

# Connecting Older People: Helping to Deliver Government Services

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# UK online centres and myguide

- **UK online centres**

- over 6000 centres
- confidence, skills and eGovernment
- 49% Public Libraries
- 33% Voluntary and Community sector
- over 2.75m users (+11m library ICT sessions)

- **myguide**

- a software interface to internet
- designed for those who can't or won't use the internet
- designed and prototyped with users
- pilot with over 1200 users since March



# What do UK online centres offer?

- Reaching out and recruiting people who aren't online and whose lives can be improved by getting online
- Getting people online for the first time
- Giving people confidence, motivation and skills
- .... and access to facilities they may not have elsewhere



# Eddie podcasting

YEP/Age Concern Leeds



# Government getting online

“The world is changing around us at an incredible pace due to remarkable technological change... This process can either overwhelm us, or make our lives better and our country stronger.... ”

Prime Minister's foreword to

“Transformational Government: enabled by technology”



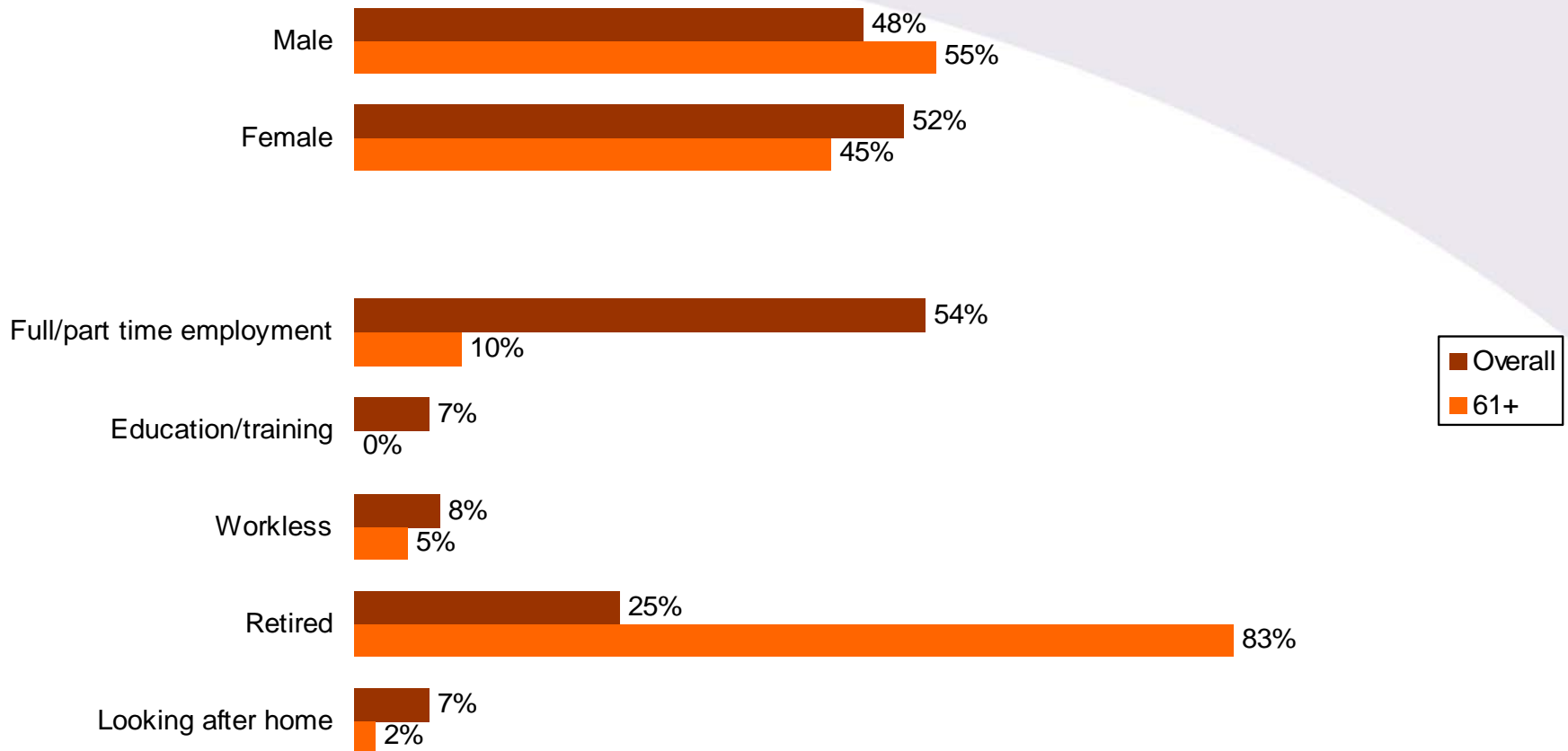
# South West eGov Project

- 40 centres in South West
- Range of government services:
  - health, job search, motoring, Local Authority services, pensions, adult learning information and Directgov



