



Who?

Opama Khan, Croydon

What?

A set of three professionally written and designed guides for residents on how to get online and use online tools and services. Based on detailed user research about the key activities most needed in the context of Covid.

Why?

Digital exclusion a massive issue, made even more urgent as result of Covid.

Reusable Tools

All three guides are available as PDFs at:

[Issue 1: Helping you to get online](#)

[Issue 2: Using the internet and communicating online](#)

[Issue 3: Software, systems and apps](#)

They are already designed to meet accessibility guidelines and are easy to replicate.

Tips

- Reuse these guides! Designing them from scratch is time consuming and expensive
 - Take time to do user research to understand residents' real needs.

Developing Digital Skills Guides

Opama Khan (Croydon)



loti

Developing digital skills guides

LOTI Dragon's Den

Opama Khan

Head of Digital Place

14th October 2020

CROYDON

An analogue solution to a digital challenge

Digital Inclusion

- Croydon's [digital strategy](#)
 - Focus on meeting user needs
 - Provide residents with the confidence and access to the internet
- Deliver Digital Transformation across three themes:
 - Digital Council | Digital Services | Digital Borough
- Underpinned by digital Inclusion support for residents, especially those most vulnerable



Get Online workshops



CROYDON DIGITAL

Get online

FREE digital workshop for Croydon residents

Learn how to...

- ✓ Get online and stay safe
- ✓ Create an email account and start sending emails
- ✓ Shop and bank online
- ✓ Use social media to stay in touch with family and friends

Sanderstead Library

Farm Fields, South Croydon, CR2 0HL

Wednesday 30th October

1:30pm to 3:30pm

Book your free place

✉ Send us an email
digital.workshop@croydon.gov.uk

📍 Visit or contact your local library.
Ask the staff to help you book.

There will be more free workshops in all Croydon libraries, ask your librarian for more details.

CROYDON | Delivering
www.croydon.gov.uk for Croydon

Sponsored by



Digital Skills sessions in New Addington



Dear Resident,

So much of today's day to day life depends on using digital technology, from booking tickets to paying bills. This can seem often seem confusing if you don't use a computer but we can help you get online and ensure you benefit from the internet. We can help show you a range of benefits including how to contact family members online for free, how to compare prices to get the best deals or how to keep up to date with local events.

As part of an LGA funded scheme, free digital skills training will be available to you if you are a resident in the following locations: Ashwood House Cedar House Beech House Chertsey Crescent

Personalised training will be offered to residents, including basic skills such as using email to more advanced training, depending on your needs. It will include an introduction to the council's My Account service and explain what advantages this service can offer residents when dealing with the council. All equipment is supplied so you don't have to bring your own but you are welcome to if you prefer.

Training for residents will begin in February 2020 and be available from week beginning 10/2/2020 in your communal lounge unless otherwise stated. See below to find out when your trainer will be available:

Beech House: Tuesday morning 9.30am-12.30pm

Cedar House: Tuesday afternoon 1pm-4pm

Chertsey Crescent: Thursday morning 9:30am-12:00pm (training will take place in New Addington Library)

Ashwood House: Thursday afternoon: 1pm-4pm

In exceptional circumstances, individual sessions are available on request which will take place in the final hour of the sessions.

To meet your trainer and book an initial session you can phone Dan (digital engagement and inclusion officer) on 07742405244 or attend the session in your allocated location at the time above.

The user need during lockdown

- Face to face sessions paused.
- Increased isolation and exclusion.
- Greater need to help residents get online and use online resources and services during lockdown.
- Need to provide support remotely.
- All topics that we planned to cover during our physical sessions needed to be delivered with greater urgency.

The user need during lockdown

- *How to get online*
- *How to connect to the internet*
- *Accessing information online*
- *Setting up and using email*
- *Staying safe online*
- *Making video calls*
- *Shopping & banking online*

First iteration of the guides

WHY SHOULD I GET ONLINE?

