

MERAKI



= Soul + Creativity + Love

Try new things & bring spontaneity into your day!

Meraki comes out of Grounded Space, a Research & Development collective for social services including posAbilities, Burnaby Association for Community Inclusion, Kinsight and West Neighbourhood House.

The posAbilities team spent one year going through an R&D cycle -- from research to ideation to prototyping -- alongside support workers and persons served in day programs and residential housing.

Meraki is the product of rigorous trial & error, plus a whole lot of soul, creativity and love.

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PART 1:
the BIG idea



Our vision for 2030

IT IS THE YEAR 2030, AND WENDY IS MEETING PAUL, one of her former support workers, for coffee. They hadn't seen each other for a long time and were looking forward to catching up and rehashing some of their past Meraki experiences.

The conversation flowed easily. Wendy asked if Paul remembered their first attempt at making sushi rolls. Paul laughed: "You mean the sushi blobs that were a beautiful disaster?" "Or the time we accidentally dyed our hands blue for weeks with the Meraki tie dye experience?" "Or when we met our neighbors and high-fived strangers with the community crawl cards?" The list included brief interactions to large community events and everything in between -- all the moments where Wendy and Paul went outside of their comfort zones and found a little more meaning and a lot more connection.

What they were most proud of, though, was the Meraki experience they created for others. Wendy had a passion for acrylic painting and Paul had a passion for framing and displaying art. Together they created the Meraki Exhibition, an exhibition space on wheels that popped-up in neighbourhoods to bring beauty into the everyday.

After walking down memory lane, Paul wanted to know how Wendy was doing and what she had been up to lately. Wendy told Paul she was now living with a family in her community that she actually met through using the Meraki community crawl cards.

Wendy explained how she had been writing sidewalk chalk notes in her neighborhood when Jenny stopped and struck up a conversation. Wendy and Jenny started going for coffee and soon a friendship emerged. Fast forward a few years and Wendy shared with Jenny that she dreamed of moving out of her group home, but was afraid it wouldn't work out. Now, thanks to Meraki, Wendy felt more confident in herself and her ability to go outside of her comfort zone. This was when Jenny offered Wendy the opportunity to move in with her. Together, they put on dinners and movie nights for their neighbourhood, and Wendy was gaining some acclaim as the neighbourhood dog whisperer!

Paul smiled and said, "Wow, how cool is it that in the year 2030, we've finally broken down some of the divides between people!" Wendy agreed. Paul pulled some sidewalk chalk out of his bag and said, "Hey, do you want to gently disrupt the day?"



**"It was a beautiful disaster."
-- support worker**

What is Meraki?



MERAKI IS an experiential library of resources, inspiration and joyful disruptions. Each experience is a prompt to try something new or put a twist on something old -- from rolling sushi with neighbours to natural dye making -- all to create more moments of beauty, meaning and connection. The library is always growing. Anyone can create their own DIY experience, with the help of the Meraki Maestro, who brings ideas into fruition. Each Meraki comes delightfully packed and includes all the materials plus permissions to get going! Sometimes Meraki will go exactly as planned; sometimes it may be a beautiful disaster; whatever happens, it will spice up the day with more soul, creativity and love!

How is it different?

MANY COMMUNITY INCLUSION PROGRAMS, both residential and day services, are tied to routine and recurring events. There is not often space in the day for spontaneity or fortuity -- let alone the time to do the prep work and content curation required for brand new experiences to unfold. This is where Meraki comes in:

MERAKI IS A JOYFUL DISRUPTION

Breaking routines with a mindset of novelty and wonder.

MERAKI IS NON-HIERARCHICAL

Giving support workers the opportunity to do something new without having to seek permission.

MERAKI PROVIDES INSPIRATION

Allowing support workers and persons served to experience fresh ways of engaging in the community.

MERAKI IS ACCESSIBLE

Incorporating multiple modalities and learning styles in every experience.

Why Meraki?

THROUGH OUR RESEARCH, we found that the majority of support workers felt motivated and capable of trying new things, but reported having little opportunity to do so. We also identified a negative feedback loop: new ideas might be proposed and nixed without reasons given. Through Meraki, we hope to address these pain points in a number of ways. Our aims are ...

- To provide all the materials and permissions required to engage in novel and spontaneous experiences
- To invite & empower support workers and persons served to take initiative and express their creative capacities
- To expose support workers, persons served and community members to fresh ideas & community resources
- To continuously spawn user-generated content that breaks staid routines and primes people for a more emergent and connected future
- To leverage and connect the interests and passions of support workers, persons served, families and community



**“Staff saying I want to shake things
up in my program, that’s MERAKI.”
-- Kavita, Meraki research team**

Who is it for?

WHO

- Support Workers who feel held back by permissions and/or lack of resources
- Support Workers who have ideas to offer, but no format for sharing them
- Persons Served who would like to or would benefit from breaking out of routines and adding new elements to their days

SOME CONTEXT. Safety and comfort are important values of the existing service system. For many persons served and their support workers, routines are predictable and controlled. Breaking out of routine can be perceived to be risky -- and hindered by a culture of compliance and a lack of resources. Hierarchy can also be seen as a barrier; support workers may not feel they are allowed to alter the schedule and do something different. Meraki provides the materials, permissions and resources to bring spontaneity to people's days and their ideas to fruition.

The value of Meraki

VALUE FOR PERSONS SERVED

- Expanding repertoire of experiences
- Getting out of comfort zone
- Feeling inspired and challenged
- Forging connections with other persons served, staff and community members

VALUE FOR STAFF

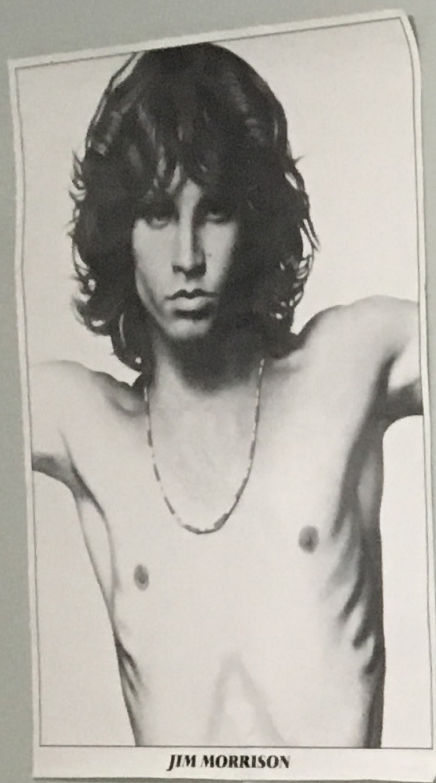
- Access to fresh ideas and resources
- Permission to sample new experiences
- Ability to shape content & put form to ideas
- Easy ways to build relationships in community

VALUE FOR ORGANIZATIONS

- Greater staff and user engagement
- Higher morale
- More energy & dynamism
- Contributing to a more inclusive community

VALUE FOR THE COMMUNITY

- Shifting perceptions of people with disabilities
- Engaging in more meaningful interactions with neighbours
- Adding surprise and joyful experiences into the day-to-day



PART 2:

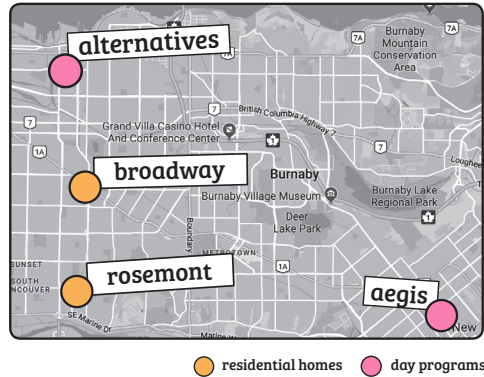
Where does Meraki come from?



