



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



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.