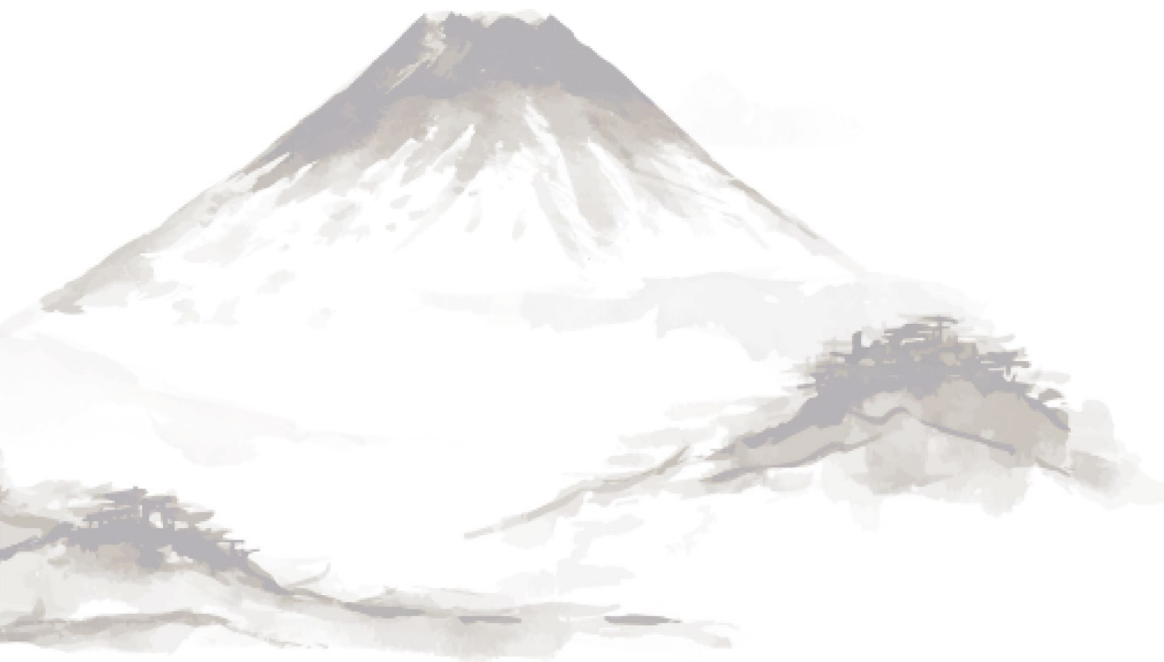




# Quick Introduction

[Press & Media]



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## Basic information

### Our claim

Find the Nearest Martial Arts Dojo.

最寄りの武術の道場を検索します (in Japanese)

### LocalDojo in one sentence

It allows to you quickly find the nearest Martial Arts Dojo anywhere in the world.

### More detailed answer

LocalDojo offers a very straightforward way how to find the nearest Martial Arts Dojo and allows you to keep practicing wherever you are - at home, on holiday, business trip, it doesn't matter, LocalDojo always knows where the nearest Martial Arts Dojo is.

### How much it costs

It's completely free. You can use all features of LocalDojo without paying anything. No worries, you don't pay with your personal information either, since all we need for registration is a valid email address and that's all.

### Our typical user

It is either Martial Arts student and a Dojo owner. With only one simple account, they can't only search or add Dojos, but also create their own profile page and to be found by people they met on tatami. Also anybody can add a new Dojo (for free), so any Dojo can attract more students and to be easily found among Martial Arts practitioners all over the world.

## Differences from the competition

### Global database of Dojos

We know Dojos from all over the world. Most competitors are focused only on their country, but we know and manage Dojos from all parts of the world.



