

## Can Game - Software

Recife, Brazil  
Reife, Brazil  
Eraldo Guerra



**Organization type:**

for profit

Project Stage:

Growth

**Budget:**

\$50,000 - \$100,000

Website:

<http://www.lifeupbrasil.com.br/>



- [Child care](#)
- [Early childhood development](#)
- [Education](#)
- [Play](#)

Project Summary

Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

Can Game is a software that, through playing, promotes new educational experiences for autism treatment. Being an innovative and enabler tool for doctors and educators that work with it, since children's motivation is to perform activities playing.

**WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"**

What if this project was spread on schools, allowing autistic children's inclusion all over the world?

About Project

**Problem: What problem is this project trying to address?**

Time and costs reduction related to treatment, through a multidisciplinary environment, integrating treatment axis over a cloud interdisciplinary environment for several professionals that treat autism. For the user, promoting social cognitive development, social autonomy, new learning processes inclusion. Besides reducing irritability, lack of coordination and aggressiveness without any social embarrassment.

**Solution: What is the proposed solution? Please be specific!**

Multidisciplinary software for children's autism treatment, through the uses of kinect and mobile technology that provides conditions for the treatment to be extended to their social lives, allowing it to be intensified and utilized without any social embarrassment. This way it intends to improve learning, the cognitive socialization, reduces irritability in short-time and reduces treatment costs from the patient's point of view. On the other hand, for the healthcare professionals, it allows them to better follow-up patients and their remote attendance, a general practice on telemedicine, which potentializes the growth of non-quantitative patients without quality loss.

Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

Carlos is a child with a huge concentration and math learning difficulty. According to his speech therapist, it influences his social cognitive development and social inclusion process. Several methods have been applied but with no success. After using Microsoft Kinect, he's shown a positive response. He realized, understood and felt comfortable to perform a task by himself. The character chosen by him had to find four gifts and his partners had none. What should he do so both of them had the same amount of gifts? <http://www.youtube.com/watch?v=ztoDsZTBVtM>

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

Currently, the treatment occurs within its axis on isolated forms and without technology usage. Generally, spelling books or flashcards are laid in the residential or hospital environments. From the technology's point of view, softwares keep on following the same model, just virtualizing the process but using keyboard and mouse. Since any other software capable of integrating the treatment axis allowing speech therapy (part of child autism treatment) is unknown, making use of Microsoft Kinect allows the usage of particular scientific objectives and characteristics of the autistic child (pointing the desired object, hyperactivity reduction, traditional teaching methods resistance). Another important factor is related to its traceability that can be analyzed within the doctors and educators board locally or remotely. As attractive factor, the game can be customized.

Sustainability

**Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?**

By giving freemium versions, on which new services downloads or updates are paid. Besides that, specific services requests, which are very common, being another form of paid version (B2C). For Hospitals, schools... (B2B) the initial model can be a proposal, as well as payment for accessing services (cloud computing, storage and exchanging data) monthly.

**Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

Currently the treatment happens with its axis in isolated form and not using technology. Normally flashcards or spelling books are displayed along the hospital or residential environment. From the standpoint of technology, the types of software found follow the same model, only virtualizing the process, using the keyboard and mouse. Since we don't know any types of software that integrate the treatment axis and allow voice therapy (part of the autism treatment) we use Microsoft Kinect, that serves for scientific purposes and the autistic child's characteristics.

Team

**Founding Story**

The project started in 2011, as Cesar.edu's Master's thesis. By reading scientific articles and books I came across with Calry Fleishmann's story; where some professionals had informed that she had some kind of strong intellectual disability related to autism, that she would never have a normal social life. But everything changed when she turned 11 and found out how to communicate through the computer, being that the motivating kick start for this study's execution. From both the data found and the great need of health professionals and, by the family, the need of some artifact that might intensify the treatment it was clear that this was a social endeavor.

About You

**Organization:**

Life Up

About You

**First Name**

Eraldo

**Last Name**

Guerra

**Twitter URL**

**Facebook URL**

<https://www.facebook.com/eraldo.guerra>

**LinkedIn URL**

<http://www.linkedin.com/pub/eraldo-querra/53/595/6b8>

About Your Organization

**Organization Name**

Life Up

**Organization Country**

, PE, Recife

**Country where this project is creating social impact**

, PE, Recife

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Impact

**Full Impact Potential: What are the main spread strategies moving forward? (Please consider geographic spread, policy reform, and independent replication/adoption of the idea or other mechanisms.)**

Nowadays it's a very large market, with more than 70 million autistics around the world, 2 million just in Brazil. Another important fact is the communication channels strengthening about the theme. Examples are Amor à Vida, a television soap opera, that has an autistic child character. Besides that, André, an autistic child character created by Maurício de Souza, on Monica's Gang (Brazilian Comic Book). April 2nd is a day were everybody wears blue, reflection of the International Autism's Day. In face of that, spreading a freemium version on schools, events, Conferences and periodicals (Health, Education and technology) as it has already been happening.