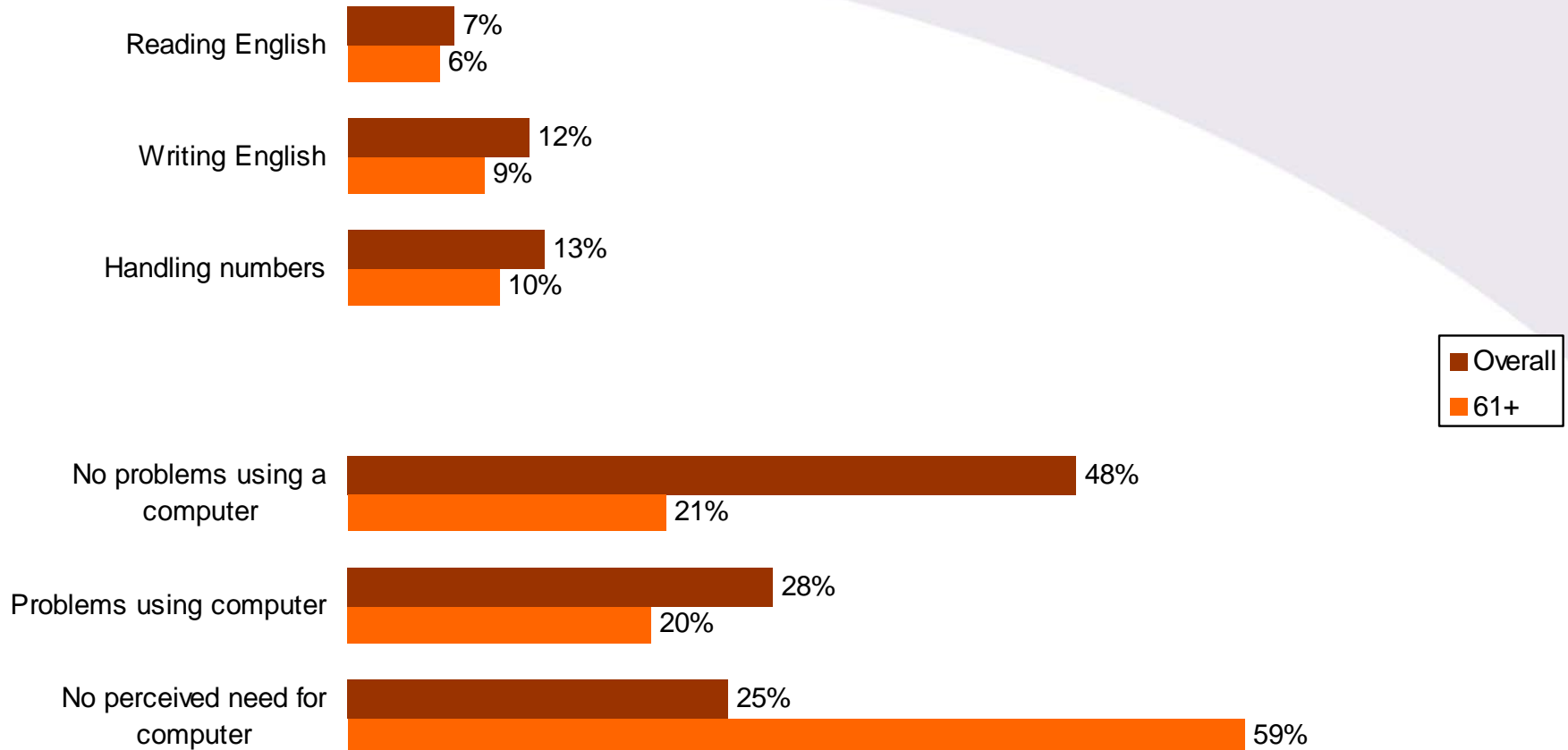
# Respondent demographics

Base : All respondents (1028), All older respondents (282)