What is getting online?

Getting online means using the digital services available on the internet. If you have a smart phone, tablet, laptop or computer you will be able to 'get online' with this device.

What is the internet?

The internet is a giant library of information and entertainment. This information is stored on web sites. A site may have many different pages, like a book, which you can view on your device.

Getting connected.

Most people pay a supplier for their connection. If you pay for a TV and broadband package you will get a

digital box to receive your TV signal and a router to give you a wi-fi signal to connect to the internet. Your computer, laptop etc. will pick up the signal from the router and you will be able to connect to it and use the internet.

What will it give me?

- Free news
- Free extra TV programmes
- Shopping from home
- Sending email for free
- Phone relatives in other countries for free
- Listen to the radio on your device
- Pay bills
- Free books online

ICONS TO RECOGNISE



WIFI



WIFI
PASSWORD
NEEDED



SEARCH



SETTINGS

GETTING HELP

If for any reason you can't attend a learning session you can still practise what you have learned. You should now know how to use a text or email so contact me and I can send you a link or information to help you with your learning. Email me at daniel.powell@croymdon.gov.uk

REMEMBER

Remember that to access the internet you use a browser:



Google Chrome



Internet Explorer



Safari (Apple)

USING A SEARCH ENGINE



You can search anything using Google



HANDY LINKS: These can be typed into address bars

News: www.bbc.co.uk
Council: www.croydon.gov.uk
Health: www.nhs.uk
Advice: www.ageuk.org.uk

TWITTER: An application which is for people who like to share post comments, known as 'tweets' which are limited to 140 characters. This application can be followed by others who will then receive the embraced by celebrities who are able to share views with their followers.

INSTAGRAM: Now more often referred to as 'INSTA' this app posts, similar to Facebook but the emphasis is on sharing image posts and the software allows the user to edit pictures before posting. Popular with younger people, keen to share 'selfies'.

Although originally intended for use by individuals, many social used by businesses and organisations. People can now follow team on Facebook or clothing brand on Instagram which makes it popular for advertisers.

EMAIL

One of the most popular forms of communication is email or e-mail. It allows you to send messages quickly and easily.

Most software companies of your free email accounts as part of their systems. Microsoft has hotmail and outlook, Google has gmail, Yahoo! has yahoo.com.

To sign up for a free email account you will be asked to create a password. These must be kept safe as without it you can't use the account. You will need help registering for an email account contact your digital skills facilitator for help. (Details at the back of the booklet)

VIRTUAL CONFERENCING APPS

The impact of the Coronavirus has seen many people turn to virtual communicating and software previously used by businesses, clubs and societies as it allows groups of people to communicate like all software with this function you will need a device with microphone. Popular virtual conferencing apps include ZOOM, MEETING and SLACK.

USING MICROSOFT TEAMS & ZOOM

Using Microsoft Teams is a good way for the council to keep in touch with residents. It is part of the council's digital strategy and is used by 365 operational staff. It allows you to join a meeting with camera and audio. You can join an

Join Microsoft Teams Meeting

+44 (0) 20 321 5210 (United Kingdom, London (UK))

Conference ID: 780 547 5204

Local numbers | From 181 | Learn more about Teams | Meeting options

DIGITAL LEARNING GUIDE FOR RESIDENTS #3

This guide is designed to help support you in your efforts to use digital technology. You have made the right choice. There are so many advantages to using digital services from shopping to banking, from email to TV. Almost every aspect of your life can be enhanced by digital technology and especially if you are currently in isolation.

SOCIAL MEDIA

One of the most popular forms of digital software applications or apps is social media. Social media use is a great way to communicate with other people when you are not able to see them personally. During the current period of social isolation, applications that allow communication remotely have become much more important.

