Connecting Older People: Helping to Deliver Government Services

Helen Milner

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 proto-typed with users
  - pilot with over 1200 users since March

learndirect® UK online centres myguide ufi

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.... "

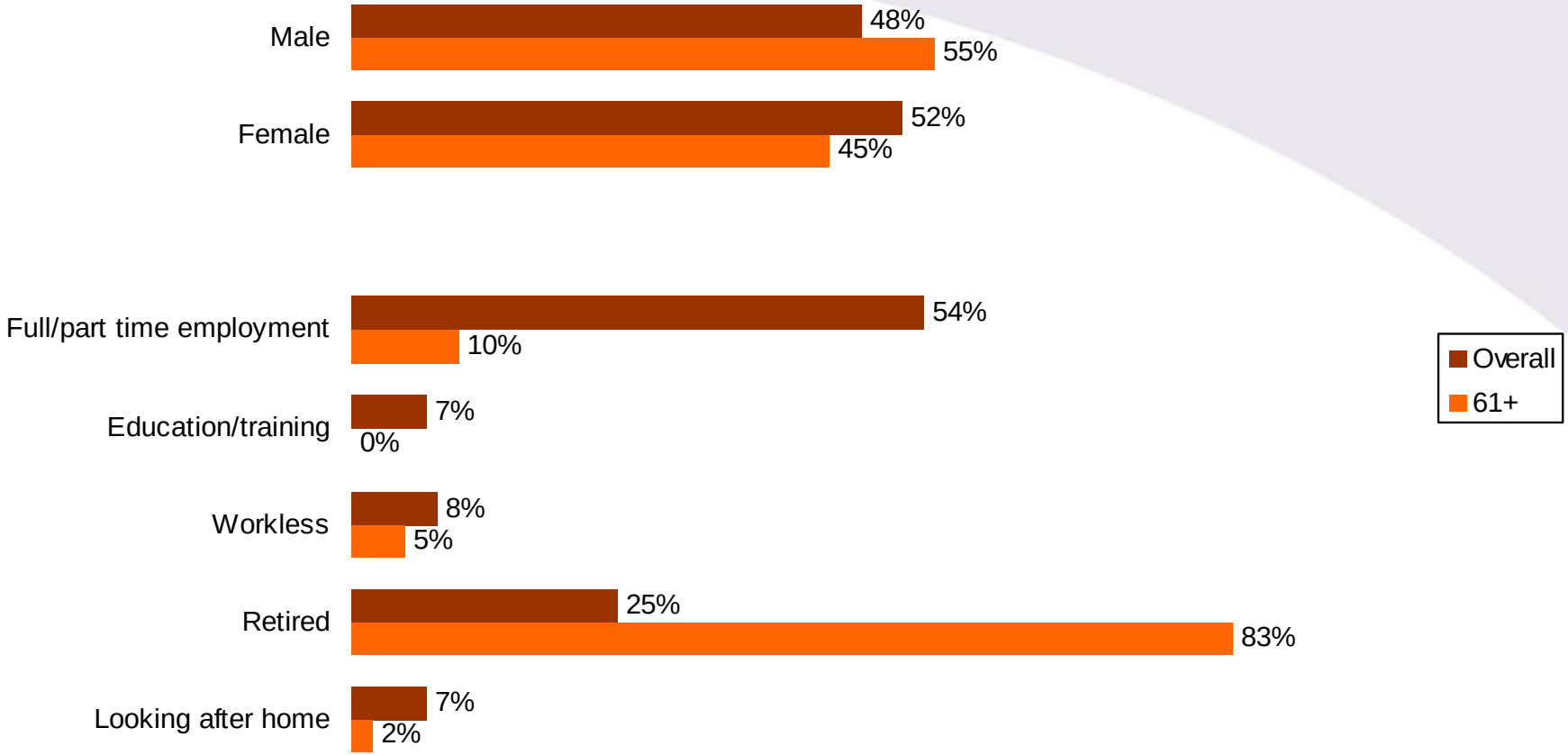
Prime Minister's foreword to "Transformational Government: enabled by technology"

