



WRIO
Keyboard

Making it easy & fun to interact with machines

smama – May 2019

52 words/min

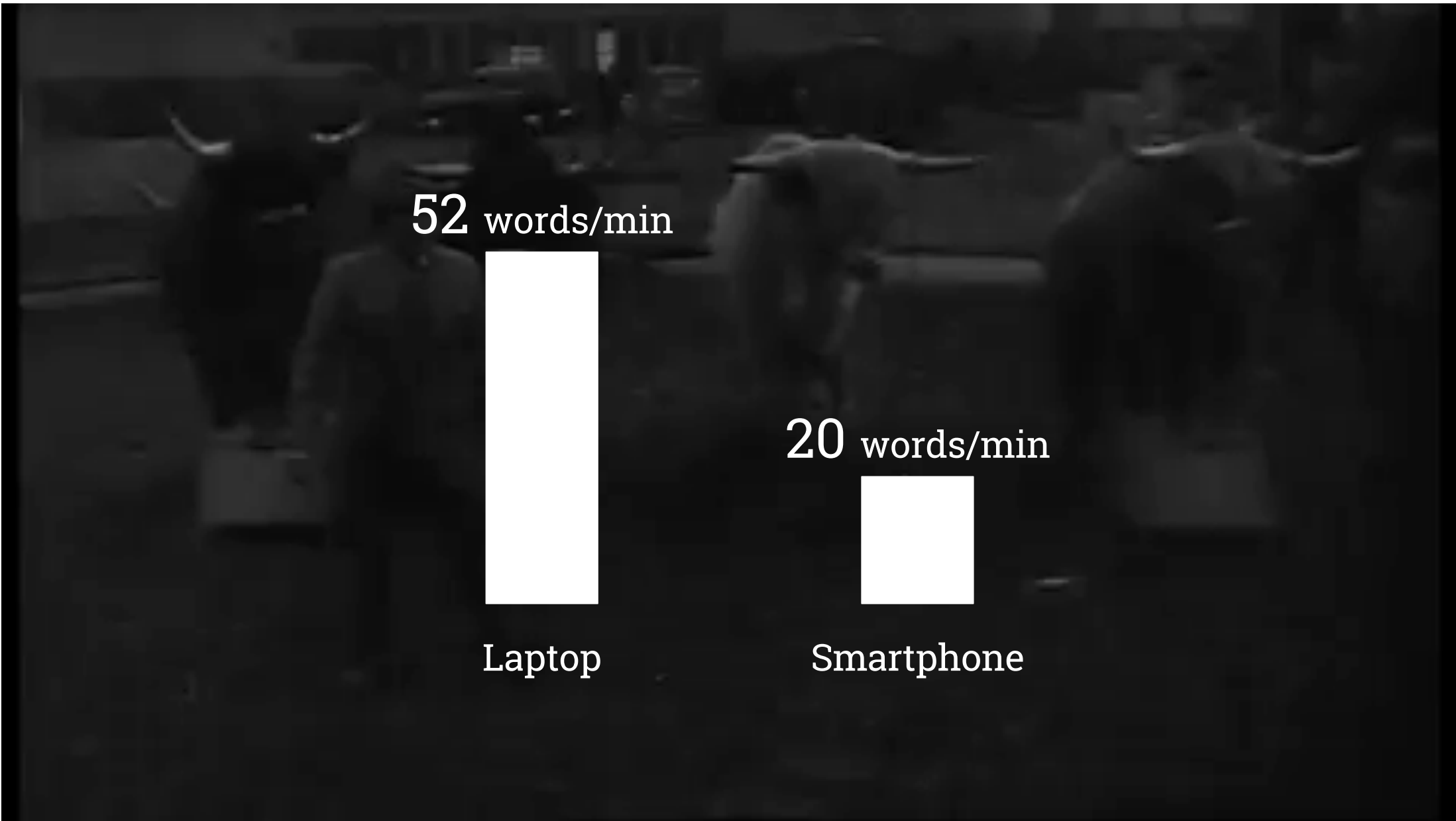


Laptop

20 words/min



Smartphone

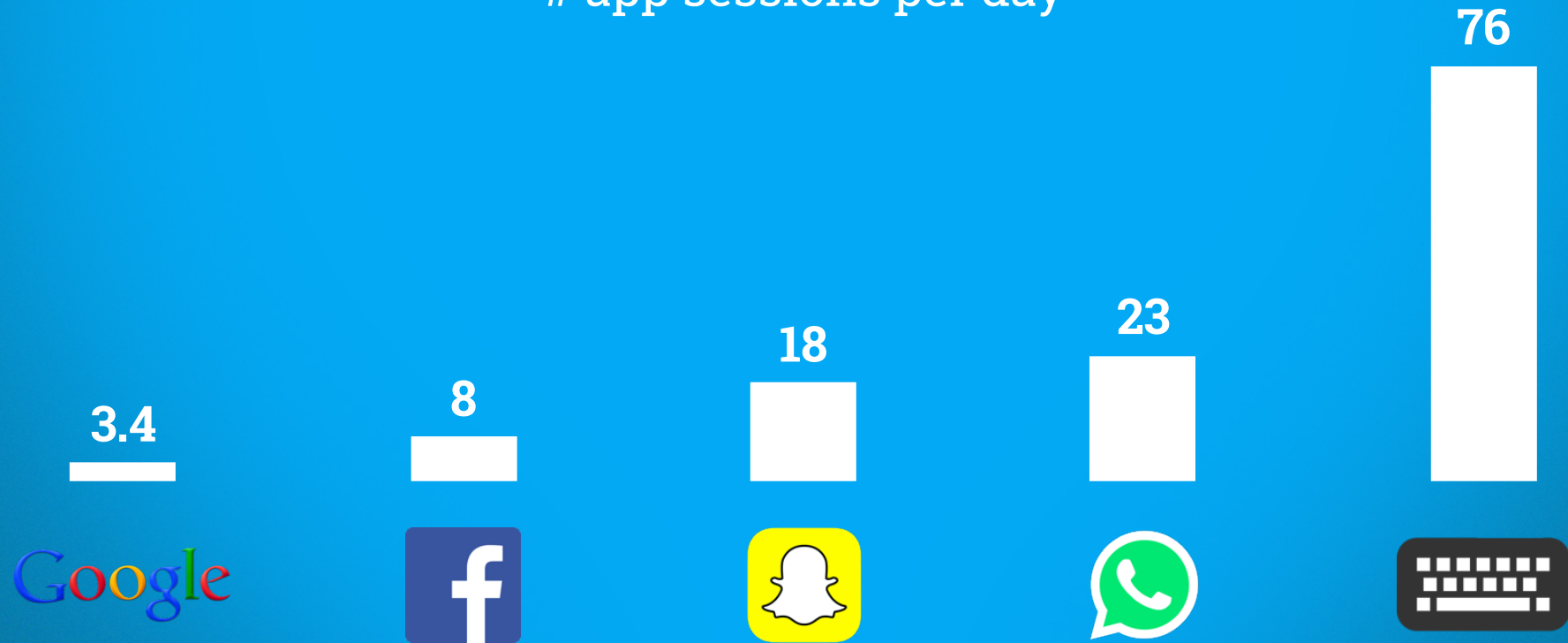


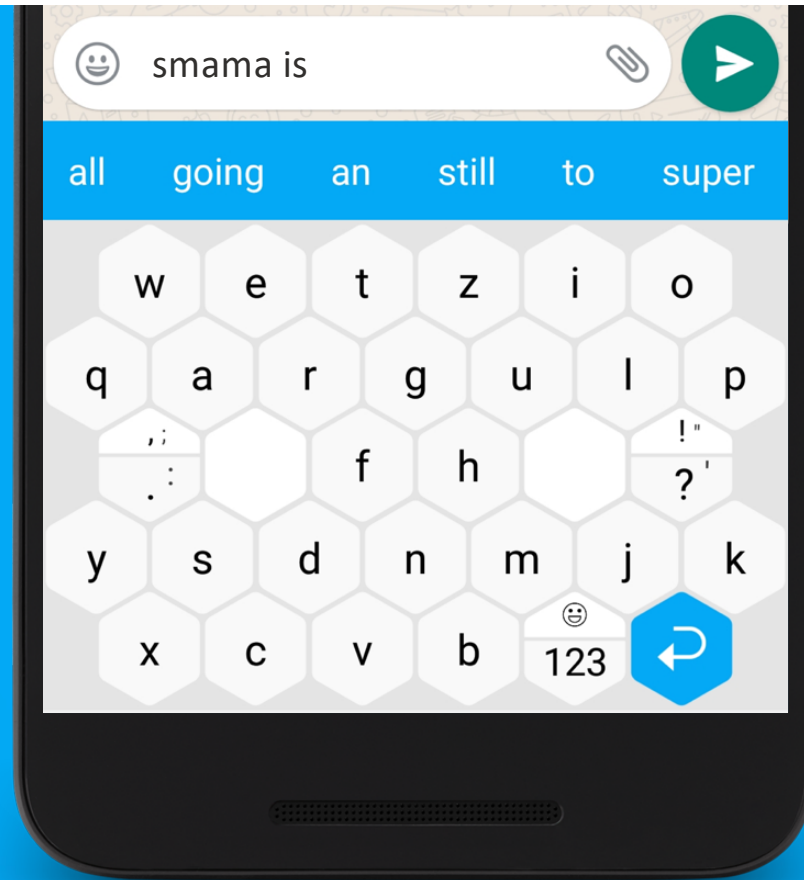
Our Vision

**Making it easy & fun
to interact with machines**

