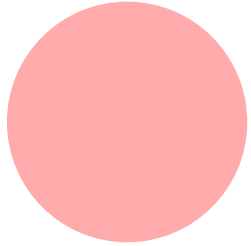


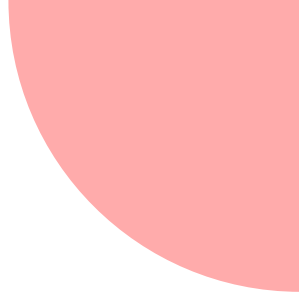
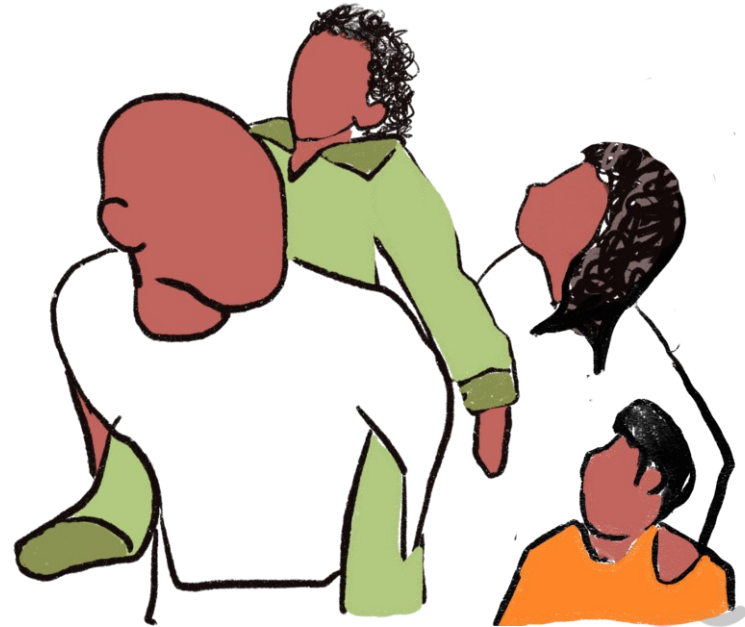
# DPH Report 22-23 Appendix 5 (Ethnographic Case Studies)





# Contents

- Background to this research
- Research methodology and sample
- Overview about this sample
- Getting closer to understanding our residents - thematic analysis
- Recommendations for how to overcome said barriers
- Meeting your residents - through 12 case studies



# Background to this research

Neighbourly Lab were commissioned by Birmingham City Council to conduct ethnographic research with residents in the city. The purpose of this research was to inform the Director of Public Health Report with lived experiences of its residents around their experiences of digital exclusion and how this may impact on their health information and support.



# Research objectives

- To understand the impacts of digital exclusion on health and wellbeing.
- To identify barriers to improving health and wellbeing through digital technology.
- To establish mitigations for said barriers in future public health activities.



# Research methodology

12 x in depth ethnographic research sessions

Across four touchpoints

1. Introductory pre-call
2. Participant pre-task
3. 2 hour face to face in-depth ethnographic research (with an option to feed into the case studies).

Meeting in home and in local cafes according to participants' preference, across different locations in Birmingham.

Research dates: last week of August, first week of September 2022.



# Recruitment information

Our aim was to speak with individuals who have experienced digital exclusion in some way or another. For the purposes of this project we want to focus on people who have either one of or a mix of the following:

- Lack of digital skills - e.g. they may have a smartphone but don't know how to use most of the apps.
- Lack of connectivity - e.g. no WiFi in their homes, or if they do no way of using it.
- Lack of accessibility- e.g. they have no access to devices to help them with digital tools.

Within this included people who have certain protected characteristics which may impact their long term health outcomes. For example, age, race, disability, gender: male, female or sexual orientation or religion. They may be facing a range of other barriers in their lives, such as longer term or recent unemployment, working on zero hours contracts, having low incomes or not having had higher education.



# Research sample in more detail (lead characteristics)

- 2 x Black African/Caribbean adults (18+)
- 2 x Disabled people (gender to fall out): Could include people with sight/hearing loss, people with mobility challenges, people with long term health conditions and mental health conditions
- 2 x Older residents (1x M, 1xF)
- 2 x South Asian males
- 2 x South Asian women: Could include those with child caring responsibilities, not born in UK
- 2 x People who are on low incomes (over the age of 18/ social grade D or E)



Hearing about the lived experiences of these different people is invaluable for moving beyond the labels of 'protected characteristic' and 'digital exclusion' to understand what it means in reality

- The richness and complexities of the lives of residents with protected characteristics in this sample are crucial to keep in mind in providing necessary services and support for them.
- There is much intersectionality between the different groups that it is important not to view them as discrete audiences.
- It is important also to note that the majority of people with 'protected' characteristics do not define themselves by these characteristics, but often experience barriers and challenges as a result of them.





# Overview of this sample



# Residents don't see themselves as digitally excluded

- They see themselves as 'old school', preferring face to face communication and print vs digital.
- However, they do recognise gaps in their tech knowledge, confidence and access compared with other people in their lives.
- It is these people that they rely on to help them access content, download apps, explain usage and functionality and sort problems out.
- They have adapted to life in a digital world by finding workarounds for their tech challenges, including asking for paper copies of documents and going to libraries for devices or printing support.



# Most feel able to go through their daily lives without using tech

- People in this sample expressed a preference for going into banks, shops, doctors, libraries to get their needs met. This formed an important part of their routine, encouraging them out of the house and interacting with others.
- Levels of exclusion seemed to vary with each person, depending on what they needed to access, their purpose for using the tech and what support they have around them. Most people had someone they could ask but some were more reticent and did not feel comfortable doing so.
- Among those for whom tech does not form a necessary part of their working lives, because they were either not working, or in manual or driving roles, their digital exclusion seemed less profound.
- Among those for whom tech was increasing part of their jobs, their digital confidence and access was more of a challenge and added an extra burden to their working lives. This caused stress for them.



# Health and wellbeing tech usage seemed low with the people in this ethnographic sample

- Most had heard of the NHS and COVID apps, with low uptake on both (unless they needed to show the pass to travel).
- Preferences across sample were for in-person vs online appointments and for telephone booking systems and paper based communication and information (leaflets / referral letters).
- They appreciate popping into the pharmacy for an expert opinion vs Google which can overwhelm. The pharmacy is a regular point of health support and information.
- Some use of YouTube for wellbeing or physio exercises, only if directly recommended and if shown how to use.
- Low usage of activity trackers or other wearable tech, although they acknowledge the benefits, they don't see it as 'for them'.



# Getting closer to understanding our residents: thematic analysis



To better bring to life residents' attitudes and experiences of digital exclusion, and how this impacts on their health and wellbeing, the following section disaggregates:

- Levels of digital **confidence**
- Levels of digital **connection** and tech **access**
- **Impact** of these exclusions on their health and wellbeing

It then breaks down the residents into four categories and explains them in detail.



# Levels of **confidence** with **digital technology**

## Low confidence

- Actively choose not to use tech as it causes much anxiety and is felt to overcomplicate simple things.
- Lack trust in the information they are given.
- Prefer to do everything **in-person, or over the phone.**
- Prefer human conversations when they need support.
- Fears around **data protection** and security.

## Medium confidence

- Need **support** and encouragement from others to **get started** with technology.
- Know some **basics** but haven't evolved tech knowledge beyond this.
- Use tech for **essential tasks**, such as online banking, but need to be shown and helped regularly.
- Concerned about **data protection** but not anxious.

No one reported as having high confidence with tech - even the younger people in this sample.



# Levels of **digital connection and tech access**

## **Low connection and low accessibility**

- **No wifi at home** - tend to hotspot from mobile phones if connection is needed.
- Either never had wifi, or had it and cancelled due to poor connection or being **too expensive**.
- **Tend not to need wifi** for work or schoolwork.
- Use **WhatsApp** on mobiles to speak to family.
- **Don't tend to use apps** apart from social media, mainly Facebook (to see what's going on rather than posting).

## **Medium connection and medium accessibility**

- **Have devices at home**, but typically only use their phone.
- **Mix of wifi and data**, but tend to use phone to hotspot as the signal is better.
- Tablets and laptops can be left **disused**.
- If needed for work, can be **frustrating and anxiety inducing** when the signal is bad.
- Don't like cloud working or shared drives.
- Use **workarounds** when they need better tech, e.g going to the library, uni or family.

## **High connection but low accessibility**

- Some have wifi at home but only use phones so **aren't on devices much**.
- Some have devices shared with family, but **prefer others to manage the tech side of things** so don't use devices other than phone and Alexa.
- Some have connection, but neurodiversity and mental health prevents them from accessing content. It can 'scramble'; in their brains and be **hard to navigate and experience**.





# Impact of these **exclusions** on their **health and wellbeing**

## Higher impact

- Lower trust of health service generally. Have a range of different and complex conditions and don't feel like there's a central person looking out for them.
- Struggle to get GP appointments and feel especially **neglected** since COVID.
- Don't understand the information they receive, can feel **overwhelmed** and need it all explained.
- **Don't like services online** - see it as a fob off rather than efficient - *works for doctors not patients.*
- Don't Google conditions due to **no trust and high anxiety.**
- Don't bother with wearable tech and **don't see a need for it.**

## Medium impact

- Mix of **positive and negative experiences** with the doctors, usually positive experiences dilute the negative ones.
- Or hardly have contact with the GPs/ healthcare to develop high or low trust, so **remain neutral.**
- Understanding of the complexities and demands on NHS and know that you can't blame a single person for issues or things going wrong e.g late referral letters.
- May look up info online, if recommended but **prefer to talk to someone** as they're overwhelmed with what's out there.
- May listen to YouTube or watch content online to help them with exercise - if someone links to it

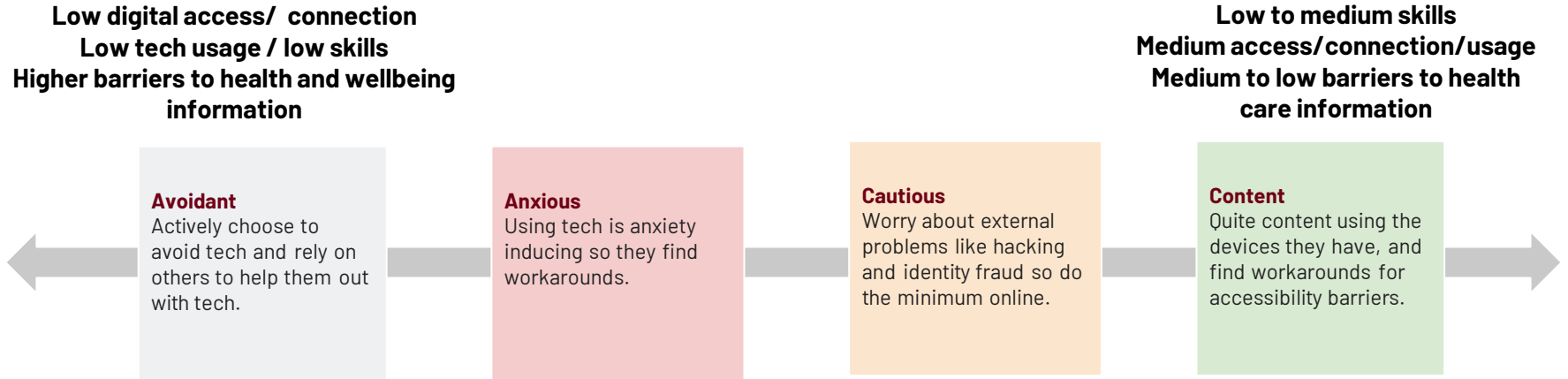
## Lower impact

- These residents have experienced **positive touchpoints** with healthcare staff and have often 'got better' as a result.
- Feel more **confident** in asking questions about their health and wellbeing and more **open to suggestions.**
- They are seen to **quickly and compassionately**
- Family have had similar experiences.
- Will follow links they've been told to but nothing more.
- If gifted wearable tech will wear it, but don't seek it out themselves.

