THE PLATFORM DESIGN CANVAS (2.0) **PLATFORM DESIGN TOOLKIT 2.0**

Brave DTES - 7 August 2017



PLATFORM OWNERS

- Brave Technology Co-op
- The Co-op members (users, workers, investors)
- Pilot participants
- Gordon Casey





Enabling Services (Platform to Partners)

- recognition
- real-time information on activity within your own community



Core Value Proposition

Ancillary Value

Propositions

A tool for you to request, receive, give and offer the precise act of kindness that someone else needs right here and now in the DTES.



Transactions

- request help), providing labour/work
- respond to request and provide help
- messages about request
- view and affirm acts of kindess (through platform or social media)
- monitor and analyse (anonymised) activity on platform
- perform ancillary AoK etc IRL (such as alerting SRO's etc)
- build infrastructure around activity witnessed through app/dashboard.



PARTNERS

- enterprise responders
- (e.g. PHS, Connexions, SRO's)
- enterprise requesters (e.g. SRO's, HxBIA members, PHS)
- certified responders (e.g. trained first responders. MD's, counsellors, nurses, etc)



PLATFORM STAKEHOLDERS

- Drug users
- DTES Community people/orgs
- Vancouver community
- first responders
- supporters/investors (VanCity etc)



Empowering Services

(Platform to Peer Producers)

- recognition, invitation, community - access to training opportunities
- match with like-minded enterprise
- greater opportunity to help (fulfilment - part of solution)



Other Services (Platform to **Peer Consumers**)

- instant access to community
- experience kindness
- included in Vancouver society
- perspective altered (because they can be 'producers' too)



Infrastructures and **Core Components**

- increase safety and resilience

- model new ownership structures

- offer people a way to get involved

di-create community

for digital platforms

- abdhelapp and physical assets, tangible
- web-based admin dashboard - equality, no judgment
- platform co-op design and co-op principles
- open source principles
- engaged community



Channels & Contexts

- in-app
- in-person
- through web dashboard
- in social media



PEERS (producers)

Individuals or entities responding to a request for help.



PEERS (consumers)

Individuals or entities making a request for help.