Research in numbers

4

**Programs
shadowed**



61

**Survey
responses**

32

**Hours with
people served**

51

**Hours with
staff**

17

Interviews

100+

**Staff participating
in playback**

THE RESEARCH TEAM SPENT THREE MONTHS IN CONTEXT with staff and persons served in programs to gain a deeper appreciation and understanding of their day-to-day experiences. By blending ethnographic and generative design research, we were able to gather people's stories and learn more about what shaped their thinking and drove their behaviours. This process allowed us to uncover some of the pain points felt by staff, identify segments -- or groups -- of staff with common frustrations and motivations, and understand the conditions within the organization affecting people's adoption of new things. Then came the fun part, designing products, platforms and processes to address these pain points in a positive way... through which Meraki was born!

Research summary



KEY INSIGHTS MERAKI IS BASED ON:

- Support workers feel skilled and motivated to try new things, but also feel that have little opportunity to do so.
- Support workers described bringing forward ideas but not knowing their whereabouts - whether they were nixed, disappeared into the ether, or were claimed by others.
- Persons served feel they have to stick to routines; some are not aware of other options and have limited exposure to novel things.
- Persons served and support workers operate in a permission-seeking environment, where not having explicit permission to do things functions as a deterrent.
- Fear around trying something new, failing, facing questions, or worse, punishment.

Pain points

Pain points are challenges and frustrations experienced by persons served and support workers; they are framed from the user perspective, rather than from the organizational or system perspective.

FALLING THROUGH THE CRACKS. Persons served who are content and don't express a desire for more may be forgotten and not actively given opportunities.

GOING THROUGH THE MOTIONS. Group homes and day programs can sometimes be bound by routines, and the routines themselves can inadvertently become the

mission. In these settings, breaking out of routine can create worry and pose risks. The Challenge is that, pursuing the overarching mission of flourishing lives in communities requires taking risks.

UNCERTAINTY. Persons served are not sure how and when they can explore new things on their own. Or if it is even possible to do so?

EFFORT IS MEANINGLESS. Past efforts may have gone nowhere and ideas may have been vetoed, leaving some support workers reluctant to engage or invest more in their work.

Segments

Segments are groups of staff and persons served with similar motivations, desires, and needs. We try and design for segments rather than undifferentiated demographic groups.

THE UNHEARD HERD

This support worker segment is highly motivated, person centred, and capable of experimental behaviour, but feels that opportunities to try new things are limited by prevailing power structures. This leads to frustration and doubt.

THE EXPRESSIVE NOWS

This group of persons served is an older demographic who knows how to use their voice. Their support workers can, at times, struggle to connect with them. Their home lives have a lot of routine and down time; weekends do not bring much variation.

THE BROKE WAITERS

This support worker segment is comfortable with routine, and sees resource scarcity as a block to spontaneity and trying new things with persons served. Without explicit resources & messaging around doing new things, they'll stick to the established favourites.

THE STRUCTURE SEEKERS

This is a segment of support workers *not* wedded to routine, but with a strong preference for structure. Structure helps them prepare and plan for experimentation. Freedom of expression and thinking occurs when they know the bounds.

THE INSIDE BOXERS

This segment of support workers is comfortable to move in and out of routines. What they do might be constrained by fixed structures, but how

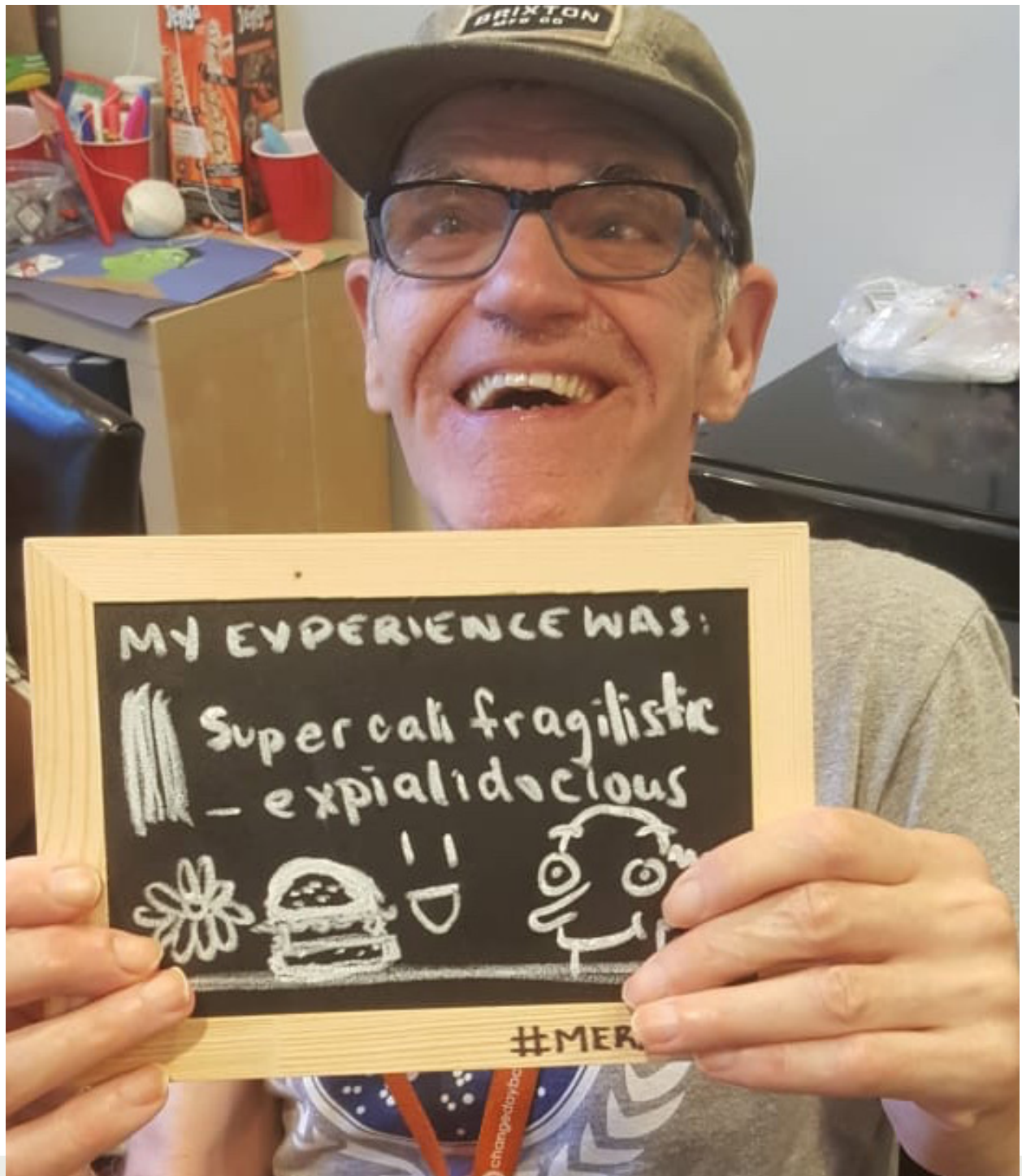
they choose to approach things is more fluid. They try to experiment within the boundaries of existing routines.

