

TEST & TRACE WITH COMMUNITY GROUPS

RESEARCH OVERVIEW

Good Things Foundation partnered with NHS Digital, now part of NHS England, to engage and recruit participants through the National Digital Inclusion Network, part of London Office of Technology & Innovation, for a usability study of the NHS App and website.

RATIONALE

The Pandemic of 2020 revealed a hidden digital skills and literacy divide, highlighting barriers to accessing essential public services online. Building on the experience with the now-discontinued COVID-19 App, this research seeks to explore public perceptions and perspectives to inform the development and content of the NHS App and website, ensuring they are more inclusive, accessible, and user-friendly for all.

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RESEARCH LIMITATIONS

Research participants could independently use Microsoft Teams, receive assistance to access it, or get support in both accessing and using the platform. But what about Londoners who cannot?

OBJECTIVE

To ensure the NHS App and website are inclusive, accessible, and user-friendly for everyone across the country, regardless of technological skills, background, income, immigration status, or language proficiency.

METHODOLOGY

By employing a mixed-method approach, the study captured diverse user experiences across online and offline spaces, ensuring an inclusive representation of perspectives.

METHODS

- **Usability Testing** - To assess navigation, accessibility, and ease of use across different demographics.
- **Survey** - To gather statistical data on people's experiences and accessibility barriers.
- **Interview and Focus groups** - To explore personal experiences and deeper insights into usability challenges.

WHAT WE LEARNT



The usability sessions-conducted via Microsoft Teams-highlighted barriers like:

1. Navigating complex interfaces
2. Anxiety over misunderstood medical terms
3. Lack of data for online access

PARTICIPATION

For London and South East, research participants were recruited by IFB Gaming: a hybrid learning and research organisation.



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NOTABLE OUTCOMES

Through this feedback, we are proud to have co-created healthcare platforms with the NHS that offer:

1. Clearer navigation paths
2. Multilingual functions for diversity
3. Accessibility to all

IFB GAMING'S NEXT STEP

Empowering Futures is a pioneering initiative by IFB Gaming dedicated to equipping underserved communities in London with connectivity and the confidence to access essential public services.

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POLICY RECOMMENDATION

Closing the Digital Divide

We are calling on the Government and Policy makers to address digital inclusion by ensuring affordable and reliable connectivity, providing accessible digital devices, and equipping communities with essential digital skills. Policies should focus on sustainable, long-term investment in digital inclusion to empower all individuals, regardless of background or circumstance.