

London Office of Technology & Innovation

London Digital Exclusion Personas

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About this deck

What is it?

Personas are a tool for designing services based on user needs. This pack of 24 personas is designed to help you understand the needs, experiences and barriers of people experiencing digital exclusion.

Why did we create it?

The persona pack was created as part of LOTI's [Mapping Digital Exclusion project](#). The work builds on initial persona research carried out at Westminster and then tested and validated across four other inner and outer London boroughs. The personas have been used to provide a deeper insight into the user needs of the key digital exclusion group demographics that can be identified using [LOTI's digital exclusion map](#).

Who should use it?

Anyone designing digital exclusion services or interventions in London can use these personas to better tailor their service offer to the types of needs that their users may experience.

Methodology:

The full methodology for developing the personas can be found in the [Mapping Digital Exclusion toolkit](#).

Note: Personas are archetypes and a design guide but are based on research carried out and validated across the five borough partners. Boroughs may want to carry out a validation exercise in their organisations and use the detailed guidance including templates in the [Mapping Digital Exclusion toolkit](#).



Lina
Age: 47
Status: Mum with a 12 year old who recently received a laptop

User group:
Low-income family

Persona:
Mum of 12-year-old who recently received a laptop

Bio

Lina lives with her husband and four children aged 20,18,16 and 12. Her husband has severe mental health issues which were exacerbated by both of his brothers dying from Covid -19. He is also has physical health issues which means that he is unable to work. Prior to the deterioration of her husband's mental health she was working two days a week as a teaching assistant which she loved. She is now a full time carer to her husband and receives Carers Allowance and Universal Credit. Relying on benefits means that money is very tight and she was not able to afford a £30 winter coat. During lockdown she was not always able to get out and received food parcels from the local church.

Needs & Goals

- More free time to be able to pursue activities which appeal to her such as getting a job, connecting with the local community and doing a creative course
- To make her money go further by shopping around for utilities and other items

Frustrations

- Her main barrier is time to use the internet. The only 'me time' she has is a daily walk. The rest of the time is devoted to caring for her husband and children

"Before I worked with an agency and worked 2 days and my daughter would stay with her father, but since my husband's brothers passed away he has gotten worse so I cannot leave him now, I am scared to leave him. I wish I could as it really helps with my mood but my family comes first"

Digital Inclusivity



Digital skills to be learned

- Foundation
- Life
- Work

Behavioural Stage

1. Pre-contemplation
2. Contemplation
3. Preparation
4. Action
5. Relapse
6. Maintenance



Lisa
Age: 59
Status: Mum of a 17 year old child who recently received a laptop

User group:
Low-income family

Persona:
Mum with 17year-old

Bio

Lisa is 59, has five adult children and lives with her 17 year old daughter Charlotte* who has PTSD from witnessing her father abuse Lisa. They had to move to London from Leeds to escape the abuse. Charlotte is studying art at a local college and was given a laptop by the Early Help team a week before the interview. As well as caring for her daughter Lisa also cares for her 92 year old dad who lives in Kent. Lisa is unemployed at the moment and does not feel that she can work due to her caring responsibilities. She is a yoga teacher and would like to practice again once her life becomes more settled. She has a smartphone with giffgaff and she shares data with her daughter who uses it on the laptop.

Needs & Goals

- Basic digital skills training to be able to use the internet for basic activities such as completing an online form for the gym
- Develop her yoga practice as she knows that she will need an online and social media presence in order to achieve this
- Help to set up the business and interact digitally with customers

Frustrations

- Her main barrier is her negative attitude to the internet and devices that use screens.
- She does not like using screens.
- Lacks the skills to undertake tasks which are more complex than sending emails or basic searching

“We have no choice but to make an effort with technology and use it. I understand it is the way of the world now, but it doesn't necessarily speed up or improve communication”

Digital Inclusivity



Digital skills to be learned

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Behavioural Stage

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Aziz & Aisha
Age: 15 & 42
Status: Year 10 laptop recipient

User group:
Currently receiving services

Persona:
Year 10 child who received a laptop

Bio

Aziz lives with his mum Aisha, dad and two younger children aged 10 and 7. He enjoys playing the guitar, playing computer games and hanging out (virtually and face-to face). Aisha is currently attending a course on functional skills and her husband is a part time carpenter. The family have very little disposable income. During the first lockdown Aziz was not able to do his school work because he did not have access to a computer. This resulted in him falling behind the rest of the class and he is now playing catch up. Aziz is diabetic and has asthma and contracted Coronavirus in May and has anxiety about going to school and catching the virus again.

