KAJOO

**AI-Powered DXC
Frontend visual builder for
composable DX**

**Nabil Orfali
Founder, CEO
Kajoo.ai**

**Sana Kamalmaz
Dir. Digital Strategy
Kajoo.ai**

About TechGuilds

OUR VALUES

- A spirit of innovation that drives us

- Doing great work that we can be proud of

- Relentlessly client-focused

- Commitment to doing the right thing

2014
Founded in Toronto, Canada

24
Full-time Team members

200+
Completed DX projects of varying sizes

The challenges of the modern marketer

- We've moved to Headless, but where's our WYSIWYG editor?

- We've got ambitious goals and limited resources

- We need to launch our marketing campaigns ON TIME!

- We need to make sure we maintain a clean solution
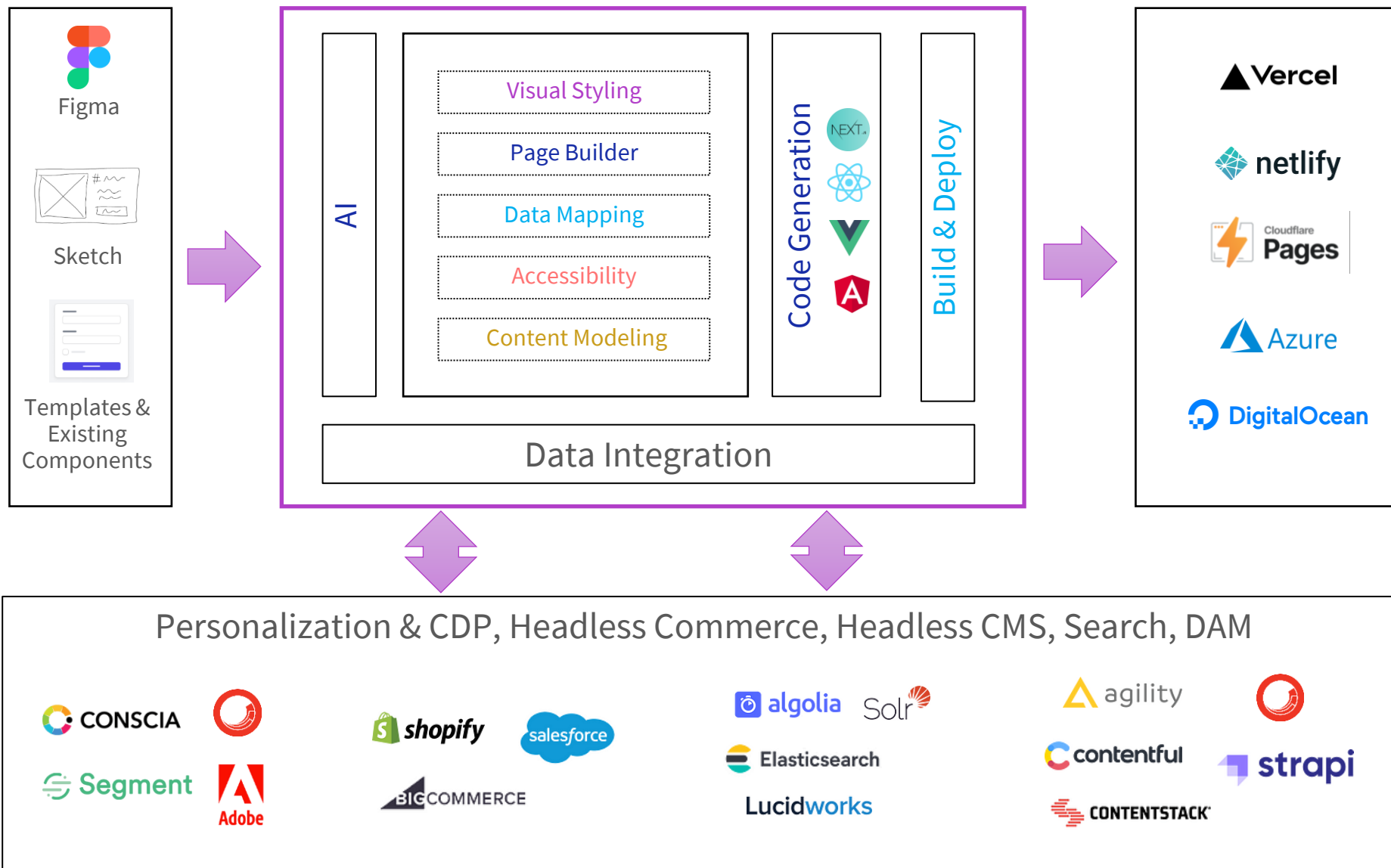 - Code
  - Design
  - Accessibility

