

A hand is shown holding a magnifying glass with a yellow frame. The magnifying glass is positioned over the text 'MetaCapability', which is centered within the lens. The background is a solid red color. The text 'See what you are capable of' is written in white, bold, sans-serif font above the magnifying glass.

See what you are capable of

Meta○Capability

Case study: CIH

Challenge

Chartered Institute of Housing aimed to redefine professionalism in the housing sector, enhancing member development routes. Initially, they struggled to consolidate internal ideas into a concise brief for a digital platform. This platform would deliver professional standards, align with strategic goals, and foster professionalism. Integration with existing technology, also undergoing redevelopment, posed further challenges.

Solution

Meta Capability conducted an envisioning stage, resulting in a roadmap, platform definition, initial user journey ideas, alignment with CIH's goals, and cost outlines. This facilitated stakeholder alignment and commitment to the platform's design phase. Meta Capability is currently finalizing the full specification document, including user journeys, UI/UX designs, and integration with CIH's CRM/CMS and website.

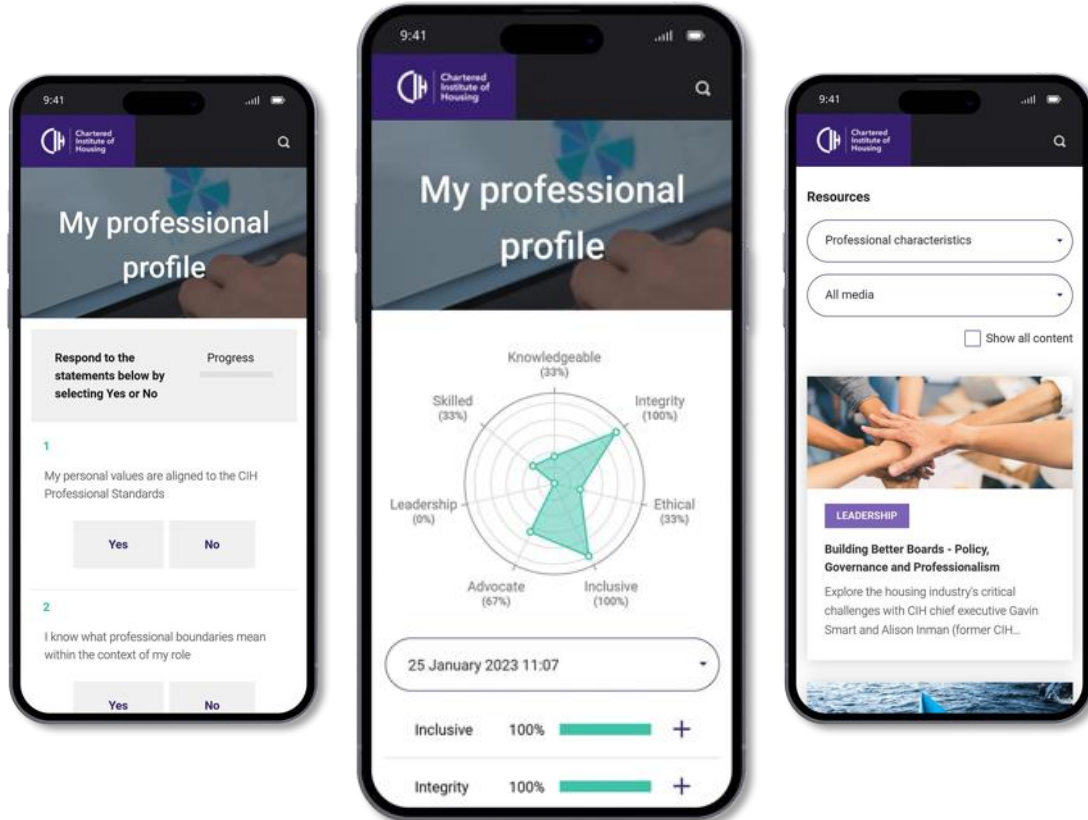
Impact

This project has allowed CIH to establish a robust infrastructure to uphold their professional standards framework and provide mechanisms for members to utilize it as a self-assessment and professional development tool. As a result, there has been increased engagement and a higher rate of conversion to paid membership subscriptions.

Summary of work:

- Product design
- Product build
- Product launch

Case study: Chartered Institute of Housing – Product design



Case study: Chartered Institute of Housing testimonial

We have found Meta Capability to be a responsive organisation, open to sharing ideas on innovative ways of working to enable us to work together to design a specification that will meet our members' needs.

They have been key to enabling us to see that the user journey is all important when designing a platform and have worked with us to ensure this is truly embedded in the design.

Debbie Larner FCIH, Head of Knowledge and Learning
Chartered Institute of Housing