**CleverCogs project brief**

**Project title**

CleverCogs' Platform Service Enhancement Strategy

**Background**

**1. Blackwood Homes and Care** was founded in 1972 by Dr. Margaret Blackwood MBE, a campaigner for the rights and independence of disabled people. CleverCogs is an online entertainment, games, music and Information platform of Blackwood for older and disabled people using. CleverCogs enables Blackwood to build a bespoke care and response service around the individual, taking into account both their formal and informal care needs. The system works across all aspects of an individual’s care, housing and support needs.

2. In this information era, the online platform has become the mainstream service form of Blackwood. In order to provide better service to customers, the platform needs to be improved.

3. Analyze and summarize the platform and user data from 2018 to 2021, find problems, and put forward feasible platform improvement strategies.

**Objective of our company**

**1.** Double the number of users on CleverCogs platform compared to 2020

**2.** Improve the platform experience of regular users

**3.** Improve the activity column of the platform to improve operation efficiency

**Target audience**

Older and disabled people

**Task for you**

Data analysis report and platform service improvement strategy, including:

1. Visual analysis report of user and platform data from 2018 to 2021

2. Identify potential platform issues

3. Draw user portraits of major users of the platform

4. Specific platform improvement strategy report

**Timeline**

1. Visual data Analysis Report (picture and text): 15/11/2021

2. Platform feedback deadline: 18/11/2021

3. Revise the data analysis report and confirm the final version: 21/11/2021

4. User portrait: 23/11/2021

5. Platform feedback deadline: 26/11/2021

6. Specific platform improvement strategy report: 2/12/2021