**Barriers: What barriers might hinder the success of your project and how do you plan to overcome them?**

Child's adaptation to technology use for noticed problems were: Smartphone gadget loss. For that, a bracelet was adopted where the gadget is attached to the child's forearm. Keeping the child's focus and attention. With that in mind, one of the solutions was an interactive environment with animated characters. Lack of web connectivity access for service updates. The solution was making use of cache memory to store and update or exchange information any time connection is available.

Sustainability

**Partnerships: Tell us about your partnerships.**

We have a partnership with a clinic in Recife, Pernambuco, it tests and validates the software; "Revista Autismo", that divulges about the project and it's updates; Associação dos Amigos Autistas do Rio de Janeiro (Autistic Friends Association in RJ) and the regional Council of Speech Therapy in Rio de Janeiro, which provides useful information and support, besides being partners that contribute to share and spread about us in the Rio de Janeiro state.

Closing the Loop

**How does your project primarily ensure that feedback delivers results?**

Create an environment where people give feedback freely.

**Please elaborate on your answer to the above question.**

The project uses hits and misses traceability, this way such material is sent to the professional in charge for analysis and treatment learning or evolution feedback to the next of kin of the autistic child. The same material contributes to the ongoing enhancement of the project. Besides that, in our website there are communication channels where the users and professionals can send comments, suggestions and critique, available for all to see, this way we have statistics of what must be done to answer the client's expectation.

**Languages: In what languages are you able to read and write fluently?**

English, Portuguese.

2nd Round Questions

**Thinking about your feedback loop; what information are you trying to get from whom, to whom, and to bring about what change?**

How to apply the project and measure its impact in low-income communities and families that need the treatment but can't have it because of financial issues.

**What is the purpose of your feedback loop?**

Determine strategic direction

**If other, please specify**

**What mediums or mechanisms do you use to collect feedback? (check all that apply)**

Paper, Phone or voice, Website, Physical gathering, Other.

**If other, please specify**

Service traceability

**Could you briefly describe the way you collect the feedback?**

The system has an interaction channel with patients and autism professionals, that contributes for the ongoing enhancement as well as requesting new updates, besides the participation in events, magazines and other communication channels. From the user's point of view, hits and misses are recorded through video and audio capturing during the interaction and other points of measurement, such as invitations for important events in the autism, technology and business areas.

**What mechanisms are in place to protect people from retribution?**

Option to provide feedback anonymously

**If other, please specify**

**What are the immediate benefits or incentives for people to provide feedback?**

Other

**If other, please specify**

The awareness that their feedback will generate new activities and the continuous enhancement of the project, which will benefit

**How do you ensure new and marginalized voices are heard?**

Specific targeted outreach efforts

**If other, please specify**

**What are the incentives for the intended recipient to act on the feedback?**

They understand that feedback is necessary

**If other, please specify**

**How does the feedback mechanism close the loop with those who provided feedback in the first place?**

Meetings discussing results with providers

**If other, please specify**

**How is feedback published/transparent?**

Other

**If other, please specify**

We have a website and the report dispatch by e-mail.

**Give two concrete examples of how feedback loops have brought a program or policy more in line with citizens' desires.**

Through feedback we understand that the biggest need of our user is the social autonomy and the social cognitive development. This way we intensify the mobile version and enhance functions and design from the standpoint of usability and comprehensions of the user (autistic patient), so we can answer the patients's expectations related to their social needs and reduce the room for mistakes.

**If there was one thing you could change to increase the impact of your feedback loop, what would it be?**

The main point is that the autism still carries an embarrassment social problem; therefore the denial of the parents is still very strong. To minimize this problem, we assure the user's right to send and join feedback anonymously. Another tool we created was the feedback automatic sending, from the treatment and usability standpoint, not compromising or creating a social embarrassment situation.

**What are your biggest challenges or barriers in "closing the feedback loop"?**

Other

**If other, please specify**

The user's lack of safety about image protection, this causes delay in the dispatches.

**Are you aware of The Feedback Store?**

No, but I would like to be on it

**What are the main uses you can envision for the Feedback Store?**

I need to get acquainted with it to give my opinion.

**What is the one thing you would most like to see changed to improve the competition process?**

Presentation of the project to an examiner's board.

**What are you doing to make sure that feedback providers know that they are empowered by the information they can give and that they know exactly what the information they are providing?**

Through feedback present in the website, where everyone can read and join, through the reports sent to the users.

<http://www.lifeupbrasil.com.br/cangamept/products.html>