Connected Communities

2 November 2020

Camden

Local Government Association

RSM

NHS Digital

Our mission:

**Helping people
get where they want to go
by facilitating independent travel**

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The team

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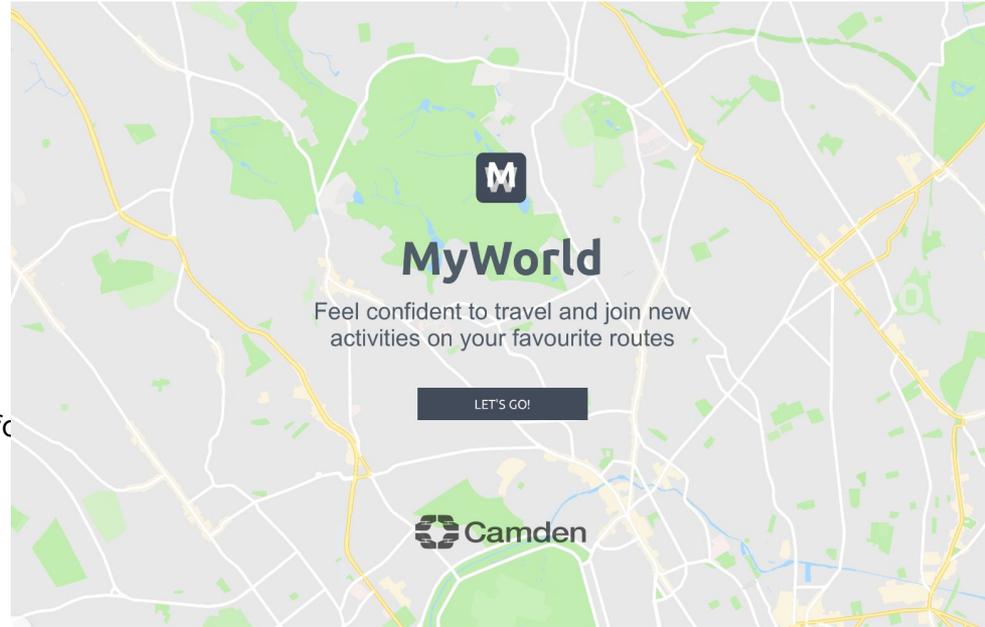**Mar Murube**
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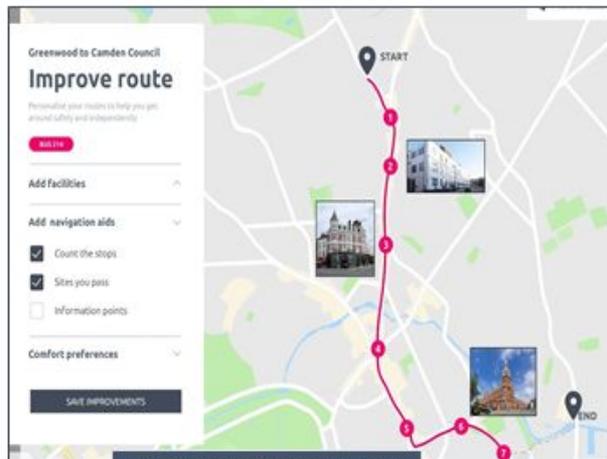Camden

The journey so far...

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1. Discovery Phase

- Engagement sessions with people with learning disabilities and older adults across Camden

- Five main themes identified
    - Education/awareness
    - Journey planning
    - Preparing to travel
    - Travel
    - When things go wrong