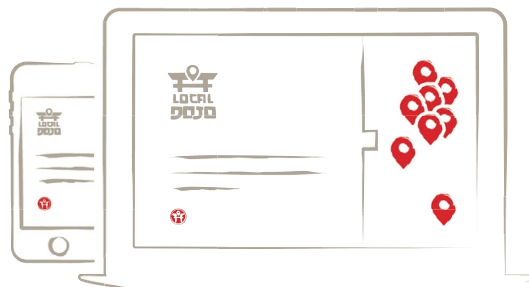
### Specialized for Martial Arts

LocalDojo is created by the people who practice Martial Arts. We understand well about what you need to know first when you're looking for a Dojo.

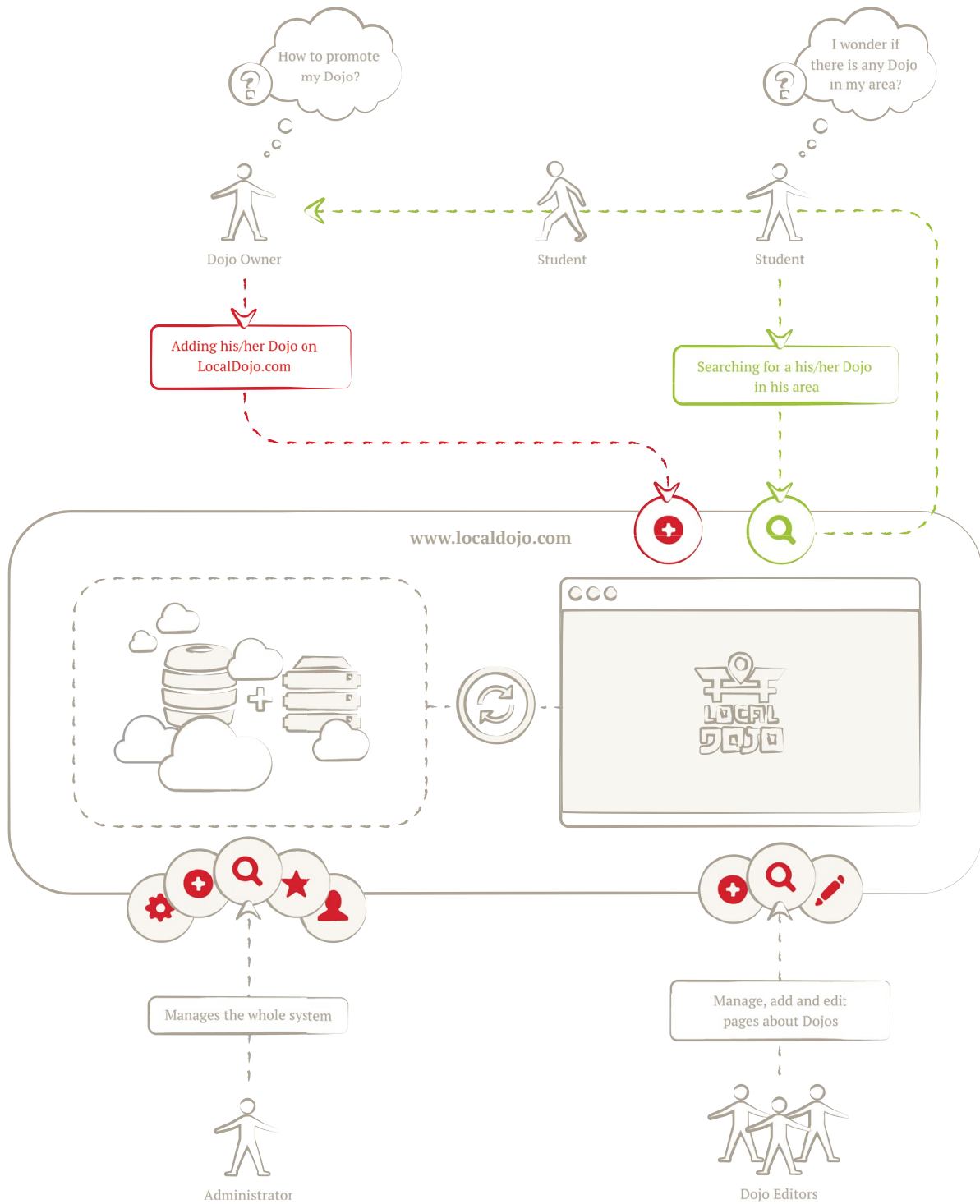


### Straightforward design

LocalDojo is user friendly and easy to use. You can always see the nearest Dojos right on the homepage without any interaction with website, on all devices.