POPULAR SOCIAL MEDIA APPS



WhatsApp



Facebook



Twitter



Instagram

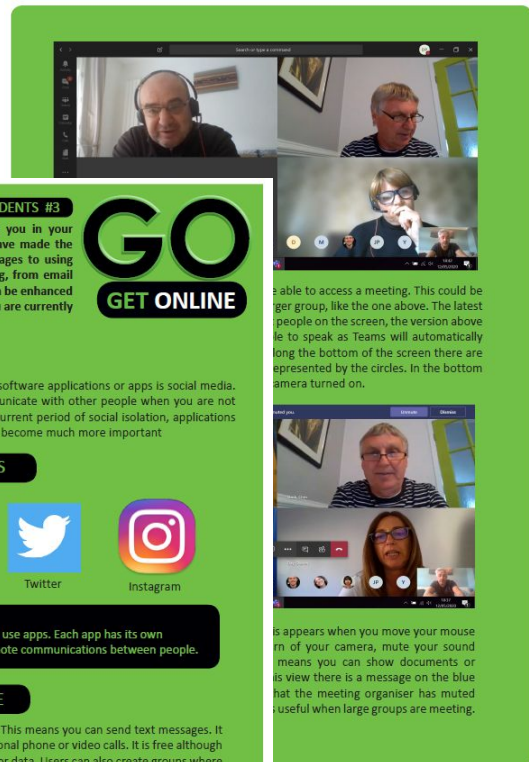
SOCIAL MEDIA APPS

Whatever device you're using, you will use apps. Each app has its own purpose or function but all enable remote communications between people.

SOCIAL MEDIA: QUICK GUIDE

WHATSAPP: An 'instant messaging' app. This means you can send text messages. It also allows you to make local or international phone or video calls. It is free although when using the app you will have to pay for data. Users can also create groups where friends can chat. Another similar app is Skype.

FACEBOOK: An application in which people create a profile page and then make 'posts' such as images, messages or videos etc. People may invite others to be their Facebook 'friends.' Many people use Facebook like a diary and keep a record of events in their lives which can then be shared with others. Facebook also uses Messenger, which is an instant messaging service similar to WhatsApp.



Our process

User research conducted – identify main challenges for residents to get online

Review findings to identify the key areas of focus for the guides

Content defined and broken down into topic areas

Content for section drafted

Content writer edit to reflect our audience and meet gov.uk accessibility guidance

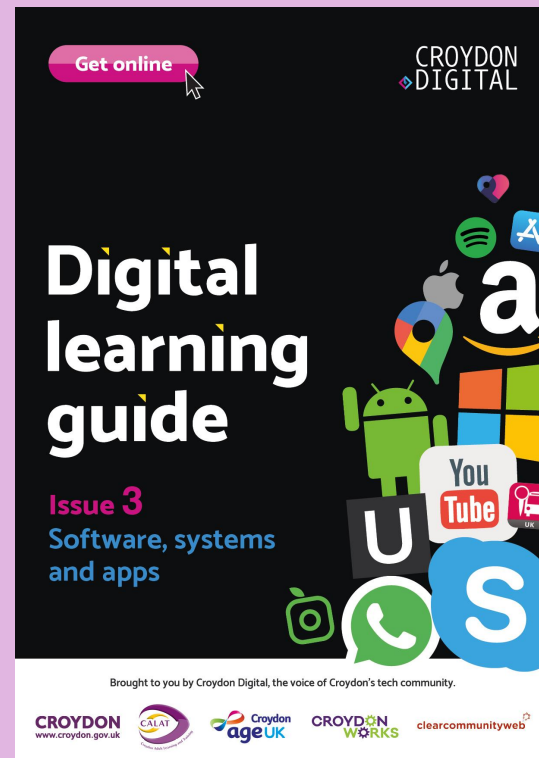
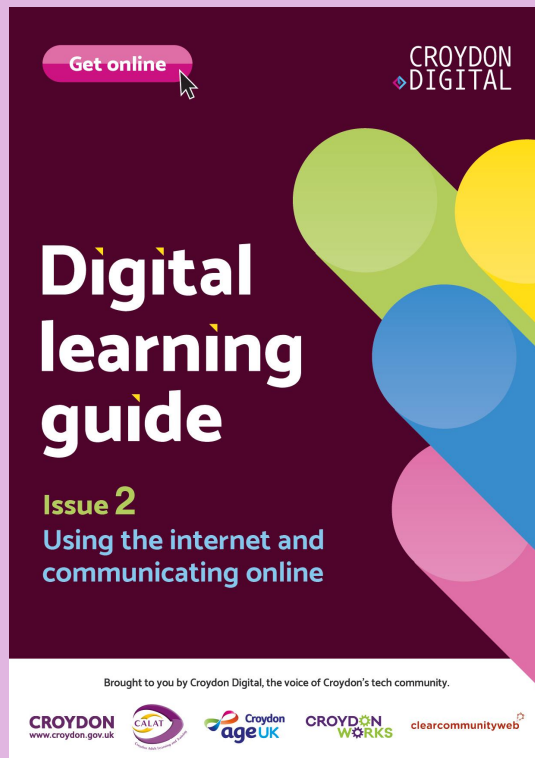
Look and feel and layout of guides created by Design team