Popular apps are used multiple times per day

app sessions per day





WRIO Keyboard

write it once

Magic ingredient 1: honeycomb layout

QWERTY



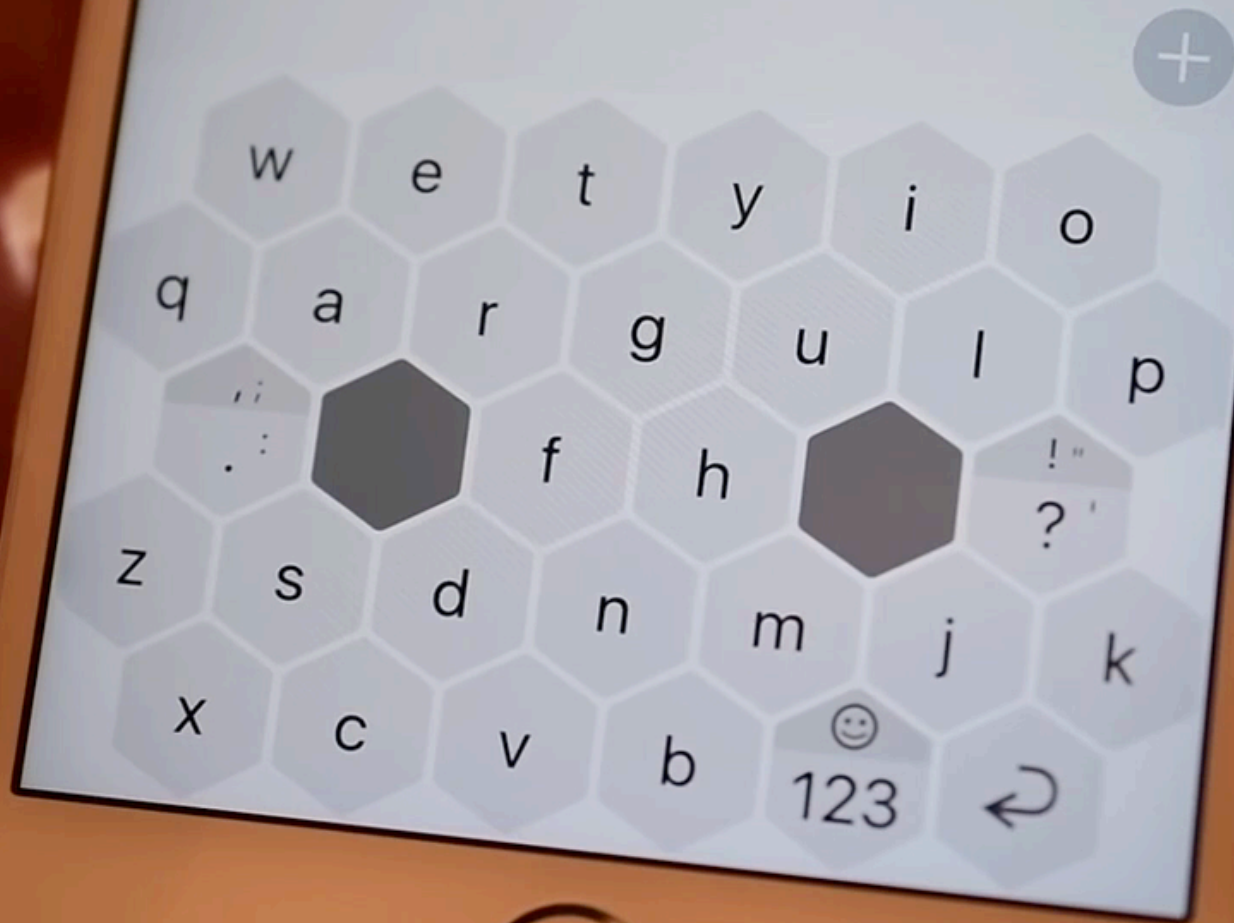
WRIO

—EU & US Design Patent—



Larger keys
Round like a finger touch
Fewer error possibilities