# Life context flow diagram



## Who is who - LocalDojo users

### Student

S/he is looking for a Martial Arts Dojo for various reasons:

- s/he is just starting with Martial Arts and looking for his/her first Dojo
- s/he is on vacation or business trip and want to keep practice
- s/he is moving somewhere different and wants to keep practicing there
- s/he is just curious and tries to explore nearby (or other) areas around the world for other Dojos

### Dojo owner

S/he may want to add his Dojo on LocalDojo.com because:

- s/he wants to attract more students
- s/he wants to promote his/her Dojo

Note: students and Dojo owners have just one simple type of account - member account. So it isn't necessary to decide who is who before registration.

## Who is who - LocalDojo staff

### Editor

S/he is a member of the LocalDojo Team and can add new Dojos and edit already existing Dojos. These people are currently volunteers, willing to help to maintain LocalDojo for free.

### Administrator

Jan is the only administrator - he manages the whole system and is the person you will communicate with in case of your questions and suggestions.

## How LocalDojo works for - a student

### Scenario 1:

#### A student is looking for a Dojo on LocalDojo.com

1. As the homepage is loading, s/he can see instantly search results and auto-detected location in bottom part of the screen, without having to do anything.
2. S/he can narrow his/her search by using the quick filter and thus restrict results for just one specific Martial Art or s/he can use advanced search and be more specific about what he's looking for.
3. Once s/he see the results, s/he'll click on the name of the Dojo and see its detailed page with full information.
  - This might be the end, as s/he could only need to know the exact location of the Dojo or to get to know the contact. S/he just writes it down or remember it and that's it.
  - Or s/he might contact (ask about something) the Dojo through the contact form on the detailed page and wait for the answer via email.
  - The third options is that s/he know the Dojo and wants to rate the Dojo or write a review for it.
  - The last option is that s/he might want to present himself/herself and fill some basic information about his/her person and thus to create very own simple profile page on LocalDojo.

