

# Digital inclusion model canvas



## WHAT IS THE TOOL AND WHAT DOES IT AIM TO DO?

The digital inclusion canvas will help you work through developing your model of digital inclusion support. It will create a representation of a person's journey through your digital inclusion model as part of accessing a service and is designed to help you think through each step of the journey and the way you can make a difference to the experience. The canvas is informed by the 'Pillars' for digital inclusion and works through the pillars of 'Motivation', 'Devices and Connectivity' and 'Skills and Confidence'.

## WHAT YOU'LL NEED TO BE ABLE TO COMPLETE THE TOOL / PREPARATION REQUIRED

The tool is best used once you have completed stages 1-4 of the co-design process – have a good understanding of the network of digital inclusion expertise that is available to the organisation/service, the digital inclusion needs of the people you support and the level of ambition for digital inclusion across the organisation/service. It is recommended that you involve all stakeholders from the service, people with lived experience and any partners who will be involved in providing digital inclusion support and embedding this in the service as part of the model development session to ensure you maximise the potential for how digital inclusion can happen in practice.

Prior to the session, review and summarise the key models shared in the [Pillars for Digital Inclusion Skills and Confidence paper](#) – pages 11-16.

The tool can be uploaded to an online collaboration tool (e.g., 'Miro', 'Mural', 'Teams whiteboard') to be used in an online group setting or should be printed out A0 size if possible for use in an in person group setting.

## HOW TO USE THE TOOL

Start in the 'Users' box to identify who will use the service and what the service proposition is to help you set the scene for working through the full journey.

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Moving on to the 'Motivation' box refer to co-design session plan 5 to pose the question prompts and capture responses to these within the box or use post it notes to capture insights from the group.

Once you have discussed responses to the questions – think about the level of investment required in terms of time, resource, partners and other tools. Again, there are prompts in the session plan to help you discuss this with the group.

Move onto the next box 'Devices and Connectivity' and complete as above, similarly for 'Skills and confidence'.

Once you have completed all the questions and sections for each 'Pillar' move onto the 'Performance' box and think about the measurements and outcomes you would use to understand success if you were moving towards testing and implementing this digital inclusion model in practice. Again, there are prompts on what to think about/questions to pose in the co-design session plan 5.

## TIPS FOR USING THE TOOL

Use the 'mapping digital inclusion expertise' tool to provide input for the digital inclusion canvas in relation to potential partners and forms of support for how the model could be developed.

Use the learning from stage 3 of the co-design process and the 'design principles for digital inclusion' tool to guide the model development – sense checking that what you are designing will meet the needs of people accessing support.

## FURTHER READING

[From pillars to practice - a framework for digital inclusion](#)

[Pillars for digital inclusion - skills and confidence](#)

[Introducing the service model canvas - UXM](#)

[Business Model Canvas | Service Design Tools](#)