- Based on digital confidence and digital access, as well as the impact on of these exclusions on the their health and wellbeing, we mapped residents from this sample onto a continuum.
- We established four categories: Avoidant, Anxious, Cautious and Content.
- These categories are useful to more deeply understand differences in how residents experience digital exclusion and how this relates to health.
- However, residents do not differ greatly in terms of their needs and the ways to engage and support them as services shift towards digital ways of working



## Continuum of resident types related to their digital exclusion



Putting residents into categories is useful for understanding their attitudes and behaviours with a view to exploring the implications for public health and other teams.

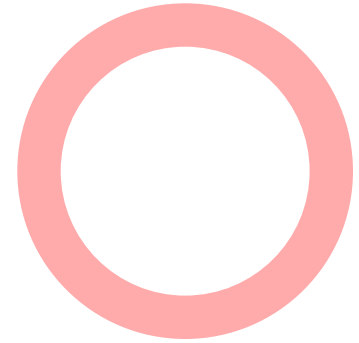
It is important to note that these aren't fixed categories, they are a spectrum and people can move into different categories based on their life circumstances.



# About people who are **Avoidant** about **Digital Technology** and the **barriers they face to improving health and wellbeing**

**Low to medium trust of health care, low tech skills, low access, often have MH or neurodiversity**

- **Feel powerless** in the face of tech so do what they can to avoid it.
- In-person world feels more known and predictable, even uncomfortable situations, e.g grumpy receptionists, poor GP support, are better than dealing with tech.
- Prefer to go into services and businesses to get needs met, don't see it as time wasting, in fact see it as quicker as they are slow and hesitant in tech use.
- Understand the value of technology but have **little desire to learn** how to use it or adapt as it evolves. Don't apologise for it. Mostly have other people who are willing to help/do it for them
- **Fearful and distrustful** of the information within the internet, so don't tend to look up health and wellbeing information.
- For some with mental health challenges, and neurodiverse conditions, information and attachments, websites and colours can **overwhelm** and be a barrier to use. Plus navigating new sites takes time
- Some expressed being happily **resistant to change**, as long as there were parallel worlds so they could stay in the same place. If it all becomes digital they will need a lot of help otherwise there could be risks to their health and wellbeing and potentially increased demand put on pharmacies as they seek face to face support.



# About people who are **Anxious about Digital Technology** and the **barriers they face to improving health and wellbeing**

**Low to medium trust of health care, low tech skills, low access, could have mental health conditions or be neurodiverse**

- Feel powerless generally over relationships, finances and health information - want to have some control over their living situation.
- **Low confidence** in skills generally, feel **overwhelmed** by information and that it is hard to learn new things. Need hand holding and repeated support. They ask for help and want to do better but it takes them a while to understand how to use new apps and download documents.
- Downloading information and searching things online adds to anxiety as they **worry they'll break things**, or make things go wrong.
- Understand the value of technology and try to do things but get easily overwhelmed by new iterations or information presented on screens. Would rather not engage with it.
- Prefer information to be given verbally, in print form and leaflets. Minimal words and bitesize chunks are simple and easier to digest, otherwise they get easily overwhelmed.
- Have multiple interactions with GP, hospitals, pharmacies and specialist services. Often frustrated with answers they receive, or with long lead times to appointments, but don't complain or seek alternative information. **Worry** when prescriptions or letters go missing, including via the NHS app.
- May look at wellbeing or therapeutic resources if they are on YouTube and easy to access with a specific link. Will usually get help accessing things the first time.
- New things can increase **anxiety**, so maintaining the status quo feels safe. They would require a lot of hand hold, reassurance and support in any shift to digital



# About people who are **Cautious about Digital Technology** and the **barriers they face to improving health and wellbeing**

## Medium trust of health care, low tech skills, medium access to data and devices

- Mixed experiences of tech. They may need to use it for work, but are aware that their **skills haven't evolved** as quickly as the tech has. They **feel left behind** and a bit embarrassed by this. This means their level of exclusion moves about and can vary over time. They are open to learning but it takes them time and they need repeated support.
- Tend to **worry about external threats** more than their own tech exclusion, fearing hacking and identity fraud, so tend to do minimum online to stave off danger. This is fuelled by TV shows, personal experience of scams and fake texts and makes them feel **vulnerable**.
- Mistrust Google, **not sure who or what to believe** so avoid it as much as possible. Can get **overwhelmed**. Rely on experts to give them information and advice. Also ask friends and family they trust for advice.
- Wouldn't use wearable tech or apps to support health and wellbeing as this is **out of their comfort zone**. Even when family put them on devices, they aren't used.
- Look after themselves, keep themselves safe and do things as they've always done. Would need support and guidance and reassurance about the safety and provenance of websites. (NHS logo isn't enough- *could be fake*)



# About people who are **Content about Digital Technology** and the **barriers they face to improving health and wellbeing**

## Medium trust of health care, low tech skills, medium access to data and devices

- Main source of tech is their phone. Tend not to have much digital or device access. If needed they will be **proactive in finding workarounds** for accessibility challenges, e.g. seeking out local cafe with free wifi or going to their university library. However they don't see this as a challenge, as it is not frequent.
- They **acknowledge the benefits of tech** and when they get to grips with an app are likely to use it. However, these tend to be for more social purposes, like Facebook, functional purposes like tracking deliveries or for studying or special interests. Once they've completed the task they put it away.
- This usage behaviour has them believing they use tech less than their peers who have more devices and wifi, but they don't think they are missing out on anything or lacking in information. They've **got what they need**. They know that **people will help them** or introduce them to something new. They see themselves as less tech-confident than peers.
- Most tend not to use tech for things like health, banking, or shopping. They have **concern** that these hold too much personal information and **can't really see the point** as 'real life' choices still work.
- Prefer communication via phone and face to face. If they need information and advice, they will go to the doctor, or pharmacist but may occasionally look things up if they need to. They have the NHS Covid Pass on their phone out of necessity, but nothing else to do with health. They know their phone counts steps, but they don't check it.
- They can't see why things need to be more digital for them and are **not inclined to change their set up** as it is working well and fits with their lifestyle and needs. However, they can see why others might have a different view.
- If they had to shift online, they would but would rather not. They would need to be shown what to do and convinced of the need.



Recommendations for how to establish ways of overcoming said barriers in the future public health activities





# Below are some recommendations for how to help residents, so that they feel able to use tech to access health and wellbeing information and support

## Update

Keep residents **informed** about changes to their GP / health services, especially if services are moving online.

## Show

Ease residents into using digital technology through hands-on training and be available to give **guidance** throughout. They need regular 'hand-holding' as it scares them and they have little confidence.

## Help

Be available to give residents personal **support** with their online needs within a reasonable timeframe. Meet them where they're at - use pharmacies and GPs spaces to provide support , libraries too

## Reassure

Assure residents that the platform is securely **protected** and that their personal data will be kept safe.

Communicate in a supportive, kind tone to help residents feel at-ease while learning.



# What these recommendations could look like in practice

- Offer **support** with the transition into using any digital platform through practical **training**, encouragement and onboarding. Offer these on a continuous basis for residents to gain gradual proficiency and at different starting levels, for both beginners and for those who already have some familiarity with technology. Allow them to feel able to ask as many times as needed. These could take place at GP surgeries, pharmacies and community spaces with which they are feel comfortable. Key is **building trust** that this **benefits** them and is worth them doing. This will help it all to feel 'joined up'
- Give clear and frequent **notifications** of any upcoming changes to be made to health services well in advance, to give residents adequate time to prepare and seek training. These notifications should be given verbally and in print, such as letters. Avoid too much information.
- Consistent **technology support** should be made available and must be **well-signposted** so residents know how to find help as and when they need it. **Tech champions or buddies** could help those with less support around them, some people have no-one and others don't like to ask.
- Alternative methods of accessing health services, such as face to face contact and by phone would ideally remain **accessible**.



# Any digital services need to be accessible to residents

- They need to offer a **simple** sign up and log-in processes to minimise cognitive load to residents, such as having to remember difficult passwords.
- The features of the platform need to be **clearly labelled** in simple language and supported by standard icons to convey different functions.
- All features need to be designed in an **accessible** manner through high colour contrasts and large fonts.
- Content provided needs to be simple and use **easy-to-understand** terms which mirrors users' language - medical jargon should be minimised to prevent confusion.
- All content relating to a specific topic needs to be **collated** together on one page - use of page suggestions / related searches should be minimal to make information easy to find and avoid overwhelming residents.
- Signal ways to **access further help**, for example adding the links to book an in-person appointment or providing the phone number for their GP surgery.



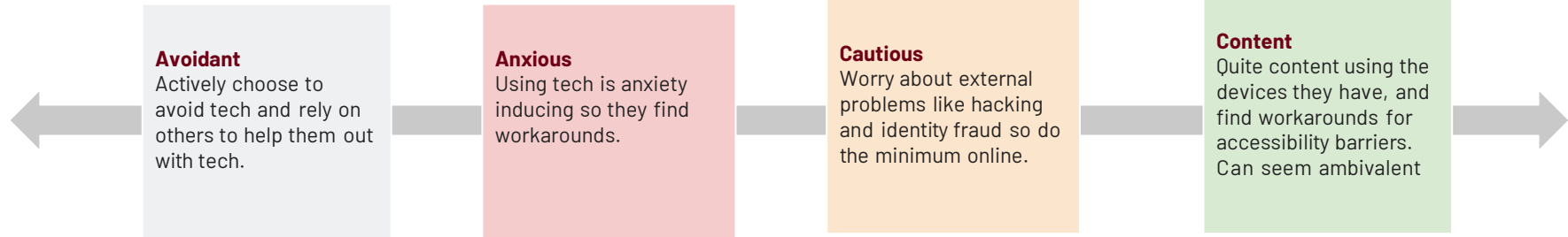
# Case Studies



# Continuum of resident types related to their digital exclusion

**Low digital connection**  
**Low tech usage**  
**Higher barriers to health and wellbeing information**

**Low to medium skills**  
**Medium access**  
**Medium to low barriers to health care information**



Lance, 68



Kiran, 49



Jennifer, 66



Zaineb, 21



Mo, 22



Sarita, 42



Lorraine, 58



Barbara, 73



Desmond, 65



Warren, 54



Mahmood, 51



Kev, 32



Avoidant



*"If I need something from the doctors I'll write down my list of ten questions and bring it with me so I can ask everything at once. I've even done it for my friends, some of them aren't as bold as me so I'll get them to write out their lists and go with them to the appointment to make sure they ask". (Lance, 68)*



# Lance, 68 years

- Chooses not to have wifi at home since he has never used it.
- Only uses his desktop to sync CDs for his music passion.
- Will make GP appointments by phoning number on the back of the doctors' letters and speaking to the receptionist.
- Doesn't search for medical information online - will write out a list of questions and bring it to his doctor's appointment.
- Struggles with setting and remember passwords for things, his son has to remember them or will help him reset them.
- Doesn't see the need for technology but if he needs help his friend will teach him.