Magic ingredient 2: gestures



Magic ingredient 3: personalization


- 1 Typed letters
- 2 Exact touch position
- 3 Typing speed
- 4 Previously typed words/sentences
- 5 Previously corrected words
- 6 Language settings

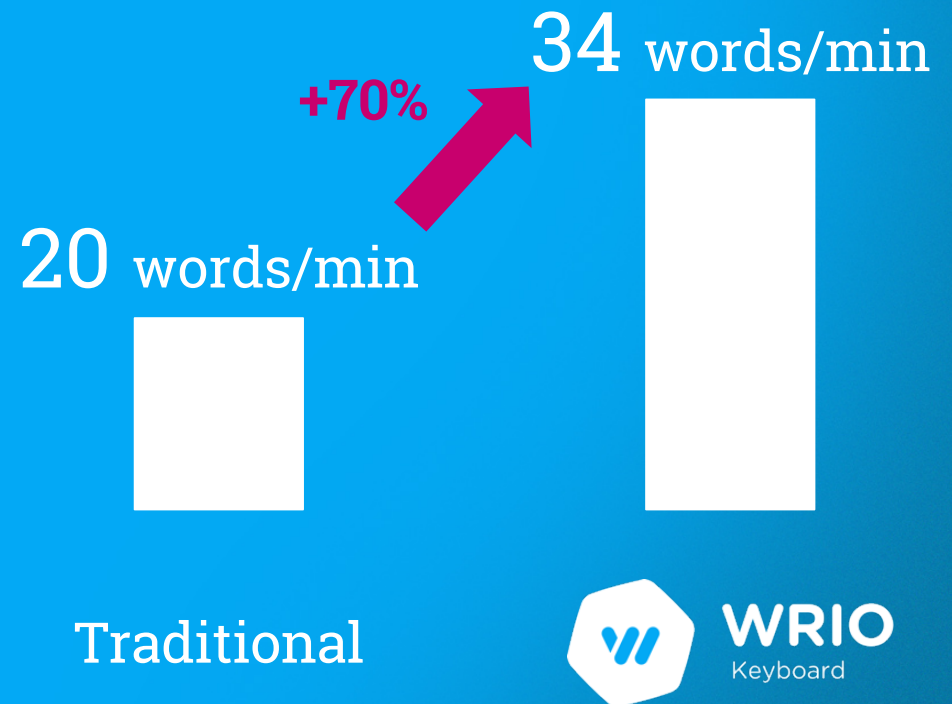
Neural network



Perfect text 😊

What's the result?