Needs & Goals

- To be able to do his homework and schoolwork during the Covid-19 pandemic
- To be able to use the laptop for a wide range of entertainment and socialising purposes

Frustrations

- The extra £20 per month is prohibitive for higher speed broadband
- The laptop prevents certain apps being downloaded which reduces the ability of the device to be used for entertainment purposes

“When I went back to school in September, most of things they spoke about in lessons they would say ‘This is some of the stuff you would have done during lockdown’ but there was a lot that I had not done as I didn’t get to do a lot of it” Aziz

Digital Inclusivity

Access



Connectivity



Digital skills



Attitude



Digital skills to be learned

Foundation

Life

Work

Behavioural Stage

1. Pre-contemplation

2. Contemplation

3. Preparation

4. Action

5. Relapse

6. Maintenance





Anita
Age: 53
Status: Unemployed
and has difficulty
learning English

User group:
Unemployed People

Persona:
Difficulty with English

Bio

Anita is 53 and lives alone in a flat that is riddled with damp. Her native language is Spanish and her verbal and written English are understandable, however, she feels that she has been discriminated against due to her language skills and being digitally excluded. She is currently experiencing depression following the recent death of her father. She has arthritis which means that she becomes physically tired and is unable to work full time. She cares deeply about her community and has previously been involved as a patient representative on mental health boards which she received expenses for. She also helps her local MP with political campaigns. She struggles financially, relying on Universal Credit. The closure of the libraries during lockdown meant that she was often unable to connect with the communities she was involved in such as patient involvement groups who met via Zoom.

Needs & Goals

- A smart phone, laptop and broadband so that she can operate effectively in a digital world
- To get a job so that she can contribute positively to society and support herself financially
- To connect with others in the community to socialise and perform civic duties e.g. represent patients on healthcare boards

Frustrations

- Poor digital skills
- Has to go to neighbours house to use their laptop and access the internet
- Poor written English, has missed out on opportunities where she has felt she is more qualified than others
- Discriminated against in the digital world - video calling a barrier to effective communication due to her poor English

“English is not my first language...I am better speaking in person than in application forms”

Digital Inclusivity

Access



Connectivity



Digital skills



Attitude



Digital skills to be learned

Foundation



Life



Work



Behavioural Stage

1. Pre-contemplation

2. Contemplation



3. Preparation

4. Action

5. Relapse

6. Maintenance



Richard
Age: 56
Status: Unemployed & lacks digital skills

User group:
Unemployed people

Persona:
Lacks digital skills

Bio

Richard is 56 years old and lives with his three daughters who are aged 17, 16 and 13. He separated from the children's mother four years ago. Richard came to London from Portsmouth in the 1980s to attend a drama school. He has had a few acting jobs including for the Royal Shakespeare Company. When he is not acting he tends to do odd jobs such as painting and decorating to make ends meet. He has not been able to get any acting jobs since Covid 19 and the other jobs he used to use to supplement his income have dried up so he is currently living off Universal Credit. He spends his spare time writing scripts for shows and has written his own solo show which he has performed. He wants to get a job, however he feels that he lacks the computer skills that he thinks employers want.

Needs & Goals

- To be able to get a job which may require more advanced digital skills such as proficiency in Microsoft business programmes e.g. PowerPoint
- To be able to produce effective applications for jobs

Frustrations

- He has some reluctance to join the digital world as he often finds his experiences online frustrating
- He recognises that he will only get better at using the computer if he practices, however he is reluctant to do this

"I would say I feel very analogue in a digital world. I'm trying to digitalise myself but it's not easy"

Digital Inclusivity

Access



Connectivity



Digital skills



Attitude



Digital skills to be learned

Foundation

Life

Work

Behavioural Stage

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Delaisay
Age: 67
Status: Has multiple health issues

User group:
65+'s with additional needs

Persona:
Multiple health conditions requiring GP and hospital appointments

Bio

Delaisay lives alone in temporary accommodation. She spent her 75th birthday in hospital. She has multiple health conditions and requires regular hospital and GP treatment. The Covid-19 epidemic has resulted in her having many consultations cancelled, leaving her feeling traumatised.

Needs & Goals

- She would like to video call her family to feel more connected to them
- She would like to be able to have more interaction with others in her community as she feels quite isolated

Frustrations

- She gets dizzy and headaches when using a computer screen
- She is on a low income, living on a state pension and believes that broadband will be too expensive for her

"I haven't got any computer, I have a traditional old-fashioned phone and my landline, that's my only form of communication"

