

NEWHAM DIGITAL EXPERIENCE PERSONAS

WE ARE NEWHAM.

Who are our residents and how do they use our services?



Abdul



Anna



Osman



Zainab



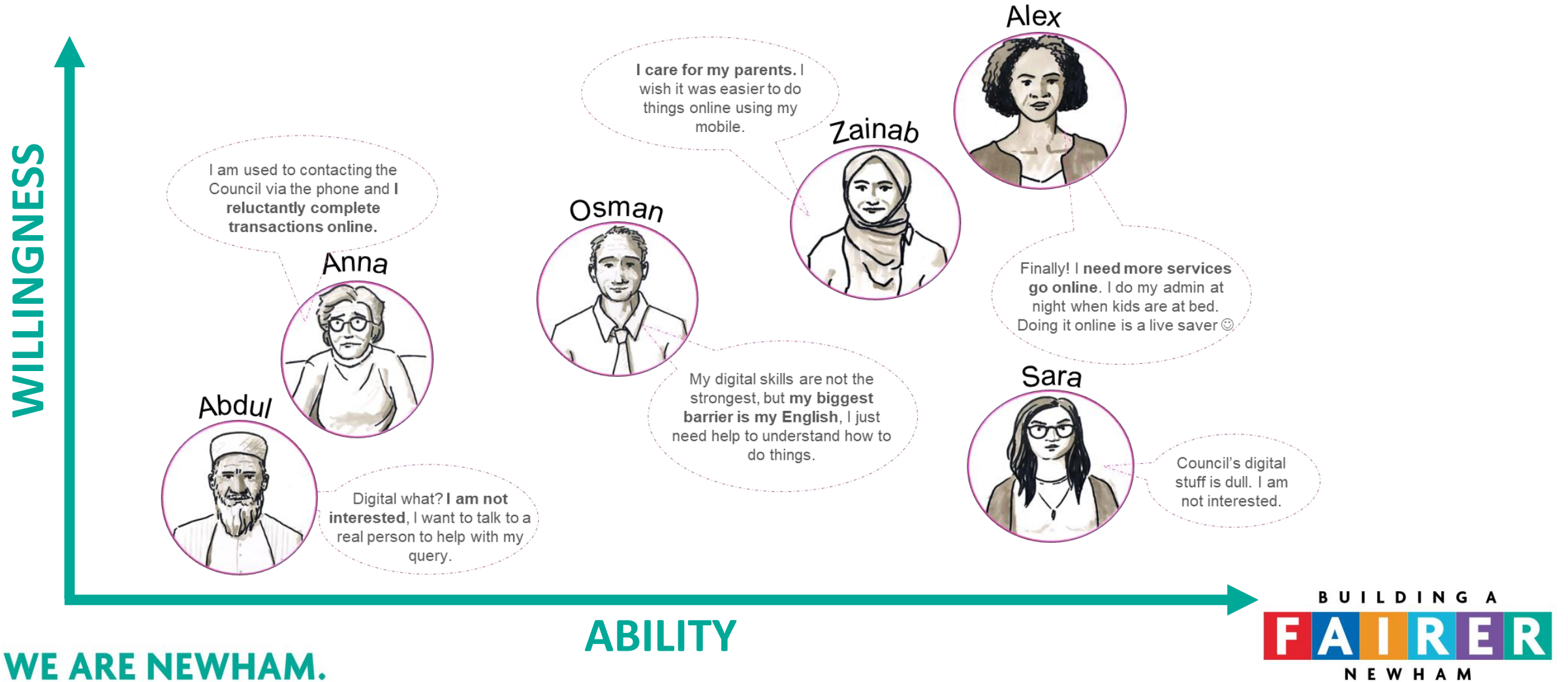
Alex



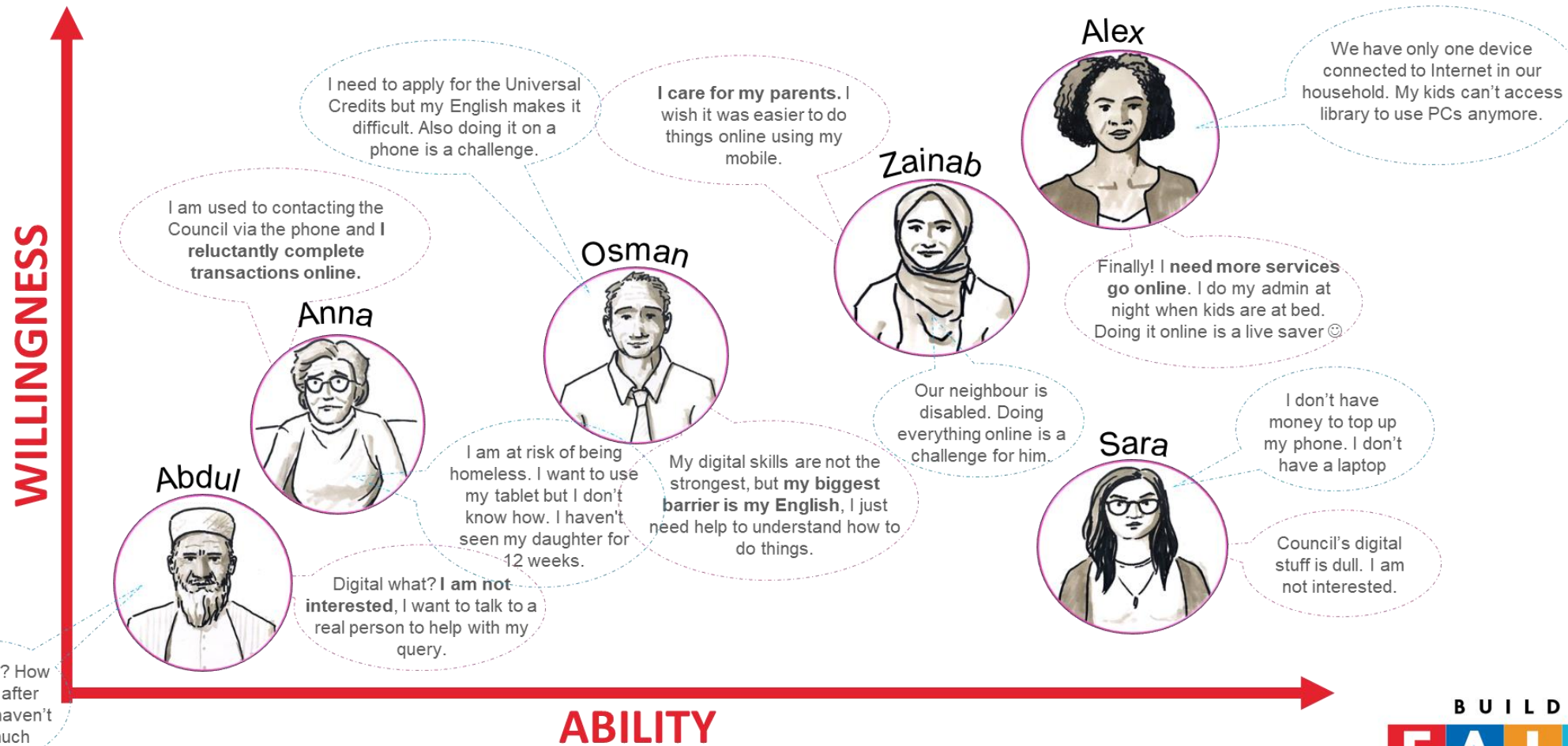
Sara

Digital Preference	Abdul	Anna	Osman	Zainab	Alex	Sara
Digital Preference	<i>Never have, never will</i>	<i>Reluctantly online</i>	<i>Basic digital skills</i>	<i>Confident</i>	<i>First Choice</i>	<i>First Choice</i>
Persona Type	Elderly and has accessibility needs	Is used to contacting the Council via phone and reluctantly completes transactions online	Recently moved to Newham, has a physical disability and English as his second language. Has basic knowledge of how to complete transactions online. If trained, would use online services more.	Carer for parents - completes transactions online on behalf of her parents and is adept at using online services.	Expert at using online services - is very task orientated and will only contact the Council a couple of times a year via the Portal. Has a son with additional needs.	Expert at using online services – especially social media and mobile apps. Recently lost her job and struggling to apply for jobs online. Doesn't use council services much and isn't aware of help available.
Council interactions	Phone/Face-to-face	Phone/Face-to-face/online	Face-to-face/Phone/Online	Face-to-face/Phone/Online	Face-to-face/Phone/Online	Social media/Online
Future Council interactions	Same or less Phone/Face-to-face More assisted digital	Less Phone/Face-to-face More Online More assisted digital	Less Phone / Face-to-face More Online	Limited Phone / Face-to-face All Online	Limited Phone / Face-to-face All Online	All online

Digital confidence of Newham residents



COVID-19 expands digital exclusion of Newham residents



WE ARE NEWHAM.

Abdul.... “This isn’t for me...”



COVID-19? How do I look after myself? I haven't heard much

Digital what? I am not interested, I want to talk to a real person to help with my query.

About me

Abdul, 71

Recently retired cook

Rents flat in Royal Docks for last 30 years

Widowed and lives alone

Loves to chat and knows nearly everyone in local area

He tried once the 'Internet thing' but it is 'broken' and doesn't work in his flat

Goals

- Be useful
- Enjoy each day – get out and about to see people
- Provide advice to younger lads

Frustrations and pain points

- Waiting for a long time on phone before getting through
- People who don't clear up after themselves – it is common to see small bags of rubbish dumped on roads

WE ARE NEWHAM.