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

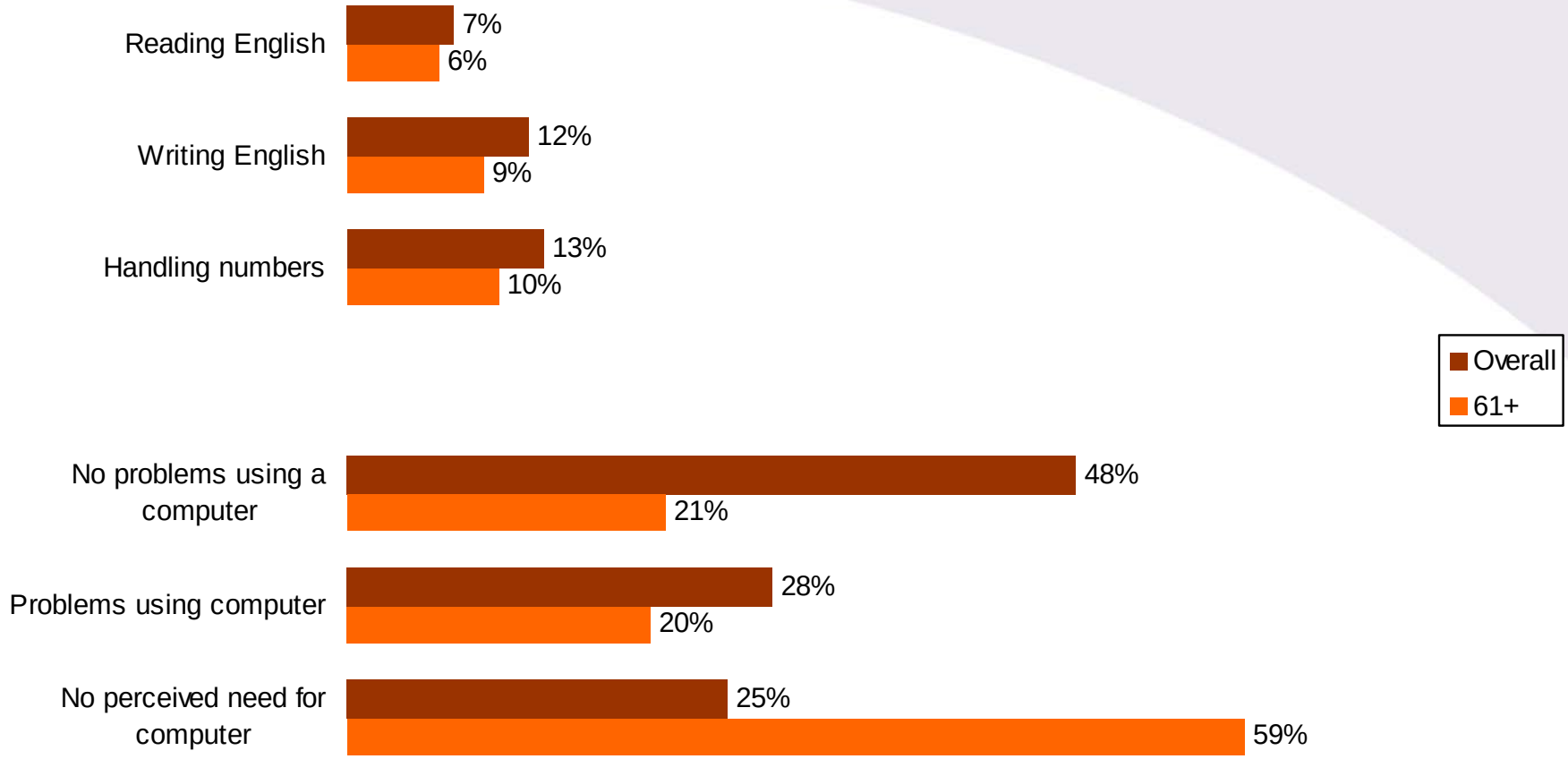
Respondent demographics

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



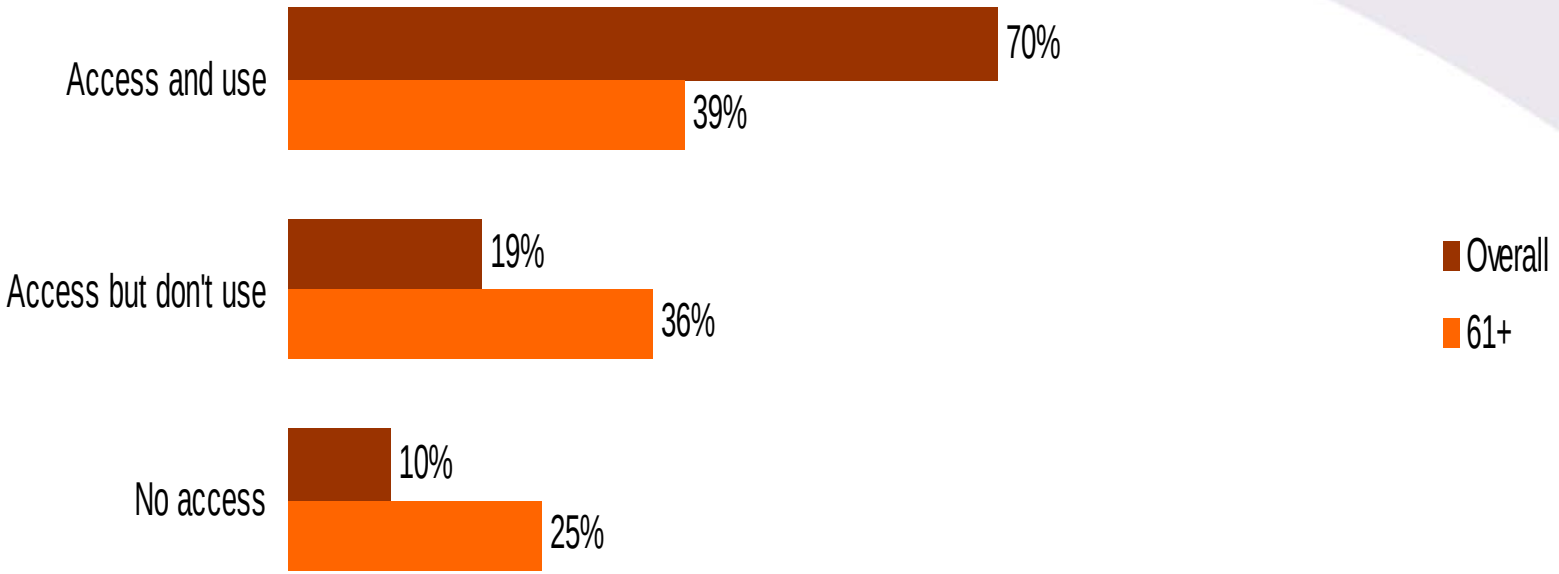
Computer literacy

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



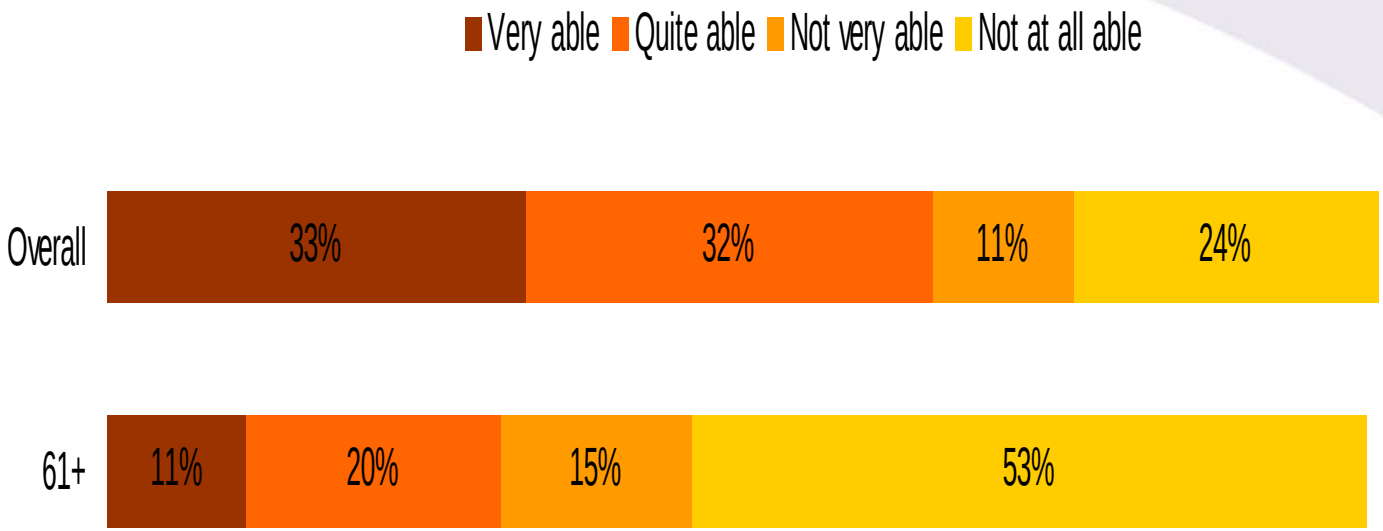
Access to the internet