# Avoidant: Lance, 68 years

I'm 68 and I work part-time as a driver. I also do DJing on the side, that's my main passion. I'm old fashioned so I'm not using memory sticks or anything like that. I have vinyls and I also create my own CDs. It's quite easy, I have all the tracks saved on my computer, so I'll copy them to a CD and save it to a hard-drive as a backup, just in case. My daughter always tells me there's a way to listen to music on the phone but I don't use those things, then you're killing the quality of the sound. I prefer my TV system connected up to my speakers. If I need help with setting things up my mate sorts me out. I'll call and take instructions from him over the phone or sometimes I'll draw him a diagram to show what I'm trying to do and he'll say how to fix it. He updates my computer for me too. I'm happy because whenever I go to use it, it's working. I'm not interested in all the update things, I just want to get on with it. I'll always get him a pint and a meal after to say thanks.

I have a laptop too but it won't do much since I don't have broadband. I had it before but I was out at work all day and paying £35 per month for something I didn't use so I got rid of it. It was just wasting money. I don't search for things online so I don't need it. My daughter is always surprised that I find new music artists before her when I'm not using the internet, but I'll go to the vinyl shop to see what they're selling and read the credits on the back of the record. I don't like Google, you don't know who's telling the truth.





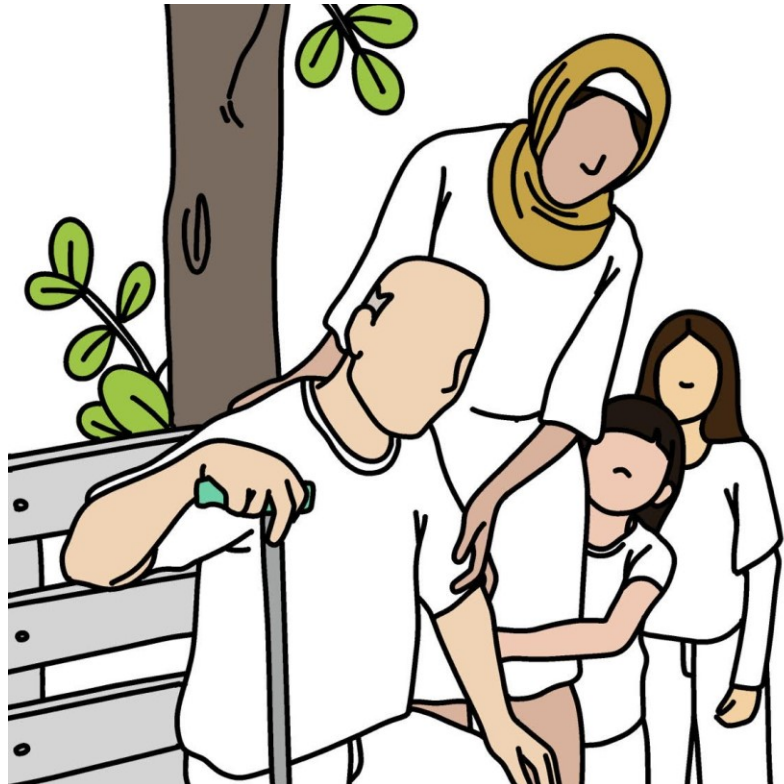
# Avoidant: Lance, 68 years

Even with doctors' appointments I've never used Google. Usually they send letters so I find the letter, ring the number at the top and tell them I want to speak to the consultant. If they tell me to book an appointment another way I'll just keep ringing them until they give me an appointment. Before I go I'll write down all the questions I have in a list and I'll bring it with me to ask the doctor. I'm always forward with them because otherwise you get to 60 and get forgotten about.

I don't understand why people need all this technology. I haven't seen things like wearable watches but I don't see the point anyway. Why would you need to count your steps, to your mate that means absolutely nothing. I just do exercises in my living room and do press-ups to my music, between music and sport I'm happy. The only thing I'm a bit worried about is letters going online because first you need a username, password, a capital letter, eight digits, plus you've got to actually remember it. I've gone back to my son before asking "did I tell you my password" and usually we have to make another one. They should offer classes for people to learn passwords and then maybe I'd be able to pick it up.



Avoidant



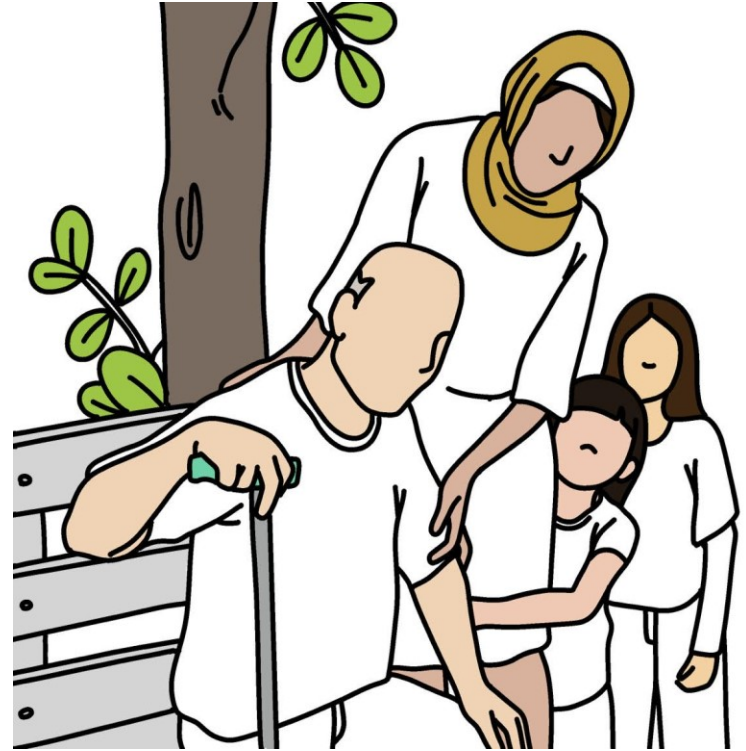
*"I get so overwhelmed by technology that I avoid it as much as I can. It's meant to keep things simple, but it doesn't work for me, I don't get any benefits. Even opening an attachment makes me stressed".*

*(Sarita, 42)*



# Sarita, 42 years

- Has some complex mental health conditions, which she feels can be triggered and exacerbated by needing to use tech.
- She manages her health in-person and on the phone. Prefers everything to be physical, go and order prescription and pick it up. Online prescriptions and no human communication cause increased anxiety- has previous experience of meds not being sent through.
- Finds workarounds with tech in means of communication with various specialists. Daughter is in CAMHS and parents are unwell, so relies on husband and sister to unscramble information and liaise on their behalf.

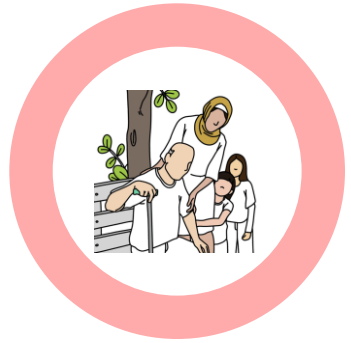


# Avoidant: Sarita, 42 years

You wouldn't know it from talking to me, but I'm not all modern Asian like I seem, I'm a bundle of stress and doubt caused by my mental health condition. It runs my life, although at the moment I've got a handle on it... just.

I'm very lucky as I have a supportive husband, wonderful young children and amazing sisters, but you know what it's like, I don't want to worry them. If I can feel an episode coming on, I'll go and drop into the mental health team and get what I need from them. They know me very well. They know what I'm like, and check on me and that my medication is ok. I'm very lucky, I don't think I'd be here if it wasn't for them and the trauma support they've given me. They also know that if they send me an email, I won't read it. So it's better to text or phone me! They tried to get me on a meditation app- no way, I'd rather do the cleaning to unwind.

There are lots of health teams looking after my family, thank god, My dad's slowly dying with a range of illnesses and my mum's got dementia. It means that me and my sisters need to take them to a lot of appointments and keep on top of everything. We've got it sorted, my sisters do the admin and the online booking and updating, and I drive them to all their appointments. At least I can be useful, even if I'm as bad as my parents at tech.

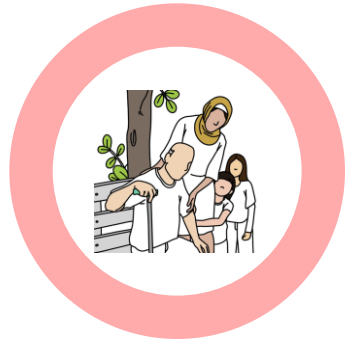


# Avoidant: Sarita, 42 years

My husband helps with all my daughter's appointments, and will print everything out for me, so that I know what's going on for her too. She's been under CAMHS since the beginning of the summer, she has mental health issues that I totally missed. I have to forgive myself for that. I just thought it was her ADHD but wonder if this is the beginning of something else.

I know it sounds ridiculous not being online and sorting everything out that way, but I don't trust it and get totally overwhelmed by it. I have to find ways that I can cope and avoiding tech is one way. I have had a go, but it has gone wrong. With online shopping, I tried, but I ended up with 11 packets of biscuits instead of one, and I couldn't change it, so I leave well alone. Tech does not make my life simpler

Once I tried to do a prescription online, but it didn't go through, so I ended up in a state as I was without my meds. No one told me it hadn't gone through, it was only when I went to pick it up that I found out. I can't function without my meds, it's not like taking paracetamol. I'd rather go in and pick up prescriptions, that way I know I've got what I need and I know where I stand. Different things work for different people and they need to remember that.



Anxious



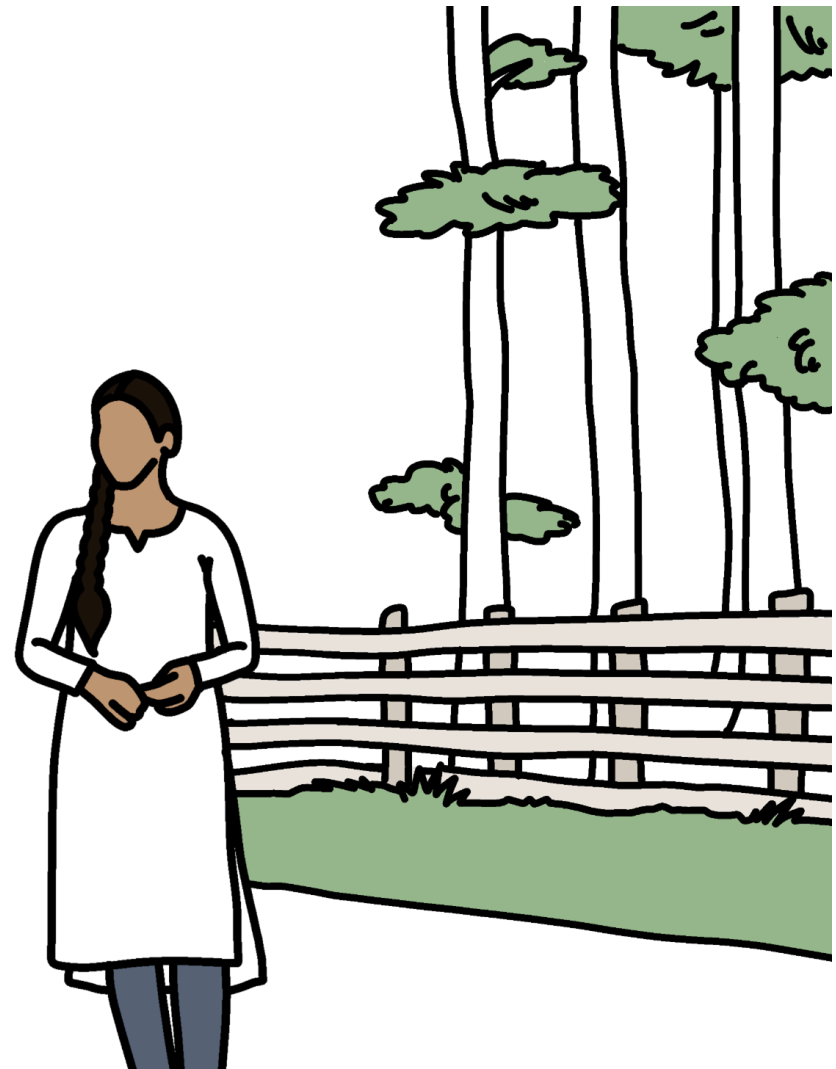
*We've moved to Teams since the pandemic and I've really struggled with getting my head around it, I haven't got a clue. Once I deleted some important files by accident so now I print everything out and keep it in folders. I also have poor wifi so it throws me out of meetings and I have to keep reloading it. It all totally stresses me out.*