# Computer literacy

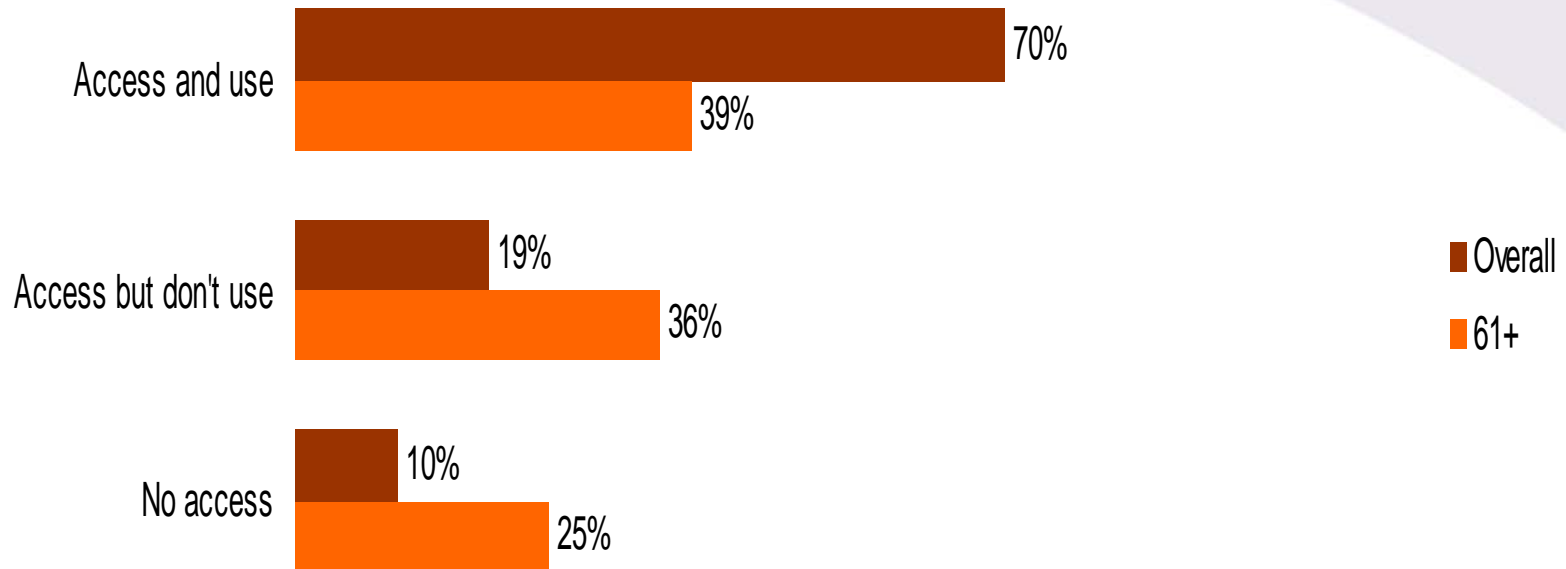
Base : All respondents (1028), All older respondents (282)





# Access to the internet

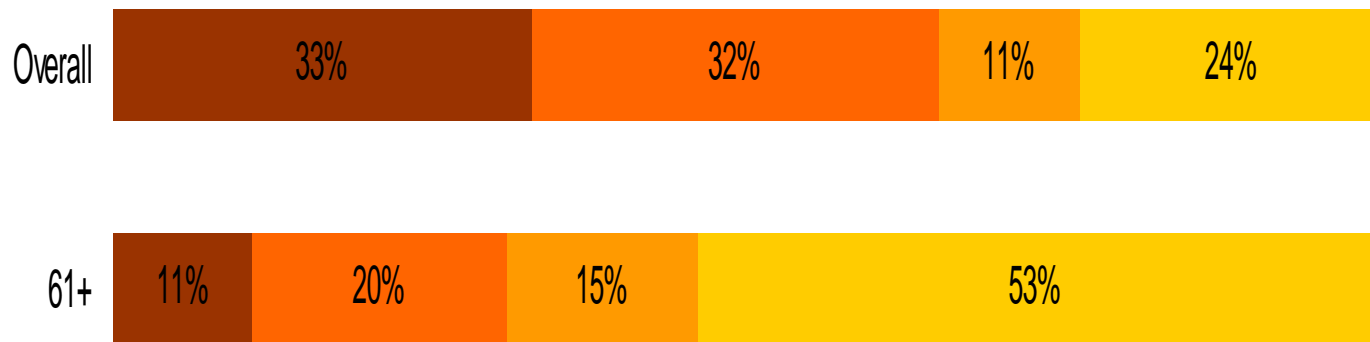
Base : All respondents (1028), All older respondents (282)



