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Case Study

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KUDOS FOR HUMAN TOUCH OF KUDUZ

Service Design Case Study 1
Kudoz by InWithForward

Kudoz is an award-winning community-learning platform by InWithForward (IWF), a social-design organisation that makes human services more human!

Research has shown that adults living with cognitive disabilities were not always socially isolated, but they were often missing the opportunities to try new things, go to new places or to find new sources of purpose and meaning.

Kudoz connects people via a new kind of face-to-face interaction between adults with a disability and volunteer hosts within one-hour experiences — most of which were prototyped through dozens of iterations.

While there is unanimous agreement that services are intangible and that the service emerges in co-production between service

consumer and service provider, some argued that service design is about creating the right prerequisites for the service, including the resources of the service system — staff, organisational structure, physical/technical environment.

Others argue that the focus on service infrastructure has neglected what is essentially the core of the service, i.e. the service interface, and claim that this should be the object of service design.

Kudoz highlights that service design is in fact the facilitation of the entire experience — where both the service infrastructure and service interface are indispensable. And that the objective of the social-service design is to produce high-quality interactions between service deliverer and service consumer.



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Kudoz by InWithForward
A new learning platform with & for
people with cognitive disabilities