

qool: app desarrollada en Uruguay con  
más de 20.000 usuarios en el mundo

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# Quiénes somos?



Rodrigo Astiazarán

Eduardo Mangarelli

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Andrea Rodriguez

Damian Lado

MEDIA DESKTOP (DEPORTES)  
MASHUP NOTICIAS  
"ME SATISFACE"  
RATE IT  
"TO DO WHIT"  
RECEPCIONISTA VIRTUAL  
ORGANIZADOR PAGOS

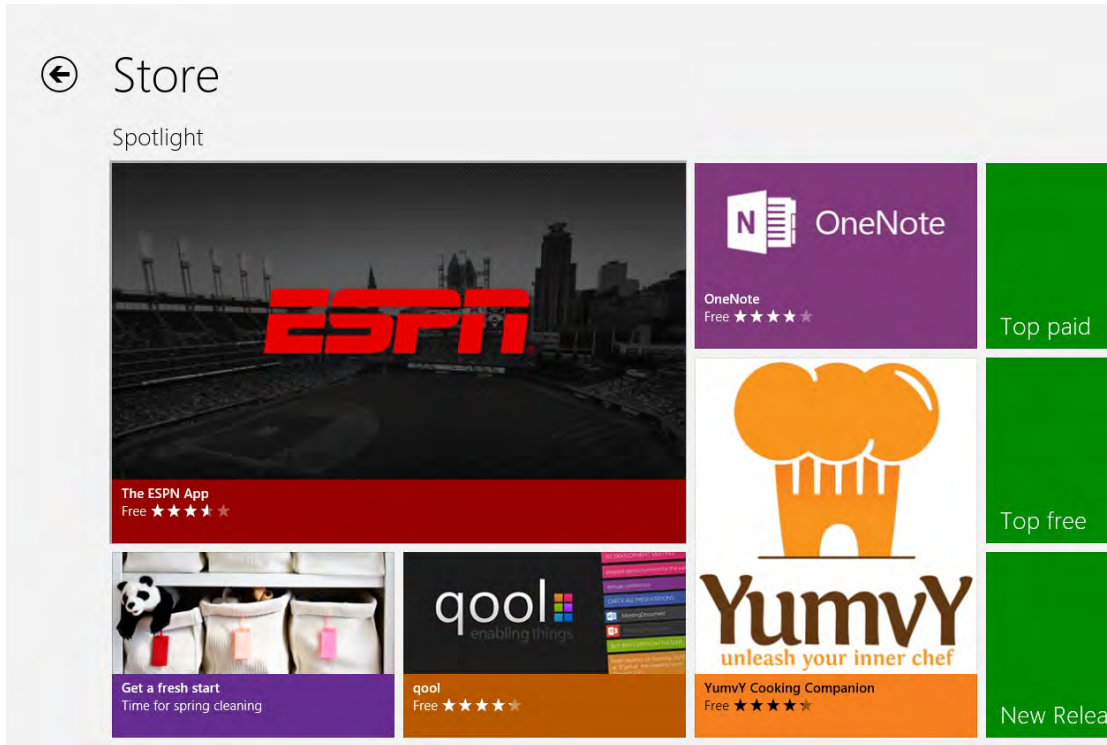


# Diseño y usabilidad

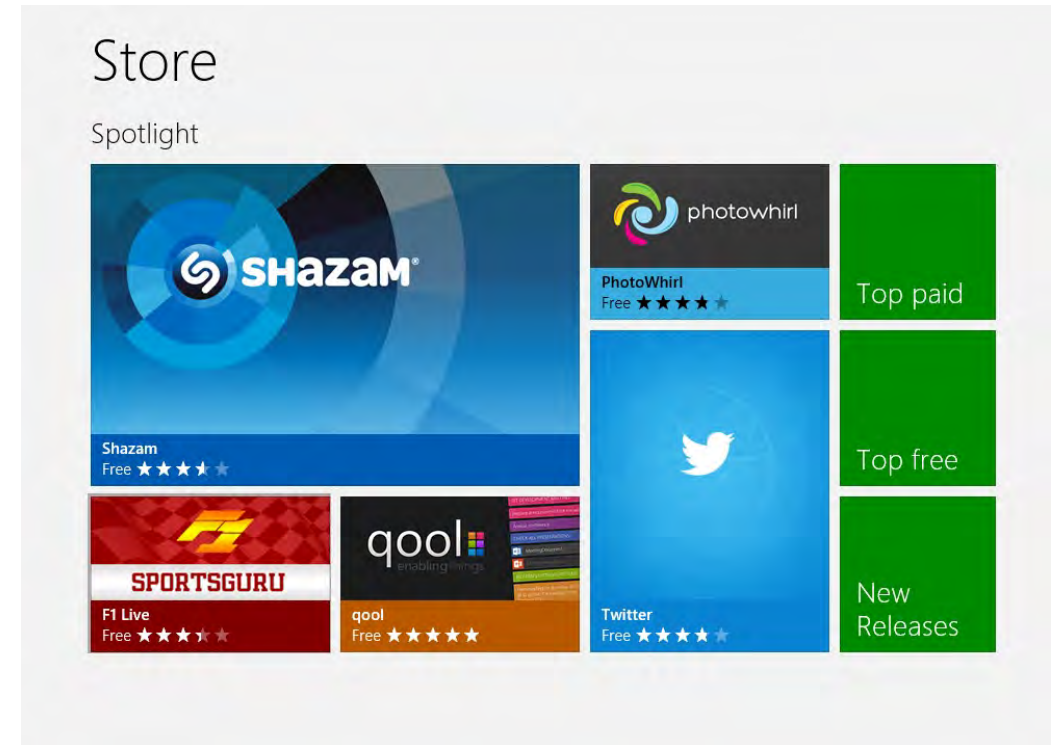


demo

# qool hoy



Spotlight de US



Spotlight de UK

# qool hoy

Sale al Store en Enero

20.000+ usuarios

Rating 4.1

Las personas pasan 7 veces más tiempo en qool

Top 15 App productividad mundial en el Windows Store

Principales mercados: US, UK, Canadá, Brasil, Rusia e India

Lenovo y SONY



# Feedback de los usuarios



Tanya Pazdernik  
Tuesday, August 6, 2013



## Best App Ever

I'm not the type of person to care about any kind of apps or any of that jazz on phones or computer or what have you. But when I found Qool, I fell in love with it. It is the only app I constantly

[Show more](#)



Jessica Pearce  
Saturday, July 27, 2013



## Great for organizing

I love this app. I use it mostly for weekly planning but it helps me stay organized between work, homework and leisure better than anything I have tried before. I'm visual and I like being able to

[Show more](#)



Thursday, July 25, 2013



## Excellent organization app

I love how this app is laid out. Quick and easy to add and organize ideas and projects.



Mishkin Faustini  
Wednesday, June 19, 2013



## Very useful for agile story decomposition

I work in software development and this tool makes breaking down our tasks in stories or features easier. very usefule

# prensa y artículos



**money watch** CBS  
Markets Investing Tech Leadership Small Business Saving Spending

DOW 15215.25 +123.57 +0.82%  
S&P 500 1650.34 +16.57 +1.01%  