# Self assessed ability on the internet

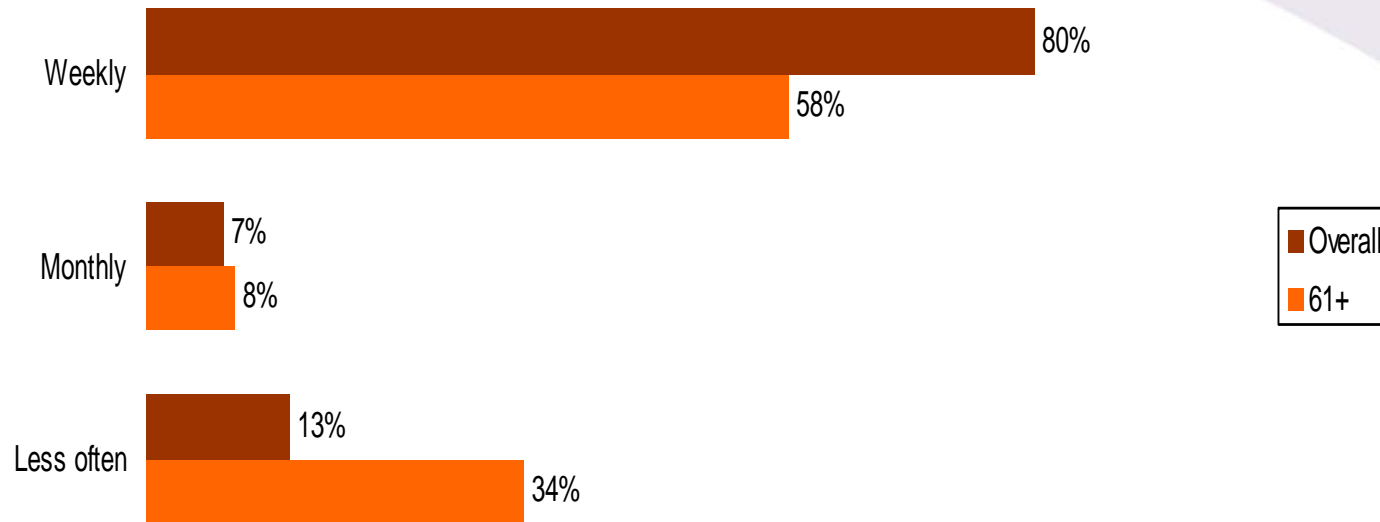
Base : All respondents (1028), All older respondents (282)

■ Very able ■ Quite able ■ Not very able ■ Not at all able



# Frequency of using the internet

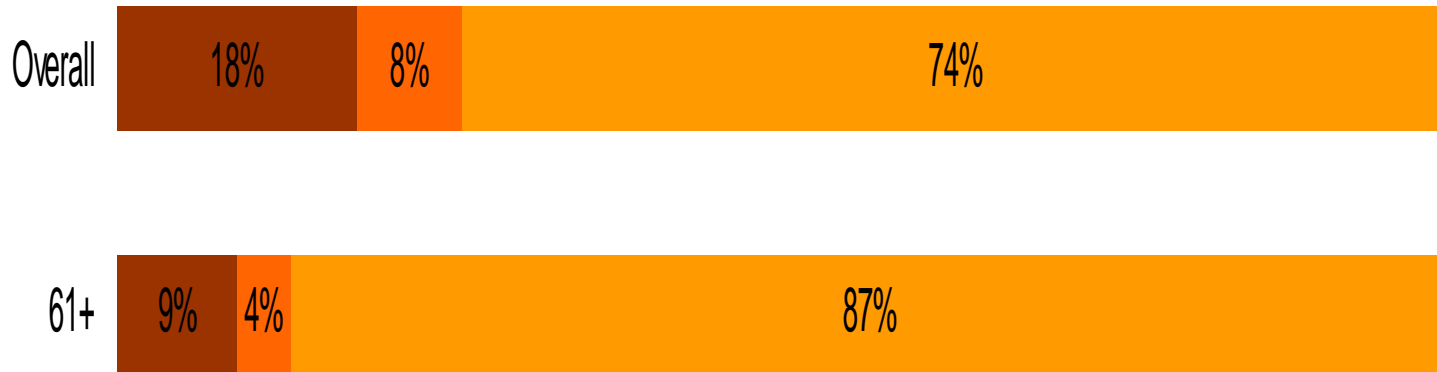
Base : All with access and use the internet (718, 110 61+)