*(Kiran, 49)*



# Kiran, 49 years

- Struggles to use Teams for work but has colleagues who can help.
- Has poor wifi and data which can prevent her from using devices.
- Doesn't use online banking because she fears potential hackers or doing something wrong - would prefer to go in person.
- Hesitant to use apps in case of unintentionally subscribing to something.
- Has printed copies of everything as doesn't trust things being stored online.
- Uses the Calms app for meditation to help with anxiety and insomnia.
- Has a network of friends who all share medical tips and advice with each other.



## Anxious: Kiran, 49 years

I'm 49 and I work in banking. Since the pandemic we've moved from working in the office to working at home so I've had to learn about video calls and sharing documents. It's been difficult to absorb. There have been times when I've tried to share a document and instead have pressed the wrong button. I ended up leaving the meeting and couldn't get back in. Other times I've deleted important documents. It totally stresses me out and I haven't got a clue most days. I also have poor wifi and data in my area so it makes things worse. I keep losing work when it doesn't save and it often throws me out of my meetings. Sometimes I even stand holding my laptop out the window to try and get a better connection. But I'm lucky my work has tried to help, they've given me tutorials with how to use things and they sent me a booster to help with my signal. I'm not afraid to ask for help but I do feel like a burden sometimes. There's now a running joke with my colleagues like "what does she want this time".

I was happy with how the system was before but I understand that the world is changing so I'll have to move with the times. I do want to improve with technology but I'm quite old school and it all makes me a bit anxious. All my work documents are printed out on paper and put in folders. I even do it with any letters from the doctor. It's just better knowing it's there. Even if it's stored online, it's also printed out. I can't lose it if it's in two places.





## Anxious: Kiran, 49 years

I also prefer speaking to the doctor in person. I struggle with booking appointments because of my poor signal, sometimes the phone goes dead while I'm on the line to the GP surgery but eventually I get through. I can't do searching for symptoms online either. I want to speak to someone and that way I know where I am. I don't feel comfortable just relying on what it says online or on Google, I need to run it past someone. I have menopause symptoms at the moment, my doctor hasn't officially diagnosed me yet but I know my body. It helps that I have friends my age so sometimes we'll talk about things together like our symptoms if we're struggling with hot flushes. It helps to know it's not just me and to have a support network.

During COVID I felt a bit isolated because I live on my own so I started going for five mile walks everyday. My partner set up an app on my phone to map my walk and it would track the steps. I've heard of a Fitbit which tracks it better because sometimes you're not carrying your phone in your pocket. It could be useful but I'm always worried with these apps that I'll accidentally press and subscribe to something or buy something I didn't mean to buy.



## Anxious



*"I won't use things on my phone that I can't understand. I find it scary to be honest. Even when we had to upload COVID tests for work, I couldn't do it. So I'd send a photo of my test to a colleague and she'd help. I'm lucky that I have people to help me".*

*(Lorraine, 58)*



# Lorraine, 58 years

- Neurodiverse, so finds the world on screens challenging to process.
- Uses workarounds with help of colleagues and daughter, and voice activation programmes.
- Afraid of bringing in viruses, doing something wrong, as well as people stealing her identity, so doesn't use apps or anything online if she can avoid it.
- Has long covid and some complex health conditions, but only wants to see doctors in person and phone up- even if being on hold is tiresome.
- Never looks up health information, can't trust anything online.



## Anxious: Lorraine, 58 years

I'm nearly 60 and I do my best, but tech totally stresses me out. It makes me feel really isolated and I already suffer with anxiety, having to use tech makes it worse. My brain doesn't see things on the screen as it should and it all jumbles up at me. I get panicky and just wish I didn't have to use it. But I do. I've always felt like this and thought it was me. But a few years ago, it was discovered that I have a type of dyslexia that makes basic processing really difficult. I don't have a problem reading simple text or writing myself, but screens are awful. I got help through college recently when I was doing a degree and it was online. I would struggle so much that my lovely tutor stepped in and found me support. I thought it was because I was stupid, but once they gave me software to help me with audio support I started thriving on my course.

I'm a Teaching Assistant and to tide me over I've also been doing some in-home care work. You'd think that both of those roles mean you don't need tech. Well, in today's world you do, we've had to fill out all our patient information on an app. It takes me ages, I don't see why I can't just write it down. It adds so much more to my workload and mental load as I know that I have to do it when I get home, instead of on the job as they intended.

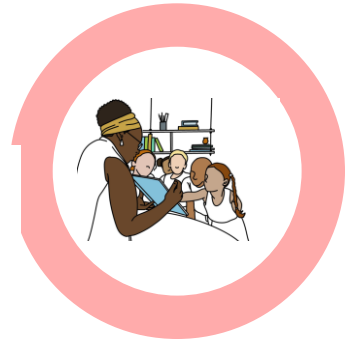


# Anxious: Lorraine, 58 years

As a TA it's really stressful if the teacher leaves the room and asks me to teach off the white board. I try all sorts of ways to cover up my inadequacies with tech, by getting the kids up to help. It's so stressful, I keep thinking. They've never given me training either, and now I feel too stupid to ask for help.

The only person I feel I can ask is my daughter. She's used to all my anxiety. She's so good at helping me with things and will read them if I need to. I always ask her to go straight to the phone number so I can write it down and call the people if I need to. What if I delete the message and haven't printed it up? I like her by my side if I have to pay bills online, it stresses me out that we have to do it like that. I could be sending my money to anyone, anywhere. I'll always try and do things over the phone.

I've got long COVID. I've also got another condition that's been going on for while and I really need to see my GP. They keep giving me online appointments and I don't like that, I'd rather wait until the doctor can see me properly. I have letters from them that I've printed out, and the only bits I've read are the bullets. The rest is too much and I can't take it in. I'm ok if someone sits with me and goes through it. To be honest, I hope there's always an option to be face to face and speak to people otherwise health will become more stressful.



## Cautious



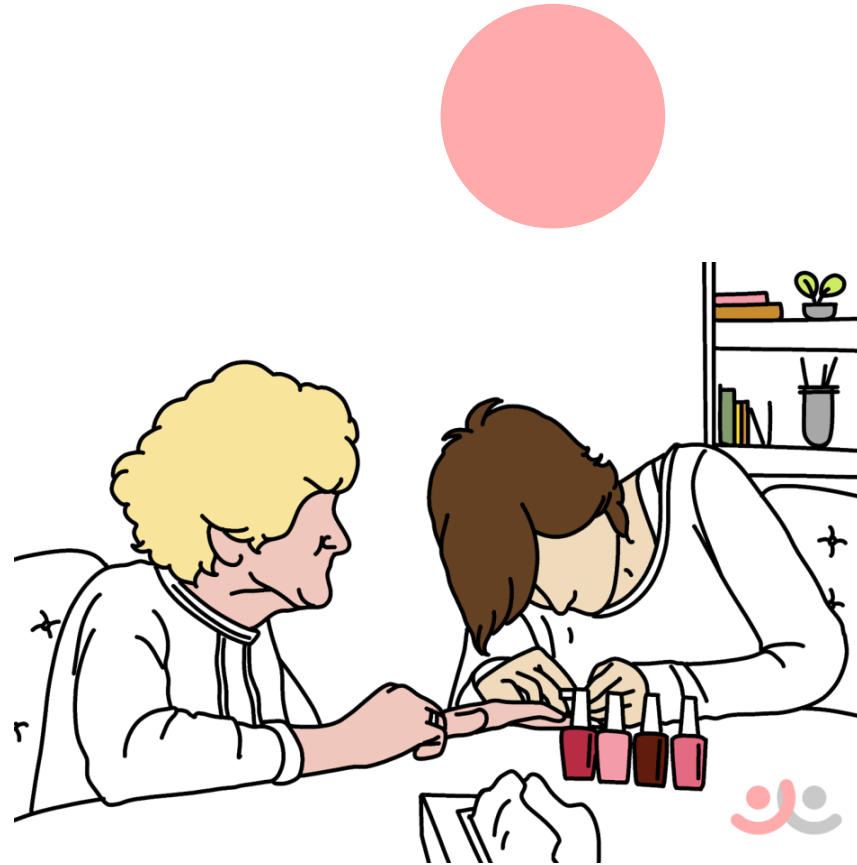
*"You don't need to know everything but for your own wellbeing you need to not be completely left behind and live in a bygone era. Keep yourself safe but be able to bit by bit embrace the new and it might make things easier. Saying that, I can only do it as my son helps me every step of the way and reassures me that I'm safe."*

*(Jennifer, 66)*



# Jennifer, 66 years

- Has a tech enabled home, spends her time on Facebook and using Alexa. Likes the function of talking to Alexa and Alexa talking back - much easier than using screens and downloading information.
- Used PCs at work and since retiring has lost confidence.
- Feels quite targeted by advertising and cold callers and thinks that apps and websites make her more at risk of scams and hacks.
- Has recently had cancer and got a chronic condition so speaks to specialists and her nurse regularly, avoids looking anything up online, as not sure what to believe.
- Likes looking after herself, eating healthy and doing some self-care.



# Cautious: Jennifer, 66 years

Coming here, you probably think I know what I'm doing with tech. I've got a newish phone, Alexa, Dot and a big Apple mac in the office upstairs ... but it's all my son's doing, he put them in and told me it'll be ok as I can talk to them! I think he's worried I'll become a wrinkly dinosaur! I admit I don't want to end up like my mum, who's in her 80s and refuses to have a go with tech even though we've bought her an iPad; but I do worry about what could happen to all my data and information.



When it comes to apps, I don't have a clue. The only one I'm good on is Facebook. My husband has put all the banking apps on my phone. Great - until my phone gets lost, stolen or hacked...and then what? That's the bit that worries me and I don't understand so well. He put face ID on it, so it should be OK. Look, you have to move with the times but you can still be worried about what's happening behind the scenes. I know I drive my son mad as it takes me time to take it all in, but I'll get there eventually. He laughs because I get Alexa to tell me my shopping list and then write it down. But it works for me.