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



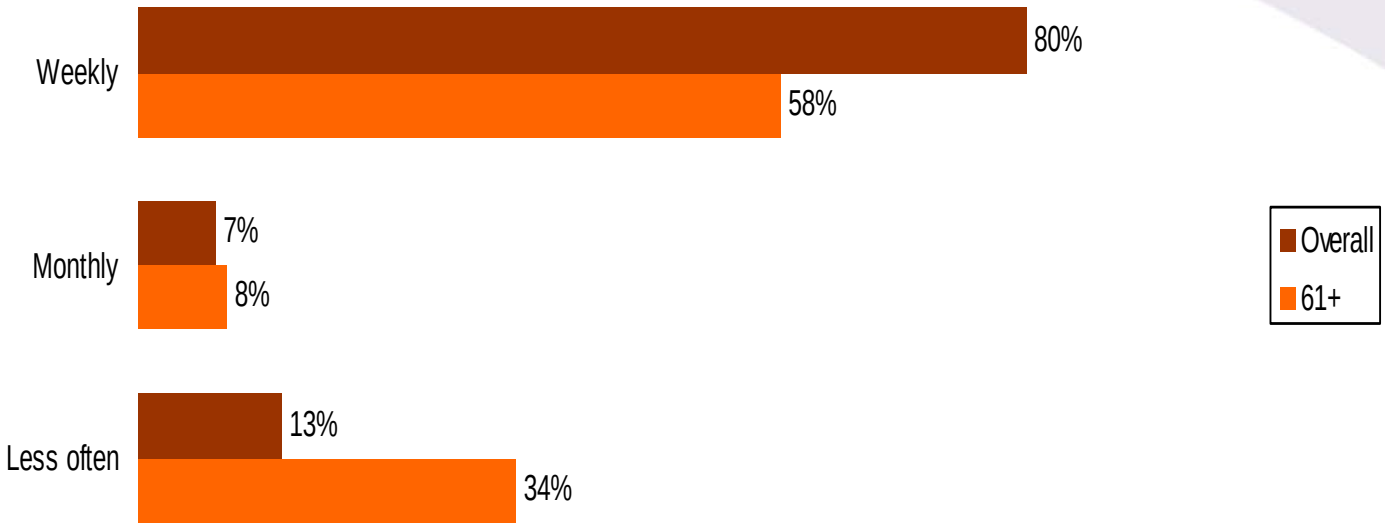
Self assessed ability on the internet

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



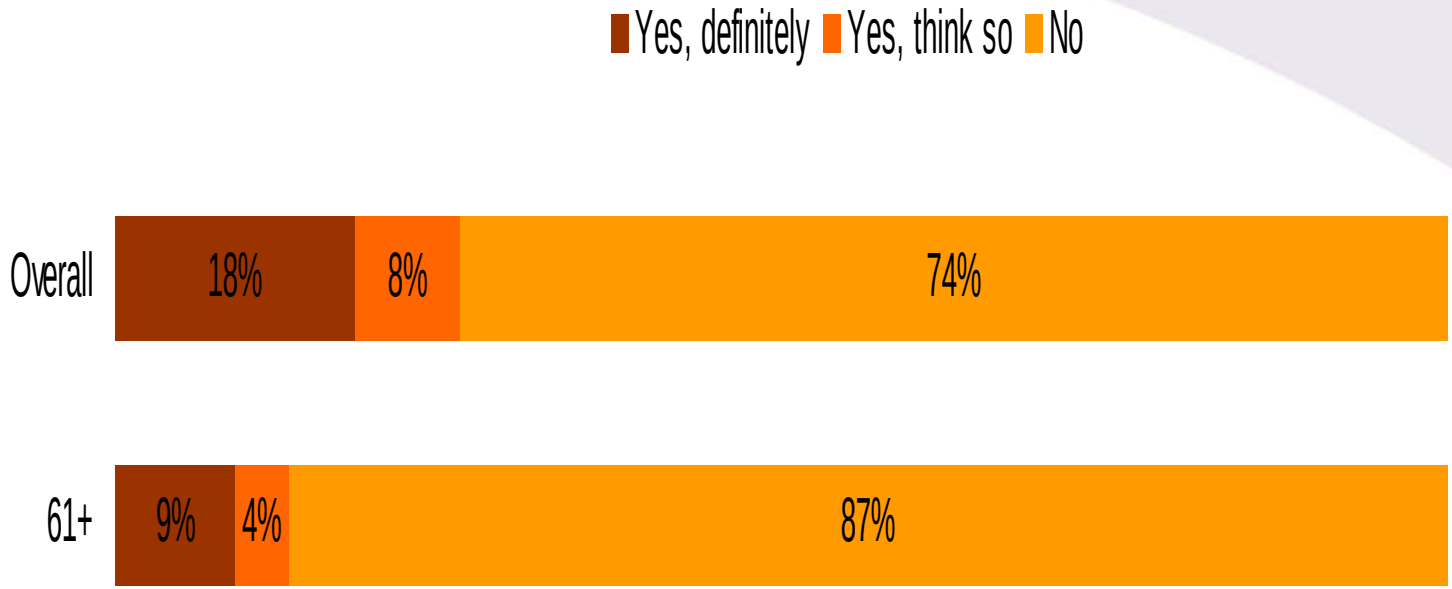
Frequency of using the internet

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



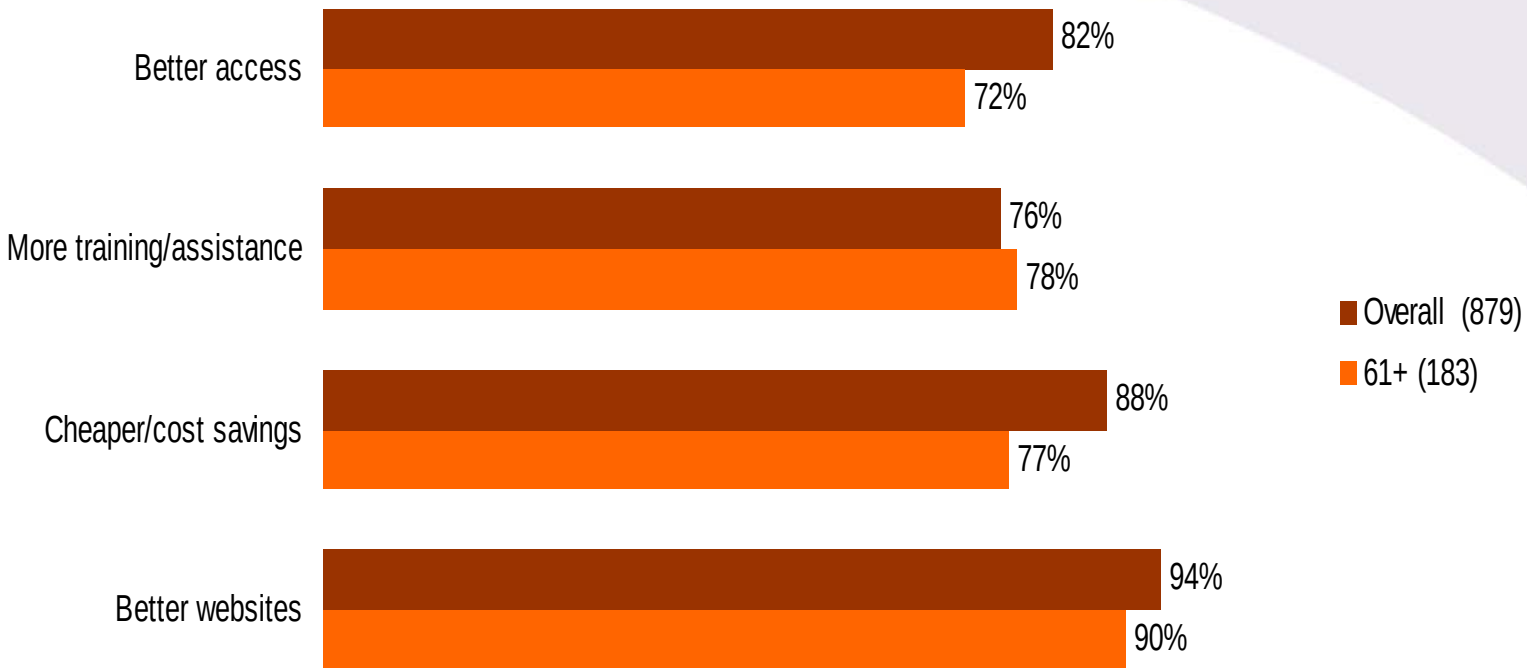
Awareness of Directgov

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



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

"Now I can keep in touch with all my family and friends."
Graham Waters
my guide
the easy way to find out how to use the internet
0800 015 8815
"Now I can keep in touch with all my family and friends."
Graham Waters
my guide
0800 015 8815
04/05/2006