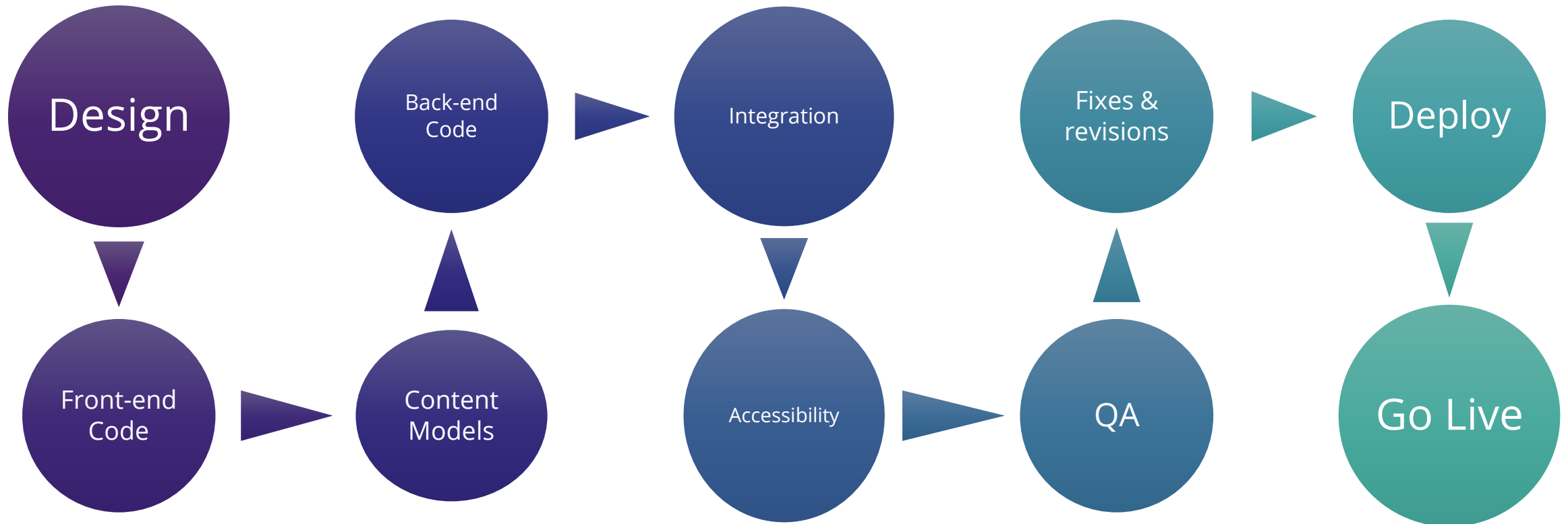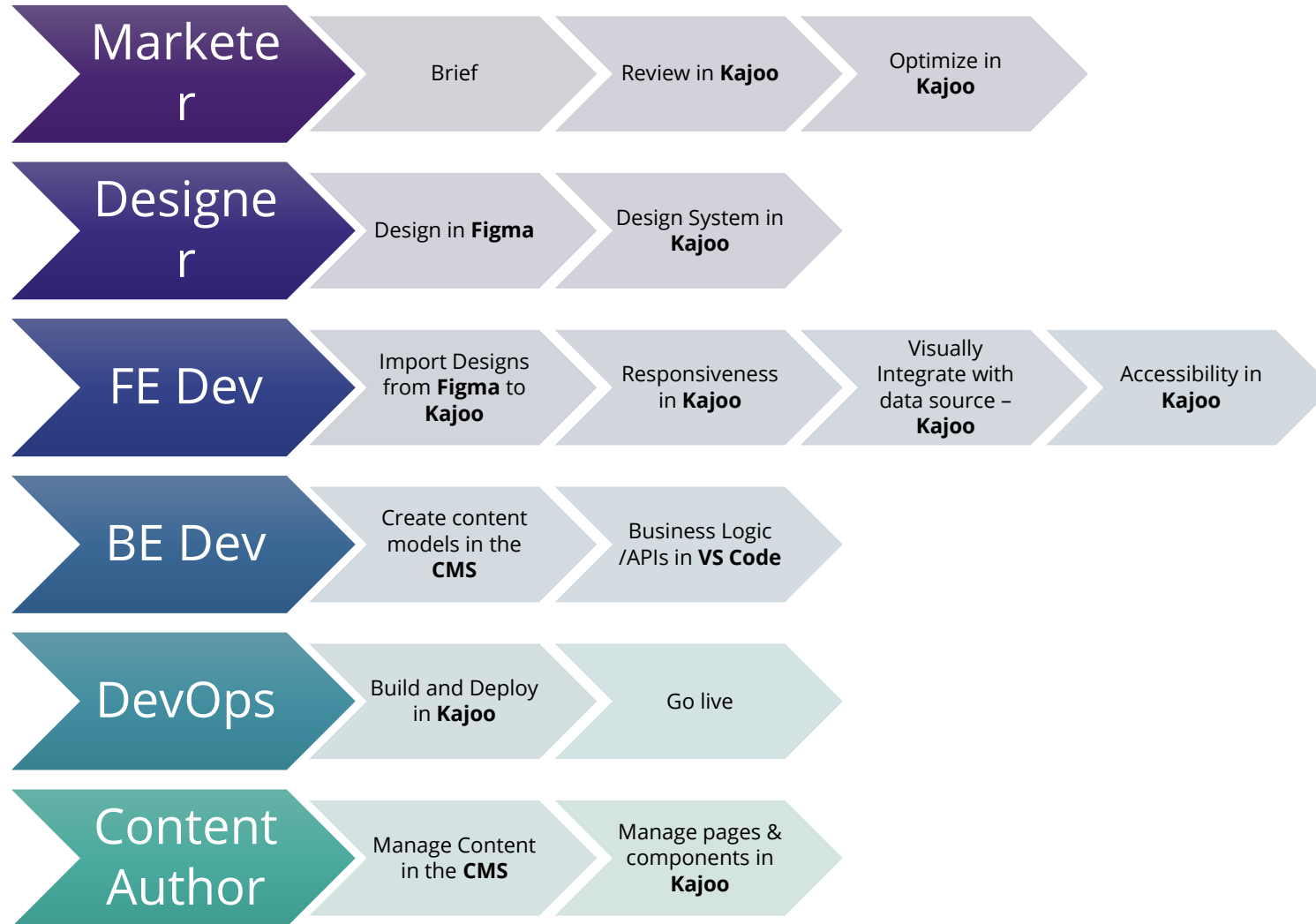   Keeping IT, Brand, and Legal happy ☺