Partners identified and approached

Content / Design amends processed and reviewed

Final review and amends with all team and Comms

Artwork and print



Helping you get online

This guide is to help and support you get online. There are lots of benefits to being online. You can keep in touch with people, do your shopping, banking and much more.

What online means

Online means being connected to the internet. If someone says they are going online, it means they are going to use the internet.

The internet is a large library of digital information. It's made up of websites with web pages. Websites can be virtual shops, services and entertainment you can access from anywhere.

Channel 4 website



Things you need to get online

To get started online you need a **digital device** and **internet access**.

A digital device is a:

- ◆ smartphone
- ◆ tablet
- ◆ laptop
- ◆ desktop computer

You can take phones and tablets around with you. Laptops are bigger, but you can take them with you in a laptop bag. Desktop computers are for homes and offices.

Internet access

- ◆ lets you use the internet

▲ Digital device
Desktop computer



▼ Digital devices
Tablet and smartphone



▼ Digital device
Laptop

Connecting to Wi-Fi

Your device will know that Wi-Fi signals are available. How you connect to Wi-Fi depends on what system your device uses. You can learn more about 'device systems' in Issue 3 of this guide.

There are three main systems for phones and tablets:

- iOS (by Apple)
- Android (by Google)
- Windows (by Microsoft)

! The example below is for an Apple phone or tablet. It may be different for other devices.

To connect a phone or tablet to Wi-Fi

- 1 Tap on the settings icon.



Apple



Other devices

- 2 Tap on the Wi-Fi icon.



- 3 Make sure the Wi-Fi is turned on.



- 4 Tap on the Wi-Fi name you want to use.

Enter the Wi-Fi password if you are asked for one. (See the information about Wi-Fi passwords in this guide.)



Please note when your phone is not connected to Wi-Fi it will use your internet data if you have it.

! The example below is for Windows (by Microsoft). It may be different for other devices.

To connect a laptop or computer to Wi-Fi

There are two main systems for computers and laptops:

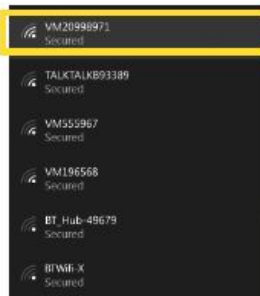
- Windows (by Microsoft)
- macOS (by Apple)

- 1 Click on the Wi-Fi icon. It will be at the bottom right of the screen.



Wi-Fi icon

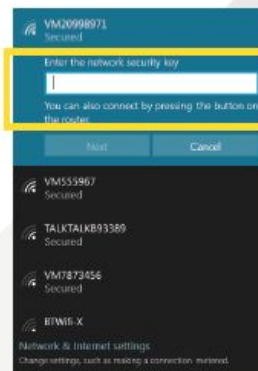
- 2 Click on the Wi-Fi network name you want to use.