Digital Inclusivity

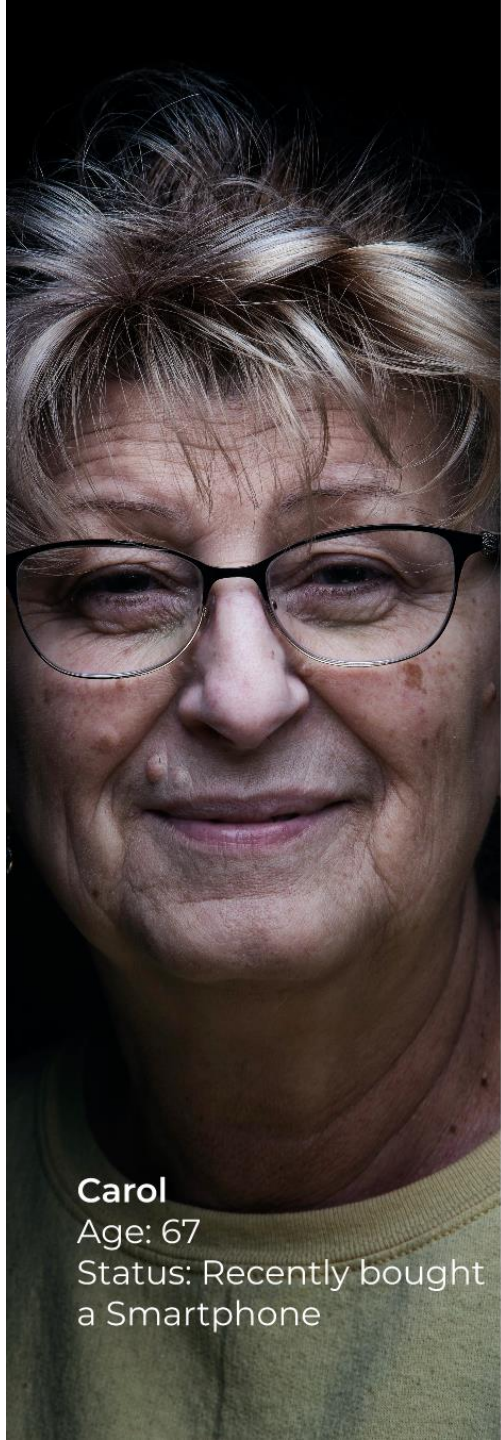


Digital skills to be learned

- Foundation
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Behavioural Stage

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Carol
Age: 67
Status: Recently bought a Smartphone

User group:
65+'s with additional needs

Persona:
Recently bought a Smartphone

Bio

Carol lives on her own. She recently retired from teaching. She bought a smartphone during the first lockdown and it has revolutionised her life, increasing her connectivity with others and to the world at large, broadening her access to information and entertainment and increasing her confidence in using digital services.

Needs & Goals

- To use price comparison sites to save money
- To be confident enough to use online banking
- To be able to access digital content in the future – she expects to use the Digital Library Service when she is unable to use the libraries in person or if her eyesight gets worse

Frustrations

- She lacks confidence in her own abilities to use the internet for tasks more complicated than communicating with others
- She prefers face to face or telephone communication where possible (except with consultants)
- She would rather do things in person than online

“I have been able to go to church all over the world with the capabilities of zoom. I've gone from little connectivity to global connectivity in a few weeks”

Digital Inclusivity

Access



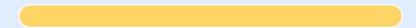
Connectivity



Digital skills



Attitude



Digital skills to be learned

Foundation

Life

Work

Behavioural Stage

1. Pre-contemplation

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Paari
Age: 75
Status: Lives alone and is isolated

User group:
65+'s with additional needs

Persona:
Isolated

Bio

Paari is 75 and lives alone following the death of her husband who died last year. She was his full time carer up until he died. She is isolated as she has no family in England and her son who lives in Switzerland has been unable to see her due to Covid-19.

Needs & Goals

- Basic digital skills training with an easy to read instruction manual on how to use it
- Access to information online about community events such as walks and trips she could join
- The opportunity to learn a language in addition to English and German

Frustrations

- She finds it difficult to remember how to use digital devices and needs regular training and clear instructions on how to perform basic tasks such as email and WhatsApp
- She does not own a laptop nor does she have broadband

“I was taught how to use a computer, but after looking after my husband 24 hours a day I just forgot about it and how to use it”

Digital Inclusivity

Access



Connectivity



Digital skills



Attitude



Digital skills to be learned

Foundation

Life

Work

Behavioural Stage

1. Pre-contemplation

2. Contemplation

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5. Relapse

6. Maintenance



Eric
Age: 81
Status: Living on an income under £11,500

User group:
65+'s with additional needs

Persona:
Living on an income under £11,500

Bio

Eric is 81 and lives with his wife in a block of flats. Their only income is their state pension. Eric has never used the internet and does not know what the benefits of having the internet could be for him. His children are going to have broadband installed imminently.