I've worked all my life and was an EA, so I can use typewriters and computers, and was used to the internet, of course. I've only recently retired. I hated Teams, it took me ages to find the blur so everyone saw my house. It's the pace of change and the range of information that is out there that can be intimidating. So I try to limit what I ask and access.





# Cautious: Jennifer, 66 years

I've recently fought cancer and I've got a chronic autoimmune condition and I'm trialling a new therapy regime, as it's gotten worse. So I have quite a lot to do with doctors, different hospitals for check-ups, medicines and all that! I don't mind as it's all making me better and I'm so grateful for all their hard work. I try not to look things up online, if it's gossip about someone famous with a similar illness to me I might, but I don't look at symptoms. It would send me into a spiral. I'll ask my nurse, or my specialist if I've got side effects or new symptoms, like recently I've had some nodules grow and I called up and I'm booked in for an op in a month's time.

I prefer to book everything over the phone and meet face to face. I'd rather be on hold, number 8 in the queue than have to navigate a complicated website. It would worry me that my appointment wasn't booked or that my prescription wouldn't turn up. My GP surgery is fantastic. They answer the phone and find you quick appointments. It's a new surgery, that's probably why. I like it when they send appointments through by text, as it's there, but if there's an attachment I will always print it off and use it in paper form. I can't see it on my phone and I forget the details and passwords. It's much better for me to stick it on a piece of paper. But at least I can open the message and know what to do. If they went online for booking, I'd like them to invite us in and show us how to use the website or app, step by step, and send us information. I'd order prescriptions if I knew it was all safe and from the NHS.



Cautious



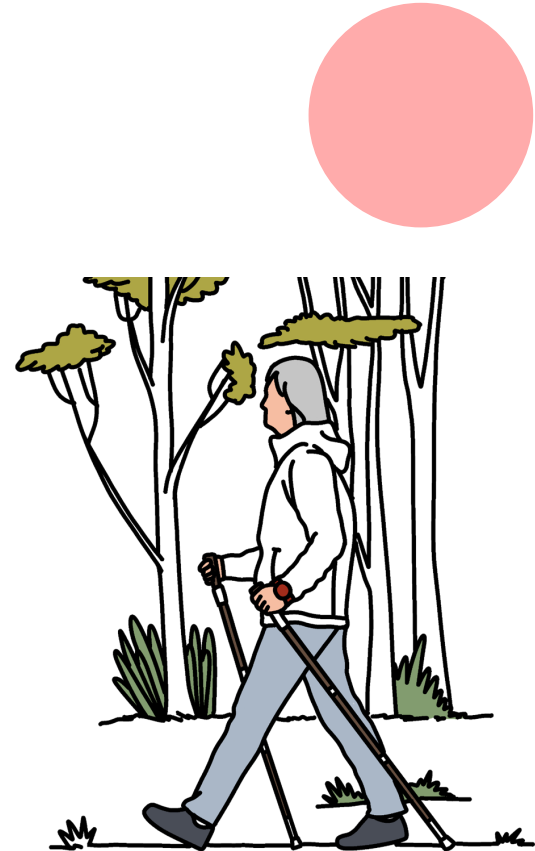
*"What happens if you lose your phone and someone sells it to those market stalls on the high street. They just have to pay £10 to unlock it and now someone has all your private information. You have to wonder whether all of this is safe. I'm just waiting for someone to chop my finger off to access my online banking."*

*(Barbara, 73)*



# Barbara, 73 years

- Retired, lives alone.
- Scared of someone stealing her information - was encouraged by son to use online banking but still sceptical.
- Wishes services would go back to how they were before as she struggles to keep up with new changes.
- Doesn't ask her partner for tech support because he loses his temper with her. Frustrated by her struggle with tech and wishes there was training or classes.
- Uses Zoom for virtual pilates which her son set up but gets stressed when something goes wrong.
- Uses a fitness watch her son bought her, which she loves.



## Cautious: Barbara, 73 years

I'm 73, retired and I live on my own but I have a partner who lives in another city and grown-up children and grandchildren. I use WhatsApp and Facebook just to message people and keep in touch with them. I can do basic things with technology but I need support. I don't know how to upload and download documents and when I save things I can never find them again, where on Earth does it go? When my partner is visiting he tries to explain but he usually loses his temper and says "I've already told you, you don't even try to remember do you". It's so frustrating, I feel like a five year old being taught how to read. No one can understand why I don't understand.

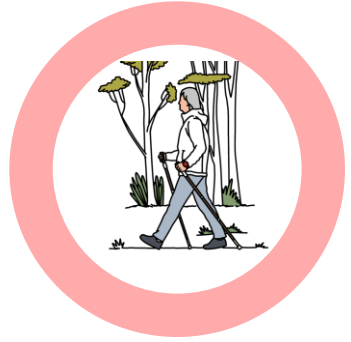
My son is a lot more patient and he helps me a lot. I have a part time job on a cruise ship and they send us a contract to print out, sign, scan and return by email. I usually go over to his house and he does it for me because otherwise I'll end up in tears. He's also put online banking on my phone which was a big step forward but I was brave enough to do it because he told me it was safe. Honestly, I'm still frightened of it. What happens if you lose your phone or someone hacks into it and now has your private information. I feel like I'm just waiting for someone to chop my finger off to access my account. Even with contactless I was happy before just typing in my pin number.



## Cautious: Barbara, 73 years

Sometimes technology just makes things worse, it's stress that's not necessary and I just think why overcomplicate things? I like to ring my doctor to book an appointment but nowadays the earliest one they have is in six weeks, what's that about? They have a new system online and it might be quicker to book an appointment but it's long-winded. I can't even get it to work on my phone so I have to be at my laptop to use it. But I don't know my password, apparently they reset it but I don't know how I'd get the new one. I'd like things to just go back to how they were.

The only thing I like is my online pilates class. It's convenient, I have all my equipment here so I do it right from my living room in my pyjamas. My son set up Zoom on my laptop and I know how to click on the link although if anything went wrong I wouldn't have a clue how to fix it. I also have my fitness watch which my children bought me. I walk around with it on or sometimes go for a walk in the park and it counts my steps. My friends track their steps too so we compare and see who can reach 10,000. It also has a button which connects to an emergency service. Since I live on my own, I'm always worried about having a fall but this means I can access help if I need it. I think they should provide everyone with one.



Cautious



*"I'm not confident with tech, I'm scared of making mistakes. I need training but it's hard for parents to learn from their children, they don't have the time, patience or perseverance. Usually by the time they walk off I've already forgotten what they showed me. When I ask again they say "I've told you once already".*

*(Mahmood, 51)*



# Mahmood, 51 years

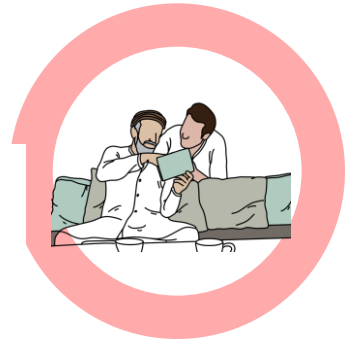
- Taxi driver but uses a sat-nav - limited contact with technology.
- Only uses his phone, feels left out when family talk about apps and social media which he doesn't understand.
- Wishes there was training for him to keep up with how technology is changing.
- Is scared of making mistakes, especially with banking and health.
- Asks his children for help but they don't have the time or patience to explain.
- Doesn't Google information due to lack of trust and prefers to ring the GP - prevents confusion with medical terminology and search results where he doesn't know which content is genuine.



## Cautious: Mahmood, 51 years

I work as a taxi driver. A lot of drivers have gone to Uber now but I'm still with my local taxi service so we use the old sat-nav system, rather than Uber or Bolt. If they wanted us to update they'd have to run some training, give some support. It's difficult because I'm old-school, my generation hasn't grown up with technology like the younger ones. I'm not confident with technology at all and I'm scared of making mistakes, especially with banking and health because that's your private information. I hear stories about people having money taken from their account and about scammers on Ebay and PayPal. That doesn't help with my confidence.

There are some things I can do though, I have WhatsApp on my phone and that's easy to use. There's only two or three features so it's self explanatory, I know that the picture of the phone means calls and the camera means videos. It helps me to keep in touch with my family abroad, although I wish I was better. My wife uses Snapchat and will show me videos of our family. I would love to know more about social media and what it does and then I could send videos to my family back home of birthday parties or weddings. I think I just need some training with the way the world is changing now but there's no support, and even when there are guides they're not user friendly. I ask my children but they don't have the time, patience or perseverance.

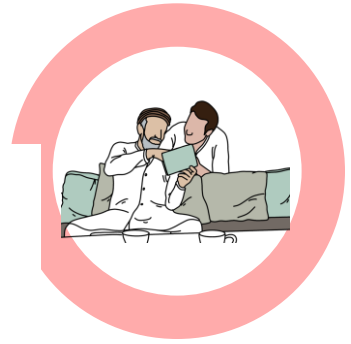




# Cautious: Mahmood, 51 years

Usually they teach me once and by the time they walk off I've already forgotten what they showed me. When I went on holiday I had to show my Covid pass and fill out all the Covid locator forms but I don't know how to do it on my phone. My son did everything for me, emailed the form to the hotel and the hotel printed it all out for me to bring to the airport. Written paper is much easier.

I don't use the internet to search things either. You search for one thing and a million different things come out in all medical terms, it confuses me. I don't know which is right and which is genuine. I really struggled during Covid when the GP was closed. I needed to be able to explain things to the doctor in my own way and with writing I can't explain it properly, English isn't my first language. Even now I struggle to get GP appointments, sometimes I ring in the morning and all the appointments are gone or I ring several times and the line cuts off. They're still using Covid as an excuse not to provide a good service. Sometimes I go to the pharmacist and tell them my symptoms and they can give me medication so I don't need to go to the doctor. I have a good pharmacist and I trust him. But for when I do need a doctor, maybe there could be a way to book it online or have options for what you need and you select yes or no. But you'd still need an in-person appointment because replacing the personal touch with digital doesn't provide the same experience.



## Content



*When I tell people I don't have Wifi or good internet access at home they think I'm unhappy. They don't think that I'm enjoying other things, with real people, rather than being on Facebook or Snapchat all the time.*

*(Zaineb, 20)*



# Zaineb, 20 years

- Unemployed, living with family.
- No wifi at home as no one has needed it. All family members have data on their phone and use that for what they need.
- Home schooling was difficult but otherwise it's not a problem.
- Thinks she uses tech a lot less than other people her age, she has Snapchat but doesn't use it and WhatsApp is just for friends and sharing tips on getting a job.
- If she needs a computer, will go to her library.
- Prefers to do everything in-person, like shopping and banking.
- If she's unwell she'll ask the pharmacist.



# Content: Zaineb, 20 years

I live at home with my mum, dad and two brothers. They're younger than me. It's ok, a bit noisy but we have lots of fun on the weekend, trying to play tennis or going on huge family picnics. I've gotten really into baking, that's my hobby so I take lots of cake pops to give to my cousins. I'm not working at the moment. I'm sort of looking, I put in application forms to shops locally. I like retail as you get to meet people. I'd prefer clothes and shoes than the supermarket - I've just stopped working part-time at one and I don't miss the work, even though I liked the regular customers.

We don't have wifi at home, but we don't need it. We had it for about a year a few years ago, but the connection was so poor that it stopped working. We decided to stop purchasing it - my parents had mobile data so I used to hotspot from them. It was good as it meant we didn't grow up attached to phones. Searching up stuff for school work was so annoying. I ended up going to the library and using their computers if they were open. I still do if I'm doing an application form for a job, as it's hard to do on phones.