- 3 Enter the Wi-Fi password if you are asked for one.

If you see the word 'secured' it means you will be asked for a password.

See the information about Wi-Fi passwords on page 7.



Communicating with people online

Communicating online can help you keep in touch with friends and family. If you live on your own, or you don't have friends and family nearby, this can help you feel less alone.

Email

A popular way to communicate with people online is by email. Email lets you write and send messages to people. You can also receive messages from people. You can use email on all devices.

To send and receive emails you will need an email account. You can get free email accounts from Google, Microsoft and Apple. Their email accounts are called:

- ◆ Gmail (Google)
- ◆ Hotmail and Outlook (Microsoft)
- ◆ Apple Mail (Apple)



To get a free email account, you will need to create a username and a password. These must be kept safe because you cannot use your email account without them.

If you need support to get an email account, you can contact your Digital Engagement Team who will be happy to help. The contact details are at the end of this guide.

Social media

Social media means websites and apps that let you communicate with people online quickly. You can send and receive messages, share pictures, videos. Some social media lets you make phone calls and video calls.

WhatsApp

WhatsApp lets you send and receive messages, pictures and videos.



You can make free phone calls and video calls too. You can call people in the UK or in other countries. Please note you need to be connected to Wi-Fi or mobile internet to use WhatsApp. Also, when apps use mobile internet it uses your mobile data too, which costs.

Facebook

Facebook lets you create an online page with information about yourself. This is called a profile page. You can add messages, pictures or videos to your profile page. These are called 'posts'. You can also invite people to view your profile page and posts. The people you invite are called 'Facebook friends'.



Facebook also has an app called 'Messenger'. This is like WhatsApp.

Video meeting apps

Video meeting apps let groups of people have face to face meetings online. To use a video meeting app, you need a device with a built-in camera and microphone.

Popular video meeting apps are:

- ◆ ZOOM
- ◆ GoToMeeting
- ◆ Microsoft Teams
- ◆ WhatsApp
- ◆ FaceTime



Read our Zoom quick guide on the next page.

Software, systems and apps

This guide is to help you learn about software and hardware, the systems that make devices work, and what apps are.

Software and hardware

You may have heard the words software and hardware before.

Software is the programs on devices. You cannot touch software.

Hardware is a device or equipment for a device. You can touch hardware.

Examples of hardware are:

- ◆ phone and tablets
- ◆ laptops and computers
- ◆ keyboards and printer



Device systems

All devices use systems to make them work. This is called an operating system. Your device comes with an operating system on it. Apple, Google, and Microsoft all have their own operating systems.

For **phones** and **tablets** the three main operating systems are:

- ◆ iOS (by Apple)
- ◆ Android (by Google)
- ◆ Windows (by Microsoft)



For **laptops** and **computers** the two main operating systems are:

- ◆ Windows (by Microsoft)
- ◆ macOS (by Apple)

Apps

Apps is short for applications. Some apps are on your device when you get it. You can put more apps onto your device.

Downloading apps to phones or tablet

Downloading apps means getting apps from the internet and putting them onto your device.

Please note not all apps will work on all devices.

To download apps onto an:

- ◆ Apple phone or tablet, you will need to use the App Store
- ◆ Android phone or tablet, you will need to use Google Play

The App Store and Google Play will already be on your device.

See the picture below of the App Store and Google Play icons.