Market Clusters

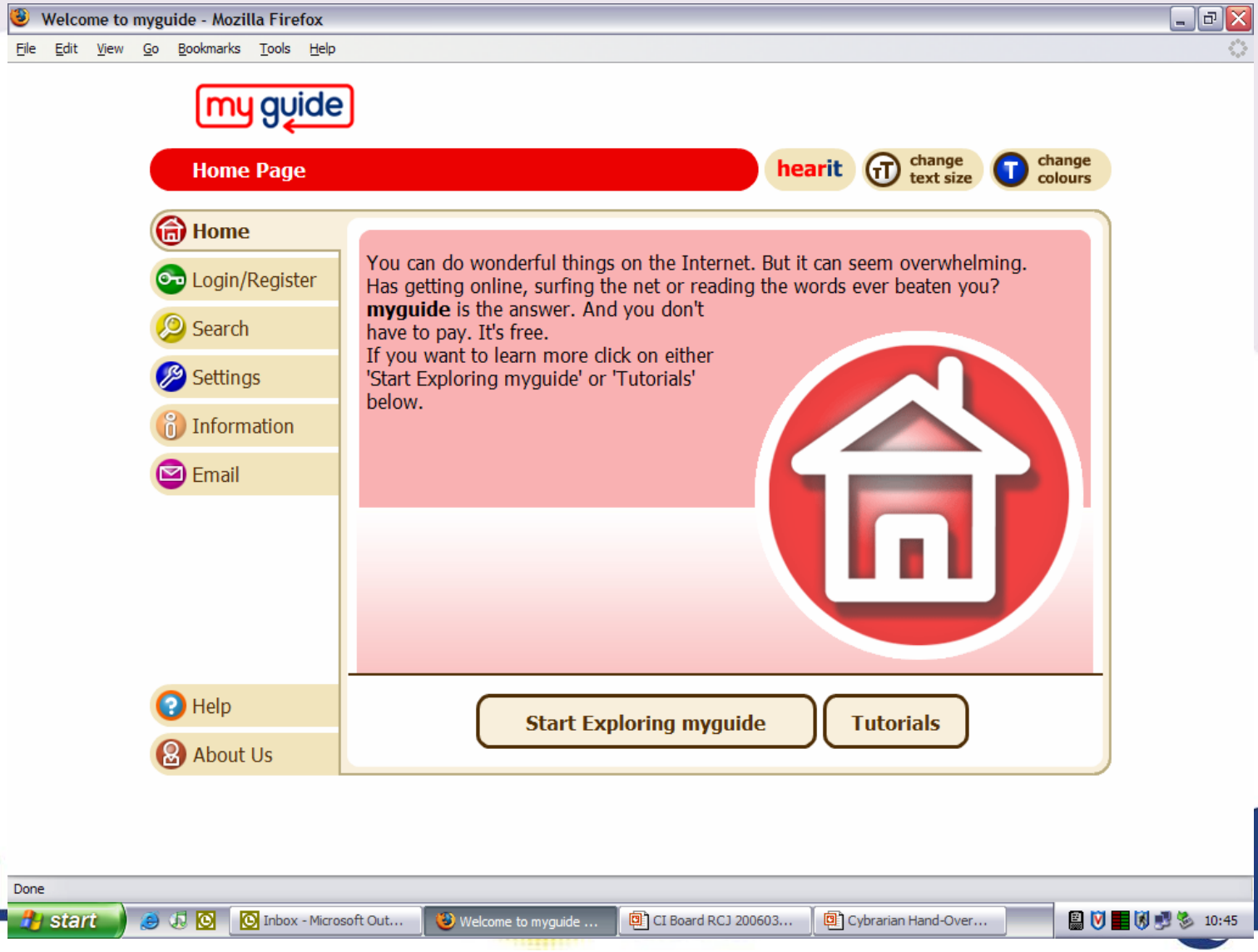
Disinterested	Sceptical	Price sensitive	Forward thinking	Potential to learn	Want to learn properly
25% = 4.3m	17% = 2.9m	13% = 2.2m	13% = 2.2m	20% = 3.5m	20% = 3.5m
55+ Not working Few formal qualifications BME	55+ Not in work Children at home C2DE	Female C2DE Few formal qualifications BME	Educated (to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

Greater exclusion and harder to access

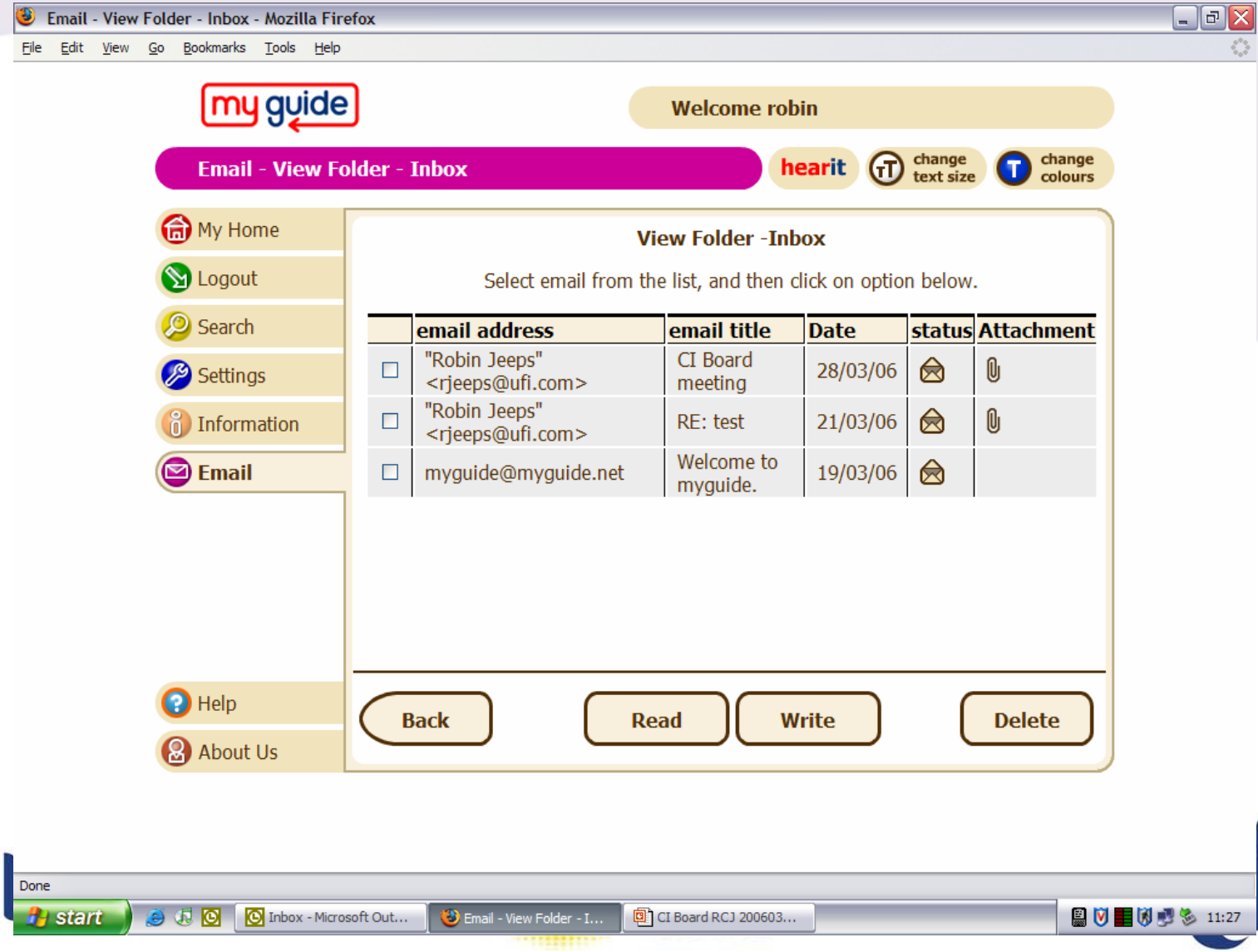
What is myguide?