Needs & Goals

- Being able to have video calls will enable him to better connect with his children
- Having video calls with the GP and hospital consultants to better explain his conditions
- Online food shopping and online banking might become a more attractive proposition if Eric and his wife become mobility impaired

Frustrations

- Eric is not at all interested in the internet
- He does not know how the internet could benefit him or what it would enable him to do that he doesn't do at the moment
- He feels that at his age he doesn't need it and that anything he does need will be provided by his wife or children
- He feels he is too old to start learning new hobbies or getting more connected to the community
- He is resistant to the idea of changing his utilities because of the perceived hassle involved

"I cant tell you what I might use the internet for because I don't know what it can do. When I get it I will tell you"

Digital Inclusivity

Access



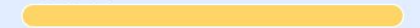
Connectivity



Digital skills



Attitude



Digital skills to be learned

Foundation



Life



Work



Behavioural Stage

1. Pre-contemplation



2. Contemplation

3. Preparation

4. Action

5. Relapse

6. Maintenance



Ivy & Anne
Age: 73 & 52
Status: Daughter with a learning disability

User group:
Disabled

Persona:
Carer of daughter with a learning disability

Bio

Ivy is a carer for her daughter Anne who is 52 and has Autism and epilepsy. Before lockdown Anne who is non-verbal attended a day centre which she loved. Due to Covid the centre was shut which caused difficulties for Anne and Ivy.

Needs & Goals

- Anne needs to receive more engaging activities virtually during lockdowns
- Ivy needs respite care so that she can have some time to herself
- Ivy needs to be able to connect with other carers to help meet her social needs
- Ivy needs help to use the laptop

Frustrations

- Ivy prefers face-to-face communication where possible as she is sociable and well connected in the community
- She lacks confidence in her abilities to use the internet for things she has not done before e.g. internet banking or grocery shopping
- She does not want to shop around to get better deals on her utilities because she is happy with the service she currently receives

“At my age I like to go in somewhere and speak to somebody. I’m a hands-on person. I’d rather deal with someone face-face rather than use the internet”

Digital Inclusivity

Access



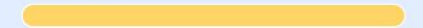
Connectivity



Digital skills



Attitude



Digital skills to be learned

Foundation

Life

Work

Behavioural Stage

1. Pre-contemplation

2. Contemplation

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5. Relapse

6. Maintenance





David
Age: 49
Status: Has a hearing impairment

User group:
Disabled

Persona:
Hearing impairment

Bio

David is 49, lives alone in supported housing and has a hearing impairment. He lost his job working in a hotel, greeting customers and laying out cutlery during the Covid-19 lockdown which he got through his Council's Employment services.

Needs & Goals

- He needs 1-2-1 ongoing help to develop his digital skills
- To become more confident with digital interactions
- To connect more with others including his family via video calls and get a partner
- Help with spelling to improve his confidence in written communication including emails

Frustrations

- David does not see himself as a computer person and prefers more visceral ways of connecting to people
- He is worried about his lack of digital skills and fears getting things wrong
- He is also worried about being scammed
- He sees the benefit of being more digitally enabled and would like to do internet banking and shopping

"I'm a little bit wary of the internet as I'm not sure when to press the right button. It can be very confusing"

Digital Inclusivity

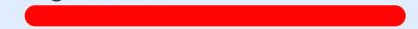
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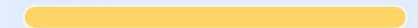
Connectivity