THE SPACE CREATORS

This segment of support workers believes in people's ability to create and express themselves. They try to hold back their opinions so that persons served can share their own.

FEARFULLY WANTING MORE'S

Persons served and support workers who feel forced to choose between two undesirable options. They have an idea of the change they want, but are fearful of losing what they currently have, so they do not act.

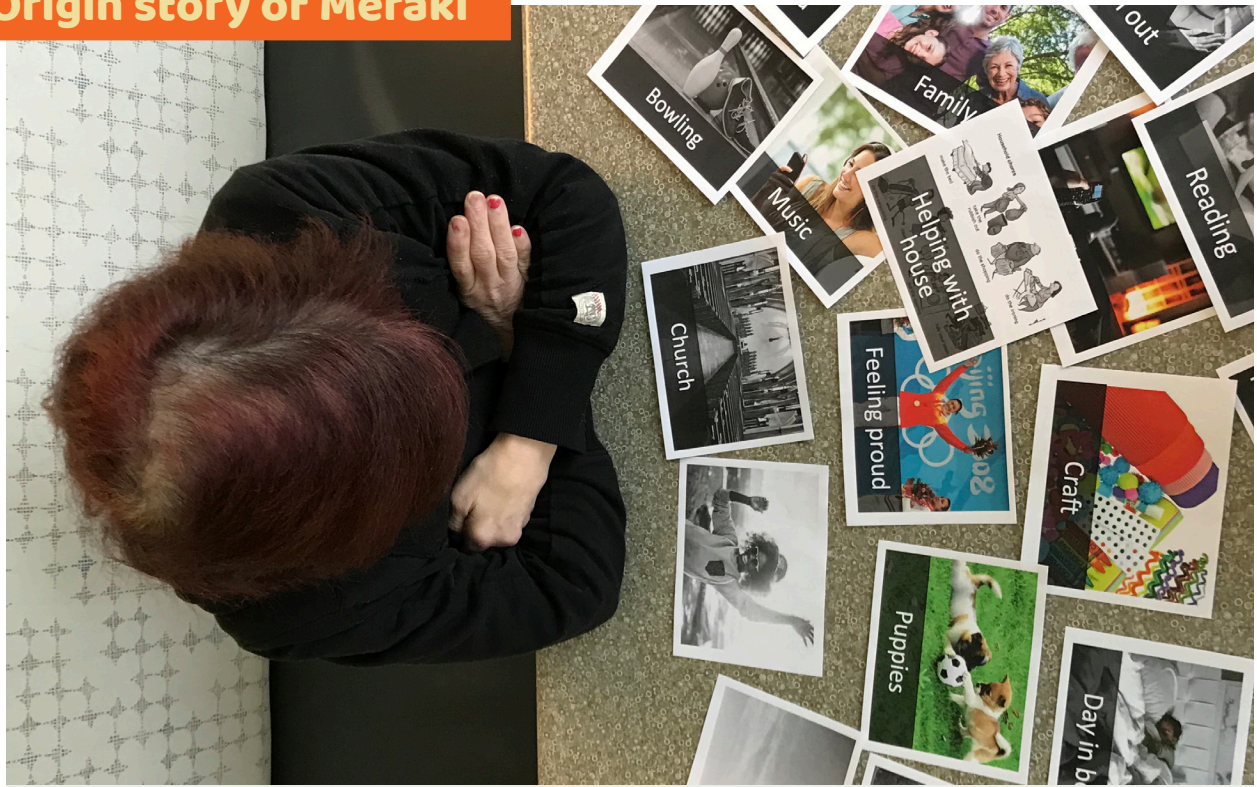


**"He woke up with a fire in his belly."
-- Peter, Meraki research team**



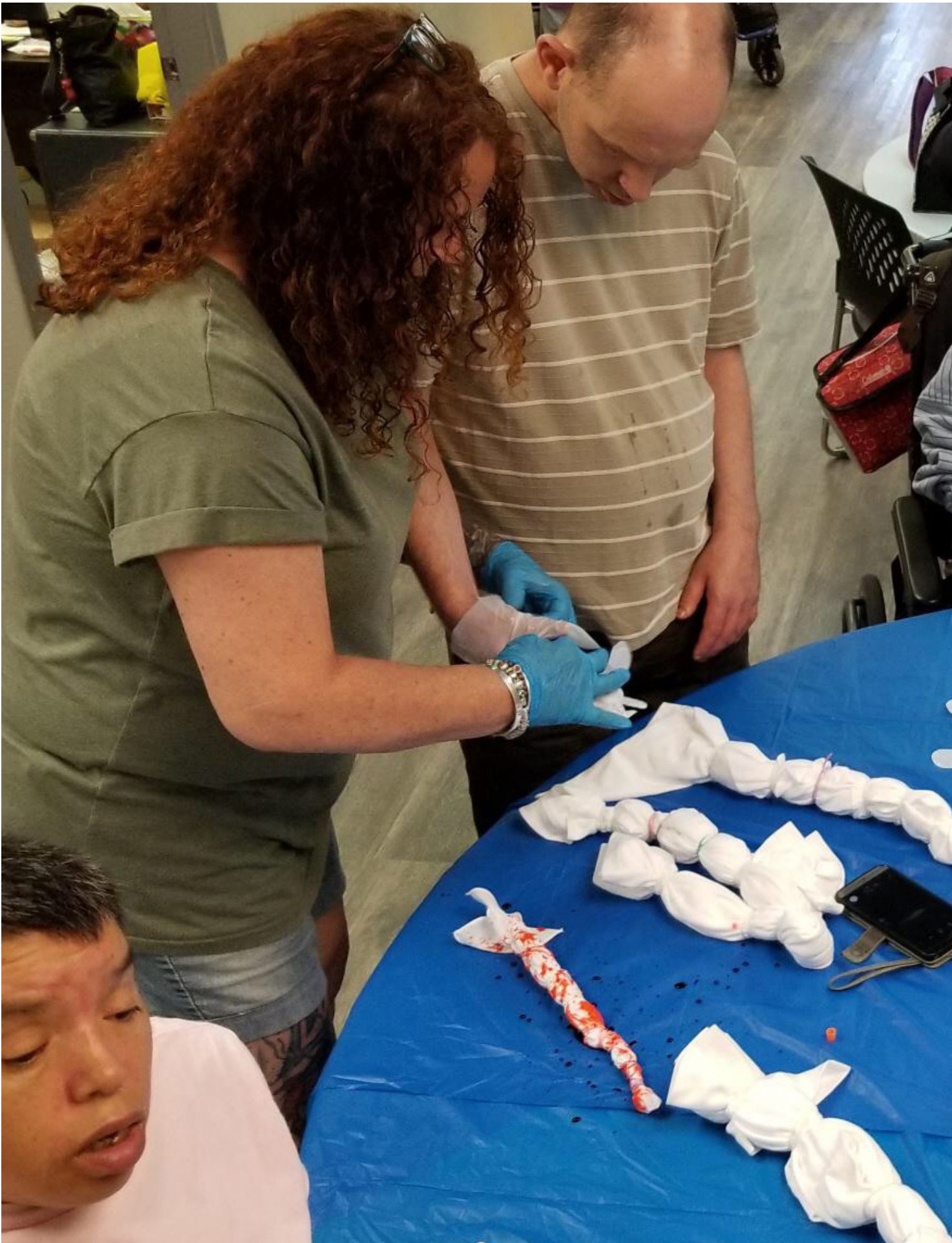
"No bell needed, it's my house, I have the keys" --Marty, person served

Origin story of Meraki



AFTER COMPLETING OUR RESEARCH, we named recurring themes. One theme was that employees felt they did not always get credit for their ideas, or that their ideas were rejected at times without explanation. And although many staff expressed a desire to make new things happen, they felt they had limited opportunity to do so.

Our initial response was to create a transparent platform to follow ideas through the organization -- like a GPS tracker for ideas! As we reflected & mocked-up the concept, we concluded that simply tracking ideas in an open way may not be enough. Yes, ideas would be recorded, but would that leave the space for them to be shared and to influence the every day? Enter Meraki, a way to give form to ideas and enable them to be easily shared and actioned!



PART 3:

How does Meraki work?



User journey map

A PERSON'S EXPERIENCE

Follow how a person might interact with Meraki, and see the core interactions that make up the intervention.

x1

Primer experience



meet the maestro

The Maestro is a new role: part librarian, part coach, part disruptor. They drop off Community Crawl Cards to residential and day programs and warm people up for a surprise. Here, the Maestro serves up impromptu ice-cream.



community crawl

Persons served and staff leave the program and walk their neighbourhood, exploring questions on the community crawl cards.

"The card asked us to give out buttons & badges to people in the neighbourhood"

primer experience happens once to engage the group, and gauge how best to coach

Meraki experience cycle



library of experiences

The Maestro reflects on the Community Crawl with persons served and staff in the program. Based on what emerges, the Maestro helps people choose a Meraki experience from a broader menu -- like natural tie-dyeing or sushi-making.

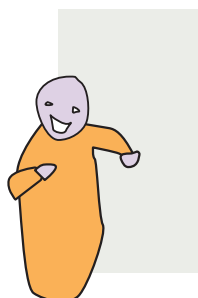
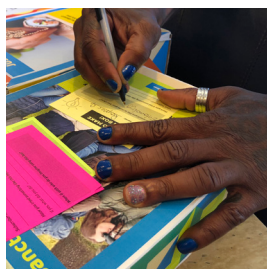
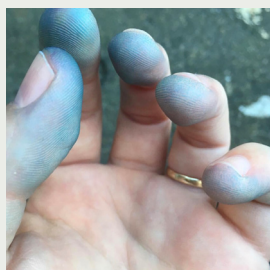


unboxing

