

Digital inclusion model development canvas

| USERS | | | |
|---|--|---|--|
| TARGET USERS Who will be the service users? | | SERVICE PROPOSITION Why would someone use the service? What value does the service bring? | |
| MOTIVATION | | | |
| AWARENESS AND PROMOTION How are you promoting digital inclusion/digital options to engage in services? | ONBOARDING How do you identify people who may benefit? How do you have the first conversation about digital? | ASSESSING NEED How do you understand people's digital inclusion needs? Is there a referral process? | |
| What tools/assets are needed to make this work? | | | |
| DEVICES AND CONNECTIVITY PROVISION | | | |
| DEVICE / CONNECTIVITY PROVISION OFFER What can the offer be in terms of device provision and connectivity? | TAILORED SUPPORT Will there be any process to tailor to the person and purpose of using the device? | DEVICE SET UP If relevant, how will the unboxing/set up process work? | |
| What tools/assets are needed to make this work? | | | |
| SKILLS AND CONFIDENCE | | | |
| SUPPORT PROVISION How is the support to enable someone to access digital services provided? | MEASURING SKILLS How will a baseline be captured for existing skills and digital goals? | HANDOVERS AND REFERRALS How do you handover if the support is being provided via another team/partner? | END OF SUPPORT Where is the ongoing support? How do you check on someone's digital journey? |
| What tools/assets are needed to make this work? | | | |
| PERFORMANCE | | | |
| KPIs What are we measuring to evaluate the success of the digital inclusion support? | | REPORTING How will the model be measured? What resource does this need? | |