# Awareness of Directgov

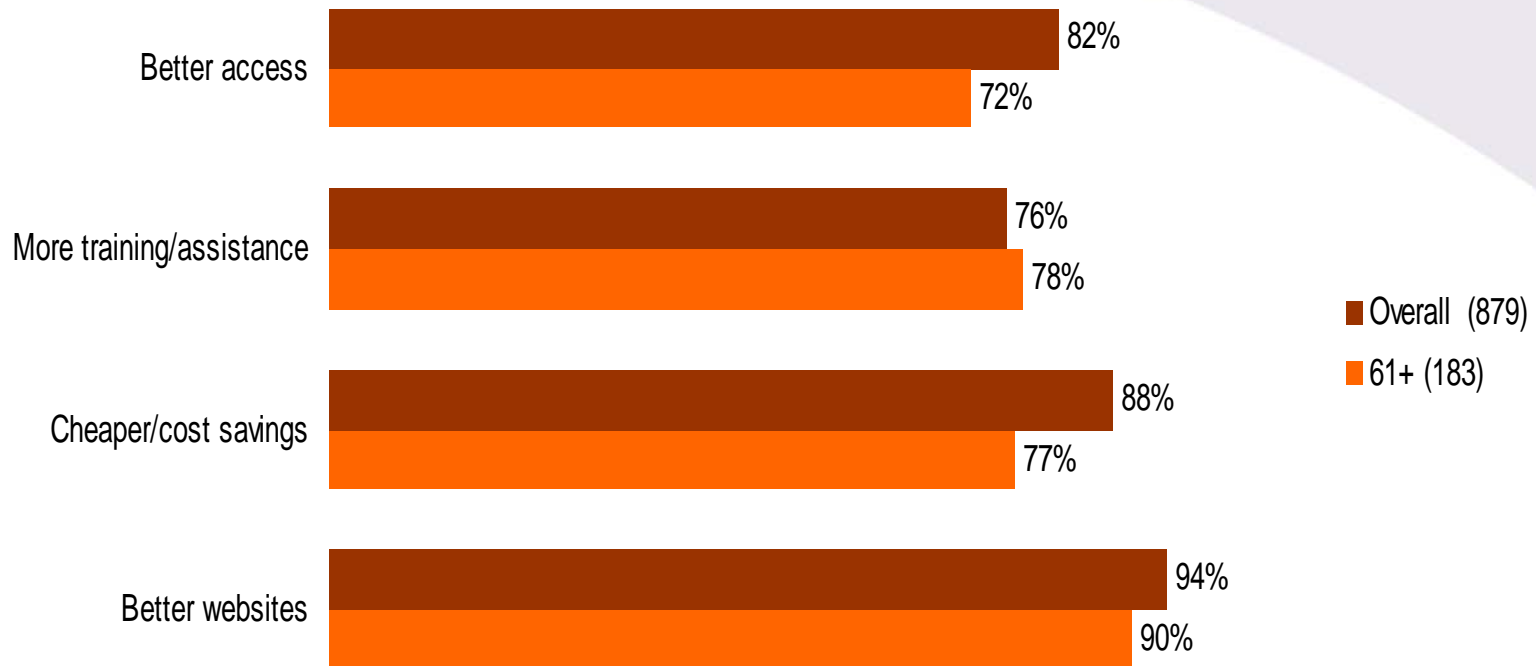
Base : All respondents (1028), All older respondents (282)

■ Yes, definitely ■ Yes, think so ■ No



# What would encourage use of internet

Base : All respondents saying something would encourage use of the internet. Overall sample (879), All older respondents (183)



# Summary of eGov Project

- Less likely to have access and skills to use the internet
- Less likely to have used a government e-service, but also much less likely to use one if given assistance
- Enablers:
  - more assistance, training
  - better websites
  - generate interest and demonstrate relevance





04/05/2006

# Market Clusters

<p><b>Disinterested</b> 25% = 4.3m</p> <p>55+ Not working Few formal qualifications BME</p>	<p><b>Sceptical</b> 17% = 2.9m</p> <p>55+ Not in work Children at home C2DE</p>	<p><b>Price sensitive</b> 13% = 2.2m</p> <p>Female C2DE Few formal qualifications BME</p>	<p><b>Forward thinking</b> 13% = 2.2m</p> <p>Educated (to at least GCSE) White</p>	<p><b>Potential to learn</b> 20% = 3.5m</p> <p>Young BC1 Male At least to A level</p>	<p><b>Want to learn properly</b> 20% = 3.5m</p> <p>Well educated 35-54-year-olds ABC1 working</p>
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← Greater exclusion and harder to access



# What is myguide?

- Browser-styled web-page and assisted service that makes someone's first steps onto the internet easy, intuitive and unthreatening
- For some myguide is a "gateway" service
- For others it is an accessibility service
- Delivered in public centres, where staff are available to support users



# myguide Live System - Home Page

The screenshot shows a Mozilla Firefox browser window titled "Welcome to myguide - Mozilla Firefox". The address bar is empty. The menu bar includes "File", "Edit", "View", "Go", "Bookmarks", "Tools", and "Help".

The main content area features the "myguide" logo at the top left. Below it is a red "Home Page" button. To the right of this button are three utility buttons: "hearit", "change text size", and "change colours".

On the left side, there is a vertical navigation menu with the following items: "Home" (with a house icon), "Login/Register" (with a key icon), "Search" (with a magnifying glass icon), "Settings" (with a wrench icon), "Information" (with a person icon), "Email" (with an envelope icon), "Help" (with a question mark icon), and "About Us" (with a person icon).

The central content area has a pink background and contains the following text:

You can do wonderful things on the Internet. But it can seem overwhelming. Has getting online, surfing the net or reading the words ever beaten you? **myguide** is the answer. And you don't have to pay. It's free. If you want to learn more click on either 'Start Exploring myguide' or 'Tutorials' below.

