

# STREETPHONIA

StreetPhonia Optimization and Strategic Positioning

es Robert d'Anjou a  
ci et y a vécu de 1316 à  
niçoara est devenue la  
milieu des années 1400,  
château, le rapprochant  
a été sa résidence



## SNAPSHOT

### Need

- Optimize the StreetPhonia platform and position it effectively in the competitive tourism market.

### Solution

- Development of the platform and a prototype for the town of Écublens
- B2B market research

### Benefits

- Analysis of demand for Streetphonia and strategic reorientation to better meet the needs of tourism players
- Improvement of the platform and development of a ready-to-use product

## CONTEXT

StreetPhonia is an interactive platform developed by Nexswiss, which uses artificial intelligence to create dynamic, multilingual, voice-activated tourist maps. This innovative solution enables cities and tourist offices to highlight points of interest, neighborhoods and services in a modern, interactive way. By integrating neural voices and automatic translation in over 15 languages, StreetPhonia offers an immersive, personalized experience, connected to the real world through strategically placed QR codes.

## THE PROJECT

In December 2023, Nexswiss submitted the Streetphonia project to the Flagship Resilient Tourism coaching program for advice on optimizing and advancing the platform. The project aimed to improve StreetPhonia technically and visually, launch the first interactive map for the town of Écublens and attract new customers by targeting additional tourism players.

To achieve these objectives, Nexswiss teamed up with EHL to conduct a market study. The objectives were as follows:

- Improve StreetPhonia based on user feedback.
- Better understand the needs of the tourism industry (B2B users).
- Refine the business model based on feedback from potential users.

## RESULTS

### • Market study research

The market study provided crucial information for Nexswiss to develop the technical platform and better meet the needs of the tourism industry.

### • MVP finalization

The map of the town of Ecublens has been finalized and is ready for use.

### • Strategic reorientation

Thanks to the coaching and advice it received, Nexswiss gained a better understanding of customer needs and quickly implemented strategic adjustments. This knowledge now enables the company to focus on market demands while making the necessary changes to improve its product and enhance its relevance.