Lockdown for my brothers was bad, they couldn't really do work unless school sent it to us and they'd get in trouble but it wasn't our fault. My aunty tried to help by inviting us round to use her computer and wifi, but my cousins were also doing home school. It's fine now that we're back to normal.



# Content: Zaineb, 20 years

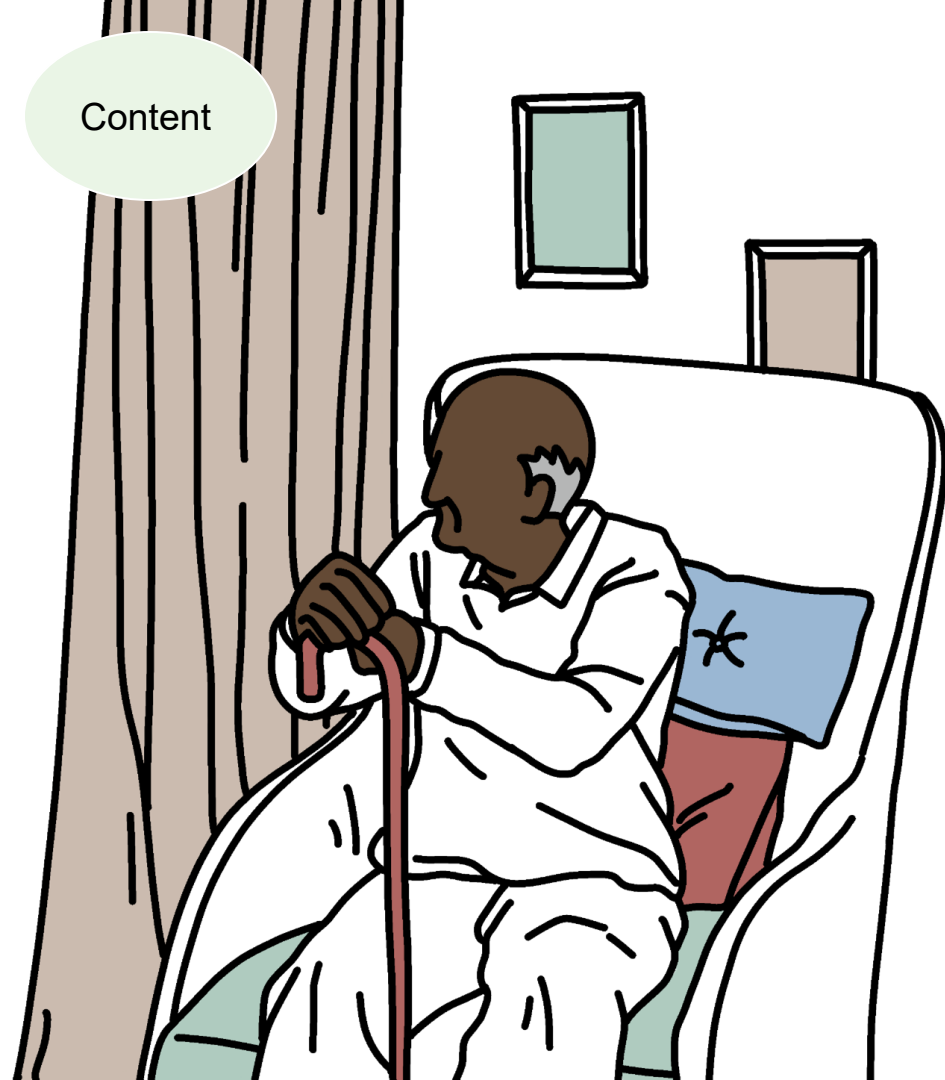
We've got one tablet somewhere, but I think it's stopped and we have a laptop. All five of us have phones now, with data, not contract. We can go on apps if we want. My brothers play games but no one else is that into it. The only thing that we need is to be able to use WhatsApp for speaking to family in Bangladesh, which my mum does a lot. If we didn't have that it would be bad! No one needs it for work as my dad isn't working at the moment either.

If I'm worried about my health, which I'm not usually as I'm young, I'll ask my pharmacist as they have a private room in the shop. If there's something more serious then I could call my GP at eight in the morning and get an emergency appointment. It usually works, it's what we do for my mum. I don't know if they've got a website or if you can book online, but I don't think you need to when you can just ring up. Most people find that easier.

I don't use health or wellbeing apps, but I've tried journaling. That helps. The NHS one didn't work for me. I prefer my physical vaccine card. I don't count my steps, I know if I've gone for a walk and that's what's important, tracking steps doesn't make a difference. I tried the couch to 5k in lockdown and lasted two days, I also saw the sugar swap app advertised on TV, but we never do that, there's too much to buy at the supermarket and it'd take too long to scan. It's a good idea though.



## Content



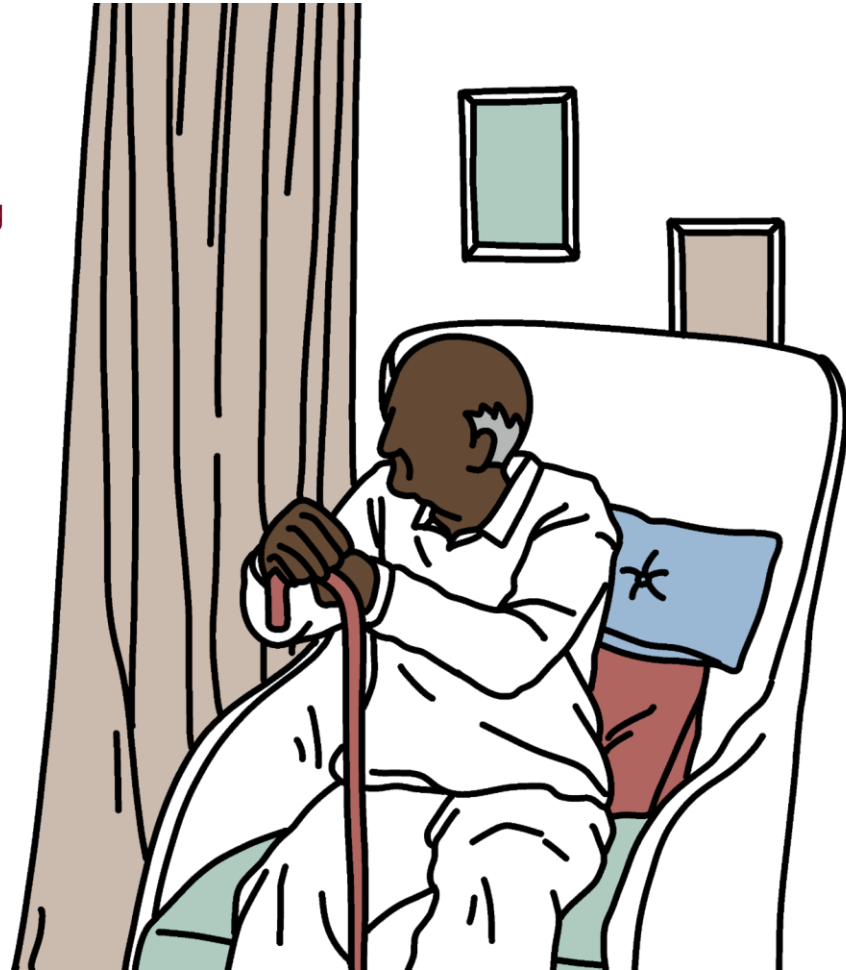
*My son has a fitbit watch. He says it's to count his heart rate and I just think to myself 'you're a loony'. Sounds like a waste of time, why would you want to count your steps. I wouldn't use technology for anything like that, when I need help I'll just phone the doctor and book an appointment.*

*(Desmond, 65)*



# Desmond, 65 years

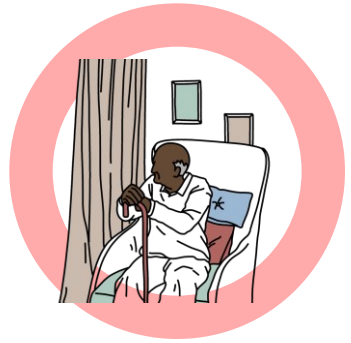
- Lives alone, unable to work due to disability following a car accident.
- Uses phone for calls and messages to keep in touch with family.
- Did not have wifi / data access but now shares his neighbour's wifi.
- Relies on family for help with online forms related to disability - wishes there was an alternative to online services.
- No interest in online banking or shopping for peace of mind that no one can access his information.
- Doesn't go to the GP unless really ill, otherwise will use family remedies for minor illnesses.
- Struggles to book GP appointments due to low availability - wonders whether the NHS app would help with this.



# Content: Desmond, 65 years

I'm 65 and live on my own since I'm divorced and my children are now grown up. I used to work as a driver but I had a car accident last year which means I can't work and I'm registered as disabled. I try to get outside for walks but I have hip pain a lot of the time which means I spend most days sitting at home doing nothing. When I first moved in I didn't have signal as I live on the 14th floor of my building but my neighbour offered to let me use his wifi and I pay him half of the cost each month. My friend gave me an Amazon Fire Stick too which connects to the wifi so now I can at least watch sports on TV. It only has one main button so it's easy to use, my regular TV remote has about a million buttons, I don't know what most of them are for.

I also have an Android phone, I like that it's simple to use just like the old Nokia phone, it's foolproof. Especially since my accident I've struggled with adjusting to being at home. I used to play football, go running and learn martial arts and now my walking stick is a big hindrance. But my phone has helped and I know how to use it for calling, texting and WhatsApp. It means I can stay in touch with my children who live in other cities now and check in with my mother who is elderly and struggles with her health. I speak to her every single day and send a good morning message on WhatsApp. It's nice to have a way to let people know you care for them.

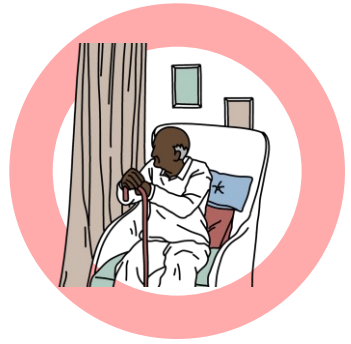




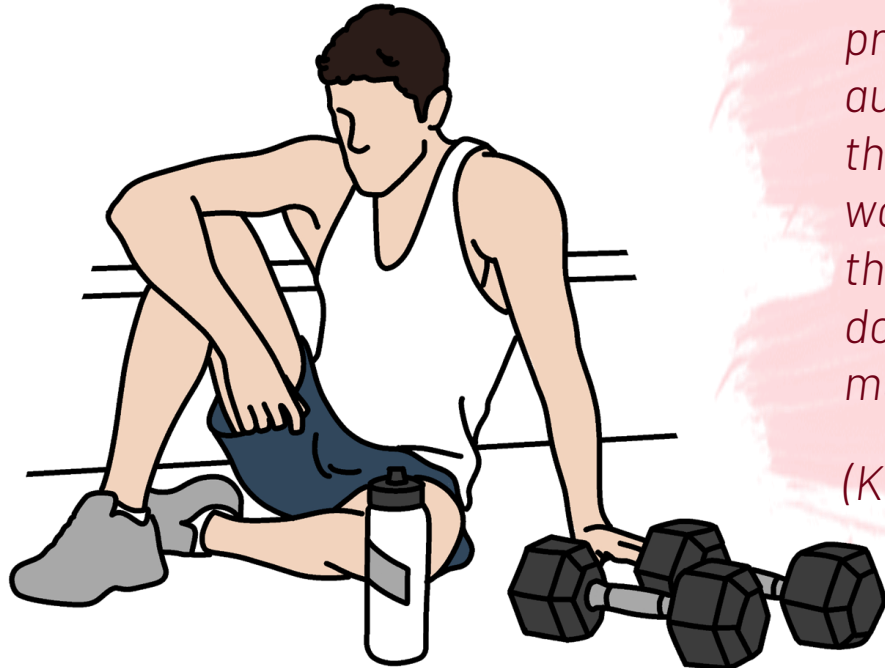
## Content: Desmond, 65 years

But I'm not someone to talk about my feelings, so I didn't ask the doctors for any help, I just laugh it off. I didn't want to be sectioned either. We don't talk about these things in my culture so I didn't want to let my family down. I never really go to the doctors anyway, aside from the monthly checkups for my hip. I'd have to be really sick to go and otherwise I'll just ride it out. For things like colds I just make a hot drink with onion, lemon and ginger, an old Caribbean recipe my mother used to make. I have repeat prescriptions for my pain medication so that's simple too. All I have to do is walk to the pharmacy at the top of my road and I know which days to collect them on.