Inside the Meraki experience box, there are invitations for persons served and families to invite family, friends, and neighbours to take part.

"In the box, there were invites we used to ask our neighbours to join"

MERAKI TIE-DYE EXPERIENCE



reach out

Persons served and staff mail or drop off the invitations, using them as an excuse to (re)introduce themselves and connect.

experience

Everyone comes together to do the Meraki experience, using all the materials and resources contained in the box. Folks are encouraged to hack and add their own creative flair.

"Oh wow! We learned how to tie-dye, I made a new shirt, I'd like to learn more. I wonder what else I can do?"

check-in

Maestro calls-in to see how it's going, and to plan a time to pick-up and swap Meraki boxes -- or to offer a nudge and some helpful advice, if needed.

pick-up & deepen

Picking up of the box is a reflection moment and an opportunity for an extension pack - next challenges that deepen the connections formed through each Meraki experience.

"We decided to also host a fashion show, where we all wore our new duds and invited our neighbours over again!"

meraki buzz

Photos are uploaded and shared -- including in digital picture frames in programs.

Maestro collates data about how boxes were used, and new ideas emerging for future boxes, visiting staff and persons served to develop the content.

Once a Meraki experience is complete a new box can be signed out. This cycle can be repeated indefinitely.

Meraki design principles

PROMPTS HUMAN CONNECTION

Meraki enables meaningful and surprising moments between support workers, persons served, families, strangers, and neighbours.

POSITIVELY DISRUPTS

Meraki cuts through the mundane with a variety of novel acts.

PROGRESSIVELY CHALLENGES

Meraki builds roads for people to move beyond their comfort zones by layering experiences and challenges.

FOR EVERYONE

Meraki recognizes that people learn in different ways and strives to have something for everyone to engage with in each box.

MAKES POSSIBLE

Meraki feels like a gift coming to you, taking away the barriers to doing new things and inspiring you to fearlessly step out of everyday routines.

SPARKS JOY

Meraki is made with soul, creativity and love and seeks to spread these three elements of joy through making new and spontaneous experiences possible.

INVITES INITIATIVE

Meraki isn't another prescriptive task. You're invited to invent your own use by #hacking, #wrecking, #creating, #building, #making and #adapting.

A Meraki true story



A BEAUTIFUL DISASTER

Broadway House Meraki Experience

IT WAS SUNDAY EVENING AND ALMOST TIME FOR DINNER...