Bio

I've just retired from my job in the kitchen of a local restaurant, spent most of my working life there. I like the Royal Docks Learning and Activity Centre, the staff are great and I like the activities. I like popping to the shops each day.

With everything closed, I haven't been able to get out and about. Jane from RDLAC has been calling me each week – I enjoy our chats.

She keeps encouraging me to video call with her and others in groups as she knows I am missing my daily popping to the shops but it is too much for me. I tried it once and it didn't work. It is too confusing and I just want to chat.

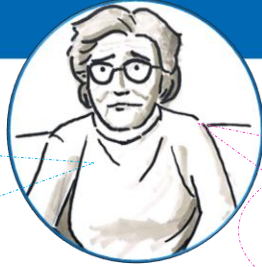
I rely on the radio for news and updates but this relies on me having to remember everything, would be good to have something in writing to go back to.

Digital experience

I got a second-hand smartphone from one of the young lads at the restaurant. They helped me get a simple contract with phone company for calls and some data.

Everything seems to be online these days – the doctors want emails for repeat prescriptions and an app to book appointments (getting through on phone is taking a lot longer). Everything is online.

Anna... “I am at risk of being homeless...”



I am at risk of being homeless. I want to use my tablet but I don't know how. I haven't seen my daughter for 12 weeks.

I am used to contacting the Council via the phone and face to face, and I **reluctantly complete transactions online.**

About me

Anna, 55

Works locally for a national supermarket on the checkout
Lives alone, her landlord indicated she will not extend her contract after September
Grown up daughter who lives in shared house with friends

Goals

- To have a safe and secure home
- To not be a burden on my daughter – she has her own life to live
- To have more friends

Frustrations and pain points

- Being too stupid to make the tablet work
- I've always been able to work things about before – I left school with no qualifications and managed to provide for myself and my daughter. I am capable

Bio

My landlord wants to sell my home and need to start looking for somewhere new to live but it is all so much more expensive than my current home. I can't believe I might be homeless I never thought it would happen to me. I haven't told anyone yet.

I've been speaking to my daughter during lockdown. She bought me a tablet for my birthday – it was too much for her to spend – I don't want to tell her that I don't use it. I know she worries about me being alone.

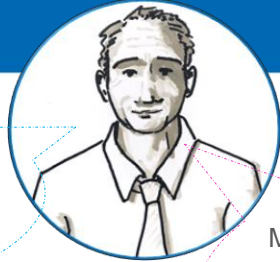
I called the council but they can't see me atm. I don't understand what I need to do online. I tried a few times but the tablet never seems to work. They said they might send me some paper work. I am getting really stressed.

Digital experience

I use the tills at work but that is about it. They print out anything important at work and pin it to the notice board. There was some online training but they provided the PC and I was given help to login and take the test.

I have a tablet and my daughter pays for a little data so I can contact family and friends. I don't know how to use it.

Osman... “I can’t always understand the language...”



I needed to apply for the Universal Credits but my English made it difficult.

My digital skills are not the strongest, but **my biggest barrier is my English**, I just need help to understand how to do things.

About me

Osman, 30

Lives in rented accommodation

With wife and 2 kids - m2 and m5

Work as cleaner for a contractor of TfL. It is shift work – sometimes I work weekends but have days off during week

Eyes open to digital opportunities

Goals

- To give my wife and kids same opportunities as others
- To have an office job and be home at weekends

Frustrations and pain points

- Cost of Wi-Fi and IT kit – way beyond our means but without this I am realising how we get left behind
- Long forms and complex information written in a difficult English

Bio

I have been supported by Skills Enterprise for 6 months. I originally queued for help on a wet Monday morning as a friend suggested I go – since the youngest was born we have struggled with money.

I felt really welcomed and they helped with all sorts of benefits and household bills that I still don't fully understand. I've realised the importance of learning official English for all my family. All these terms make it seem like super-enhanced English. My kids and wife are starting to become regular visitors.

I used a PC before but I need to practice more. All my life I have done things on my mobile.

I started with learning how to login and use a mouse. Having completed a few courses I am starting to feel more confident and thinking about the possibilities these new skills could bring – what next?

Digital experience

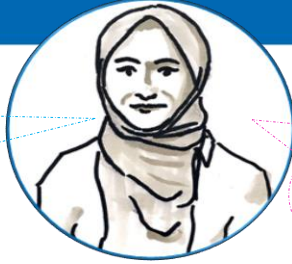
Four months ago, I turned on a PC for the first time and have really enjoyed learning. I now volunteer as an tutor's assistant on the very course I started on – teaching others makes me so much more confident.