The solution

Idea

Design to code.
Visual Integration.
Compliance.
Governance.
Collaboration.

KAJOO

AI DXC

Go Live
10x Faster

KAJOO

DX Builder for C-DXP

Figma

Sketch

Templates & Existing Components

AI

Visual Styling

Page Builder

Data Mapping

Accessibility

Content Modeling

Code Generation

Build & Deploy

Data Integration

Vercel

netlify

Cloudflare Pages

Azure

DigitalOcean

Composable DXP (PBCs)

Personalization & CDP, Headless Commerce, Headless CMS, Search, DAM

CONSCIA

Segment   Adobe

shopify   salesforce

BIGCOMMERCE

algolia   Solr

Elasticsearch

Lucidworks

agility

Contentful   strapi

CONTENTSTACK

Current workflow

Design → Front-end Code → Content Models → Back-end Code → Integration → Accessibility → QA → Fixes & revisions → Deploy → Go Live

Kajoo Workflow

Marketer
- Brief
- Review in **Kajoo**
- Optimize in **Kajoo**

Designer
- Design in **Figma**
- Design System in **Kajoo**

FE Dev
- Import Designs from **Figma** to **Kajoo**
- Responsiveness in **Kajoo**
- Visually Integrate with data source – **Kajoo**
- Accessibility in **Kajoo**

BE Dev
- Create content models in the **CMS**
- Business Logic /APIs in **VS Code**

DevOps
- Build and Deploy in **Kajoo**
- Go live

Content Author
- Manage Content in the **CMS**
- Manage pages & components in **Kajoo**

"A critical point in software development is the handoff of screen designs from UX designers to engineers. Software engineering leaders should use this research to understand design-to-code and how to deploy tools to facilitate workflow, increase code quality and reduce development time."

Gartner®

"If I were to write acheck for a defensible good idea … it would be Kajoo.ai"

Kipp Bodnar (HubSpot's CMO)

"This is sick! This breaks my brain!" "It's transformational!"

Kieran Flanagan (Zapier's CMO)

Demo time!

Scenario

- Website up and running > blog section launched recently
- Digital would like to link to the blog section from the homepage (SEO and visibility) but there's no such component exists
- Design team has created the mock-ups in Figma
- Digital need the component built

Scenario

- Homepage including the new component is live
- Digital has a hypothesis that they'd like to test while running a PPC campaign
- The component that is required for the test doesn't exist
- Designer is not available

Discussion

Thank you!

KAJOO

AI-Powered Digital Experience Builder