- 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



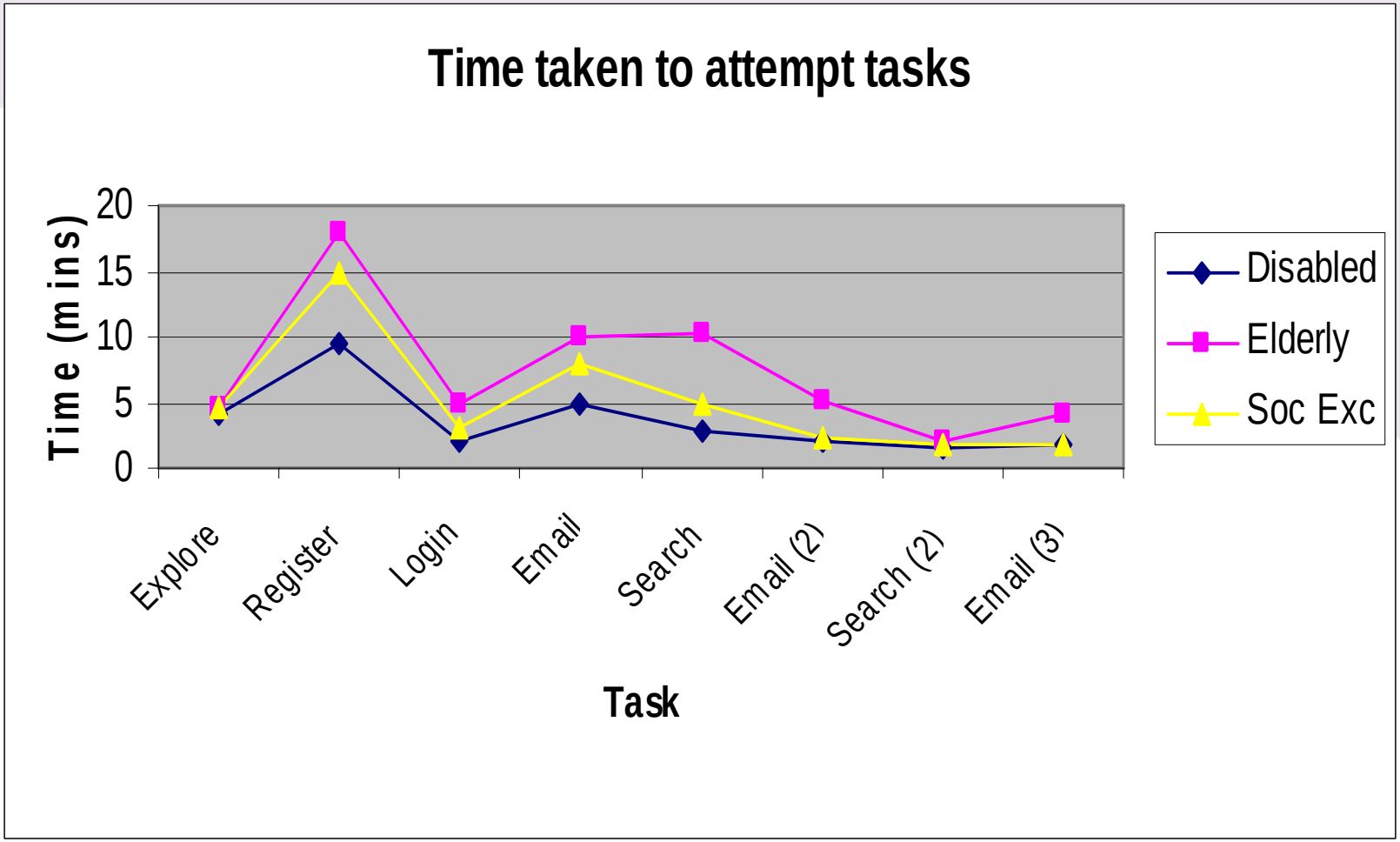
myguide Test System - Email Inbox

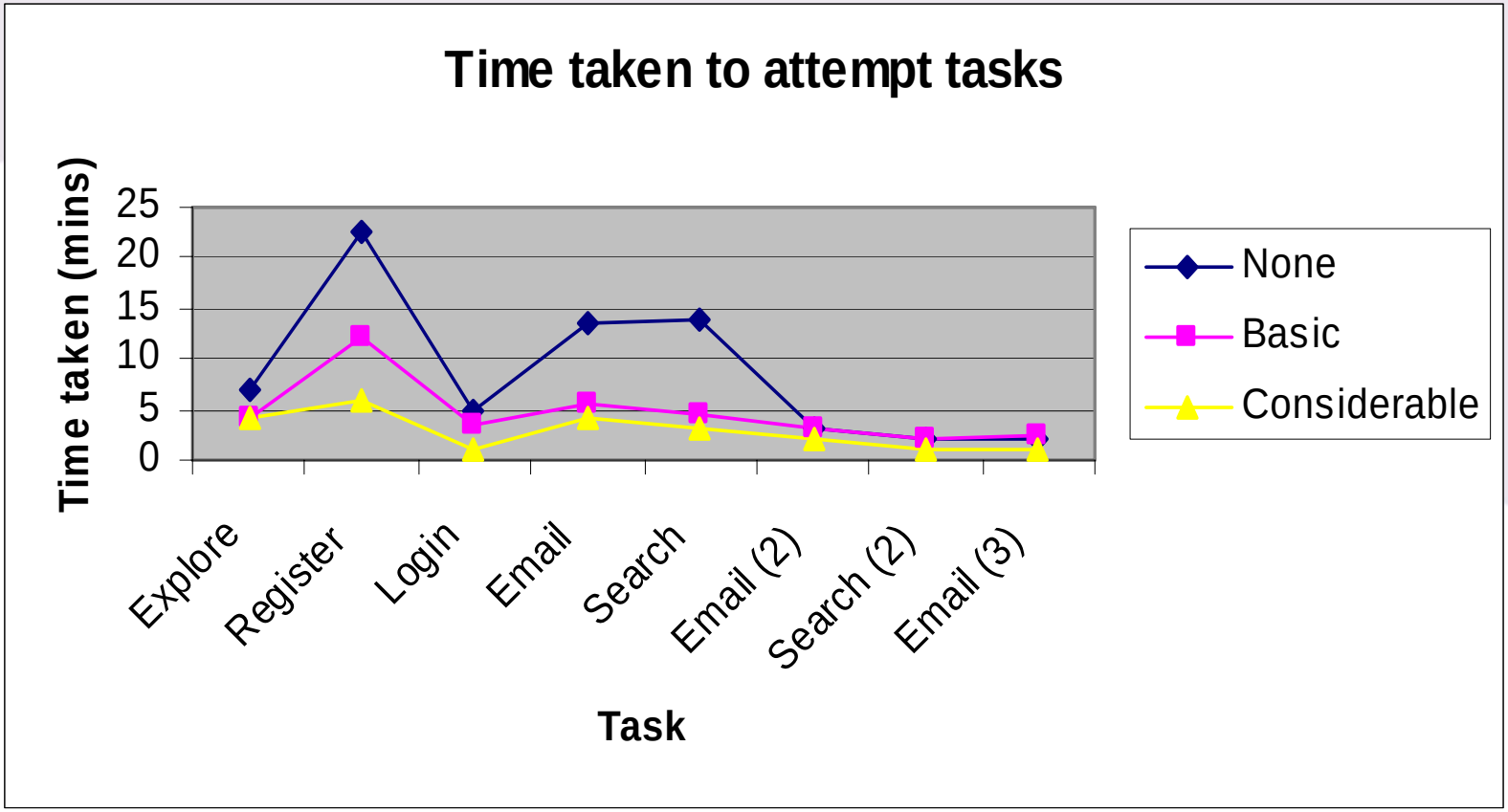


User Group	Success / Attempts	Success rate (%)
Disabled	57/65	88%
Elderly	24/26	92%
Socially excluded	28/31	90%
Total	**110/122**	**90%**

