

A young child with dark hair, wearing a white long-sleeved shirt and blue sneakers, is sitting on a grassy area. The child is holding a white tablet computer with both hands and looking at the screen. The tablet displays a colorful interface with various icons and text, including the words "PROFESSOR" and "MIND". A semi-transparent white box with a light blue border is overlaid on the image, containing a quote and the name of the CEO.

“Fujitsu’s diverse global team were highly committed and passionate about creating this essential Kids’ Guide to Cancer app, which can be used anywhere, anytime, to explain cancer to young children.”

Deborah Thomas
CEO
Camp Quality

Camp Quality

Country: Australia

Industry: Charity



Challenge

When the COVID-19 pandemic made face-to-face services and programmes impossible, Camp Quality wanted to better use technology to engage children facing cancer. It turned to long-time partner Fujitsu for help.



Solution

- An updated and more interactive Kids' Guide to Cancer app
- Ideation in the Fujitsu Digital Transformation Centre (DTC)
- Implementation with the Fujitsu Global Delivery Centre



Outcomes

- Provides trusted, age-appropriate and engaging information to help answer kids' questions about cancer
- Complements the face-to-face programmes on offer
- Features animated stories, customisable avatars and an augmented reality character