Mary, the evening support worker, was waiting for Pam, the other evening support worker, to come back home from her outing with one of the residents. They were planning to do the Sushi Meraki box that evening. Support workers from previous days had made rice and gone grocery shopping to get the ingredients with persons served. The residents of Broadway House didn't seem all that interested in making sushi, but they were curious and wanted to be around to see it all play out.

Had the support workers ever made sushi? Never. "Who ever makes sushi?" they asked. "If you want sushi, you just go buy it." Not surprisingly, they were a bit anxious. The Meraki Box had clear instructions and many of the ingredients required to make sushi. With a tight time crunch and people hungry at the table, they curiously unloaded the box, hoping to be on their way to sushi land.

ONE HOUR LATER...

Did they have a sushi or something that resembled sushi ... NO, but they had a hearty laugh. In their words, "It was a beautiful disaster." Everyone ate what looked like "sushi from the war zone." More laughter followed, and surprisingly "[the residents] all gave us kudos for our efforts."

WHAT IS THEIR ADVICE TO OTHERS?

Would staff and persons served recommend Meraki? They all said, "Yes, do it.. you may like it, but just don't sweat it!!" Breaking out of routines, and stepping out of comfort zones is not easy, but when you do, you redefine To-Do tasks into Ta-Da moments, and create opportunities for soul, creativity and love - the Meraki experience.

Inside a Meraki box



COMES TO YOU
packaged as a delightful
gift to be unwrapped...



KEY ELEMENTS

*These are the core
components of a
Meraki box.*

1.



READY TO GO

comes with materials to
get you started, and also a
list of additional supplies
that can be sourced out
in community and turned
into adventures!

2.



MOBILIZATION PROMPTS

prompts people to reach out
and involve others, inviting
them to the experience,
offering a gift, or suggesting
conversational prompts.



3.

HACK!

HACK IT!!

Meraki explicitly encourages people to make Meraki their own by triggering hacks & adaptations, and adding their own hand-drawn elements.

4.

Sushi Lovers Guide to making yummy sushi

Chop up the veggies, fruits, and proteins for inside of your sushi.

Cover the rolling mat with plastic wrap.

Put one nori (seaweed) on the mat. If you don't like nori, check out the ice cube hack at the end of this picture book.

Season your rice

1 cup cooked rice + 4 Tbsp rice vinegar + 1 Tbsp sugar

From rice to sushi rice!

step 1: warm vinegar in microwave 20 sec.
step 2: mix in sugar.
step 3: combine with cooked rice.
step 4: cool, cover & refrigerate until sushi making time!

EASY TO ACCESS

comes with instructions, easy-to-follow steps, and provides photos for visual learners as well. Also, the boxes are organized into compartments, making it less overwhelming and more tactile when it comes time to open them!

Meraki Maestro



A NEW ROLE

During initial prototyping, we found that for Meraki to have real impact, coaching and reflection needed to be integrated into experiences. So we developed and tested the role of the Meraki Maestro.

WHAT DOES THE MAESTRO DO?

The Maestro spearheads the development of new content for Meraki boxes, working with support workers and persons served to elicit their ideas and turn them into shareable boxes. The Maestro will be the deliverer of Meraki boxes, and stays in contact with people to address any barriers that arise and draw out emergent learnings. During prototyping, the Maestro fielded requests for more materials and reassured support workers when hiccups surfaced. We learned that gentle prodding and encouragement was necessary. Meraki boxes could be lost in the shuffle as support workers left for vacation, when shifts changed, or when casual support workers filled in.

EXPANDING COMFORT ZONES

The Maestro helps people extend the edges of their comfort zones by introducing new boxes, normalizing any uncomfortable situations, and reinforcing the weird, wonderful, and surprising moments. By asking questions and reflecting with the group after a Meraki experience, the Maestro helps build upon the learning of previous experiences and introduces progressively more ambitious and community-oriented experiences; these are experiences focused on engaging with community members, and leaving the relative safety of community living spaces.



**Meraki gifts new experiences
that can give rise to a little more
wonder, joy and surprise!**

Key interactions



PRIMER EXPERIENCE

Maestro drops off community crawl cards: prompts that get people out and about exploring their local area. They are short and sweet tasters to prime people for more.

Touchpoints: cards, script about Meraki, Maestro role

1.



MAESTRO & EXPERIENCE LIBRARY

Maestro returns to offer a choice of boxes, and to model the mindset of curiosity & creativity. They underscore that support workers and persons served have permission to choose, to use, and to adapt content.

Touchpoints: script, Maestro role, library cart, selection of Meraki boxes

2.



OPENING & INTERACTING WITH MERAKI

Support workers and persons served receive their chosen box as a gift. The box sparks intrigue and openness to try new things - but is honest: doing this experience may not be easy or all fun, all the time. The design of the boxes communicates authenticity - they are engaging, inviting, and not too polished.

Touchpoints: Meraki box with all materials, visual directions

3.



COMMUNITY INVITATIONS

Boxes have a community engagement component, which prompt support workers and persons served to reach out to meet neighbours and community members. A core principle of Meraki is to go inside the box to get out of the box, and cultivate moments of connectivity and reciprocity.

Touchpoints: Extension packs, invitations

4.



MAESTRO PICK-UP AND REFLECTION

The Maestro creates the time and space to listen to people's reactions to Meraki, reinforces the discomforts and the learning, and talks about what was humbling, hard, unexpected, anxiety-provoking, messy and beautiful.

Touchpoints: Maestro as coach, reflective prompts

5.



DIY PROCESS

Maestro facilitates brainstorming sessions to elicit new box content, keeps a running list of ideas, builds out boxes with support workers and persons served, allocates resources to purchase materials, captures and shares all the hacks & adaptations.

Touchpoints: Make your own box kit, Maestro in resourcing role

6.