- Developed a prototype for an easy to read, use and f[...] map that allows individuals to
    - Plan their journey
    - Explore their community
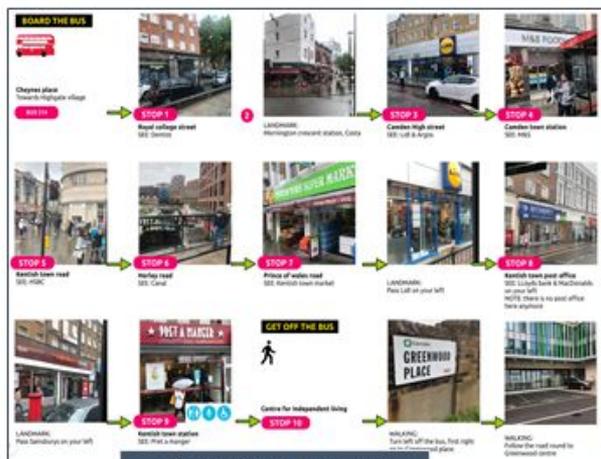   - Travel in their community

MyWorld

Feel confident to travel and join new activities on your favourite routes

LET'S GO!

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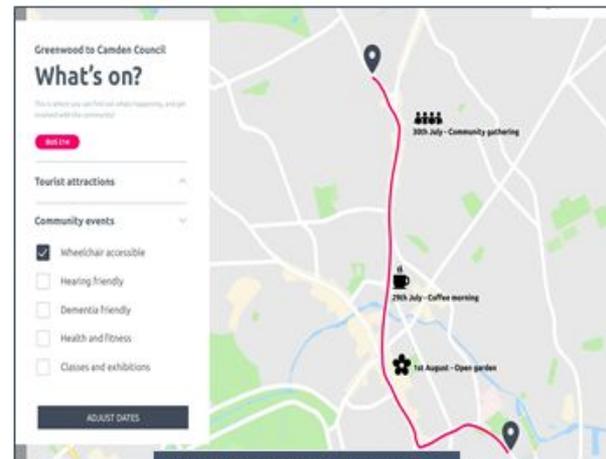Camden

2. My World Community Map

Prototype developed included features such as:

Pictures of landmarks

Community events

Step by step directions

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3. Implementation Phase

- Covid-19 had a massive impact on the project:
    - The project had to be put on hold
    - People were advised not to travel
    - We were unable to test the map in person
    - Had to take into consideration digital skills to conduct virtual engagement with residents including individuals who chose not be online

- Had to reconsider how the map could be repurposed to support individuals during the pandemic

- Had engagement sessions with residents in order to gain a better understanding of the impact Covid-19 had on people's experiences of making essential journeys

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What we have learned

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1. People's ability to move and live independently has been severely impacted

- In the first months of COVID-19 and during lockdown this applied to everyone, but it had an ever bigger impact in those that were in a vulnerable position, who had to shield and refrain from having any contact with the outside world.

- That meant that these disabled residents were no longer able to meet face-to-face with their carers or local groups and in many cases.

- They relied on volunteers, relatives and online services to do their daily errands.

- They were worried about losing their independence if they had had to go live with relatives or depend on more people.

"I don't go too far from home. And if I do my daughters will drive me. I haven't been on transport since March."

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2. People's inability to leave their houses has left them feeling more isolated and dependant on the help of others.

- Whether they had to stop meeting friends, do daily errands, attend group classes or meet at the pub, the links with any contact with people outside their household had been cut off.

- People now also face new health vulnerabilities, access vulnerabilities and emotional vulnerabilities.

- As a result they were feeling more lonely and isolated than ever.

"I haven't seen my family in moths… it's the first thing I want to do when I can go out again."
(resident shielding)

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3. Even after the movement restrictions eased, people still don't think it's safe to travel and leave their house as before.

- Regardless of the social distancing guidance in place, disabled people, those with pre-existing conditions and/or considered vulnerable are worried that these are not being carried through. An example is wearing a mask in public transport, where many people don't wear it correctly and it isn't being enforced.

- They are worried about lack of clarity in the directions given by central government.

- They are not considering using public transport at the moment.

The COVID-19 outbreak makes it almost unthinkable to try and take public transport, considering the need for physical distancing, having to touch surfaces (bars) and many people not using the masks correctly. *"It's the feeling that you can't go out".*

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4. The digital divide has widened and those without IT skills or without access to the internet are worse off.