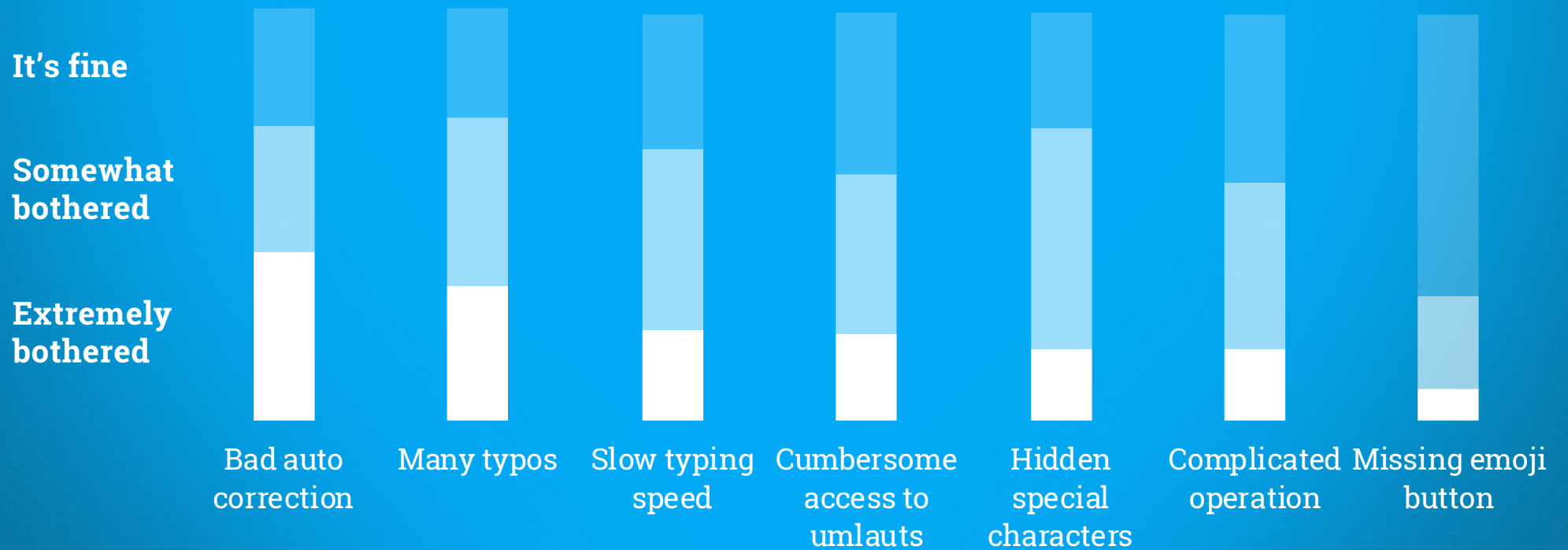
- Eliminates accidental typos
- Doesn't make wrong corrections
- Makes smart word predictions
- Also works with 



How we succeed

- 1 User-centric design
- 2 Privacy
- 3 Quality over everything

Our starting point: talk to ~200 smartphone users

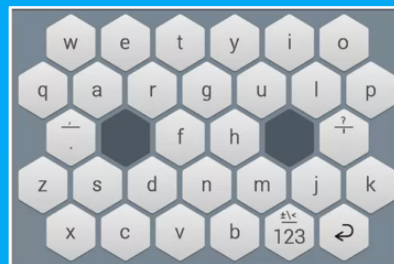


We built a proof of concept and tested it on Kickstarter

Proof of Concept



KICKSTARTER



Validation of key positioning
with keyboard researchers
from University of Helsinki