Digital skills



Attitude



Digital skills to be learned

Foundation

Life

Work

Behavioural Stage

1. Pre-contemplation

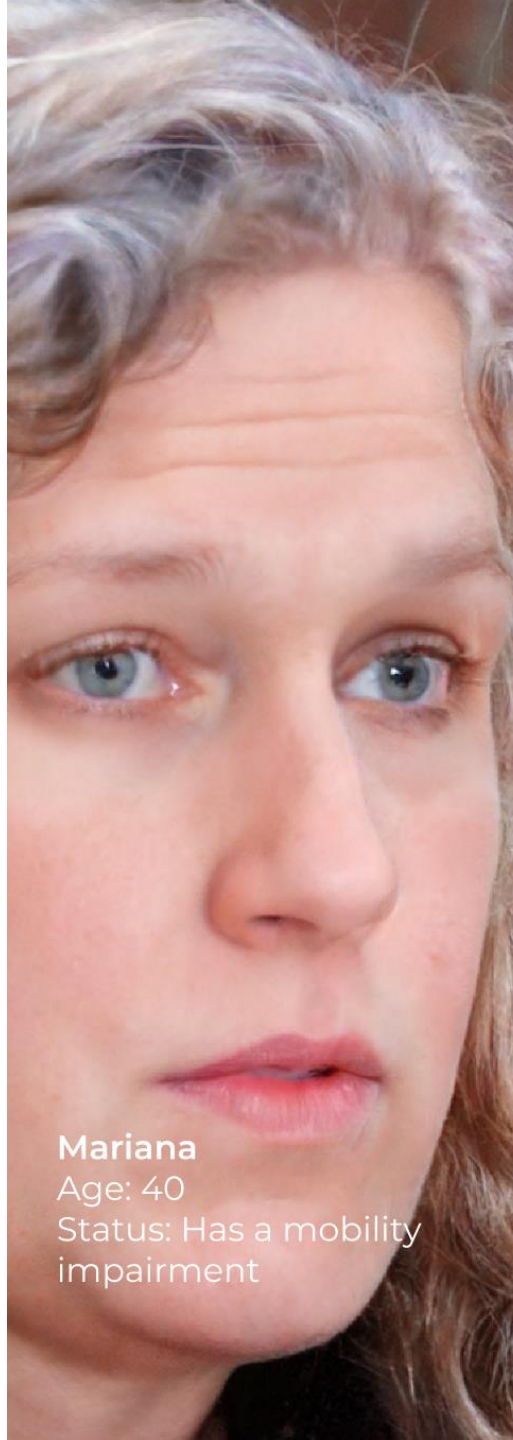
2. Contemplation

3. Preparation

4. Action

5. Relapse

6. Maintenance



Mariana
Age: 40
Status: Has a mobility impairment

User group:
Disabled

Persona:
Has a mobility impairment

Bio

Mariana is 40. She was diagnosed with MS at 21 which affects her mobility and has little use of her left leg and needs to use crutches to get around. She is also blind in her left eye and has IBS which means she needs to carry a spare set of clothes with her.

Needs & Goals

- She needs a lighter device such as a tablet when she is out of the house as her laptop is difficult for her to travel with due to the weight and her lack of mobility
- She needs faster broadband to be able to effectively communicate with friends and family at home and abroad

Frustrations

- Her main barriers are having slow broadband and not having a tablet
- She lives on a low income and is unable to pay for a tablet

“I’d like a tablet but I can’t afford it right now. When you have a laptop it’s a lot more difficult to carry, a tablet can just go in your bag and it’s not as heavy”

Digital Inclusivity



Digital skills to be learned

- Foundation
- Life
- Work

Behavioural Stage

1. Pre-contemplation
2. Contemplation
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5. Relapse
6. Maintenance



Harris
Age: 58
Status: Street homeless until recently

User group:
Homeless

Persona:
Street Homeless

Bio

Harris is 58 and until recently was a rough sleeper with his dog Rupert who passed away a couple of months ago which was tragic as it was his best friend in the world. He came to London from Glasgow with his girlfriend and ended up on the streets after they broke up. He was on the streets for 15 years until the first lockdown when he was provided accommodation in a hotel. He has multiple health issues which were exacerbated by living on the streets. He is in the process of moving into his own flat which has been facilitated by his key worker. He has been provided with a smartphone by his key worker.

Needs & Goals

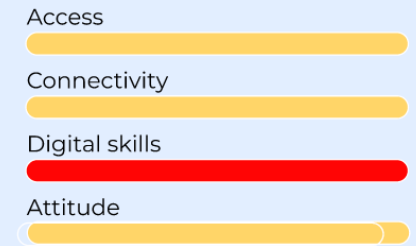
- Being able to use the internet to get his life back on track. This could involve getting a job, establishing strong connections with friends and family, taking control of his health and connecting with his community

Frustrations

- He lacks knowledge about what is available on the internet
- He doesn't know how to use devices
- He doesn't know how to use digital applications such as online banking
- He lacks confidence in using devices and the internet
He has limited data on his phone

"I got a smart phone through my key worker. Hopefully the phone will help me with giving me more knowledge and help me back on my feet"

Digital Inclusivity



Digital skills to be learned

- Foundation
- Life
- Work

Behavioural Stage

1. Pre-contemplation
2. Contemplation
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Maria & Rose
Age: 44 & 15
Status: Currently living in temporary accommodation

User group:
Homeless

Persona:
Living in temporary accommodation



Bio

Maria is originally from Nigeria and lives with her 15 year old niece who she has custody of following the death of both of her parents. She recently lost her fiancé in a swimming pool accident abroad and was disowned by his family following his death. She is depressed and is on anti-depressants. She used to work as a live-in carer before studying business studies and was living with a friend. She became homeless when her friend left the country. She has been given temporary housing from her Council outside the borough which means that she is isolated from her friends and cannot afford the £12 train fare to visit them. The temporary accommodation does not have WIFI and she has had her mobile phone disconnected because she can't afford the bill. Because her niece was not able to get a place in the local schools she has to travel for 4 hours to get to her school and back.