- For most of us, life has moved online. Communicating, banking, shopping, studying, exercising and working have been made online first (if not online-only).

- Those without a device, a stable internet connection or IT skills are worse off, feel disconnected from what is going on and can't access some of these services.

- During our research there was a high emphasys in not leaving these people behind, making sure that the new service was available also for people who couldn't access the internet, or providing alternatives.

"People have to be online and a lot of people are not online they don't even know how to use a basic computer"

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5. People want to retake their social gatherings, are willing to try new ways of connecting

- During research, disabled residents told us that they were open to try new ways of connecting and open to using online tools, as long as they were accessible, they had the technology to access them and knew how to used them (see point 3).

- Even then, they seemed to agree that it was not the same as meeting people face to face and recognised that tech, even in the best case scenario, could be a barrier.

- Initial training / clear guidelines and sometimes even devices would need to be provided to help them take on this new offer.

"I have started taking yoga classes online and use Whatsapp to communicate with my friends."

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Research findings and what they mean for the project

|	
People's ability to move and live independently has been severely impacted	Due to the pandemic, there might be even more people who need help traveling safely and who could benefit from the app
People's inability to leave their houses has left them feeling more isolated and dependant on the help of others.	Being able to travel safely in their local area could help people regain their independence
Even after the movement restrictions eased, people still don't think it's safe to travel and leave their house as before.	How can we help people travel locally safely? Which information do we need to surface? Is there anything new we could be doing to reassure them?
The digital divide has widened and those without IT skills or without access to the internet are worse off.	How can we help improve their IT skills in their day-to-day lives so they can use not just our app, but also other digital services?
People want to retake their social gatherings, are willing to try new ways of connecting	Can we use this as an opportunity to get them to use our product? If it's not safe to travel, can we redirect them to events and activities happening online?

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Next steps

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Creating a Private Beta

Building a functioning version of the product including high priority features indicated in research:

- Route Planning: a to b with multiple transport modes
- Map Printing
- Visual Landmarks

It will be designed and built as a foundation with core functionality so that it can be extended and developed.

It will be tested with a small number of users, in this case, adults with learning disabilities.
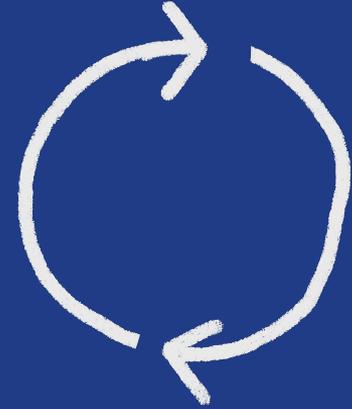
Beta

Public or **Private/closed** testing of a working product, preparing for live launch

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Next steps

Week 1 wc 26/10	Week 2 wc 02/11	Week 3 wc 9/11	Week 4 wc 16/11	Week 5 wc 23/11	Week 6 wc 30/11	Week 7 wc 7/12	Week 8 wc 14/12	Xmas break	Week 9 wc 04/01	Week 10 wc 11/01
Sprint 1		Sprint 2		Sprint 3		Sprint 4			Sprint 5	

Sprint 1 — Focus:
Vision setting
Hypothesise to adapt & develop design for Covid
Begin to build core functionality

Sprint 2 — Focus:
Build features onto core functionality

Begin recruitment for testing

Sprint 3 — Focus:
Continue to build features onto core functionality.

Finalise first iteration ready for testing

Continue recruitment for testing

Sprint 4 — Focus:
Remote usability testing.

Camden to partner with Snook.

Sprint 5 — Focus:
Refine the beta build and handover

To deliver the most **valuable working features**, we're suggesting a project structure that **maximises build time** and allows the Beta to be tested.

This format allows a couple of weeks of initial **feature prioritisation** and **design development** (vision-setting) at the beginning of the project.

Thank you

Got any questions? We'd love to chat!

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