

kazboosocial.dk

Short description

kazboosocialt.dk is the new (and only of its kind) gathering place for events, arrangements, activities, group lessons, leisure lessons, sports and much more, all of which are aimed at people with developmental/learning disabilities (people with special needs).

An online space where they can find everything that goes on in their local area and in the whole country.

There is no online place that aggregates these activities. Marketing are often very small, very local and not that well done – if they do any marketing at all. Municipal initiatives can be found on the various municipalities' websites, but it is often a tremendous amount of research to find them. And here, information is missing on how to participate, what you can participate in, opening hours and contact information.

It means:

- 1) the organizers lack participants so that their events can run financially and continue to exist. Most of the marketing is word of mouth and the tradition of an event. This means that there are rarely new participants
- 2) many people with developmental disabilities, their support and family have no idea that an activity exists and it is difficult to find information if, for example, you are going on holiday in another part of the country

kazboosocialt.dk gives the organizers an opportunity to market themselves to the right target group on a larger scale than they normally do and it gives the target group the opportunity to find the relevant information and keep up-to-date at all times.

kazboosocialt.dk is a branch of the kazboo app, which is a communication, learning and friendship platform specially designed for people with developmental disabilities.

Target group

The primary target group for the site is educators, staff, support and family and, of course, people with developmental disabilities

The secondary target group is organisations, NGOs, associations, actors and others who do activities for people with developmental/learning disabilities.

Think of it as an online travel magazine

Where the user is presented with specific events, activities, etc., but where there are also reviews of various places, articles (about participating organizations, etc.) about everything from fishing to tent trips to festivals and the most handicap-friendly beaches along the west coast.

Everything presented beautifully, user-friendly and with the option to watch a video and have the text read out.

Site features/functions

- Option to highlight events in a specific period

Possibility to present theme-based articles and events.

for example a theme about summer, sun and beach

Here we could have one (or more) articles about the best beaches along the west coast, an article about remembering sunscreen, an article about swimming safely in the sea, a photo series about what you can find along the beach, an article about what you can do on the beach etc.

Search option based on:

- Categories (indoor, outdoor, event, activity, market, education, nature trails, etc.)
- Interests (music, sports, fishing, creative, cooking, etc.)
- Location (municipality, region, whole country)
- Name of event/activity
- Time period

User input

Users must be able to:

- Tip us with good activities, places, events, etc
- Give reviews and rate activities, events, places etc.
- Organizers must be able to submit their activities, upload video and image material as well as marketing material (everything must be approved by us and it would likely be us, that produce the final to the website).

Marketing

We use e-mail marketing, social media and organizations' marketing.

Once a quarter we publish an online theme-based magazine where we focus on a theme, as we also do with our theme-based article series. Here we have the opportunity to do even more for the organizations and actors by focusing on them in a slightly more interesting context than with just a list display.

We use mailerlite as our email marketing platform

Connection with kazboo app

Activities, events, arrangements, etc., must be connected to the kazboo app, so that we also market them there, and make even more aware that something interesting is happening in the user's local area.

We also use events etc. to get new users.

We do this through gamification, where users receive a specific token by scanning a QR code. The token is adapted to the specific event/activity etc.

Inspiration for what we want

<https://tripptheme.com/tripp2/>