Good Things Foundation

Digital Inclusion workshop - write up

September 2020

Our vision is a world where everyone benefits from digital

We are a social change charity, helping people to improve their lives through digital. We tackle the most pressing social issues of our time, working with partners in thousands of communities across the UK and further afield.

There are many resources on our website, including details of our current campaigns.

https://www.goodthingsfoundation.org/

@GoodThingsFdn #FixTheDigitalDivide

Blueprint for a 100% digitally included UK

Coronavirus: resources and help for you and the people you support

Digital inclusion workshop

We want to increase **digital access for our service users**.

How might we further understand perceived **barriers** of **vulnerable people** in our **community** to enable us to help them?

Approach

- Create a set of personas, representative of service end users.

- Use the personas to walk through the services you are offering, in order to understand people's' needs and motivations from their perspective.

- Identify 'pain points' - things that make accessing your services difficult for people (or indeed, the things that work that you will want to keep doing/ do more of!)

- Start to generate ideas, based on the user perspective, for how you could practically address some of those problems.

- Commit, or pledge, to doing one thing in next two weeks to move forward in addressing the pain points - however small the action.

Developing personas -
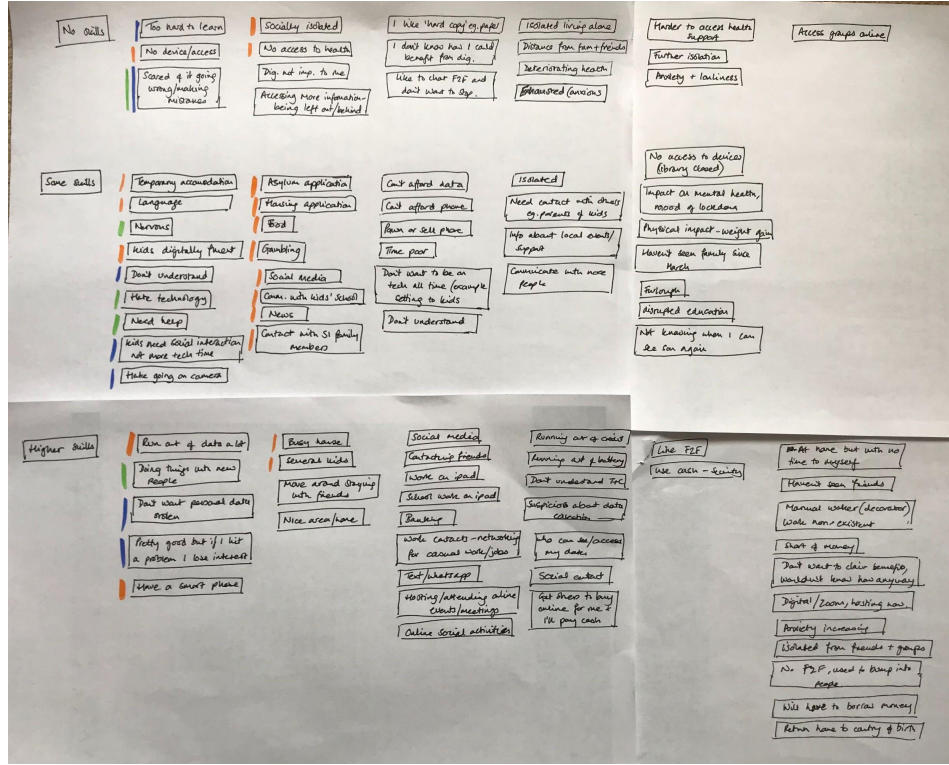
Given the size of the group taking part in the session, many different ideas for personas started to develop and common themes emerged.

The following slides are my simplified interpretation of these themes, brought together in three different personas.

These are created under 'no, some or higher' digital skills.

They are not meant to be definitive and there will be many more examples/ scenarios that could be developed, these are simple examples to illustrate peoples' stories and develop empathy with their experiences.

Persona template

My name is?

I said…"….."

My story:

Where do I live? How do I live?

My digital skill level (no skills? Some skills? A bit, a lot?)

What do I use digital for? Social media? Contacting friends? Job searches? Etc.

What stops me accessing digital?

Why are digital skills important to me (for life and work)?

Why aren't digital skills important to me (for life and work)?

How has Covid-19 impacted me, now?

How might Covid-19 impact me, in the future?

My name is: Robert

A quote: "It's just too hard to learn, what's wrong with talking to people face to face and buying a newspaper?"

Digital skills/access: none

My story:

Robert lives alone and does not have a device, or connection to the internet and feels it would be too hard to learn even if he did have access.

He is scared of making mistakes or it going wrong – he's heard too many scare stories about tech going wrong. Robert doesn't feel that digital skills are important to him.

During lockdown, he became socially isolated and he found it impossible to figure out how to get repeat prescriptions with the GP surgery not making appointments.

Robert likes to chat to people face to face and likes the feel of a real paper newspaper or prescription to take to the chemist.

Robert's health has deteriorated as he struggled during lockdown and he has become increasingly exhausted and anxious. He doesn't know what he can do - he can't afford a device even if he knew what to do with one, but is aware that if we get further lockdown restrictions he's going to get left behind and will struggle again to access information he needs, or even his shopping again. He doesn't know where to start.

