**Digital inclusion**

Persona:

Elderly



**Quick fact**

**make things as easy as possible for Maggie?**

Over 53% of people who lack basic digital skills are aged over 65, and 69% are over 55.

**About Ranjan**

* Ranjan is 79 and lives with his wife Sarb.
* He has 2 daughters and a son who live nearby with their spouses and children. He sees them a lot.
* He also has relatives in India.

**Ranjan and digital**

**Ranjan**

* Ranjan and Sarb have an iPad they were given by their son.
* They use it occasionally, when the family are over, to Skype relatives in India.
* The grandchildren use it to watch cartoons when they visit.

**Ranjan’s task**

* Ranjan’s bin wasn’t picked up this morning.
* In his booklet from the council, it says to report missed bins to a page on the council’s website.

**Assisted digital**

Persona:

Elderly



**About Elsie**

* Elsie is 82 and lives alone.
* She recently had a fall and broke her hip, so finds it difficult leaving the house.
* She is very interested in politics and used to campaign for the Labour Party.

**Elsie and digital**

**Elsie**

* Elsie doesn’t have a computer or a mobile phone
* She has never used the internet and never wants to – she feels it’s for young people and has nothing to do with people her generation.

Over 53% of people who lack basic digital skills are aged over 65, and 69% are over 55.

**Quick fact**

**make things as easy as possible for Maggie?**

**Elsie’s user needs**

* Elsie would like to speak to more people, as she feels lonely.
* She needs to tell the council that her bin wasn’t picked up this morning.

**Digital inclusion**

Persona:

With a disability



**About Jane**

* Jane is 29 years old and lives with her mother.
* She has learning difficulties.
* She works part-time in a charity shop.
* Jane is very sociable and still has friends from her old school and from the charity shop.

**Jane and digital**

* Jane has a laptop.
* She uses it to go on Facebook, which she loves because it helps her stay in touch with her friends.
* She also goes on Amazon to order books that she likes.
* She feels fairly confident with the bits of Facebook and Amazon she uses.
* She occasionally uses other websites but she often finds them confusing.

**Jane**

**Quick fact**

**make things as easy as possible for Maggie?**

33% of people with registered disabilities have never used the internet. This is 54% of the total number of people who have never used the internet.

**Jane’s task**

* Jane tripped on a pothole on her way to work.
* She wants to report this to the council.

**Assisted digital**

Persona:

With a disability



**About Paul**

* Paul is 44 years old.
* He has severe Autism and lives in sheltered accommodation.
* He finds it difficult to look after himself, so someone comes in once a day to cook and clean.
* He is very interested in all aspects of transport – roads, vehicles, trains – and walks to a nearby train station to pick up railway timetables.
* He becomes anxious when he sees potholes as he once tripped on one while crossing the road.

**Paul**

**Paul and digital**

* Paul has never used the internet and doesn’t have a computer or a phone.

**Quick fact**

**make things as easy as possible for Maggie?**

**Paul’s user needs**

33% of people with registered disabilities have never used the internet. This is 54% of the total number of people who have never used the internet.

* Paul wants to get a pothole fixed in his road.
* He’d also like to find out more about specific trains and how they work.

**Digital inclusion**

Persona:

In social housing



**About Sarah**

* Sarah is 26 and has a 10 year old daughter called Jessica.
* Sarah left her partner after experiencing domestic abuse and now lives with her daughter in a bed and breakfast provided by the council.
* Recently, another woman staying in the B&B got a free microwave from a website called Freecycle.
* Sarah would love to get a kettle and a toaster from Freecycle for her and Jessica.

**Sarah**

**Sarah and digital**

**Quick fact**

**make things as easy as possible for Maggie?**

* Sarah has no PC and the hostel doesn’t have wifi, but she does have a smartphone.
* She uses the free computers in the local library when she takes Jessica to get books out.

[37% of those who are digitally excluded are social housing tenants](http://www.capita-softwareandmanagedservices.co.uk/software/Documents/ReachingOutHousingSurvey2012_full%20report.pdf)

**Sarah’s task**

* Sarah wants to see if Jessica’s school offers grants for free school uniforms.

**Assisted digital**

Persona:

In social housing

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**About Tony**

* Tony is 54 and works as a roofer.
* He lives in a council tower block.
* He has a grown up daughter and one granddaughter who he dotes on, but they live 100 miles away.
* His daughter is struggling to make ends meet.
* One of Tony’s workmates told him how his son’s school gave him a grant towards his school uniform this year.

**Tony**

**Tony and digital**

* Tony has a smartphone but only uses it for calls – the rest of the functions are a mystery to him.
* He doesn’t have a computer or broadband at home, as he can’t afford it.
* He has never used the internet and finds the idea of it daunting.