The only thing that frustrates me is getting an appointment, you have to ring at bang on 8am otherwise you can't get an appointment until the next day. Apparently there's an NHS app, which my son told me about, he said he'll put it on my phone next time he comes over. That one could maybe make it easier to book appointments but I'd still prefer things to be hands on, you make an appointment and someone's there face-to-face in-person. With most of this technology, I don't see why you need it and it just moves too fast for me. My son has a Fitbit watch and it sounds like a waste of time. But with apps, I'd like to learn that, maybe I'll see if they have classes at the local library.



## Content



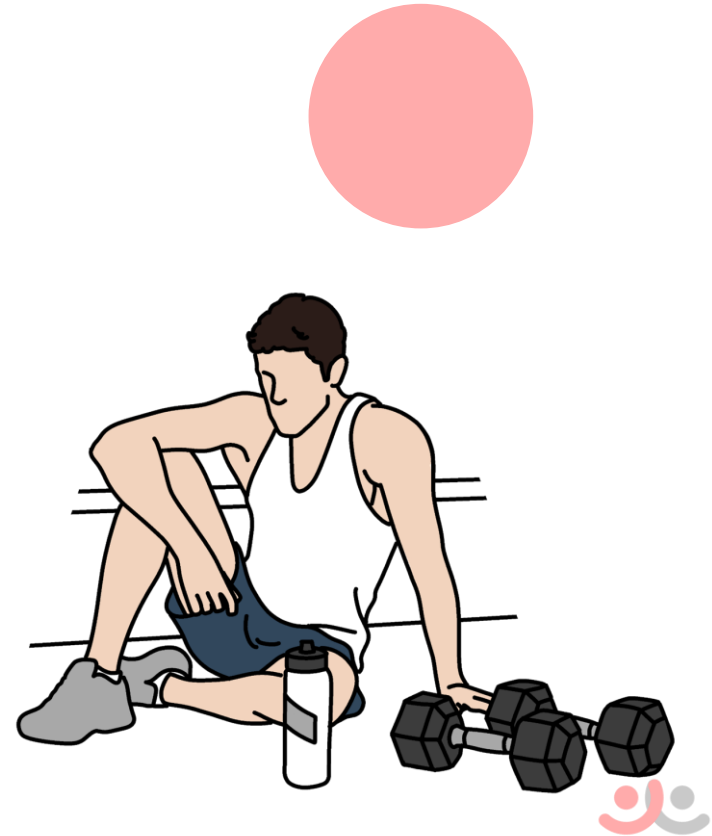
*"My cousin keeps trying to put different apps on my phone, they're all a waste of time. Even at the doctors - my prescriptions used to come automatically, now I'm meant to use their new app to order things. It worked fine before. They always rush things out as a blanket solution, they don't think about those who don't know much about tech".*

*(Kev, 32)*



# Kev, 32 years

- Works in retail in-store, little engagement with tech at work.
- Mainly uses text and calls - considers social media apps a “waste of time”.
- Needs support from cousin with downloading new apps - if health-related staff at his GP surgery will set it up.
- Struggles with new app-based prescription service and doesn't see the need for it.
- Uses Google to treat minor football injuries rather than going to the GP.
- Thinks NHS should provide digital support for those who cannot use online services independently.
- Has a fitness watch and wears it while doing sports to manage his heart rate.

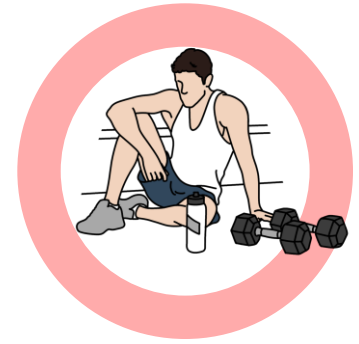


# Content: Kev, 32 years

I work in retail but I'm not in the office, I'm on the tills so I don't interact much with technology. I mostly use my TV for watching sports and my mobile phone for calling and texting. I have pay as you go data at the moment, I'm waiting for the Black Friday sales to get a cheap contract. But it doesn't affect me too much and I can access everything I need to.

My cousin works in IT so he talks about apps every five minutes and keeps trying to put them on my phone, I want to punch him. For me, it's all a waste of time. You can easily spend five or six hours on social media looking at rubbish with no purpose. Everyday he tells me to download TikTok and Telegram or he'll send me links to different things. Just leave me alone. This is why I'm not on WhatsApp right now. It needs updating but I'm avoiding it because people are always bombarding me with messages. Most of the time I'd rather not use apps. For football my friends will look up the scores on their app and I'll look for it on Google. They'll laugh at me but it's actually quicker than their app.

The NHS app is a disaster. My repeat prescription used to automatically come on the first of every month and all I had to do was collect it, but they've changed the system so now everyone has to order prescriptions through the NHS app. I've tried setting it up but it won't work for me so now I have to go into the surgery every month with a piece of paper to get my prescription order.



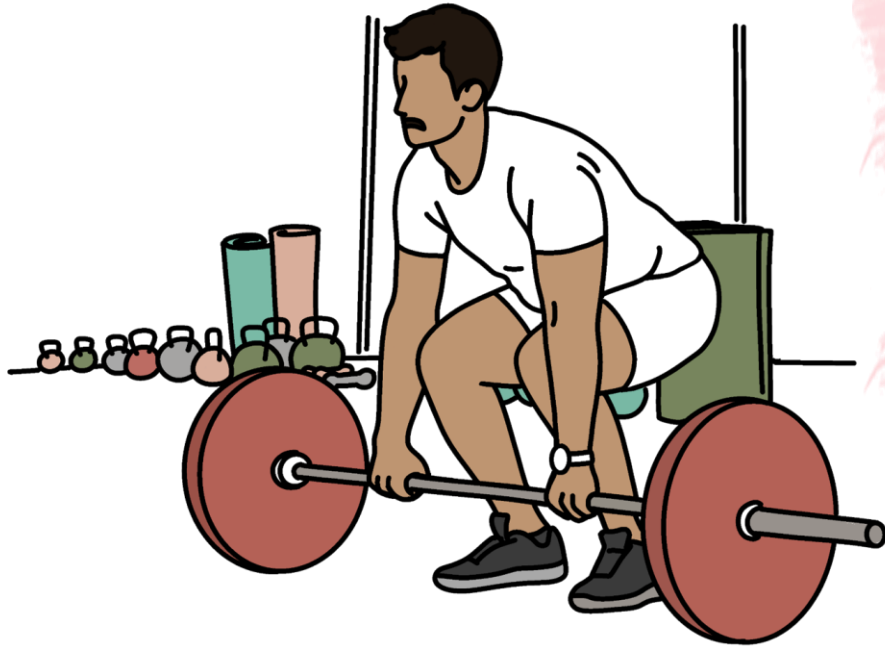
# Content: Kev, 32 years

It was all a lot easier before, they should really do trial runs before they launch these services to make sure everyone can access it, it feels like they just rush them out. I'm lucky I have support but not everyone does. I went to a football match during the pandemic where we needed to bring our proof of vaccination and the manager of the GP surgery set it up for me on my phone. The problem is that I'm not that confident with these things at all, but part of it is also me being lazy, I'm quite stuck in my old ways.

But there are some things that I find apps helpful for. I like the GP as the first point of call but they're not specialists so they treat every injury generally and if they can't help they just end up referring you. So if I have a football injury I would just search online to see how to treat it, I wouldn't go to the doctor. I've used YouTube a few times when I've had a back injury to look for physio exercises I could do. I also have a fitness watch which someone sold to me. I've had to spend some time learning how to use it but it's good, it reminds you to move if you're not being active and tells you about your heart rate. I'm thinking about getting the My Fitness Pal app which tracks your calories too - I'd have to get my cousin to help set it up. But all of these things still can't replace the personal touch. I actually moved from my gym because their fitness classes were online and I just couldn't get into it. I still want in-person support to be there.



## Content



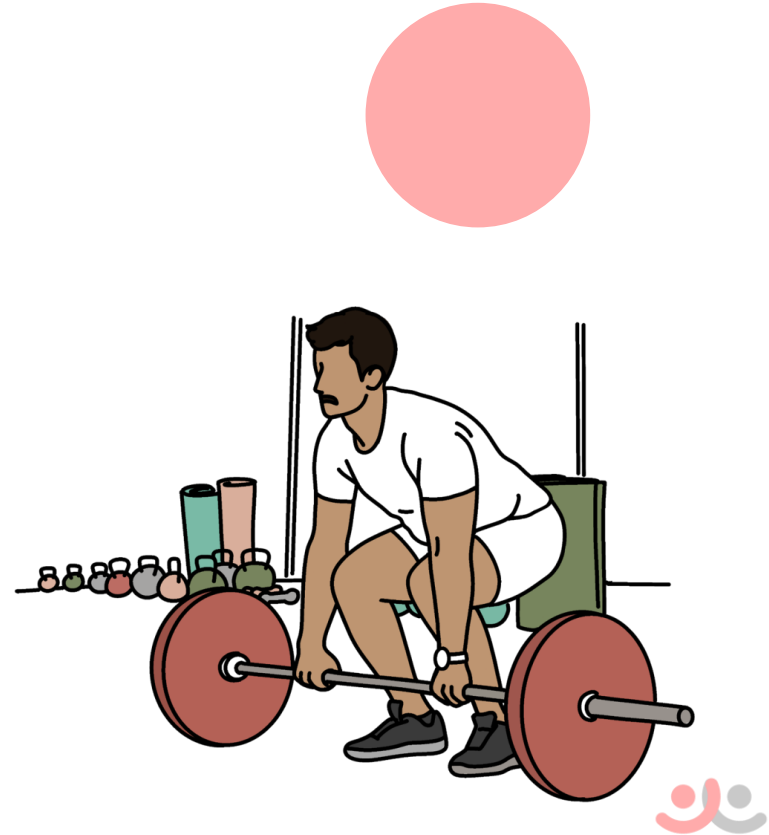
*"I use Instagram for fitness tips. I follow people at my gym and if they recommend things, I'll look them up. That's about it though. Roughly, I know what's good and bad for me and I don't need an app to help with that".*

*(Mo, 22)*



# Mo, 22 years

- Has always had a good phone, but family hasn't had wifi, at home for a long time - believes the infrastructure isn't there and they don't need it, it's an extra cost.
- He'll use the library at uni if he needs to spend time online. His friends think his tech use is unusual, but he's not bothered.
- Happy being a 'follower', his friends show him apps and he may download them if they are useful. But he'll never seek anything out.
- He gets well being information and tips from the people he follows on Instagram and health information from his friends, as they are medics and he trusts them more than the internet.
- He doesn't need trackers for fitness, he just goes on how he feels.



