



Reimagining Digital Inclusion

Matt Atkinson
Chief Innovation Officer

Matt's Bio version 53.87

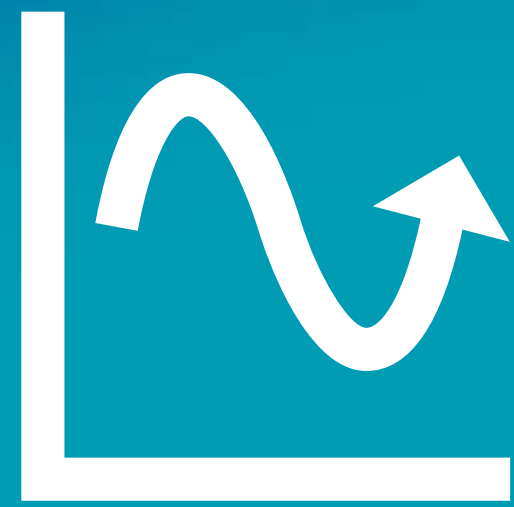
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My 'Game of Thrones' title:

**Matthew of Hartlepool, the unwavering,
Director and doer, Father of innovation,
Slayer of waste, Ambassador of inclusion,
and Conqueror of the great complex challenge.**

The situation



VOLATILITY



UNCERTAINTY



COMPLEXITY



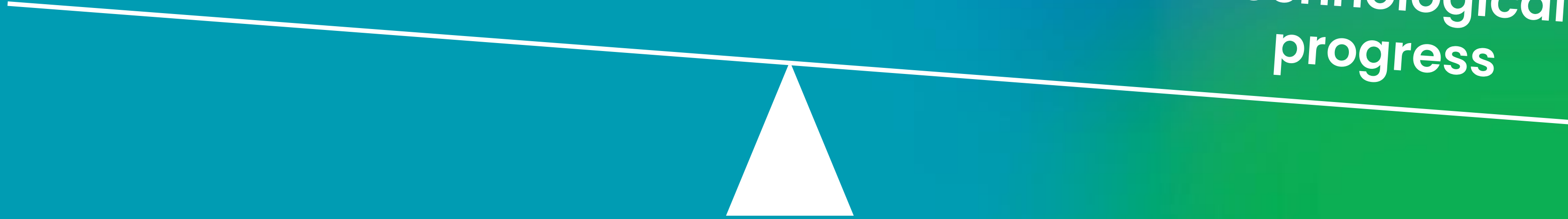
AMBIGUITY

What we need


Simple, affordable, sustainable practices

The unique
needs of
humanity
and society

Technological
progress



Lessons learned to help reframe innovation

 Traditional
cause-and-
effect practices
don't always
work

Feedback works
on a loop



Expect
unexpected
connections



Anxieties can
sometimes be
false

Biases are
complex and
need to be
understood



Cognitive
multipliers are
great



Understanding the audience

Evelyn
the elderly
Grandmother



James
the low
income worker



Susie
the rural
resident



Tom
the Veteran
with a disability



Li Wei
The migrant
worker



Simon
the stressed
professional



The list goes on...

A day in the life of Evelyn, who's digitally excluded



Morning:

- Evelyn starts her day but can't remember if she has a medical appointment today.
- She's unsure where she wrote it down and feels anxious, knowing she sometimes misses important reminders. She's been 'told-off' before, as she puts it.
- She checks her kitten wall calendar and worries that she may have missed an update. Small details like these add to her sense of stress. She sighs heavily and rolls her eyes.

Mid-Morning:

- 'Mr Postie' arrives with two letters from her GP Surgery about her next check-up, they're identical letters apart from having different dates and times. Both are weeks away.
- She finds it difficult to keep track of all her paperwork and is concerned she might forget about this appointment by the time it comes around.
- Later, she attempts to use her mobile phone. It takes ages to start up and then she struggles to navigate the busy screen. Frustrated, she puts it back in a drawer and avoids making any calls to confirm her appointments. Stupid thing, she mumbles.

Afternoon:

- Evelyn heads to her local Spar, where she tries to remember if she needs to refill her prescription. She knows she could ask her doctor to send reminders, but managing this over the phone feels overwhelming.
- On the way back, she passes her local community centre but misses a health and wellness event she would have enjoyed. She wishes she had known in advance.

Evening:

- Feeling isolated, Evelyn watches TV and listens to the news. She hears about health tips but doesn't get specific information relevant to her own care. She feels out of the loop, unsure about the next steps for her wellbeing.

System modelling Evelyn's challenge



What does she do and why does she do it?

What does she use to do it?

What has **and what could possibly** go wrong?

How long does it take?

Who else is involved?

What are her expectations?

What's the emotional impact, both positive and negative?

How much control does she have?

(and more!!!)

A day in the life of Evelyn, who's digitally included



Morning:

- Evelyn's day begins with a gentle beep from her health alert bracelet at 9 a.m. It reminds her to take her morning medication. Her 'personal pharmacy device' (Evelyn calls it Kevin) registers the dispensing of the medication, recording the dosage. Her health bracelet also tracks her vitals confirming that the medication is doing its job.
- She's reassured by this simple, familiar routine that doesn't require any complex digital interaction. And the bracelet is in her favourite colour, a white pearl effect. It makes her happy.
- Shortly after, she receives a friendly call on her landline from an automated health service, confirming her doctor's appointment tomorrow. She's happy about the reminder and notes it on her kitten wall calendar while it's fresh in her mind.

Mid-Morning:

- Evelyn heads out to meet a friend at her local community centre.
- As she grabs her keys, she notices a small heart-shaped light pulsing on her fob, reminding her to attend a health and wellness event. She appreciates how this gentle nudge fits seamlessly into her routine, so she doesn't need to worry about checking her notes.

Afternoon:

- While at the local Spar, Evelyn's hearing aid plays a little jingle, triggered by a nearby beacon. It reminds her to pick up her prescription, which is right next to the Spar. She's pleased with this discreet, health-conscious reminder. It feels supportive rather than intrusive.
- At the Spar checkout, she is given a receipt with a message and a QR code on it. She's advised to put it in her purse for safekeeping and makes a mental note to show her daughter the next day. Evelyn realises how useful it is to get local information in places she already visits. Her daughter later scans the code with Evelyn's mobile phone and shares vital health information with her.

Evening:

- As she winds down for the day, Evelyn presses a speed dial on her landline. She just wanted to double check doctor's appointment for tomorrow. This automated service makes her feel cared for and relieves her of the stress of making mistakes, and getting 'told off'.



Thank you

Matt Atkinson

matt.atkinson@waymark.digital

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