Design in Social Care Discovery Report

February 2019

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Our problem statement

How might people find greater choice and understanding to manage their situation independently?

Our first iteration was "How might we support people to exercise greater choice and control in understanding and managing their needs independent and maximising local support".

As we progressed further into the programme, we reviewed this and felt that, despite our best efforts not to predefine the solution, we had already done so by including "local support".

Our project team

- Digital Care Lead

- Principal Advisor for Adult Social Care

- Business Improvement Manager

- Enterprise Architect

- Contact Centre Manager

- Digital Content Development Manager

- Senior Customer Experience Manager

- Service Design and Implementation Lead

And lots of other people we owe favours to!

Who we spoke to

We identified 5 key persona groups:

1. **Carol the Carer, 56**
   - Main support for elderly Mum with dementia
   - Juggles being a family carer, Mum and employee

2. **Independent Ian, 70**
   - Family live far away, but well connected in community
   - Currently independent, but sees that his needs are changing

3. **Isolated Irene, 81**
   - Struggles financially with only a state pension
   - Widowed and has no family support
   - Distrusts public services

Isolated Irene
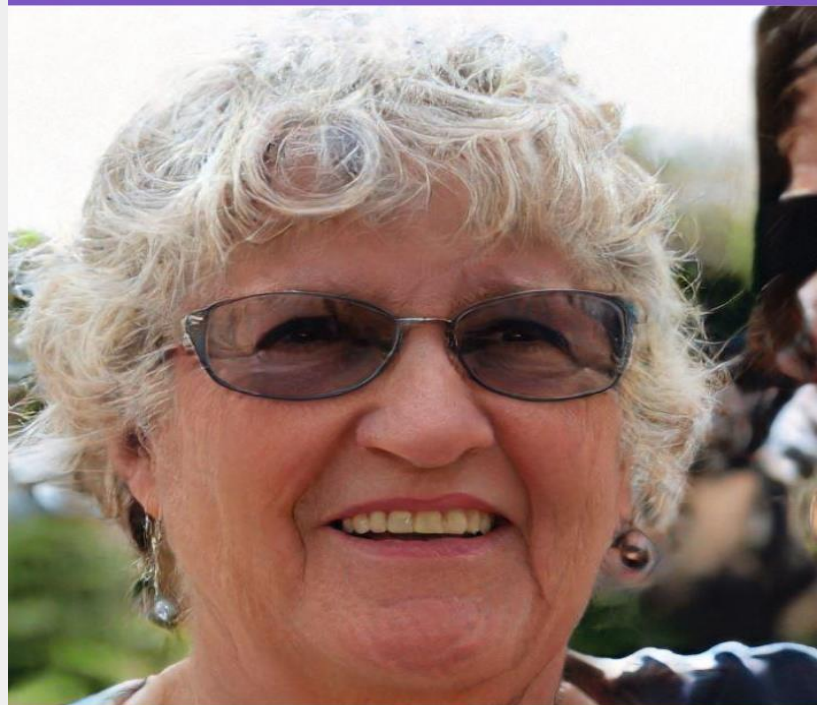
"I'm lonely and struggling but fearful of asking for help"

Who we spoke to

4. **Nurse Nadia, 33**
   - Concerned about living situation of her patients
   - Passionate about helping people
   - Understands how the health and social care system works

5. **Supportive Stephen, 53**
   - Elderly parents, visits monthly and phones weekly
   - Parents have dementia and mobility issues

Supportive Stephen

"I'm worried about my parent's increasing needs. I don't understand how it all works"

Our approach

- We took a two pronged approach, looking to gather both quantitative and qualitative information.

- For quantitative research, we conducted an online survey that we promoted through our contact centres and through social media. We received over 170 responses from this.

- For qualitative research, we carried out face to face and telephone interviews, both with defined groups where we could engage with our identified personas, as well as with individuals who had consented to follow up through our online survey.

The interviews
We visited a regular local social group called "Meet Up Monday" to engage with older people who may have limited understanding of Social Care

Key findings

- Often, people don't understand what social care is or offers, and so aren't informed enough to make choices about their situation or needs.

- We think we're facilitating self-service by simply putting what we know online, but this isn't accessible for people who have no or limited understanding of social care

"The council should advertise their services"

"I'd let me daughter find out and take a back seat"

"Your website has too much information and you have to know certain words to look for"
(e.g. occupational therapy)

User needs

As someone with no experience of social care *I need* to be told who will help if social care can't *so that* I know where I can get help and I'm not left without a resolution.

As a user *I need* to help you design and test your resources *so that* you know they are suitable for me.

As someone looking for information *I need* to know what trustworthy sources of information are *so that* I use resources which are accurate and safe.

As someone who needs help from social care *I need* to hear positive stories and case studies *so that* it can help to build my trust.

As someone looking for support *I need* to know where I can get in touch with people with similar needs or interests to me *so that* I can build social networks and meet likeminded people.

As someone who doesn't need help yet but may in the future *I need* to be able to know what is available when I may need it, and of things I need to consider *so that* I can make an informed choice about planning for my future.

What we have learned

- The value of engaging directly with people can't be underestimated.

- Incentivisation to participate is good, but hard to arrange when you're spending public money.

- Even if you think you're not being solution focused, you probably are; **keep reviewing your problem statement!**

- You need to speak to your information governance leads early on.

- Having a team of people with different specialisms is invaluable to make sure that you can approach things from different viewpoints.

- You'll get useful feedback from people about other things which can help the business.