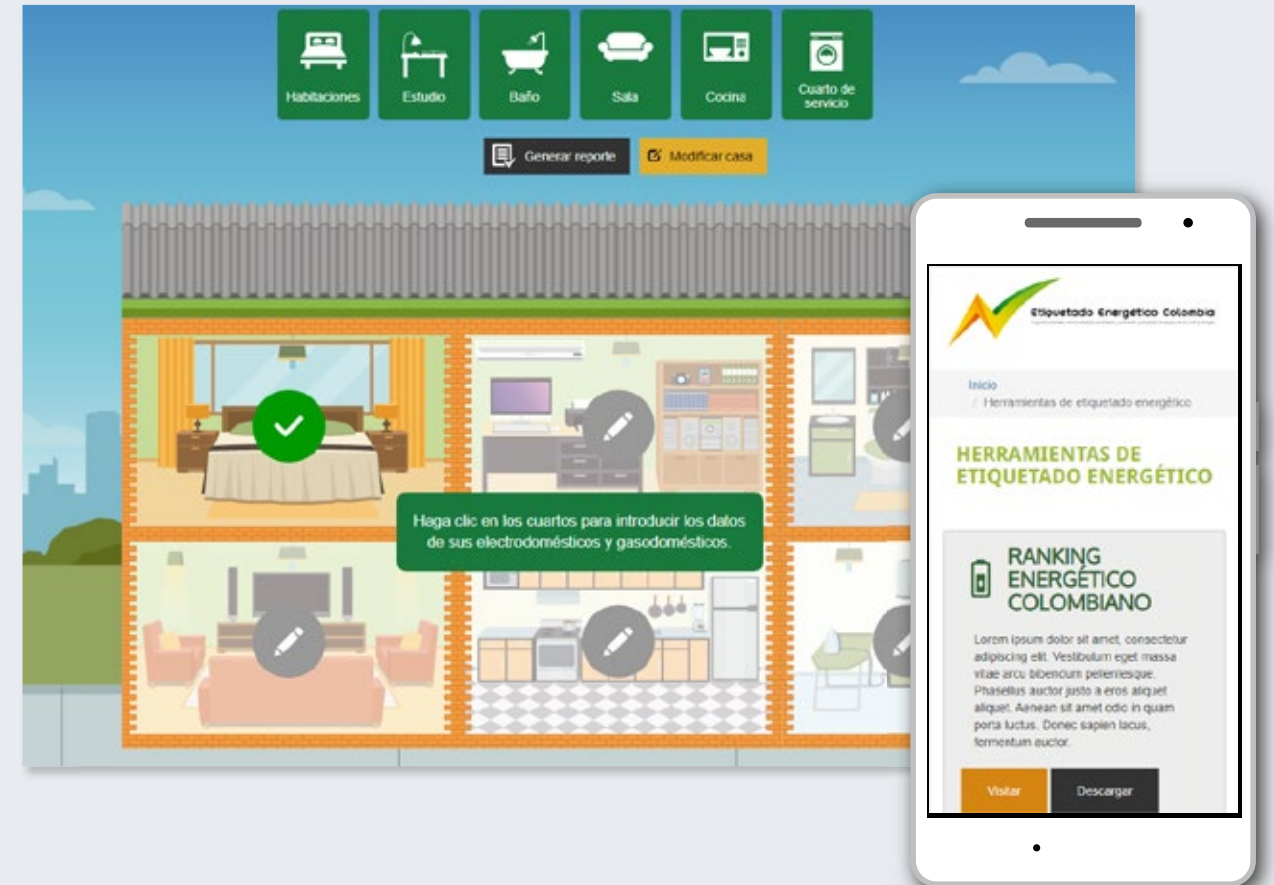
E-learning



Government



Apps



Link:

<http://demos.dominioestudio.info/retiq/index.html>

Apps Projects



Temporary Union Corporación Calidad -
Universidad Jorge Tadeo Lozano, Logis-
tics Operations Project, OHSAS 18001 or
RUC.

Application containing 15 tools for the planning
of logistics processes.



Gas and oil



Apps





Take your projects to the next level with us!

To learn more, go to:

www.dominioestudio.com

info@dominioestudio.com

Our certifications:

