



A NEW LEARNING PLATFORM WITH & FOR PEOPLE WITH COGNITIVE DISABILITIES

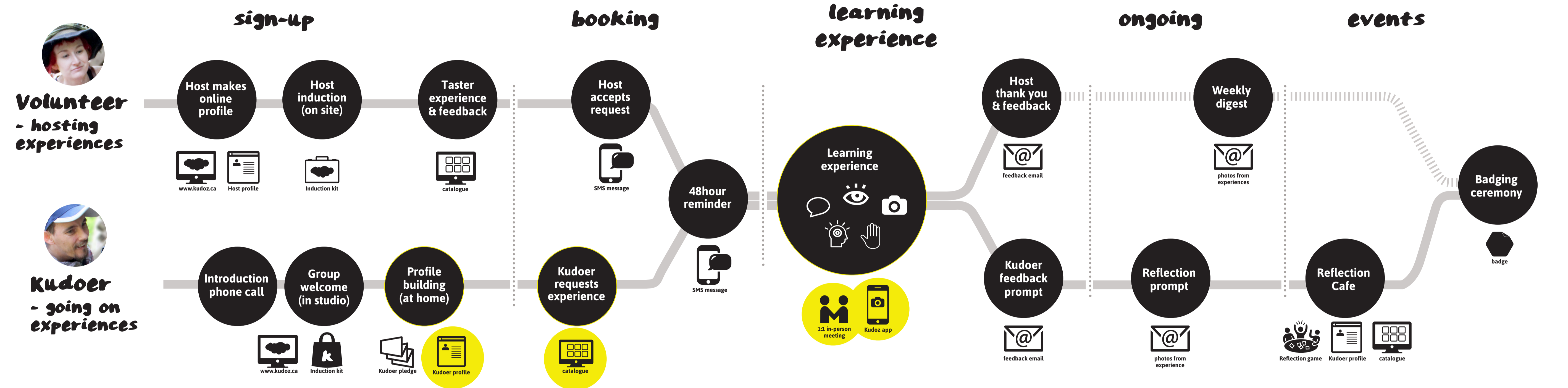
OVERVIEW

Kudoz is a new learning platform connecting adults with cognitive disabilities to 100s of mind growing experiences in the community. Too many adults with cognitive disabilities are spending their days in segregated settings doing the same activities on repeat. As a ‘Kudoer’, they choose from a catalogue and go on experiences hosted by passionate local volunteers. It’s like Airbnb, for learning.

By expanding interests and bridging social networks, Kudoz improves wellbeing and, over time, should decrease demand on the system. Kudoz is the product of 2 years of prototyping. **Three disability service providers, a government funder, and a social design agency joined forces** to answer the question, “How do we reduce social isolation amongst adults living with cognitive disabilities?”

Ethnographic research with 50 adults helped to reframe the brief. Adults with cognitive disabilities were not just isolated from other people, they were isolated from novelty and learning. Kudoz is designed to be a pipeline to novelty and lifelong learning for the 22K adults in British Columbia with a cognitive disability. With this number on the rise, demand for Kudoz will only rise.

KUDOZ JOURNEY MAP



PROCESS

ETHNOGRAPHY & INTERACTION PROTOTYPES

Typical research techniques do not work well with adults with cognitive disabilities. Instead, we moved into a social housing complex and built relationships with residents with cognitive disabilities. **We ran 34 mini-prototypes to learn what engages people and what prompts change.** The idea of Kudoz was born.

SERVICE PROTOTYPING

Next, we ran a 6-month prototype to learn if Kudoz generated sufficient interest and impact. We recruited a delivery team, and fleshed out the service journey and theory of change. **We deliberately kept Kudoz outside of the system, whilst we built staff capacity within the system** to apply co-design and prototyping methods.

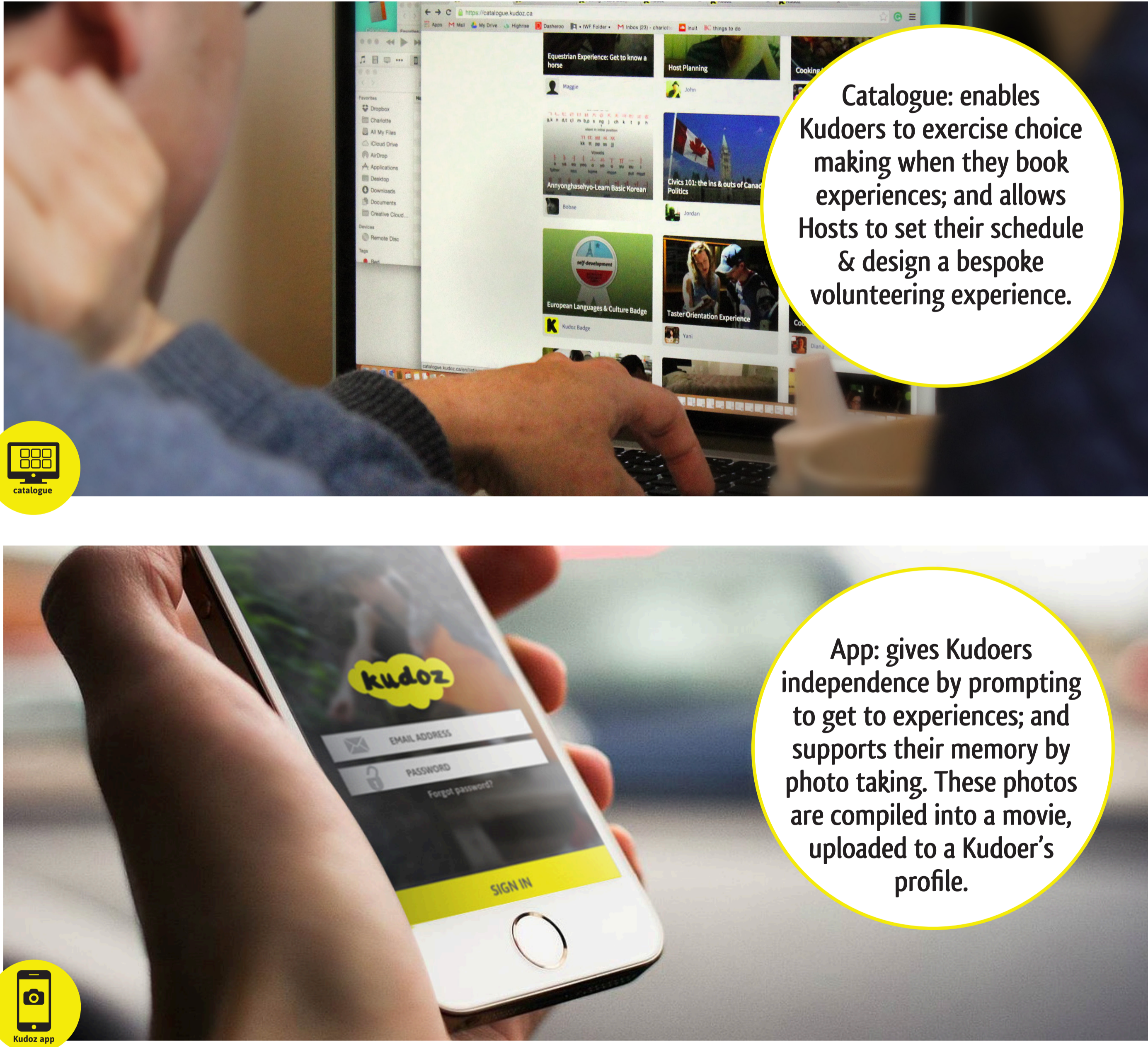
IMPLEMENTATION PROTOTYPING

Convinced of the impact, we built systems to support growth of Kudoz: a mobile app; back-end systems; new roles and training materials, metrics; and we tested procurement processes and policies. Alongside this, we ran Kudoz with a larger group of users and beta-tested different kinds of business models.

SCALING IN

Now we are embedding Kudoz within the service system. This means mapping its interplay with other services; and tweaking policies around HR, health & safety and procurement. We hope this ensures that **Kudoz isn't a one-off project or peripheral social enterprise, but part of a system transforming itself.**