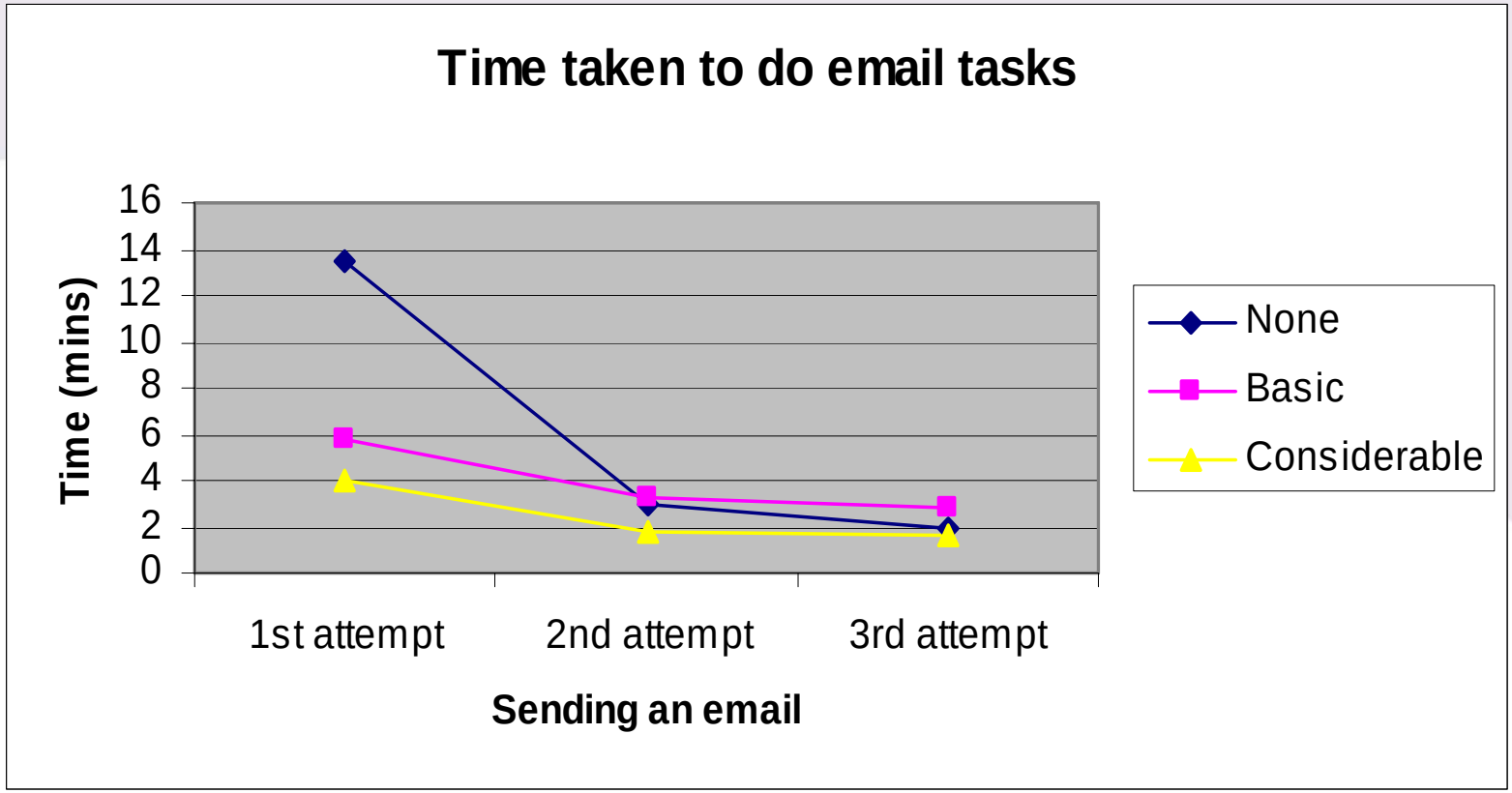
Usability Evaluation – Designed for All

Success rates over the user groups

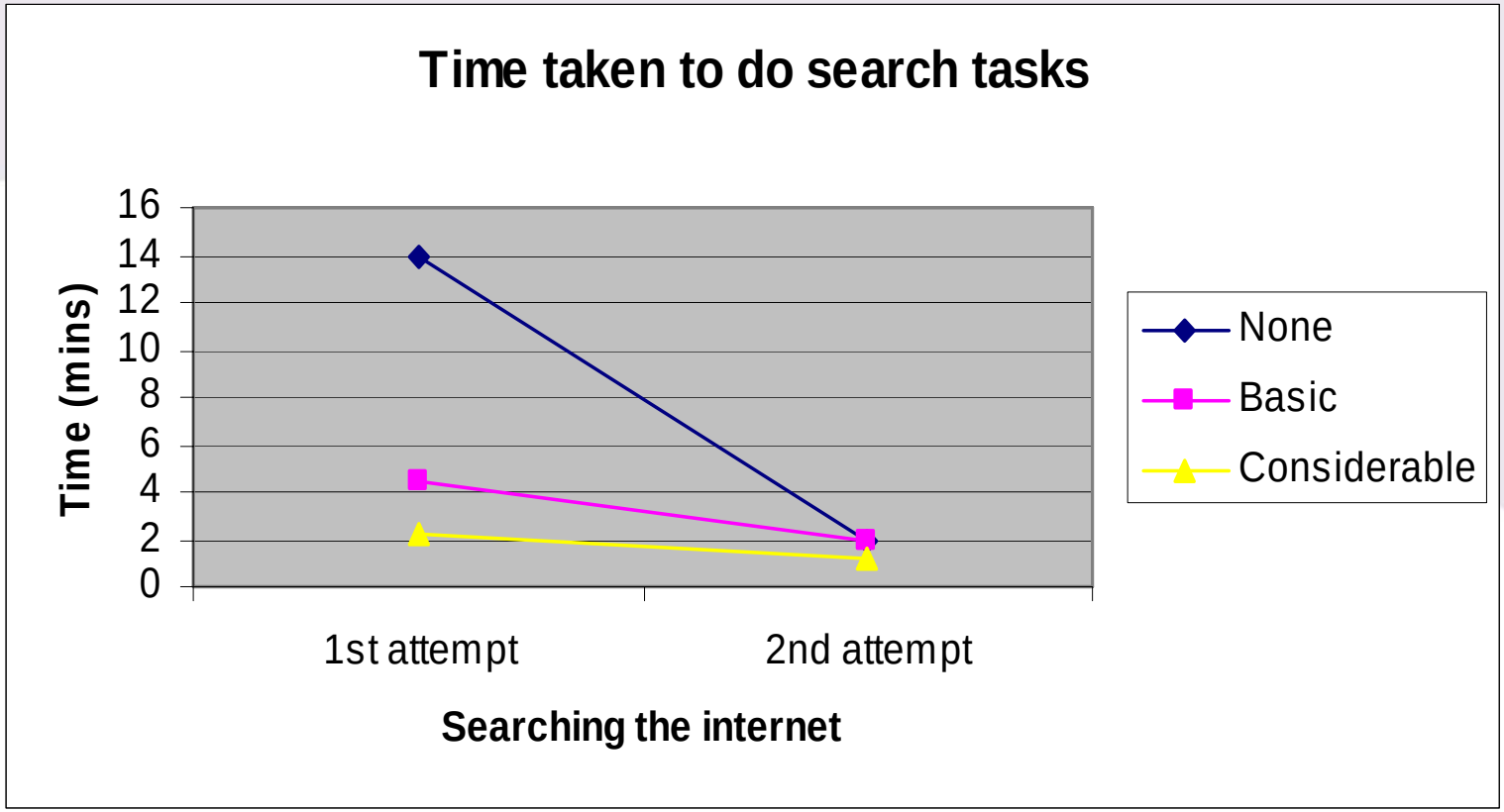

Time taken to attempt tasks
Time (mins)
20
15
10
5
0
Explore
Register
Login
Email
Search
Email (2)
Search (2)
Email (3)
Task
Disabled
Elderly
Soc Exc



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



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



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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