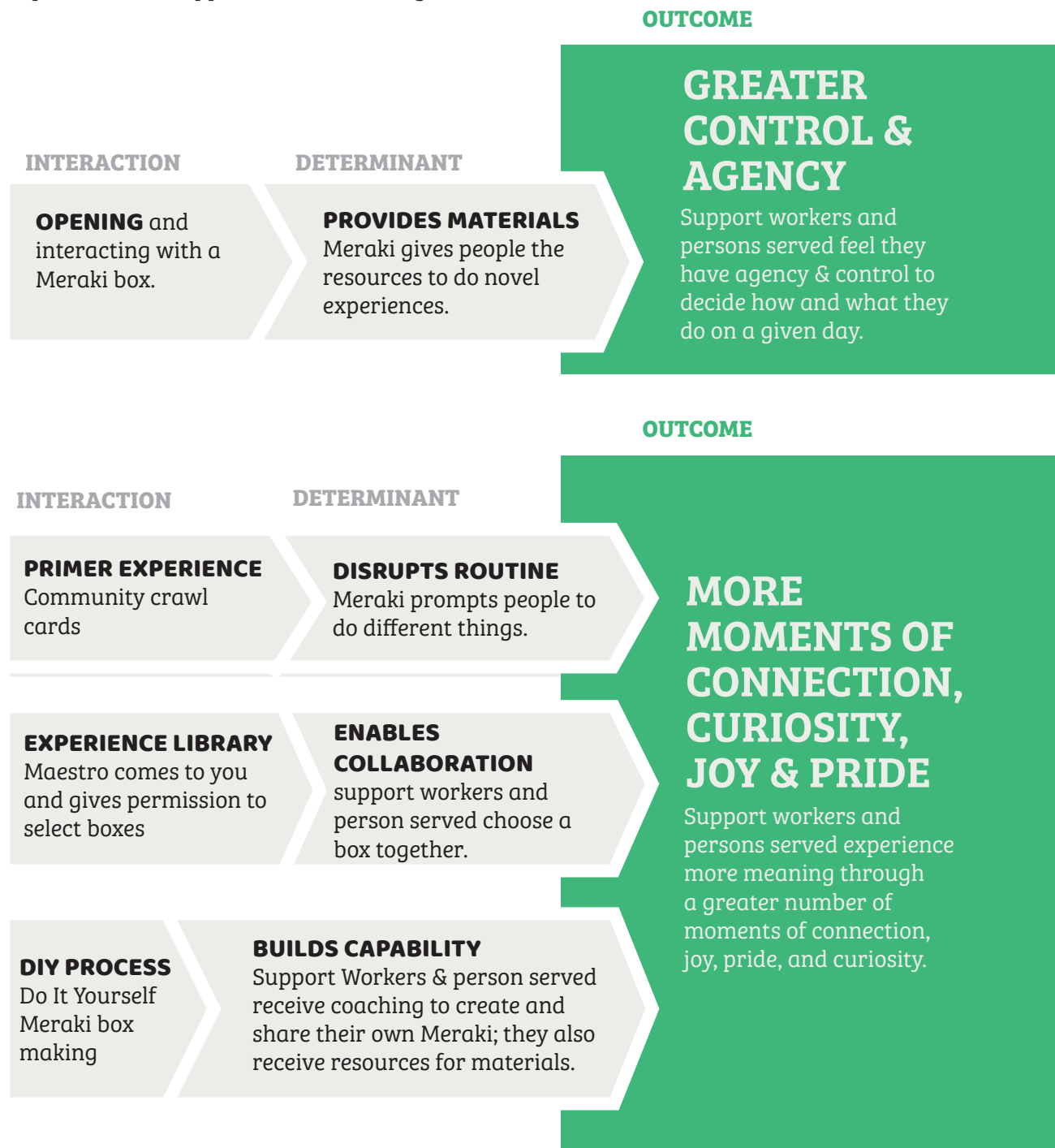
Theory of change

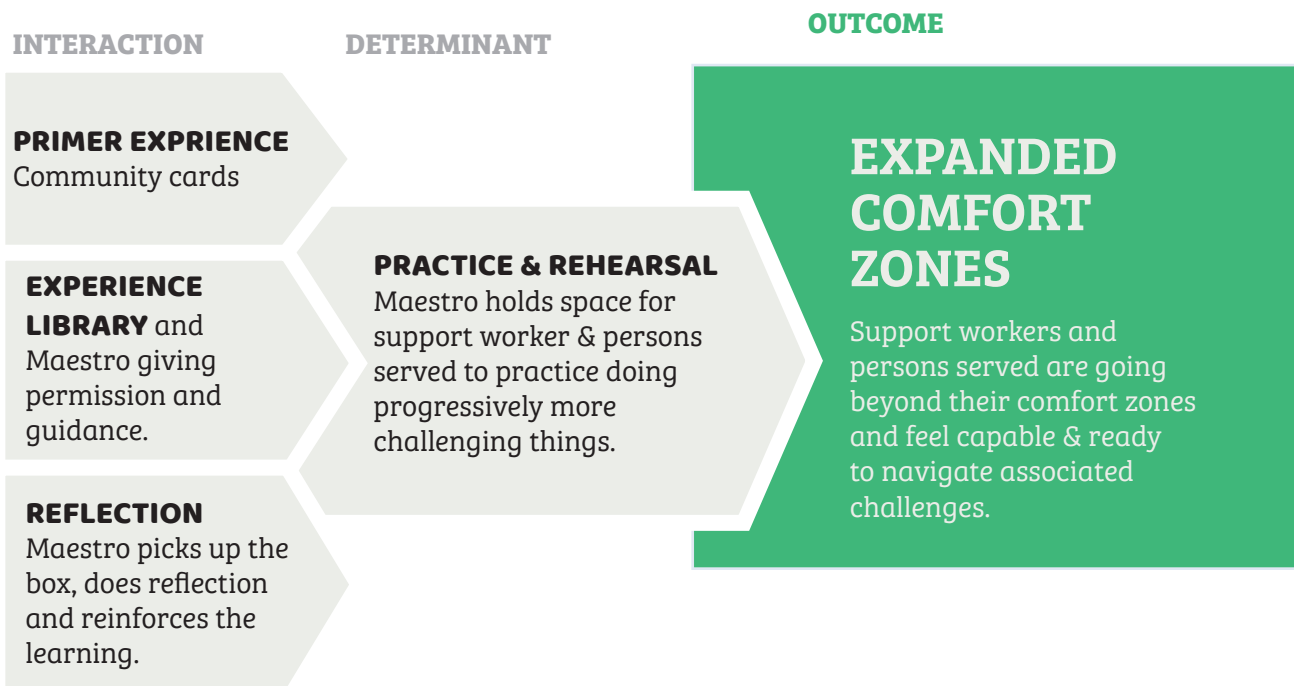
A theory of change is a set of assumptions about how an intervention creates change. It include 3 elements:

OUTCOMES: What is the desired result of Meraki?
What are people saying/feeling/doing/thinking?

INTERACTIONS: What are the core activities of Meraki?

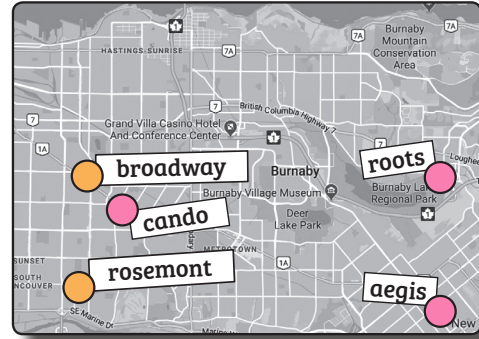
DETERMINANTS: Which core activities link to which outcomes? How do they shape people's motivations, capabilities, and opportunities for change?