With our Alpha group we selected the best layout

1) Double space middle



2) Double space down



3) Single space



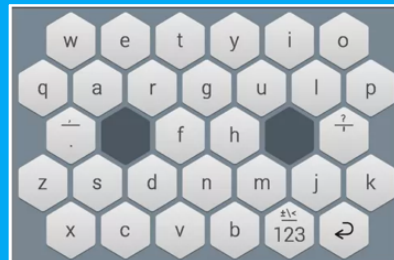
Best layout

We released our MVP on the app stores

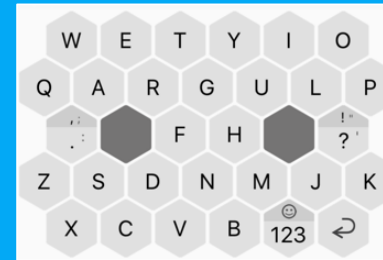
Proof of Concept



KICKSTARTER



V1.0

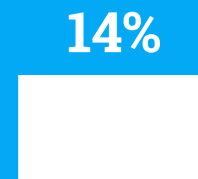
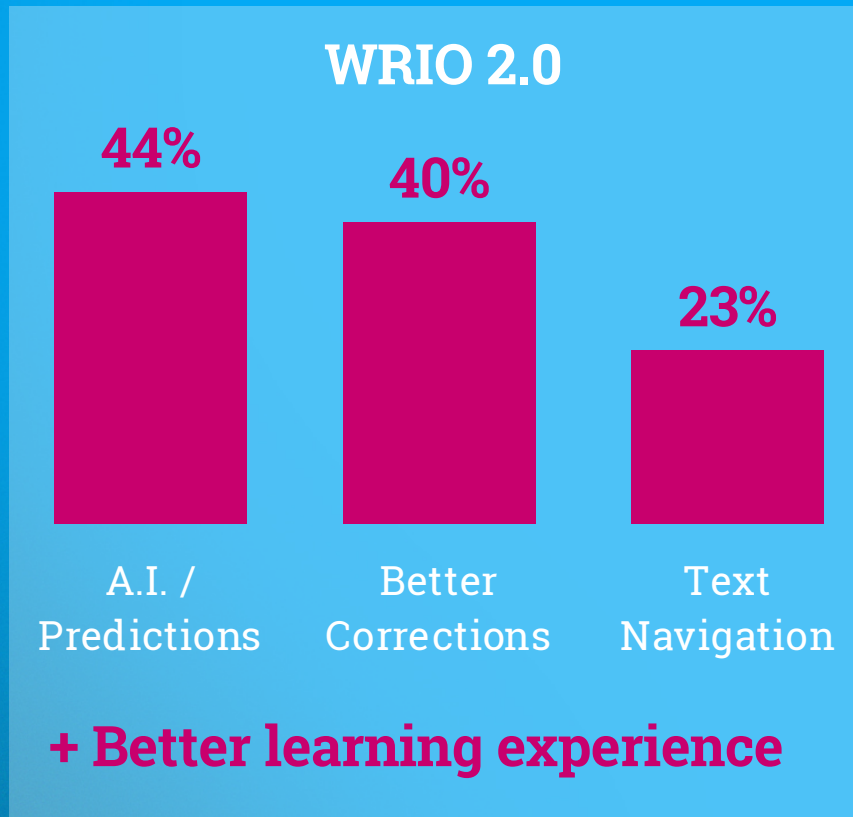


We gathered feedback from ~2,000 users

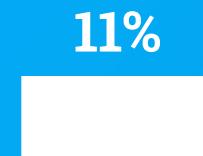
The screenshot shows the 'WRIO KEYBOARD' Ideas page. The page header includes a home icon, 'Topics', a search bar, and a user profile for 'David'. Below the header, there are navigation links for 'All Ideas', 'Ideas', 'All Statuses', 'All Categories', and 'Popular', along with a 'New Topic' button. The main content area displays a list of ideas with their status, author, comments, and votes. A sidebar on the right contains a list of categories: 'All Topics', 'Ideas', 'Problems', 'Questions', and 'Thanks'. A keyboard icon with 'ctrl' is visible at the bottom right of the page.

Idea Title	Status	Author	Comments	Reply	Votes
Word Prediction	Completed	Iris C.	37	7 months ago by rizki.r.	71
Customizability	Under Consideration	Mathieu L.	41	13 months ago by Pablo B.	69
Autocorrection	Completed	Janis B.	112	8 months ago by David	63
Cursor / Scrolling	In Progress	Chris S.	39	11 days ago by Philipp H.	58
Haptic feedback (vibration)	Completed	Kim J.	10	2 years ago by David	41
Voice to text / Dictation	Planned	Jason A.	23	13 months ago by David	34

With our community we shaped V2.0



Standard
QWERTY
Layout



More Themes



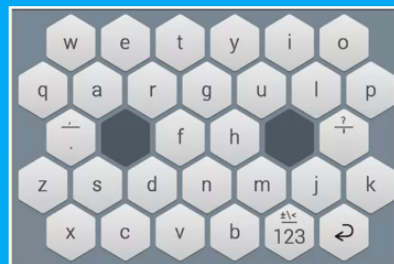
More
Emoji/Gifs

V2.0 is a lot smarter and easier to learn

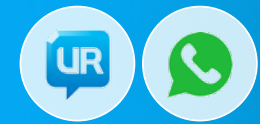
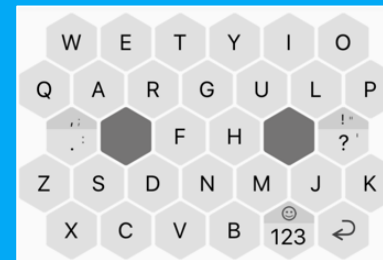
Proof of Concept



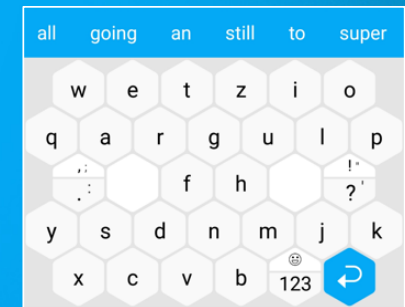
KICKSTARTER



V1.0

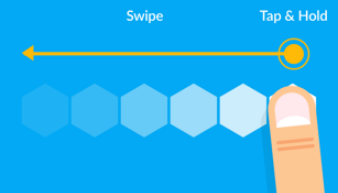


V2.0 (Beta)



