

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: RIBA

## Challenge

RIBA requires each member to complete 35 CPD hours yearly in ten architecture-specific areas; failure leads to membership loss. Without RIBA membership, architect practice is not possible.

RIBA faced a hurdle: lacking an efficient online method for members to submit and verify their CPD, frustrating their 28,000-membership base. The in-house system was outdated, visually and technologically, unlinked to their CRM, and caused user and admin discontent with frequent breakdowns. Transitioning to automated, user-friendly submission was essential to streamline processes and improving member satisfaction and engagement..

## Solution

We co-designed a platform with RIBA for easy CPD recording. Our algorithm assigns points based on CPD impact, with a reflective log feature. The admin platform enables RIBA to track member progress, send personalised emails, and audit all members, accessible on any smart device for seamless CPD submission.

## Impact

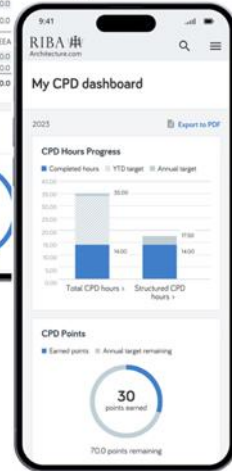
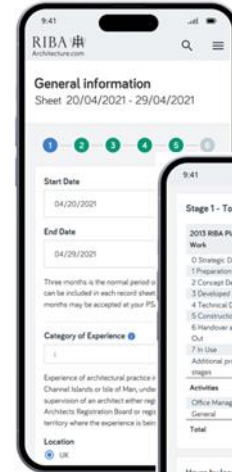
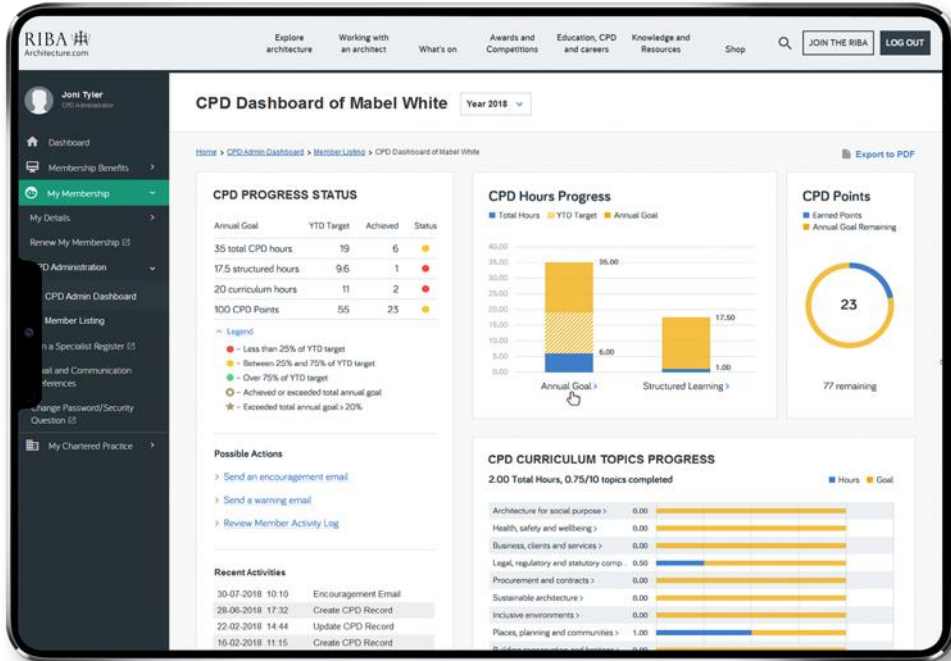
The impact has been significant, improving member engagement, user experience, and administration efficiency, saving RIBA months of time. The encouragement emails alone result in 500–1,000 additional CPD users within weeks, crucial for competence evidence and professional development. Members find the platform easier and quicker to use, appreciating the ability to record sessions on any device, fostering quicker CPD embedding. Visualisations and dashboards have enhanced RIBA's brand reputation, with overwhelmingly positive feedback from users.

RIBA 

## Summary of work:

- Product design
- Product build
- Product launch

# Case study: RIBA – Product design



## Case study: RIBA Testimonial

*It would be a wise decision to work with Meta Capability. You'll find it a pleasure; everyone works together for the good of the product which is a nice surprise after working with some other technology companies.*

*Easy to work with, impressed by their skill and attention to detail, they 'got' our aspirations immediately, talented, considerate and quick. Members and staff of RIBA are both happy with the easy-to-use, clear, and visually compelling solution we worked on together.*

*It's a collaboration and they are always flexible, proactive and problem solving. It has been fantastic to work with them both strategically and day-to-day.*

*The solution Meta Capability delivered exceeded our vision by 20%. They matched exactly what we were looking for and then added a lot more in the background than we had thought of.*

**Joni Tyler, Head of CPD** – Royal Institute of Architecture