

Unique design for a unique audience



Client profile: A UK based, not for profit specialising in supporting adults with learning disabilities and acquired brain injuries to re-enter the community via hospitality training and work experience.

The challenge: The client had been tasked with transforming the existing accredited training programmes into a blended solution of online modules and in person practical sessions.

The modules needed to be easily accessible to the learners and built in such a way that it maximised their autonomy. However, the learners had such differing levels of ability such as low or no computer literacy; varying reading comprehension; and even aversion to any kind of school or academic undertaking due to past experience.



The solution: Working closely with the in house subject matter experts we developed a suite of online modules for use in a blended programme which included practical sessions in the kitchen and one-on-one tutor support.

We worked closely with the tutors to understand the needs of their learners. Cartoons, comedy and quirk was the winning combination to appeal to these learners. Cue bird characters in carrot costumes, malfunctioning till receipts and a plethora of pun related brand names.

To make the content easier to digest we also split content into pages of short paragraphs, used daily life examples to explain core concepts and paired everything with visual cues. As a final measure we also added narration to help those who were less confident with reading. To our surprise this had the added benefit of increasing reading competence as learners used it as a read-along activity rather than an alternative to reading.

Learner feedback was overwhelmingly positive and tutors reported learners being more excited about their training.