Needs & Goals

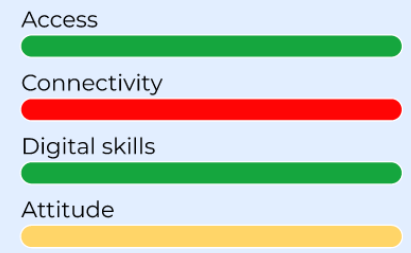
- Access to WIFI in her temporary accommodation
- Support for her mental health so that she feels able to re-connect with friends and family

Frustrations

- Her main barrier to digital inclusion is a lack of connectivity. Her accommodation does not have WIFI and she does not have any data on her phone because she can't afford the bill
- Her other barrier to digital inclusion is her current mental health. Because she is depressed she does not want to connect with her friends digitally and does not want them to see her in the condition she is in at the moment

“The internet is life I think, without internet there is no communication and a lot of things you do now, is online. The building we’re in now in doesn’t have WIFI. My phone has been disconnected because of the bill, so it is a struggle.”

Digital Inclusivity



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User group:
Currently receiving services

Persona:
Care Home tablet user

Mary
Age: 82
Status: Care Home
Tablet user

Bio

Mary has dementia and lives in a care home which she describes as being 'very nice'. She is an ace at scrabble and enjoys playing this with other residents. She divorced from her husband after retiring and lived alone in the house before moving to the home. She does not have any children but has two brothers and a sister, all of whom live abroad. Mary has been using the tablet in the home to do video calls with her family. This has enabled her to feel close to her family even though they live hundreds of miles away.

Needs & Goals

- To be able to have meaningful contact with her friends and family
- To be able to conduct research on things she finds interesting
- To buy products online
- To be able to use online banking

Frustrations

- Lacking the confidence and skills to use internet banking efficiently
- Having to share the tablet with the other residents in the care home

"Rather than writing a letter I can video call and I can see people whilst I'm talking to them and we can have a laugh together. All of my siblings are quite close so it's nice to keep in touch."

Digital Inclusivity

Access



Connectivity



Digital skills



Attitude



Digital skills to be learned

Foundation

Life

Work

Behavioural Stage

1. Pre-contemplation

2. Contemplation

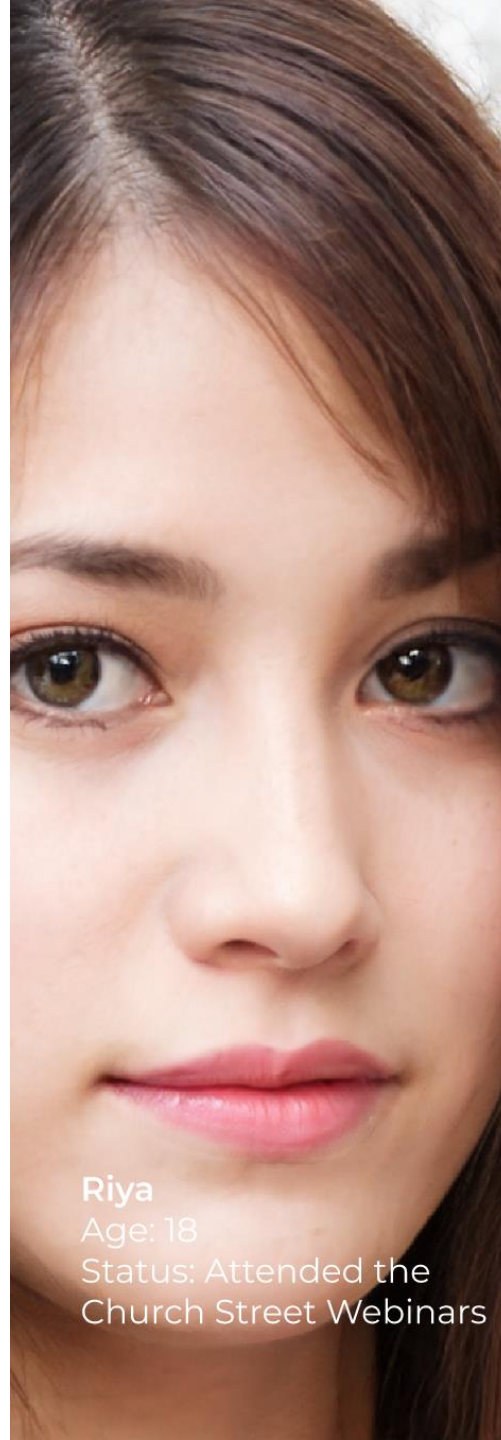
3. Preparation

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Riya
Age: 18
Status: Attended the
Church Street Webinars

User group:
Beneficiaries

Persona:
Attended CV /
interview Webinars

Bio

Riya is 18 and in Year 13. She is studying biology, chemistry and maths. She wants to study medicine at university next year and is waiting to hear back from the universities she has applied to. She enjoys cooking and baking and reading.