NASDAQ 3462.61 +23.82 +0.69%  
WILSHIRE +0.08

This is performance. E-volved.

By DAVE JOHNSON | MONEYWATCH / March 19, 2013, 6:45 AM

## App syncs all your Windows 8 devices

1 Comment / Shares / Tweets / Stumble / Email More +

(MoneyWatch) One of the loudest complaints with Windows 8 thus far has been the paucity of practical or high-quality applications in the Windows Store. Things are starting to look up, though. Just in the last week, for example, Microsoft (**MSFT**) scored a win with a solid Twitter app. And now I've run across an interesting "to-do" manager that could be a handy tool for anyone who has more than one Windows 8 PC -- like a desktop and slate.

**Qool is an interesting take on the traditional task tracker.** It's essentially a blank page on which you can add unstructured text just by double-clicking and typing anywhere. You can color-code text and drag it around anywhere on the screen at any time.

- [App syncs all your Windows 8 devices by CBS](#)
- [Editorial: Must Have Apps For Microsoft Surface Part 2](#)
- [9 Best & Free Productivity Apps For Windows 8](#)
- [A Qool OneNote competitor or a Qool OneNote companion](#)
- [Organize-se com o Qool para Windows 8](#)
- [qool: Great + Free Tasking App For Windows 8/RT](#)
- [qool - Rico gerenciador de tarefas para Windows 8/RT](#)
- [Aplicativo para o Windows 8 que ajuda a organizar suas atividades](#)
- [Very Qool by Martin Sykes](#)

# Excelencia técnica

Windows Azure, SignalR, SkyDrive

# Experiencia de usuario

En la App y en la atención del  
usuario

# Aprendizajes

La excelencia del producto es el mejor plan de marketing

Ciclo de producto cortos

Atención a los usuarios

User experience, user experience, user experience

# Agradecimiento al equipo

Matias Rodriguez

Ignacio Goyetche

Eduardo Cuñarro

Ronit Kats

Joanna Arnaiz

Gonzalo Laguna

Muchas gracias

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