We have nothing at home and no real options to buy anything.

My wife and I share a mobile phone but there is no internet access.

Zainab.. “People with disabilities struggle the most...”

Our neighbour is disabled. Doing everything online is a challenge for him.



I care for my parents. I wish it was easier to do things online using my mobile.

About me

Zainab, 33

Mother of one child and is 5-months pregnant with her second
An ex-teacher who gave up work to care for her parents who live with her and her husband
Joint owns her home with her husband in East Ham
Helps her neighbour with their daughter who is paralysed.

Goals

- To have a happy and healthy family
- Provide good quality care to her parents and easily flex as needed

Frustrations and pain points

- Too many phone calls to too many different teams about care for my parents – yet my neighbour daughter is disabled and has to do all applying online. All she has is a phone. The balance doesn't seem right

Bio

I enjoy caring for my family and seeing how my son and parents play together.

There has been a lot of changes to my parents care and this was quite stressful to work out – there wasn't an easy way to me to manage this. Being able to do more on my phone whilst holding a baby in the other is a life-saver.

I started helping their neighbours with their daughter, especially stuff online. They don't have a laptop and a lot of forms they need to do are online.

Digital experience

Used to technology through studies and whilst teaching both via family laptop and on her phone.

Lot of apps to manage banking, shopping online and keeping in touch with friends.

Ellie, neighbour' daughter, likes to do things on a laptop. It seems to be much easier for her, yet someone has to be with her to click things through.

Alex.... “Can’t afford to buy a laptop for my kids...”

We have only one device connected to Internet in our household. My kids can’t access library to use PCs anymore.



Finally! I need more services go online. I do my admin at night when kids are at bed. Doing it online is a live saver ☺

Bio

- When at work each day at school is crazy busy so no opportunity to do any ‘life stuff’.
- Post work is ferrying kids to various activities, last minute dash to shops to buy things to cook dinner.
- We have 1 old PC in sitting room. Normally kids use computers at libraries but now the kids need to share the one at home or do things on my phone. We have a strict schedule for evenings – I spent a lot of time and energy sorting out PC disagreements.
- Once kids are all fed, homework checked and any sports/activity kit is ready for the next day – I get to relax and go online.

Digital experience

Online is fun, messaging friends on social media and browsing home design ideas. Even the dull tasks are better to do online especially all school information and comms and banking.

We have the cheapest Wi-Fi I could find and it is ok for our 1 PC. Ideally we had one more, preferable a good laptop.

I am worried my kids are falling behind because I can’t provide any more. I know their friends have better access.

The oldest one uses my smartphone but more and more homework or activities need special applications on modern computers. She just dropped out of her music club as she wasn’t able to use the software they used to create music.

Kids view - we know mum tries but she doesn’t realise how important it is to have our own stuff.

About me

Alex, 40

Salary of £18, 567 a year

Teaching assistant – full-time

Council tenant of 3-bed house in Greengate

Divorced with 2 kids – m10, 12 and f15

Kids at Curwen Primary School and Lister Community School

Busy, busy and more busy

Goals

- Stay sane and meet friends once a week
- Kids to be happy, healthy and prosper
- Saving for summer activities for kids

Frustrations and pain points

- Policing the PC schedule – can do without this
- Having to phone to fix things that have gone wrong – why can’t everything be completed online

WE ARE NEWHAM.

Sara...“Can’t afford to top up my mobile for extra data...”



I don't have money to top up my phone. I don't have a laptop

Council's digital stuff is dull. I am not interested.

About me

Sara, 23

Recent graduate - Rents a room from an old couple in West Ham

Just lost her job – it was zero hours contract with an events company

Social butterfly and social media fan

Run out of credit on her phone

Goals

- Running my own company – had thought it might be an events company and is now rethinking but has some good ideas around digital entertainment options

Frustrations and pain points

- When companies expect you to have a laptop to apply for jobs or access information – can't do it by phone
- Phone bills and Wi-Fi contracts are expensive, I can't afford both at the moment.

Bio

I really enjoyed my work – long hours but paid hourly so not too bad and whole workforce were young and liked to have fun.

When I wasn't working I was either sleeping or studying. I share a lot of my life on social media, some of the events I worked were really glamorous and I liked to post about these.

I am behind with my rent. I do need to find new work or get help with rent and bills.

Some jobs are easy to apply for online and others are impossible.

Digital experience

I live on my smartphone – I have hundreds of apps and all are really useful or fun. But I keep running out of data and there are limited places I can go to use free Wi-Fi.

I used the Uni and library computers when I needed to do something more serious online or just to use free Wi-Fi.

I am stuck, I can't buy any more data. Plus it is difficult being limited to a phone whilst job hunting and applying for help.

I don't really need to use council services online much but when I've wanted to find info I've checked their twitter account