**Quick fact**

**make things as easy as possible for Maggie?**

[37% of those who are digitally excluded are social housing tenants](http://www.capita-softwareandmanagedservices.co.uk/software/Documents/ReachingOutHousingSurvey2012_full%20report.pdf)

**Tony’s user needs**

* Tony would like to find out whether his granddaughter’s school offers grants for free school uniforms.
* He’s heard it’s possible to get free items from the internet and would like to know how.

**Digital inclusion**

Persona:

Low literacy



**About Bex**

* Bex is 19 and lives with her parents.
* She has dyslexia and left school at 16 with no qualifications.
* She finds reading and writing difficult, although she is happy texting.
* She is now training as a hairdresser, which she loves.
* Her older brother gave her his old car a few months ago and she has passed her driving test.

**Bex**

**Bex and digital**

* Bex has an iPhone.
* She loves Facebook and uses Youtube a lot to get ideas for hairstyles.

**Bex’s task**

* Bex has just got a parking fine from her council – it has a phone number and a web address on it.

**Assisted digital**

Persona:

Low literacy



**About Irena**

* Irena is 40 years old and Lithuanian.
* She came to the UK 5 years ago with her husband and 2 children, who are now 6 and 9.
* She recently split from her husband, who went back to Lithuania. She decided to stay in the UK with her children.
* She is a very unconfident English speaker and used to rely on her husband, as he had very good English.

**Irena**

**Irena and digital**

* Irena has a non-smart phone.
* Her children use computers at school but she has never really used one.

**Irena’s user needs**

* Irena has just got a parking fine from her council – it has a phone number and a web address on it.
* She’d like to speak to family in Lithuania more, but can’t afford to phone very often.

**Digital inclusion**

Persona:

Unemployed



**About Emma**

* Emma is 42 and single.
* She’s spent the last 16 years looking after her disabled mother full-time, who died 6 months ago.
* Before caring, she used to work as a shop assistant after leaving school at 16.
* She loves driving and is a confident driver.
* She likes the idea of becoming a taxi driver, because it’s a sociable job and she’ll meet lots of people

**Emma**

**Emma and digital**

* Emma isn’t confident with the internet but would love to learn more.
* She doesn’t have the internet at home, but used to use the computers in the library to look up medical information about her mother.

**Quick fact**

**make things as easy as possible for Maggie?**

17% of people earning less than £20,000 never use the internet, as opposed to 2% of people earning more than £40,000.

**Emma’s task**

* Emma wants to apply for a taxi licence

**Assisted digital**

Persona:

Unemployed



**Jack**

**About Jack**

* Jack is 55 years old.
* He’s been unemployed for 6 years.
* Due to a past drinking problem, he’s not close to his family
* He used to be a hospital porter, but had to leave because he developed back problems.
* He is considering becoming a taxi driver because he loves driving and tinkering with cars
* The area he lives in is very rural.

**Jack and digital**

* When Jack was working, he used a computer at the hospital to email work colleagues.
* He feels very unconfident about using the internet now, as he feels he’s forgotten most of what he knew.
* He has very little money, doesn’t have a smartphone and has no computer or internet at home.

**Quick fact**

**make things as easy as possible for Maggie?**

17% of people earning less than £20,000 never use the internet, as opposed to 2% of people earning more than £40,000.

* Jack wants to apply for a taxi licence.
* He’d also like to learn how to use Facebook because he thinks it could be a way to get closer to his son.

**Jack’s user needs**

**Digital inclusion**

Persona:

Ex-offender



**About Gary**

* Gary is 25 years old.
* He spent 3 years in prison for knifing an 18 year old boy. He came out of prison 2 years ago.
* He doesn’t get on with his mum or stepdad and wants a place of his own.
* He hated school and left as soon as he could.
* He applied for over 100 jobs when he got out of prison until he finally got a job as a cleaner in a DIY shop.

**Gary**

**Gary and digital**

* Gary has a Blackberry Messenger and a laptop.
* He’s happy using the internet but has never been a confident reader, so becomes angry and frustrated when websites are long or complicated.

**Quick fact**

**make things as easy as possible for Maggie?**

In recent research, 21% of ex-offenders needed help with maths, reading and writing, 41% with their education, and 40% to help improve their work-related skills.

**Gary task**

* Gary wants to go on the waiting list for a council house

**Assisted digital**

Persona:

Ex-offender



**About Tom**

* Tom is 49 years old.
* He grew up in care and then joined the army, leaving when he was 44.
* Soon after leaving the army, he was sentenced to 14 months in prison for assault.
* He is an alcoholic and struggles to get and hold down jobs.
* At the moment, he’s homeless and sleeping on the streets.

**Tom**

**Tom and digital**

* Tom has no computer or mobile phone.
* He used the internet occasionally when he was in the army but was never that interested in it.

**Tom’s user needs**

**Quick fact**

**make things as easy as possible for Maggie?**

In recent research, 21% of ex-offenders needed help with maths, reading and writing, 41% with their education, and 40% to help improve their work-related skills.

* Tom would like to get back in touch with his mother, but doesn’t know where she lives.
* He also wants to go on the waiting list for a council house.