To the right of this text is a large red circular icon containing a white house symbol. Below the text and icon are two buttons: "Start Exploring myguide" and "Tutorials".

The Windows taskbar at the bottom shows the "start" button, several open applications including "Inbox - Microsoft Out...", "Welcome to myguide ...", "CI Board RCJ 200603...", and "Cybrarian Hand-Over...", and a system tray with various icons and the time "10:45".



# myguide Test System - Email Inbox

Email - View Folder - Inbox - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

**myguide**

Welcome robin

Email - View Folder - Inbox

hearit change text size change colours

My Home  
Logout  
Search  
Settings  
Information  
**Email**  
Help  
About Us

**View Folder -Inbox**

Select email from the list, and then click on option below.

	email address	email title	Date	status	Attachment
<input type="checkbox"/>	"Robin Jeeps" <rjeeps@ufi.com>	CI Board meeting	28/03/06		
<input type="checkbox"/>	"Robin Jeeps" <rjeeps@ufi.com>	RE: test	21/03/06		
<input type="checkbox"/>	myguide@myguide.net	Welcome to myguide.	19/03/06		

Back Read Write Delete



Done

start

Inbox - Microsoft Out...

Email - View Folder - I...

CI Board RCJ 200603...

11:27

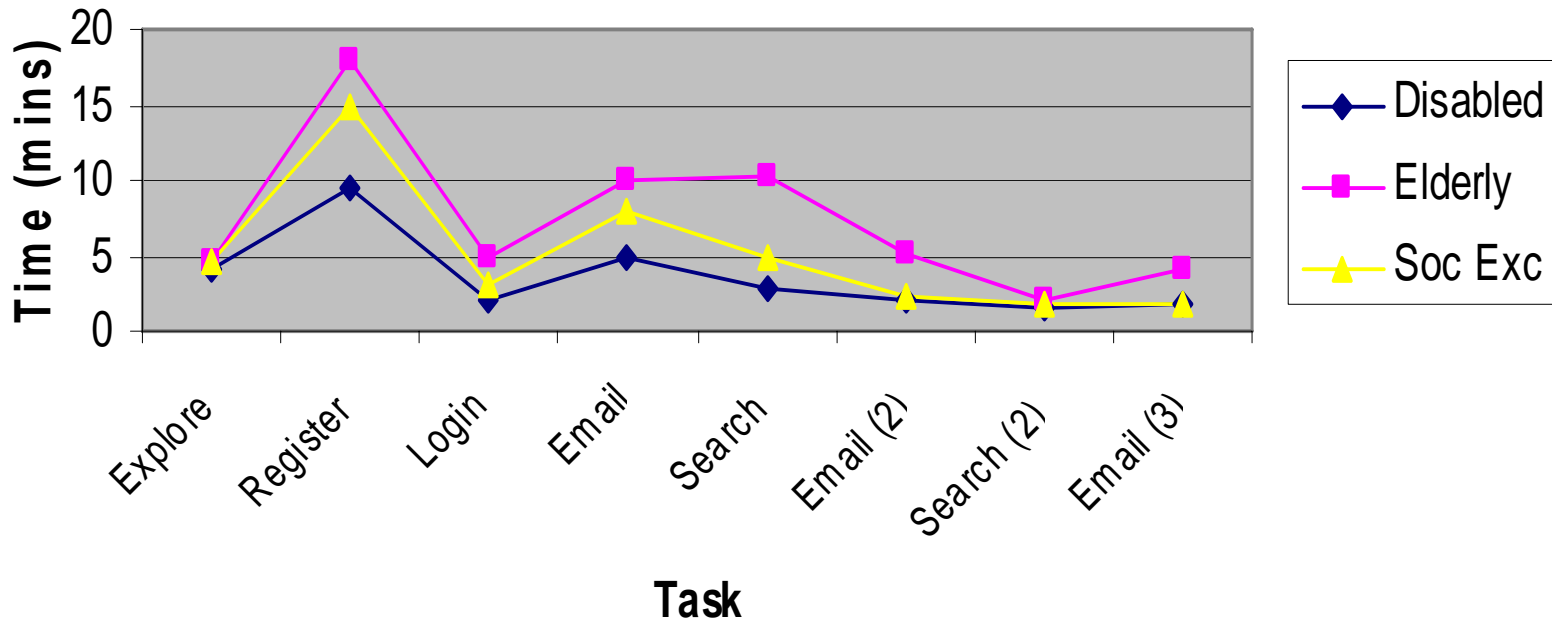


User Group	Success/ Attempts	Success rate (%)
Disabled	57/65	88%
Elderly	24/26	92%
Socially excluded	28/31	90%
<b>Total</b>	<b>110/122</b>	<b>90%</b>