Needs & Goals

- To be able to write a successful personal statement for university
- To be able to perform well in interviews conducted via Teams/Zoom
- To be able to access and participate effectively in Teams/Zoom lessons

Frustrations

- Slow broadband speeds result in some virtual school lessons being less effective due to poor video and audio
- Prior to attending the CV/ interview Webinars, Riya was not confident in her ability to conduct interviews effectively on a video call

“I attended a CV / interview Webinar. It was about techniques, how to write a personal statement and how to stay composed in an interview. They gave tips on where to place yourself when doing online interviews”

Digital Inclusivity

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Connectivity



Digital skills



Attitude



Digital skills to be learned

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User group:
Disabled

Persona:
Has mental health issues

Tuba
Age: 47
Status: Has Mental Health issues

Bio

Tuba lives with her four children aged 18, 16, 11 and 6. She moved to London from her home town to escape a difficult situation and has no family around her and few friends. The lockdown is making her feel even more isolated and it is having a negative effect on her mental health.

Needs & Goals

- Improving her confidence in the internet generally and training in basic computer skills should help her search for jobs online.
- She may require special adaptations to the screen so that it reduces the chances of her getting migraines
- She really wants to connect with her community

Frustrations

- She is fearful of using the internet, worrying that she will do something wrong
- She is also worried about online safety and does not allow her children under 16 to use these
- She is also sceptical that things will work the way they are supposed to work e.g. whether the clothes she ordered for her daughter will arrive and be as described. Her attitudes are beginning to be more positive after a positive online shopping experience

“I’m not confident with using keyboards either. The keyboards are different on PC’s and phones so I want to familiarise myself with the keyboard.”

Digital Inclusivity



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User group:
SMEs

Persona: Micro
Business needing help
with digital

Mike
Age: 62
Status: Micro business
needing help with
digital

Bio

Mike is divorced and lives alone with two dogs. Originally from Ireland, Mike came to London after studying design at college. He came to London to be part of the youth culture scene. He worked as a hairdresser in Vidal Sassoon before getting a job as a lecturer in design. He is now semi-retired and has launched a pet accessories business which applies some design concepts from other product areas to pets. He received help from a Pop up Business School to launch his business digitally.

Needs & Goals

- Before accessing the Pop Up Business School, Mike needed help setting up his business digitally e.g. how to set up a website and how to manage social media and drive traffic to the site
- He needs ongoing access to help as his business grows and he needs to navigate different challenges e.g. help with selling via Amazon, Ebay etc.

Frustrations

- Mike's lack of experience in launching an online business is his main barrier to being able to trade successfully online

"I find with tech companies there is no one there to deal with you on a 121 basis, they give you their platform and you have to learn on their platform"

Digital Inclusivity



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Helen
Age: 46
Status: Business in a Not Spot area

User group:
SMEs

Persona: Micro
Business needing help
with digital

Bio

Helen (46) and her husband own a record company and record shop based in London. She lives in the top stories of the building with her two teenage children and husband and the businesses are on the other floors.
She lectures in History at a London university.

Needs & Goals

- To be able to use wireless payment in the record shop reliably
- To be able to send and receive large files quickly
- To be able to receive an affordable full-fibre broadband service

Frustrations

- Poor connectivity due to not having access to full fibre broadband

“The two companies either side of us have fibre. If there’s fibre running along the road, why are we left out of it”

Digital Inclusivity



Digital skills to be learned

- Foundation
- Life
- Work

Behavioural Stage

1. Pre-contemplation
2. Contemplation
3. Preparation
4. Action
5. Relapse
6. Maintenance

User group:
Care Leavers

Persona:
Recipient of a laptop

Naomi
Age: 25
Status: 25 year old Care
Leaver & laptop
recipient

Bio

Naomi is a 25 year old care leaver. She attended university and is passionate about volunteering and learning. She considers herself to be digitally proficient and does many things online such as journey planning, learning and development classes and banking. She received a laptop as part of a council scheme and would like better internet connectivity. Her access to certain sites were restricted due to the terms and conditions of the laptop provided. She would like to expand her knowledge by going on additional courses. During the Covid-19 lockdown, she suffered from a lack of social interaction which had an impact on her weight, mental health and emotional wellbeing.

Needs & Goals

- To get a better job and support herself financially
- To be able to pursue some of her business ideas with the right skills and support
- To get involved in her community and meet new people
- To be able to trade her knowledge such as proof-reading services in exchange for income

Frustrations

- She had some anxiety and depression due to a lack of social interaction during the Covid-19 lockdown
- She experienced zoom fatigue, due to an abundance of video calls with no face to face interaction
- _ Would like a cheaper broadband contract

"I prefer face to face contact but I'm more than happy to use the internet when needed."