BENEFITS OF THE DESIGN



EFFECT

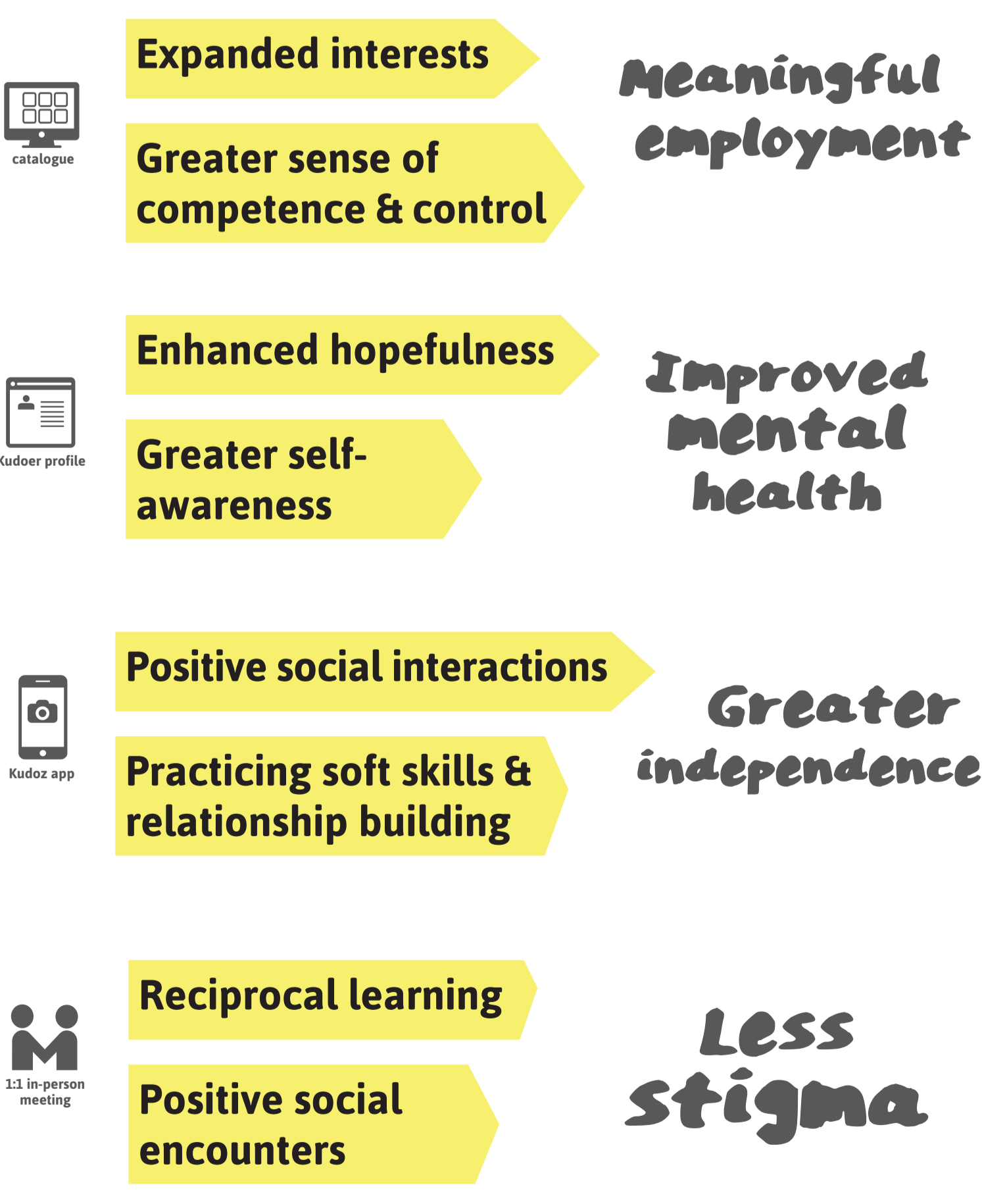
ON KUDOERS & HOSTS

Kudoers choose experiences, and communicate with Hosts directly. Prior to Kudoz, they did not have control over content of their days.

Kudoers get feedback from Hosts & review photos of the experience. Before, they had few experiences to look forward to, nor a way to build a narrative of themselves.

To get to experiences and engage once there, Kudoers use the app. Meeting new people & going new places helps to gain confidence.

Hosts & Kudoers meet-up 1:1 around mutual interests. Prior to Kudoz, most Hosts never had a meaningful interaction with an adult with a cognitive disability.



ON ORGANIZATIONS

“Kudoz has completely shifted the way we think of innovation and service design; from the role of ethnography and design to the application of social science theories and thinking at the level of determinants. We are inspired, energized and ready to press forward.”

— Gord Tulloch – Director of Innovation, posAbilities

Greater prototyping capacity
Kudoz trained and coached over 40 staff on prototyping and co-design for 6 months. Most of them apply these methods to their day-to-day work now.

Better intelligence for decision-making
Kudoz has built up a body of fresh data about adults living with cognitive disabilities, and instituted a new way of collecting information and insights.

ON THE WIDER SYSTEM

180+
Community members coached to deliver learning experiences

Greater flexibility in procurement & contracting
The government funder is an active partner in rethinking procurement and contracting, and allowed service delivery dollars to be redirected towards the development of Kudoz. New funding streams are charted out, applying user-centered design methods. This is significant in a system where top-down planning is dominant.