

Delivering digital participation:

the consumer perspective



The consumer framework for digital participation



What people need to get online and get the most from the internet

To get interested

To get online

To make it work

To enjoy the benefits To manage the risks

Lunderstand how the internet can benefit me

The services & equipment I need are available to me

I can get set up and connected

Lcan communicate effectively

I can protect myself (and my children) online

The benefits of the internet are worth the effort

I know how much it will cost and can afford it

I can use the equipment

I can find the

content and

information I

I can interact with the content & services I choose

I can create

I can judge whether content & services are truthful & reliable

I know my rights

I have the confidence to try

I can choose the right equipment & services for me

I can get help

making these

choices if I

need it

am looking for can get help

when and as often as I need it

and content if I responsibilities choose online

I can pursue my passions

Using the Framework



- Identify gaps and overlaps in current provision;
- Highlight the particular needs of different groups;
- Target new provision; and
- Assess progress.

Key messages



- People must see a compelling personal benefit.
- Many people need end to end support.
- People need help with purchase and set up.
- There needs to be more focus on the needs of disabled people.
- Some people might never get online.

Suggested priorities for action



- Campaigns to engage friends and family;
- Setting up buddy networks;
- Providing help and advice to help people choose and set up equipment and services;
- Sign-posting to join up different sources of help and support
- More research into the experiences and needs of disabled people;
- Government action to increase accessibility; and
- Suitable offline alternatives to online public service delivery.



It was frustrating knowing it would be good but not knowing how to do it. When I did have a go it was exciting, but as soon as I became adventurous it became frustrating and got worse.