# Content: Mo, 22 years

I'm in my final year of Uni, it's gone so quickly as I started in lockdown. I hope I'll get a job, but you never know, not in this climate. I did work experience, it was alright, the thing is, I'm not doing the most exciting degree so the job isn't going to be that exciting. If I'm not at uni, you'll find me at the gym, I go a few times a week to get rid of stress and detox my frustration. I'm also trying to shed a few pounds, but I know that really I should eat a bit less! My diet isn't the best!



I live with my family in a strongly Muslim community, mixing Pakistani, Bengali and others. I've been here all my life. I like it, everyone knows you and checks on each other. The lads still play football together in the street, like when we were younger. I think most people where we are use mobile data, I don't think the infrastructure's there for good wifi and so people aren't getting it. We hotspot if we need to, although mobile data can be temperamental too. I can use the wifi at uni, so usually I stay there to work, although the wifi isn't always brilliant there either!

I use my phone for lots of organisational things like banking and of course talking to friends. I'm on Instagram a bit. I don't post myself, but I look up fitness tips, especially weights and hacks to get stronger more quickly. There's loads on there, you could spend the whole day on it. But there's more important things to do. I don't use any actual fitness trackers or apps. I just go by what I did the day before and try not to be lazy!





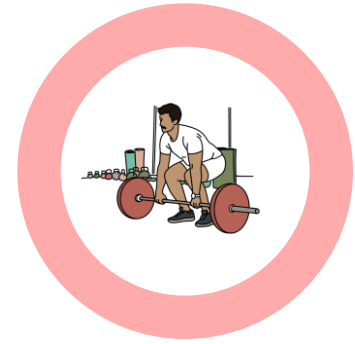
# Content: Mo, 22 years

My friends usually recommend things to follow and I'm always the last to know! They tease me about it but actually it doesn't matter when you get the apps. If it helps and isn't an extra for the sake of it, it can be good. But I'm easy with it, I don't need to be on everything. I do what I do.

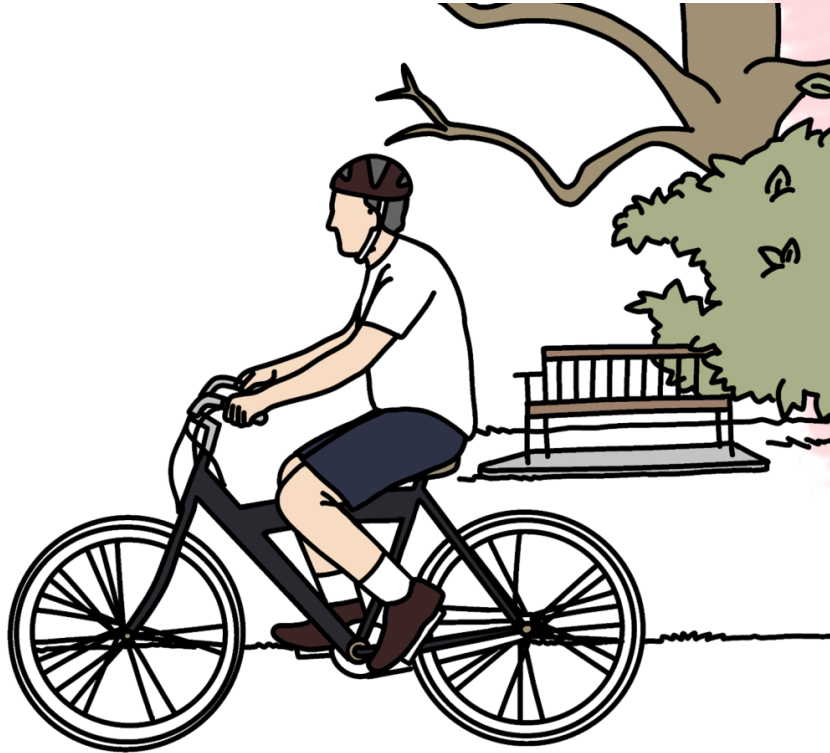
I think I'm managing my health OK. When it comes to medical information and support, I try self-care first, hot drinks, paracetamol, you know. If that doesn't work I'll ask my friends as most of them are studying medicine. Then it's the pharmacy and I go to the GP as a last resort. We've always gone to the same place and phoned up for an appointment. I don't think it needs to be online, I think people need to speak to someone, they'll want the reassurance that they've got an appointment, especially if they're not used to booking on the phone.

Sometimes when you do need to do things online, you end up with more questions than answers so it can be frustrating and you just want to speak to someone.

If tech solves a genuine problem it can be good. At the end of the day, humans are better than computers.



## Content



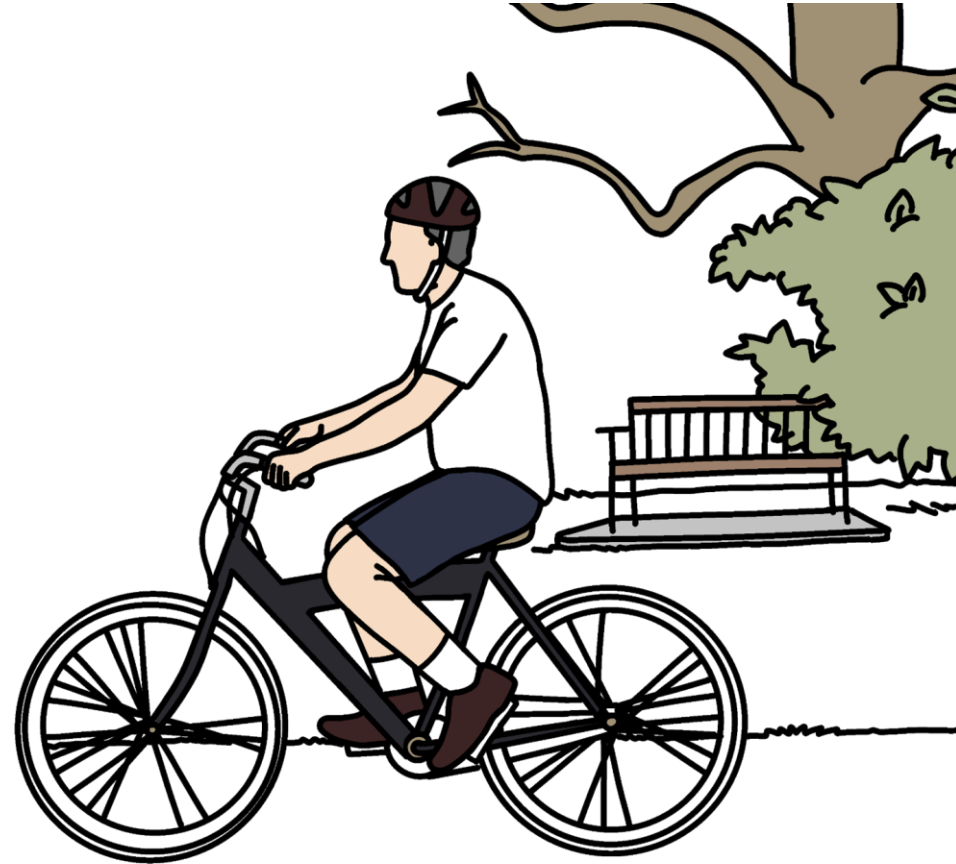
*"I'm not the best with phones but I have an obsession with cycling so I use it for looking at cycling videos on YouTube or searching for bike parts on Google. I even managed to buy something from my phone the other day from where I was sitting in the pub. I suppose your mind will learn about things you're interested in. For anything else like online banking, my wife tends to take control of those things".*

*(Warren, 54)*



# Warren, 54 years

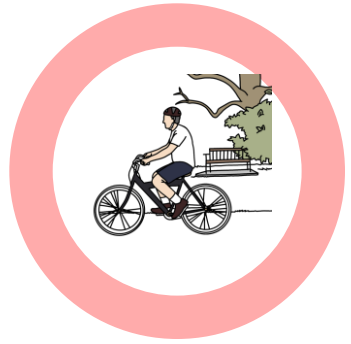
- Retired, huge passion for cycling.
- Uses calls and texts for staying in touch with family and friends and for sharing photos from bike rides.
- Confident browsing on Google and YouTube for cycling-related information.
- Knows about cycling fitness technology which his friends use - doesn't see the need for it.
- History of mental health difficulties and stress - finds that Googling symptoms makes his stress worse.
- Highly reliant on his wife for managing their emails, online banking and health information.



# Content: Warren, 54 years

For me, cycling is a way of life. I used to race bikes when I was younger - that's how I met my wife, she was an international cyclist at the time. I'm retired now so I have plenty of time to ride. Just the other day I rode 100 miles to the highest part of Shropshire with my friend. It's a bit of an obsession so I mostly use my phone for things related to cycling, looking up cycling videos on YouTube or searching for bike parts on Google. I also love taking photos of where I've been on the bike and the phone will automatically add the time, date and location so it's like a diary and I can send the photos to friends on WhatsApp.

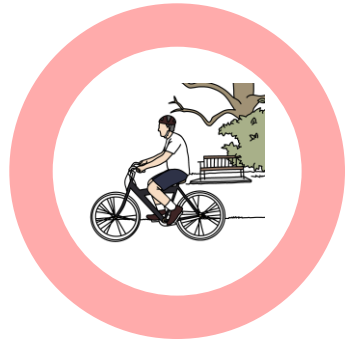
I tried the fitness app Strava for a few weeks which followed me around on my bike and tracked my mileage, my route and my speed but I stopped using it. It felt like I was being monitored. I just like to enjoy riding my bike, I don't want to be stressed about things. I know my friends use these things on their handlebars that track where they go using technology. I don't know about those, I don't understand what it's doing. Another friend uses Zwift, it's an indoor bike where you can race with people. I'm willing to try new things but I don't need all of that. I'm retired so I have the time to cycle outside.



# Content: Warren, 54 years

I'm quite reliant on my wife, she does all the online banking and manages the different savings accounts. I think she even has my Covid pass on her phone. I'd like to learn if someone showed me how to, but my wife is busy and I don't like asking because then I feel a bit inadequate. Sometimes I'll ask my daughter but she has a baby now, she never has time.

For the GP I don't do anything online, I just phone them and the surgery is just up the road. I pay for a yearly pass for my prescriptions which is easy and a bit cheaper. I had a period a few years ago where my children had left home, my dad had cancer, life really got on top of me. I had a stay in hospital and was treated for stress and anxiety. I had trouble with sleeping and with overthinking. When you're already stressed and you start looking up your symptoms or look for information online it can make you even more stressed so I tried not to look for anything. Even now I still don't Google things but I know it can be helpful - my wife had an ankle injury and she found some information on how to heal it so she didn't even need the doctors. But for me I'm happy with the GP, they do what they can and I can't really complain.



# Thank you

Any questions?



Marnie Freeman | [marnie@neighbourlylab.com](mailto:marnie@neighbourlylab.com)

Tia Foster | [tia@neighbourlylab.com](mailto:tia@neighbourlylab.com)