Digital Inclusivity

Access



Connectivity



Digital skills



Attitude



Digital skills to be learned

Foundation

Life

Work

Behavioural Stage

1. Pre-contemplation

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6. Maintenance



Patrick
Age: 23
Status: 23 year old Care Leaver

User group:
Care Leavers

Persona:
Received financial support during Covid-19 pandemic

Bio

Patrick is a 23 year old care leaver. He is a digital native and prioritises digital recreation ahead of traditional media such as television. He also supports his grandmother with her digital skills. He is very confident with using the internet and uses it for entertainment, education and keeping in touch with people. He studied video production at college and has a good understanding of the potential benefits to his career of this technology. Covid-19 had a massive negative impact on his life as he found it isolating and technology played a huge role during this time and he found it very helpful, although he missed social aspects of life.

Needs & Goals

- Would like a job that reflects his qualifications and will enable him to sustain himself financially
- Would like business support for some of his ideas and an opportunity to test them in the real world
- Would like to get to know his community a bit better

Frustrations

- Hasn't been working so finds it hard to motivate himself to carry out certain tasks
- Would like a better, more affordable broadband package
- Patrick doesn't think enough is done for those in his grandmother's age group and that people should not assume people of her age are online

"I grew up on digital technology and this is nothing new and has helped me progress a lot. I'm always on the internet either researching or gaining skills"

Digital Inclusivity

Access



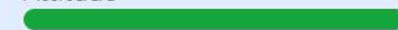
Connectivity



Digital skills



Attitude



Digital skills to be learned

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Work

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Sharon
Age: 55
Status: Attends English literacy classes

User group:
Adults with low numeracy & literacy skills

Persona:
Isolated

Bio

Sharon is a 55 year old woman who studies English literacy at her local adult education centre. She is quite isolated and watches a lot of TV. She is reluctant to learn digital skills as she doesn't understand what it can offer. She doesn't see the point in learning and she delegates a lot of financial decisions and shopping to her sister. She neither uses the internet nor has a laptop and spends a lot of her free time reading and practicing her writing. During the pandemic, she was unable to go for walks and found it quite difficult. She was also socially isolated and couldn't see her family and friends which made her feel sad. She acknowledges that it might have helped if she had the right skills to keep in touch with her family digitally.

Needs & Goals

- She appeared very reluctant to be digitally connected but later conceded that she would be willing to take advantage of opportunities if there was support and training available.
- Watched TV but did not take advantage of digital offers such as iPlayer
- Would like to use the internet for doctor appointments

Frustrations

- Felt very isolated during the pandemic and had no way of keeping in touch with her family beyond phone calls. She acknowledges that digital skills would have helped in this regard.
- She feels the cost of a laptop and connectivity would be an issue even if she did learn and wouldn't want a broadband connection in her home

"I don't know how to use the internet"

Digital Inclusivity

Access



Connectivity



Digital skills



Attitude



Digital skills to be learned

Foundation



Life



Work



Behavioural Stage

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2. Contemplation

3. Preparation

4. Action

5. Relapse

6. Maintenance



Harold
Age: 67
Status: Attends Maths & English literacy classes

User group:
Adults with low numeracy & literacy skills

Persona:
Isolated

Bio

Harold is a retired man who is studying Maths and English at the adult education centre. He has very basic digital skills and isn't confident using the internet, he hasn't got an email or social media. He uses the internet through the library and is sceptical of meeting people and shopping online fearing fraud and theft. He was extremely frustrated about the Covid-19 lockdown but made the best of what he could by revising, cooking and listening to music to keep his spirits up. He feels he hasn't gone to his full potential and would like to find out a bit more about computers and digital skills in order to facilitate his interest in volunteering or taking on a job. Harold does not live in the borough but was signposted to the borough's adult education services and attends lessons frequently. He sees Maths and English as priorities for learning.

Needs & Goals

- He would like to find out more about computers and would like face to face support for digital training to enable him to follow along
- He would like to use some of his free time to volunteer and recognises he might need digital skills in order to do so
- He would like to use the internet to give him ideas for his poetry, to organise holidays, to see the bus times and carry out online shopping

Frustrations

- During the lockdown, his adult education lessons were halted, this stopped him from progressing with his studies
- He felt socially isolated during the lockdown and found the 1hr exercise restrictive, he would have liked to keep in touch with his family digitally
- He finds using the internet difficult sometimes due to literacy problems and find it difficult when it doesn't do what he expects

"I would like to find out a bit more about computers but my focus is on Maths and English because to get anywhere, I think I have to get better at English"

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