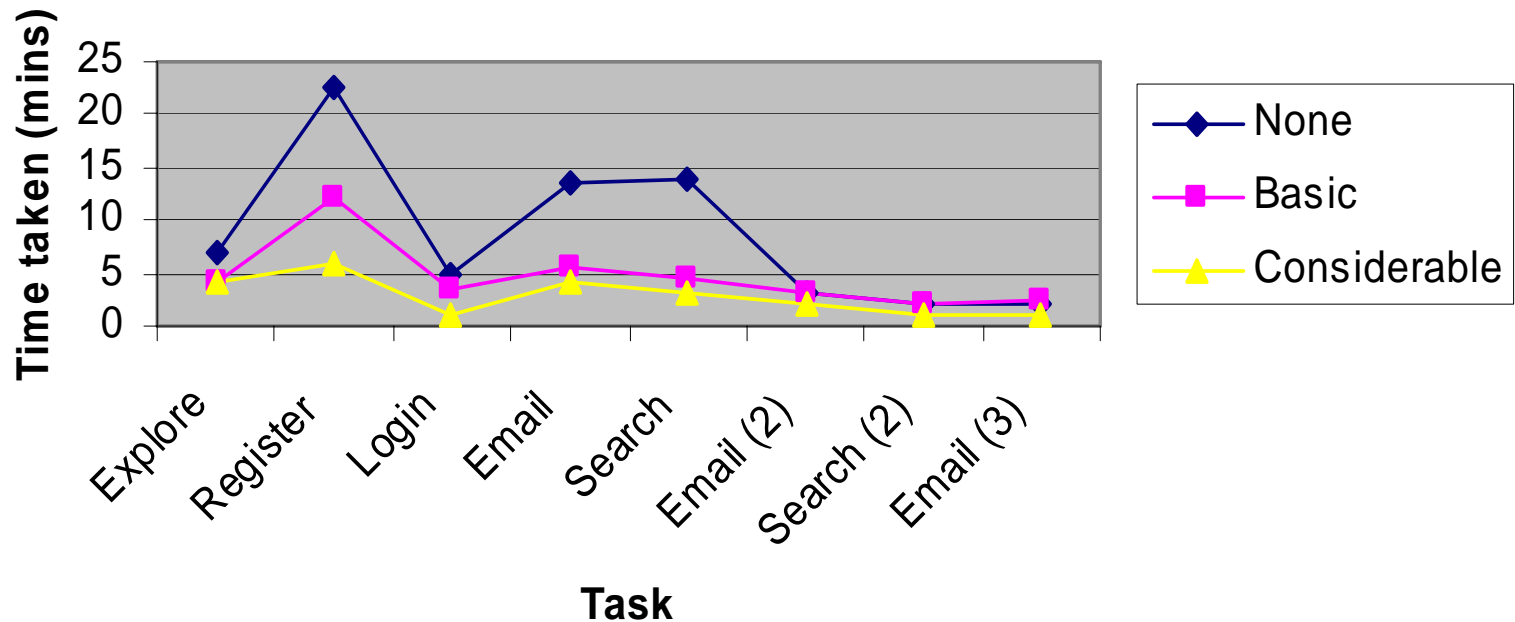
**Usability Evaluation – Designed for All**  
 Success rates over the user groups