Delete multiple letters

Delete multiple characters with a tap-hold and swipe to the left

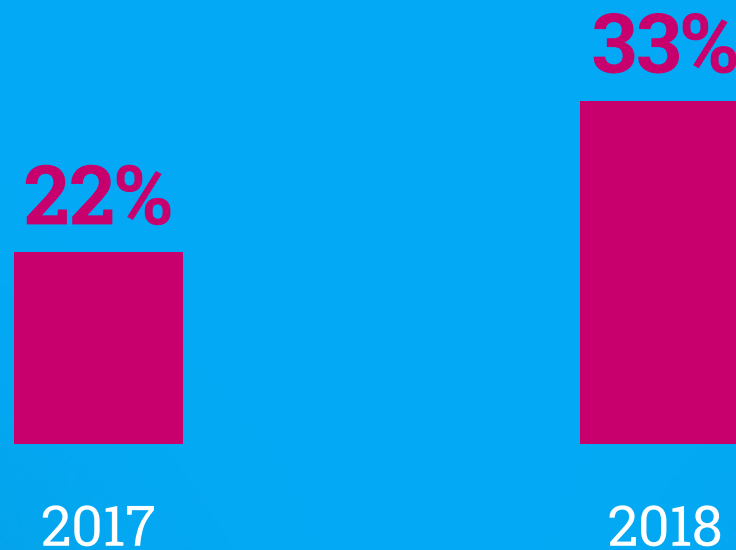


How will succeed

- 1 User-centric design
- 2 Privacy
- 3 Quality over everything

Privacy concerns are rising, according to UNCTAD

Internet users concerned about online privacy
(UNCTAD CIGI Internet Survey 2018, n=25,262)