## How LocalDojo works for - a Dojo owner

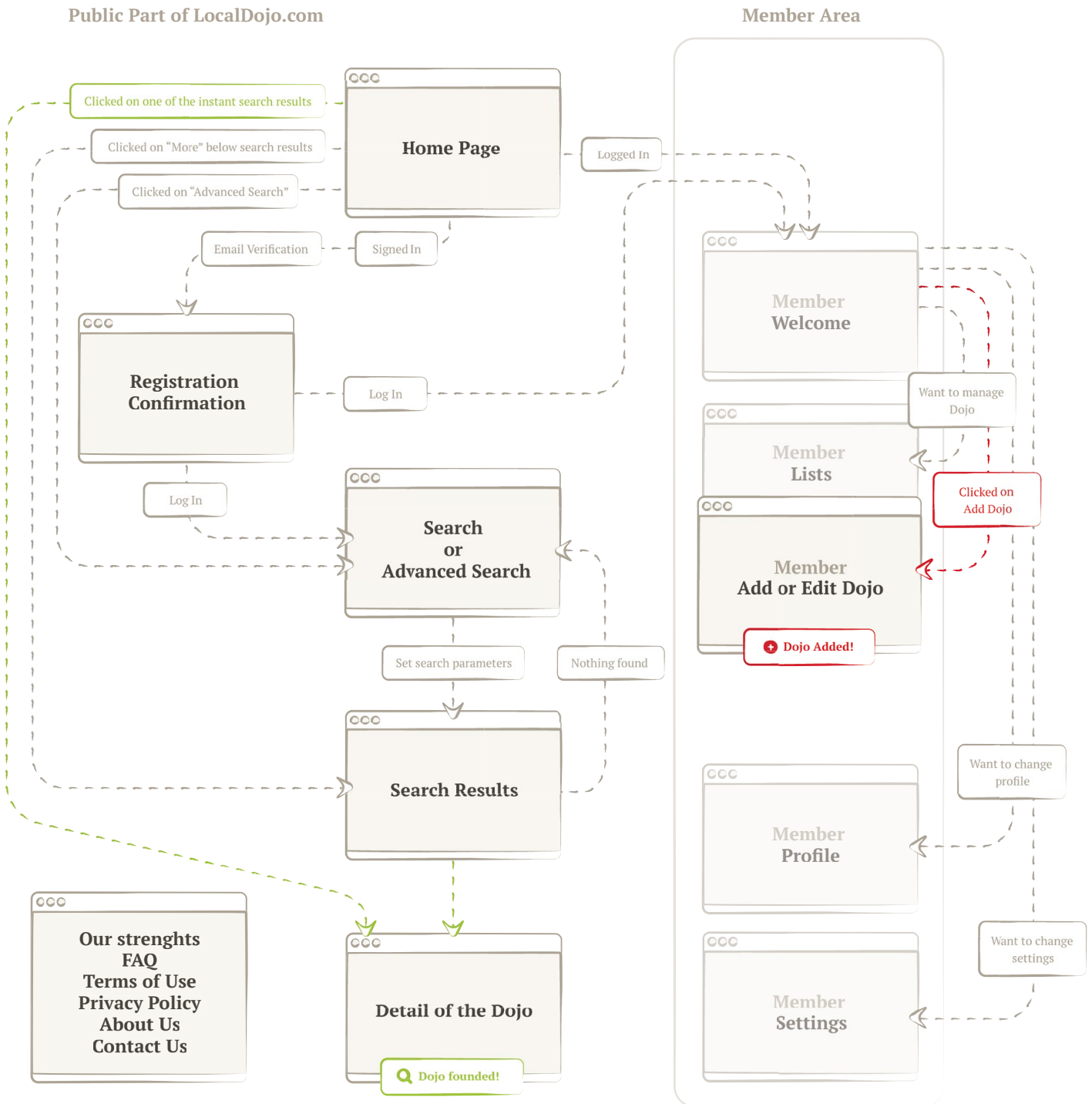
### Scenario 2:

#### A Dojo owner looks for a way how to promote his/her Dojo and attract more students

1. As the first thing, s/he will be probably curious about which Dojos are already there, so s/he will take a look at instant search results on the home-page (s/he will see all Dojos in the area).
2. If s/he decides that s/he might give it a chance, s/he narrows his/her search by using the quick filter and restricts results just for one specific Martial Art to see his/her competitors in the area (to be sure who is already there and how it looks like).
3. S/he is still interested in adding his Dojo, so s/he clicks “Add Dojo” button (which is on each page always at the top right corner) and s/he’ll have to either sign-in or create a new account first.
4. Once s/he is signed-in, s/he can add or edit his/her Dojo (note: if editing a Dojo that already exists in our database, s/he must to verify first that s/he is the owner of this Dojo through the contact email of this Dojo).



# Site structure + its flow diagram



## Press contact

Do not forget that all up to date information and resources are always on our website: <http://www.localdojo.com/about-us/>

I have to mention also our blog on: <http://blog.localdojo.com/> where you can find all latest news on LocalDojo development and handy tips and tricks for Martial Arts practitioners of all levels.

Please feel free to contact me, if you have any questions or if you miss any resources, thanks.



**Jan Kovařík**  
[jan@localdojo.com](mailto:jan@localdojo.com)

### LocalDojo on the web

[localdojo.com](http://localdojo.com)

[blog.localdojo.com](http://blog.localdojo.com)

[twitter.com/@localdojo](https://twitter.com/@localdojo)



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Find the Nearest Martial Arts Dojo.  
Add your Dojo and be easily found among Martial Arts schools all over the world.