# Time taken to attempt tasks

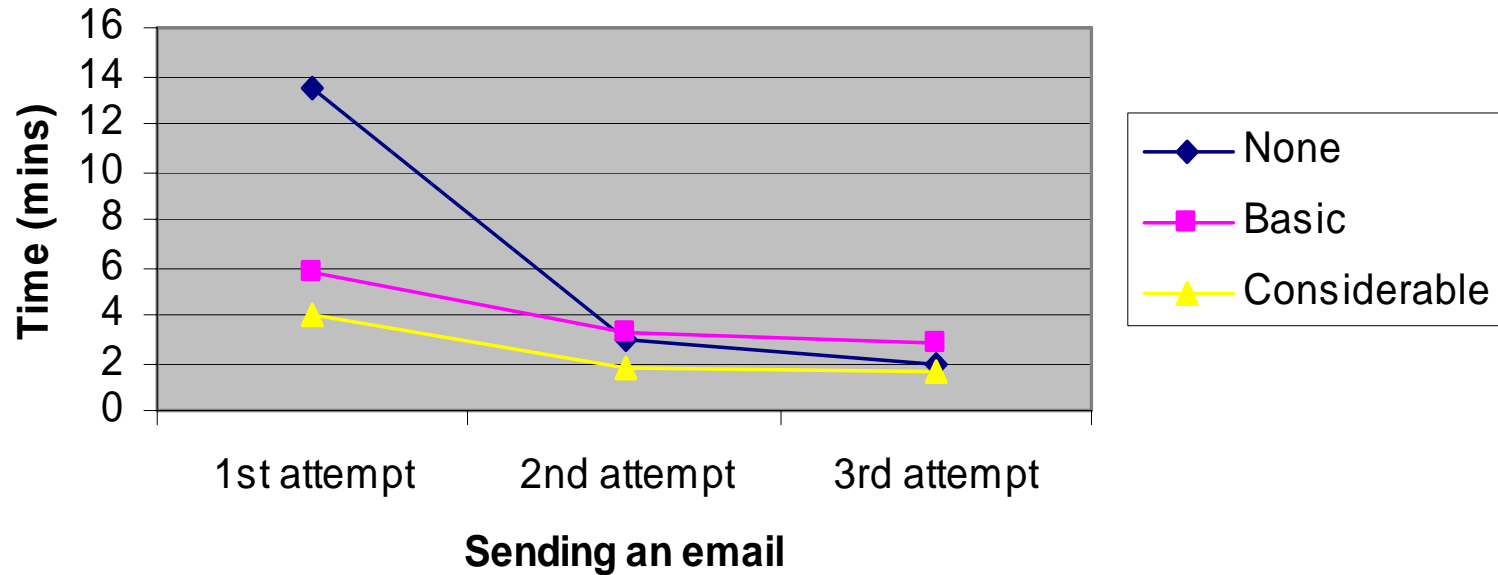


## Time taken to attempt tasks



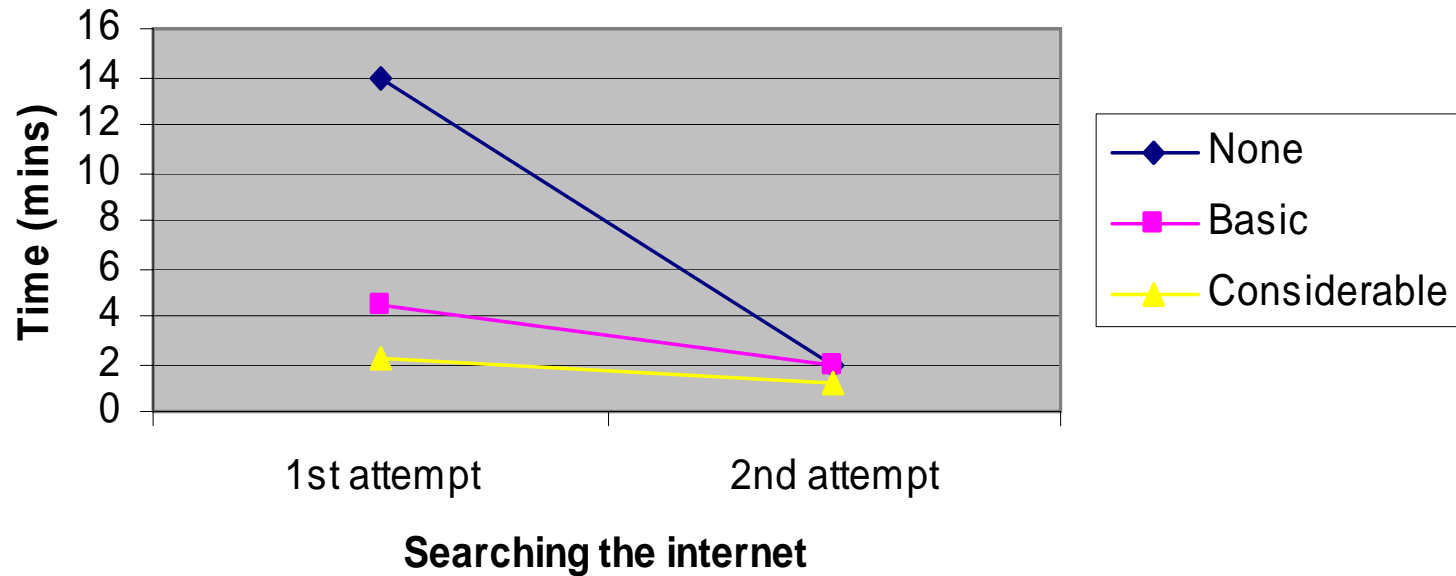
People's previous internet experience was a determiner of task completion times

## Time taken to do email tasks



Users with no internet experience ('None') quickly reach performance times comparable to internet users with 'Considerable' experience when sending an email

## Time taken to do search tasks



Users with no internet experience ('None') quickly reached performance times comparable to internet users with 'Considerable' experience when searching the internet



# Enablers

- Getting people to the centre – motivation, word of mouth, relevance
- Simple system, easy to use:
  - plain English and simple design
  - large buttons
  - change font size
- Assistance on hand – increasing readiness to “take risks”
- Informal locations – sitting alongside similar people



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