Prototyping synopsis

3 in **5**
rounds of **programs**
prototyping



● residential homes ● day programs

ROUND ONE OF TESTING

● day programs

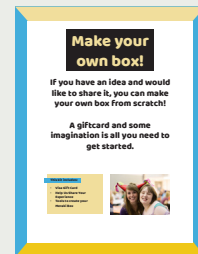
TESTING DESIRABILITY

We can prototype three elements of an intervention: whether it is desirable, creates impact, and is feasible.

To test desirability, we mocked-up 9 boxes to see their level of uptake in programs. We learned desirability was high, with over 50 subscriptions to boxes.

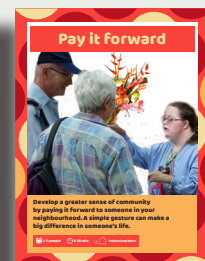
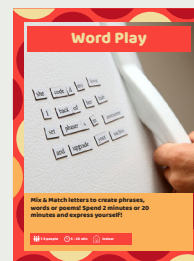
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DIY - Do it yourself



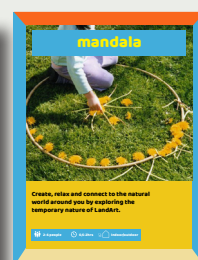
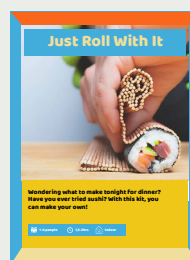
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Love boxes



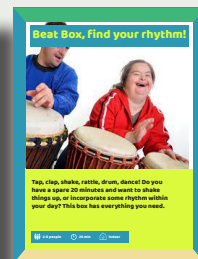
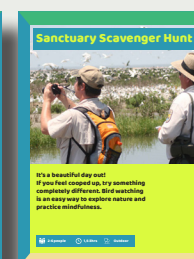
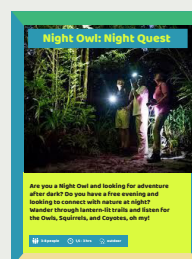
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Creativity boxes



3

Soul boxes





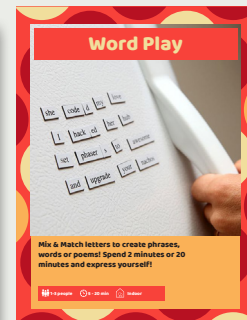
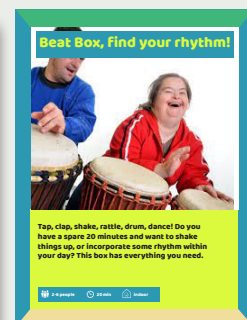
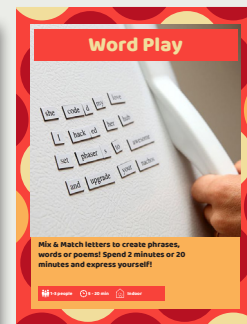
ROUND TWO OF TESTING

● day programs

TESTING FEASIBILITY

Next, we tested whether it was feasible for support workers and persons served to use the boxes, with the materials provided.

We filled 6 subscriptions in 3 programs. This time, we moved beyond mocking-up the exterior of boxes to curating all the content inside the box. We tested how materials were displayed, how directions were communicated, and ways to message the spirit and intentionality of the boxes.





ROUND THREE OF TESTING

day programs

residential homes

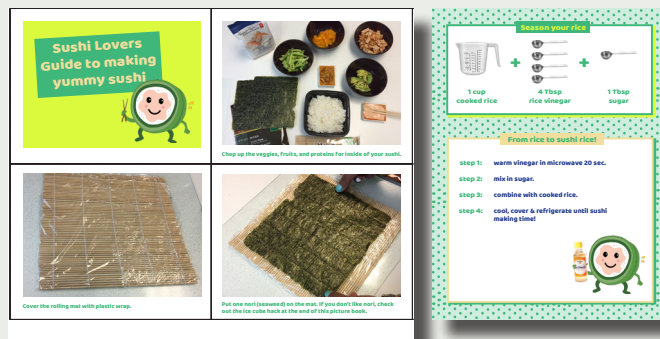
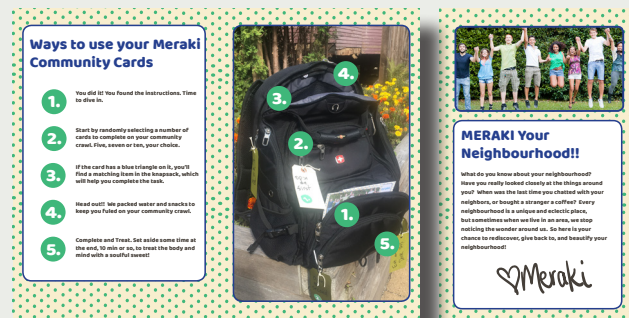
TESTING IMPACT

We learned a lot in round two of prototyping, including that the boxes were overwhelming and the directions too complex.

So we tweaked the boxes, moving to other containers (like backpacks) and improving the information design and the way in which objects were displayed.

We also prototyped in two different settings: day programs and residential houses. We wanted to learn how the boxes would be used in different settings, and whether they did lead to more moments of joy, creativity, love, and connection.

The Maestro followed-up with support workers and persons served to gather reactions and track impact. We captured stories of laughter, confusion, humility, and surprise.







PART 4:

What's needed for Meraki to work?

Service Blueprint

A blueprint visually displays the frontstage interactions and the backstage systems & processes required to run a service. For a service to be coherent and impactful, the front and back stages must work in concert with one another.

PRIME / FRONTSTAGE

M E R A K I

Meraki making



meraki brainstorm

Maestro brainstorms with community connectors a list of ideas for new experiences, and adds them to the box tracking system.

- 👤 Maestro
- 👤 Community connector
- 📁 box tracking



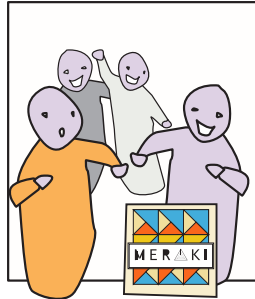
meraki making

Maestro works with freelance designer to create the new boxes. Potentially interns help with box production and sourcing of ingredients. They buy enough supplies for replenishing. They produce one for each storage point.

- 👤 Maestro
- 👤 freelance designer

PREPARE / BACKSTAGE

Primer experience



primer

Maestro drops off Community Crawl cards to a program.

 Maestro
 Community crawl cards



Community Crawl

Persons served and support workers go out of the program, exploring questions on the community crawl cards.

"the card asked us to give a button to people in the neighbourhood"

 Maestro
 Community crawl cards

completed one time to engage the group, and gauge how best to coach



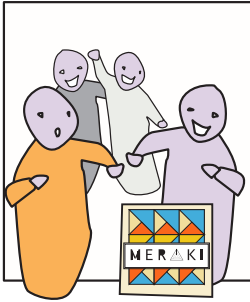
go live

Maestro adds boxes to the storage space. They are made available for sign-out.