My name is: Stephan

A quote: "It's just so frustrating, I don't want charity from people, I want to work but I need to be online and I want to, but it's too expensive to get what I need".

Digital skills/access: low

My story:

Stephan lives in temporary accommodation and English is not his first language. He's not keen on technology as he feels he doesn't understand enough, but needs it so he can fill in his asylum and housing applications online. He has a basic smartphone but he finds it hard to do applications on it and prefers to use it to keep contact with his friends and family and to look for work through connections.

Stephan used to use the library to access the computers there for forms, but they're closed.

He generally keeps himself to himself, but he knows this isn't good for him and misses company.

He's been feeling more and more isolated. He tries to keep an eye out via local social media for any work, but there's not much out there and he worries that when he runs out of data people aren't able to get in touch with him and he's missing opportunities.

He hasn't seen his family since last year and only sees a couple of friends. He's worried that he soon won't have any work at all as he's a manual labourer and he's fed up. He was managing ok before covid even though money was a bit tight, but now he just feels he can't get a break.

My name is: Claire

A quote: "I have to be online so I can keep up with the kids, but they know so much more than me!"

Digital skills/access: intermediate/high

My story:

Claire was given an old smartphone and an iPad by her sister. Her kids have helped get her set up and she doesn't mind using it, but she's not massively keen. She always seems to do something wrong and then can't be bothered with it. Her sister was scammed a few months ago so she doesn't know what she can trust online. Claire has 3 kids and also doesn't want them to spend all day every day online – she can't go online if she's trying to limit them. It was really hard during lockdown. All the kids were fighting over who got to use the iPad and she kept running out of data as they only have a basic broadband package.

Claire really likes being able to access banking online though, that's been super useful.

Claire's pretty social and has set up Whatsapp groups and organised social activities for friends and family. She's tried Zoom on the iPad but admits that she usually gets the kids to do it as it looks too complicated. Claire still prefers face to face and finds all this online stuff hard to keep up with. It changes so fast but she tries really hard not to get too anxious about it but has realised how easy it is to get isolated without it and thinks she ought to do more, to help herself but to benefit the kids too. Her daughter has been able to keep in touch with the Youth workers online during lockdown – she has no idea what she would have done without that.

Activity 2 - walk in their shoes

- **Think about your person - put on their hat, put on their glasses, step into their shoes. Think about how they see the world.**

- **Think about your service**

- **Think about all the things stopping your person from accessing your service?**

    What does that look like?

    What does that feel like - how does your person experience that?

- **What would help? (other than *just* money!)**

What does it feel like in their shoes?

Uncomfortable & awkward

Don't want to talk about things when other household members are around such as children

Don't want to be on a screen

It is scary

When I meet face to face I don't have to admit I don't know what to do, I can listen to others

Capacity & overwhelm.

Confused - Where can she find support?

I feel lonely

I feel silly

Lack of emotional support - you can't hug someone on zoom

People DO need to be shown. Once someone is competent, they can support others - peer led approach.

Selling items what people will use them for.

I don't want people to think I don't know what I'm doing

I don't like to ask questions

What do people need?

Needs confidence - someone to go back to for help

1-2-1 support; show how to use tech to do shopping

Completely different platforms - to help, you don't know what they are looking at

Meetings f2f in room; blended experience. People are nervous about turning up.

Identical tablets for loading up - genuine need & motivated to use

Motivation - want to speak to kids. Can't sell the benefits to someone, they need to want.

Purchasing tablets with identical software - loan, teaching people to use it - mirroring the tablet

Want to know 'it's not all going to be digital' - added value, and making them feel safe & anonymity. Confidence in using

Zoom - engage & motivated to us

Where can she find support?

People in the cafe, there to support and help

Need a way of talking confidentially about things

Consequences - unless had to do UC themselves/ had to learn/ survival.

Scalability.

What could we do?

Access - enhancement (living)

Time and careful selection of people

Mental health; fearful, f2f helps. Paranoia about 'digital' - you don't need to be on a comp. Removing the fear

How might we...remove some fear?

'Giving out' laptops to different groups

How might we...'give out' laptops?

One failure is the 'death knell' for their experience.

How might we...show people that it's ok to make mistakes?

Lose interest quickly/ patience - users understanding the benefits/ learning together.

Ability to learn & motivation.

How might we...demonstrate benefits of learning together?

How might we...inspire people to learn?

In the workshop, we thought about people using our services, their feelings and their needs.

We started to think about things that we could do to address those needs.

In order to develop these ideas further into actions to go and try with people, ask the question 'how might we...? for each challenge.

Generate some **ideas**. Any ideas.
Try some.
Get **feedback**.
Ask people what works for them.
Observe how people respond.
Learn from people.

Pledge wall

Lucy - gather the outcomes of the workshop together for the group with ideas of next steps

Town Deal - more wi-fi hotspots across the area, or ideally free to all

Training for staff to ensure they are confident in dealing with individual issues

Blended approaches with a focus on face to face for those furthest away

Thank you!

This is me, Lucy Price:
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I'd be really grateful if you could leave me some feedback about today's session so I can continually improve what I do!

www.goodthingsfoundation.org