Apple App Store icon



Google Google Play icon

Types of apps

There so many useful apps you can download onto your phone or tablet. For example there are apps to:

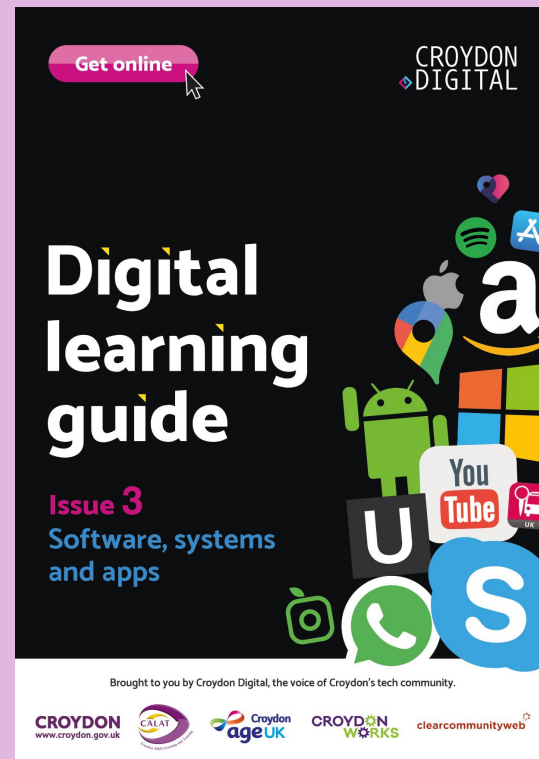
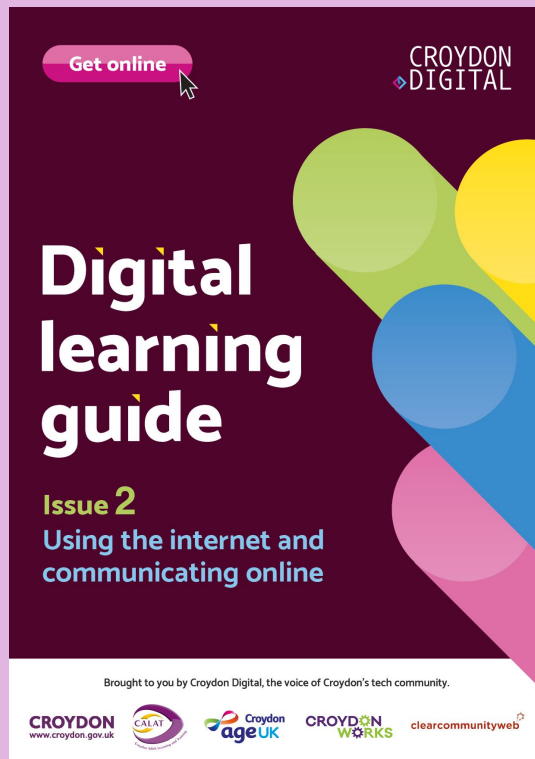
- ◆ check bus times and bus routes
- ◆ listen to music
- ◆ help you keep fit
- ◆ play games

Most apps are free, but there are some you need to pay for. A lot of free apps have adverts. The apps you need to pay for do not have adverts.

Some apps need the internet when you use them, some apps do not. For apps that need the internet, you will need to use Wi-Fi or internet data. (See Issue 1 of this guide for information on Wi-Fi and internet data.)

Please note when apps use internet data, this costs money.





Download our digital learning guides here: <https://bit.ly/2SNEsbH>

Challenges

- Resource – longer development time required due to Covid response pressures
- Funding – printing costs
- Resident access – do residents have an available device to get online and connect to the internet?

What worked well

- Developed directly as a result of user needs
- User tested through our training sessions and version 1.0 guide
- Engages target groups in a familiar format and gives confidence to try getting online in their own time
- Adaptable to needs and confidence levels of residents
- Easy to reach residents across the borough

How other LAs can create their own guides

- Already designed to meet accessibility guidelines
- Easy to replicate
- Easy to update and include additional information
- Easy to translate
- Easy to reach a wide audience

Contacts

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Visit & subscribe: **Croydon Digital**

<https://croydon.digital>

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Q&A

Developing Digital
Skills Guides