 Maestro
 boxes

ongoing, to maintain novelty boxes are developed and rotated in and out, seasonally, discontinued, or built upon to become something new.

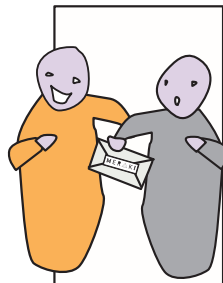
Meraki experience cycle



meet the maestro

The Maestro reflects on the Community Crawl with persons served and support workers in the program. Based on that, the Maestro facilitates people collectively choosing a box from a range of experiences, like tie-dyeing or sushi-making.

Maestro
 Meraki box

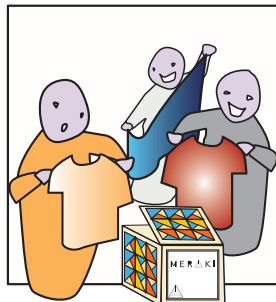


reach out

Through invitations persons served and support workers invite family, friends, neighbours.

"In the box there were invites we used to ask our neighbours to join"

Maestro
 invites

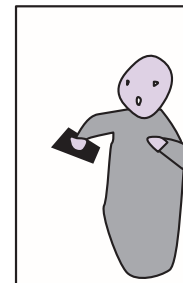


experience

Persons served and support workers are doing the Meraki experience.

"Oh wow! We learned how to tie-dye, I made a new shirt, I'd like to learn more. I wonder what else I can do?"

invites
 instructions



check-in

Maestro calls the program to see how it's going, and to plan a time for pick-up (or to leave the box with the program a little longer).

phone script

Box storing & refilling

replenish

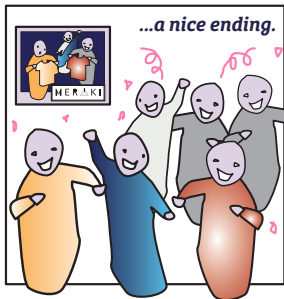
Night shift support workers take the boxes that need to be re-filled, refill them and marks the boxes as ready to go out again.

Maestro
 replenishing supplies
 box tracking

storage

Maestro drops boxes off at one of the decentralised Meraki points at a day program, and marks in the database that they are in.

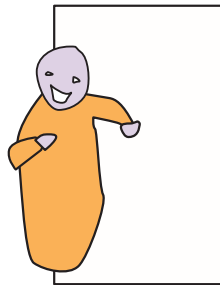
Maestro
 day program garage
 box tracking



meraki buzz

- Collect data
- Analyze / synthesize
- Make shareable

👤 invites
instructions



Pick-up & share

Picking up of the box is a reflection moment. People in the emailed photos from the experience to automatically add them to the picture frame in their program.

"We decided to also host a tie-dye party, where we all wore our new duds"

👤 digital picture frame

Meraki Maker DIY events



Once a Meraki experience is complete a new box can be signed out. This cycle can be repeated indefinitely.

once a person has completed a few Meraki experiences they can create thier own Meraki box!

Meraki making event

People who are interested can join a monthly maker event where they work on their own experience box, or pair up with someone else. People are supported to further shape ideas, test early versions with others, and produce them.

"I wanted to do an experience about Live action role-playing but there wasn't one. So the Maestro asked if I wanted to make one...!"

"I gave my box to others and they couldn't understand how it worked. So I re-did the instructions."

"It took me three sessions to finish my box, but not is being used, and I got some good feedback."

👤 Maestro
👤 box making tools

MVP summary

MVP stands for Minimum Viable Product; it's the leanest version of a service, without the bells & whistles, which can enable continued prototyping and refinement as more resources are sought.

MAESTRO ROLE Delivering boxes & coaching Creating content for boxes Production of boxes and replenishing Guiding cultural change	\$50 - 60,000
BOX MATERIALS \$50/box x 30/year	\$1,500
DESIGNER FOR NEW BOXES \$30/hr x 10hr/box x 10 new boxes	\$3,000
SPACES Workspace for box making Shelving units	PROBONO
REFLECTION EVENTS 1-2 per year with drinks & food	\$500
LIBRARY TROLLEY	\$200
TOTAL	\$65,000

Creative resourcing

Creatively leveraging resources within organizations and local communities is key to new concepts taking flight. Here are the opportunities we see for catalyzing talent, time, and dollars!

TO SAVE TIME:

Branding: create templates for boxes & tech components

Decentralize: make it easy for people to replenish boxes

TO SAVE MONEY:

Replace paid software with free applications

TO BRING IN MORE RESOURCE:

Run a hackathon event at local maker spaces

Partner with Emily Carr / Red Academy to design boxes

Attract fellows & volunteers from local schools

BRING IN FUNDING:

Sponsorship from local businesses

Cross-subsidize boxes with paid boxes

TO MAKE MORE OUT OF EXISTING RESOURCES:

Identify support workers with 'maker' talents to leverage

Identify night support workers who can refill and produce boxes on shift



PART 5:

Appendix



MANDATE

The Meraki Maestro encourages support workers and person served to try new things by providing the tools to bring spontaneity to their day. The Maestro will be a helpful guide into the unknown throughout the participants' Meraki experience; from being on-call support to empowering and facilitating individuals' ideas to come to fruition.

EDUCATION AND QUALIFICATIONS

- Diploma in Community Development, Marketing, or Social Sciences, or an equivalent combination of education and experience! We like quirky!
- One to three years of demonstrated community involvement and development
- Class 5 driver's license, acceptable driving record
- Current Emergency 1st Aid and CPR
- Current TB test
- Criminal Record Check for Children and Vulnerable Adults – clearance

JOB SKILLS AND ABILITIES

- Lateral, creative thinker and maker: able to turn ideas into reality!
- Non-judgmental and genuine positive attitudes towards all
- Knowledge of the challenges experienced by support workers and person served via pain points
- Has extensive knowledge about community resources
- Documents and analyses data
- Well-developed interpersonal and communication skills
- Ability to work independently and as part of a team
- Good organization and time management skills

KEY RESPONSIBILITIES & DUTIES

- Facilitating intro session to introduce Meraki in programs & homes
- Schedules pick up and drop off times with participants
- Deliver experiences
- Checks-in with Meraki participants via phone call to provide help if needed and give a reminder of pick up date/offer option for extension.
- Encourages community connection by suggesting participants to reach out and foster meaningful, reciprocal relationships.
- Logs feedback
- Develops Meraki box content
- Collaborates with designer in creating new product information
- Answers questions and gives suggestions to participants



**The Meraki Maestro is a promoter
of soul, creativity and love.**