Jul, 2016

SwiftKey app leaked users' email addresses and phone numbers to strangers

Sep, 2017



Researchers warn Go Keyboard is spying on millions of Android users

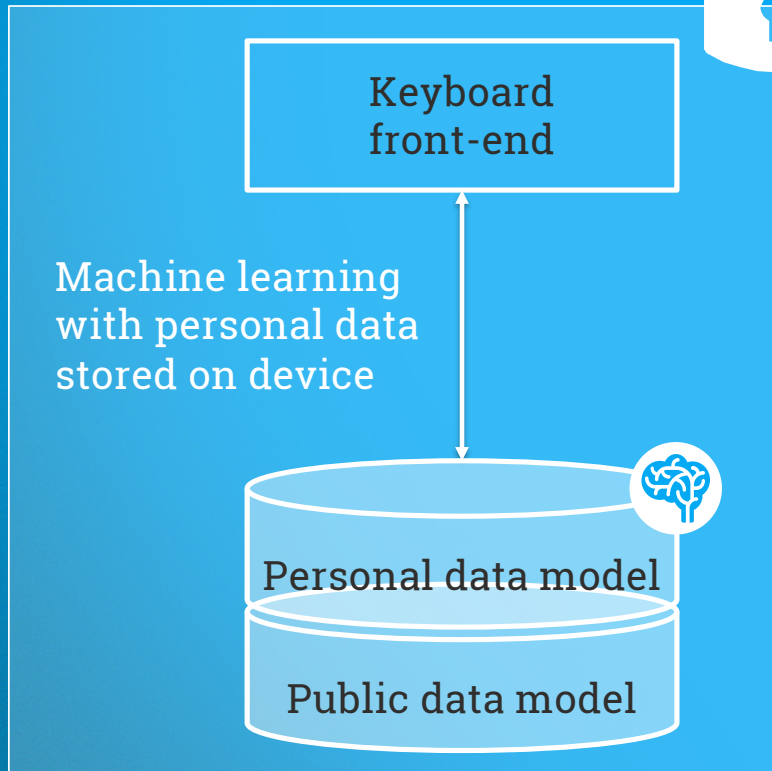
Dec, 2017

Personal info of 31 million people leaked by popular virtual keyboard Ai.type

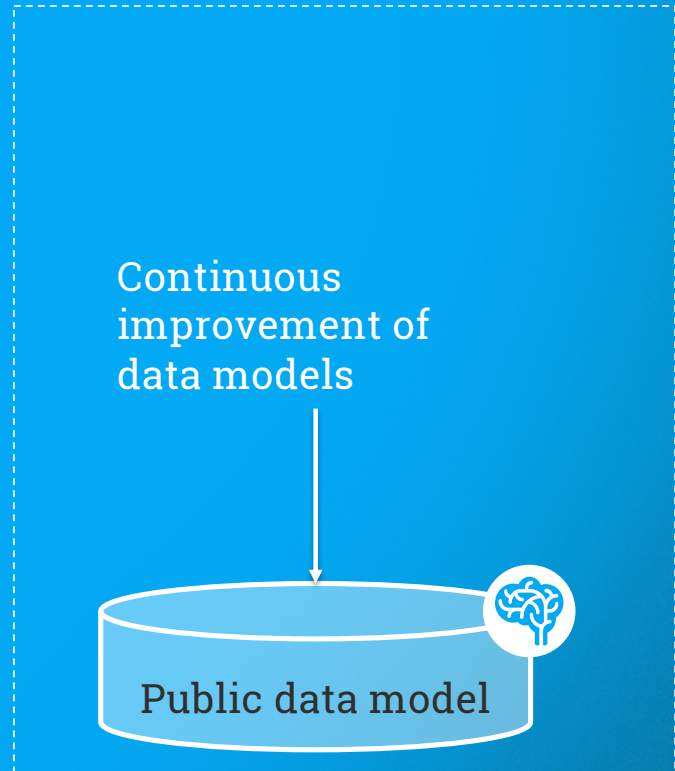
May, 2018

Severe Keyboard Flaws in LG Smartphones Allow Remote Code Execution

WRIO app on device



WRIO cloud

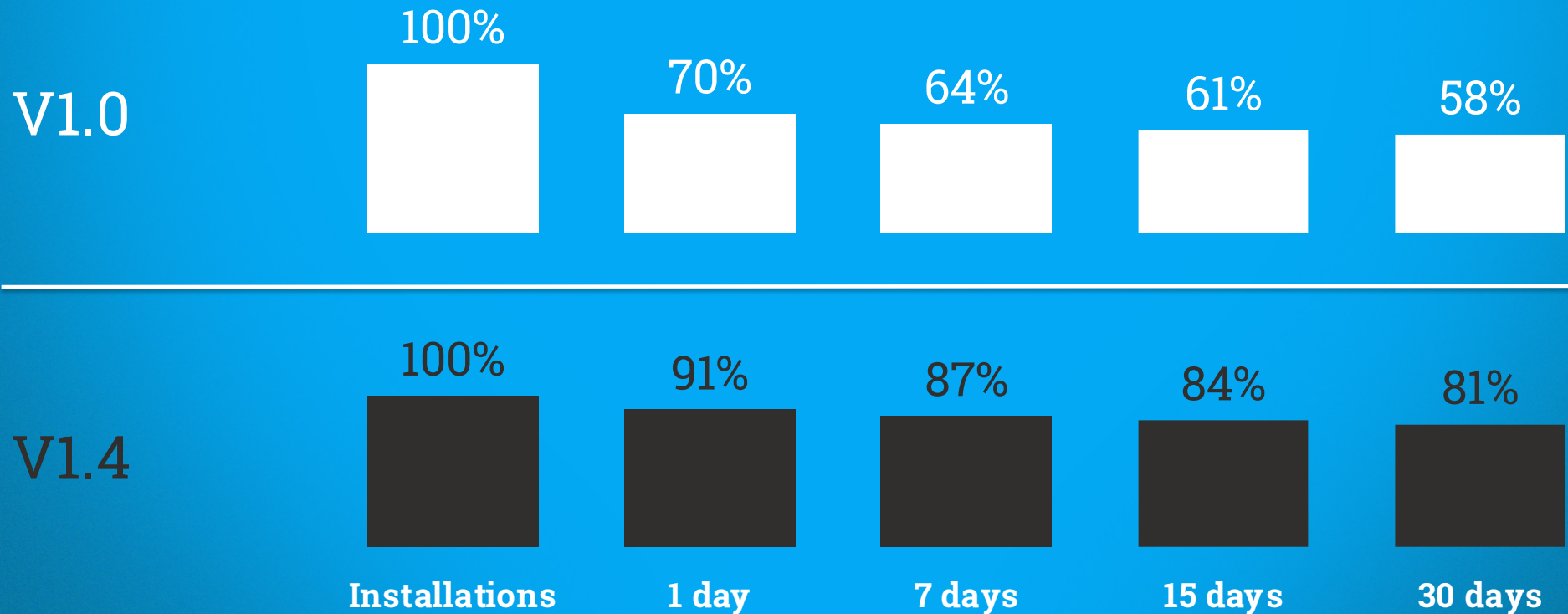


← Regular updates

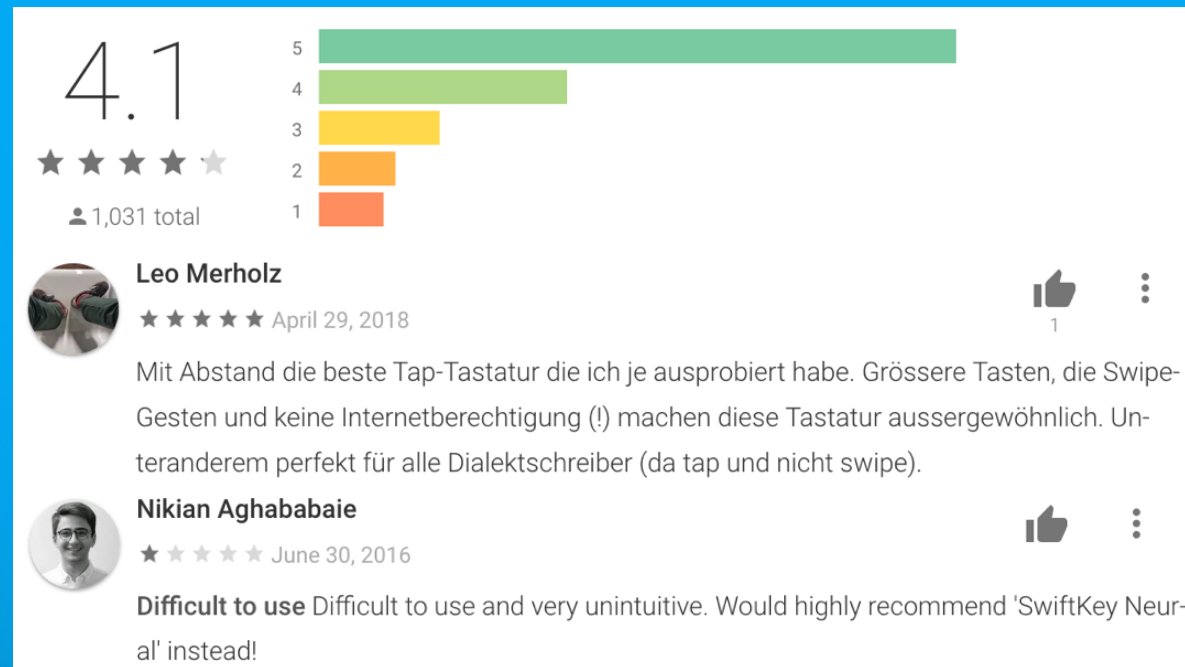
How we succeed

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With a better product our retention rate has improved



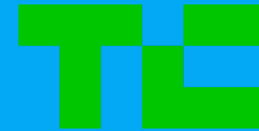
First impressions are crucial for good ratings...



...and for shaping journalist opinion



"Truly shines is in its finger-fitting hexagonal design, which makes typing faster and more free of errors"



"Impressive for an attempt to reconfigure Qwerty"



«The smartphone keyboard for fast typers»



«After using WRIO for quite a while, it's an innovative app that will help you type faster and better»

What's next?

2020

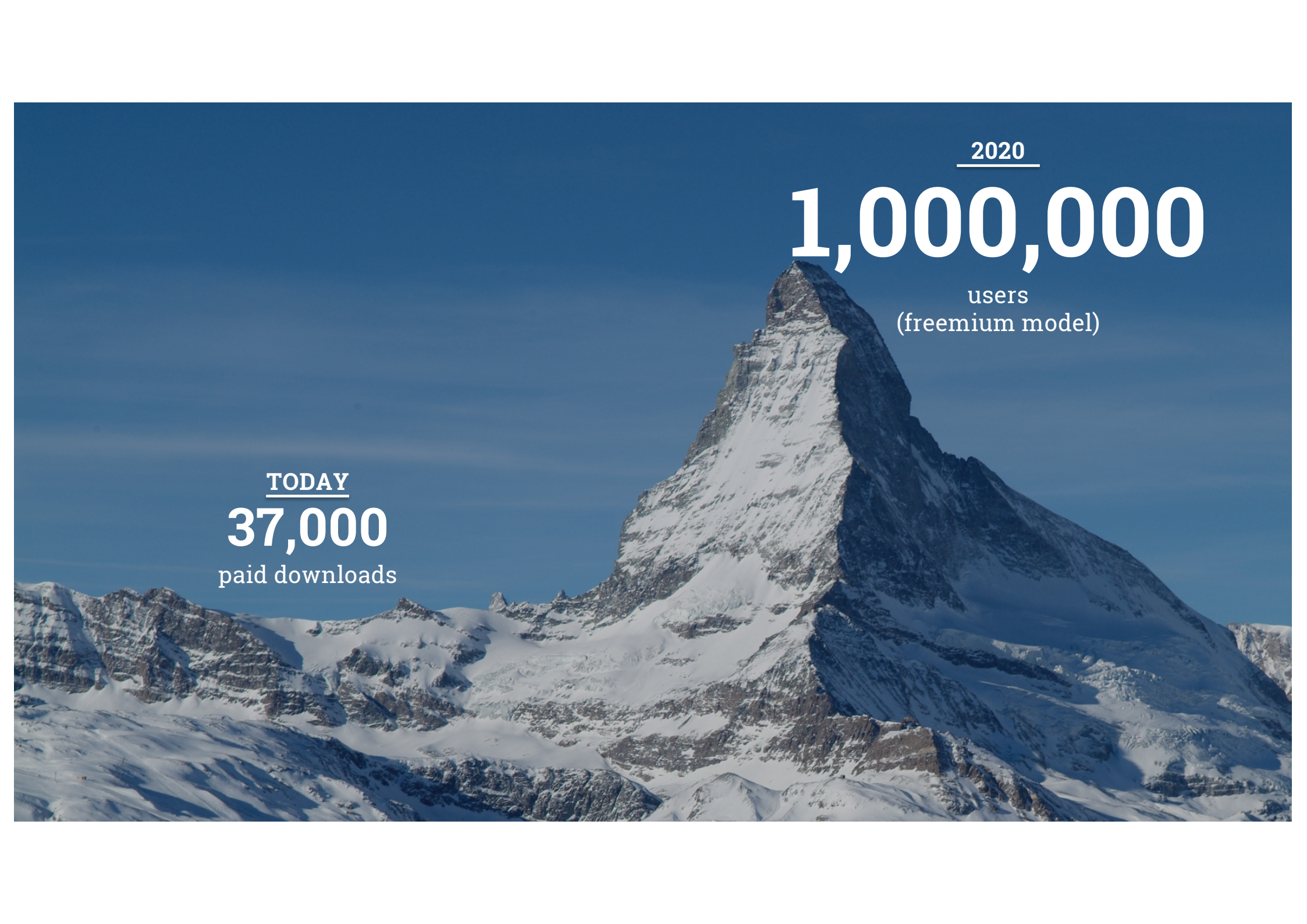
1,000,000

users
(freemium model)

TODAY

37,000

paid downloads



Get WRIO for free:
bit.ly/2Jh5ox6



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