



Introducing Ask Izzy

In partnership with Queensland Shelter

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@Infoxchange

Technology **for** **Social** justice



www.infoxchange.net.au

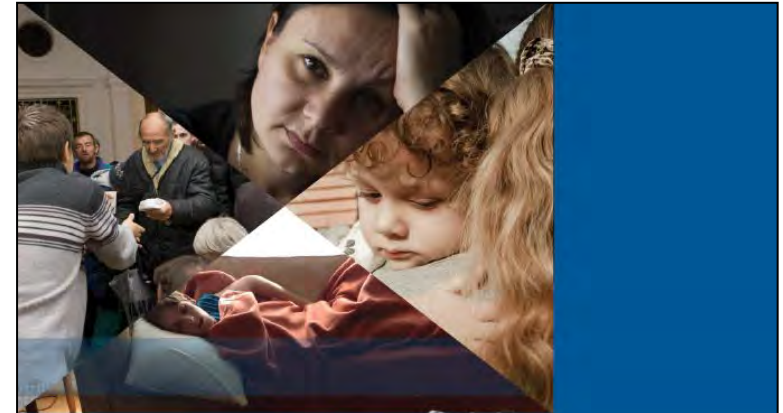
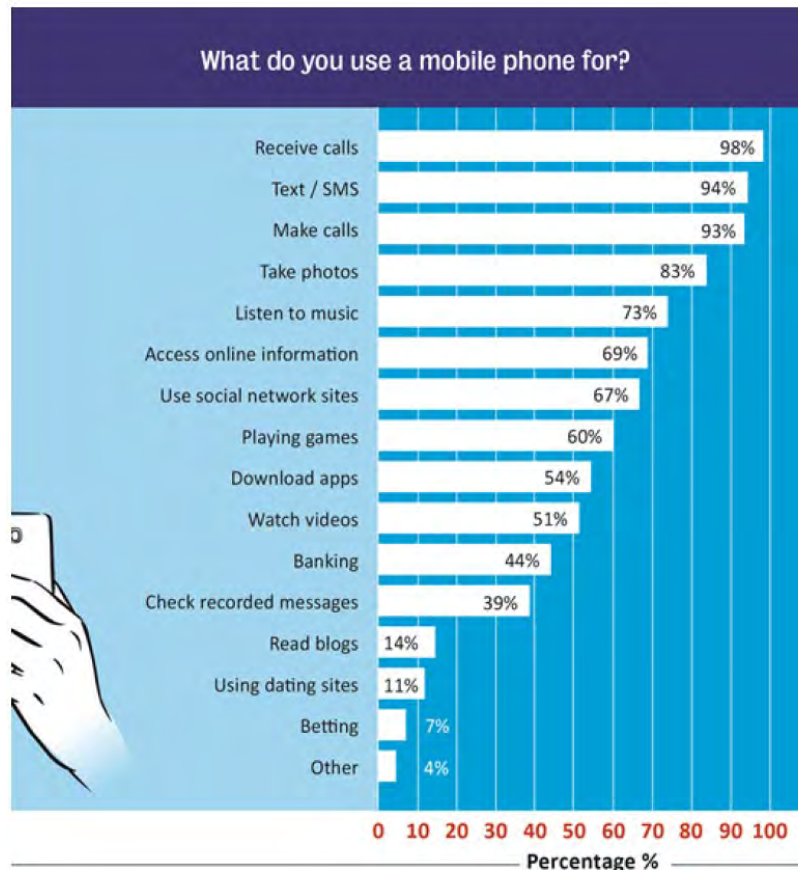
Contents of this webinar

- » Ask Izzy - Background
- » The research and design process and why it matters
- » The result - AskIzzy.org.au
- » What's next and how it can help you and your clients
- » Ask Izzy – Demo
- » How you can help now

Homeless and Connected

95% of participants had mobile phones

77% of participants had smartphones

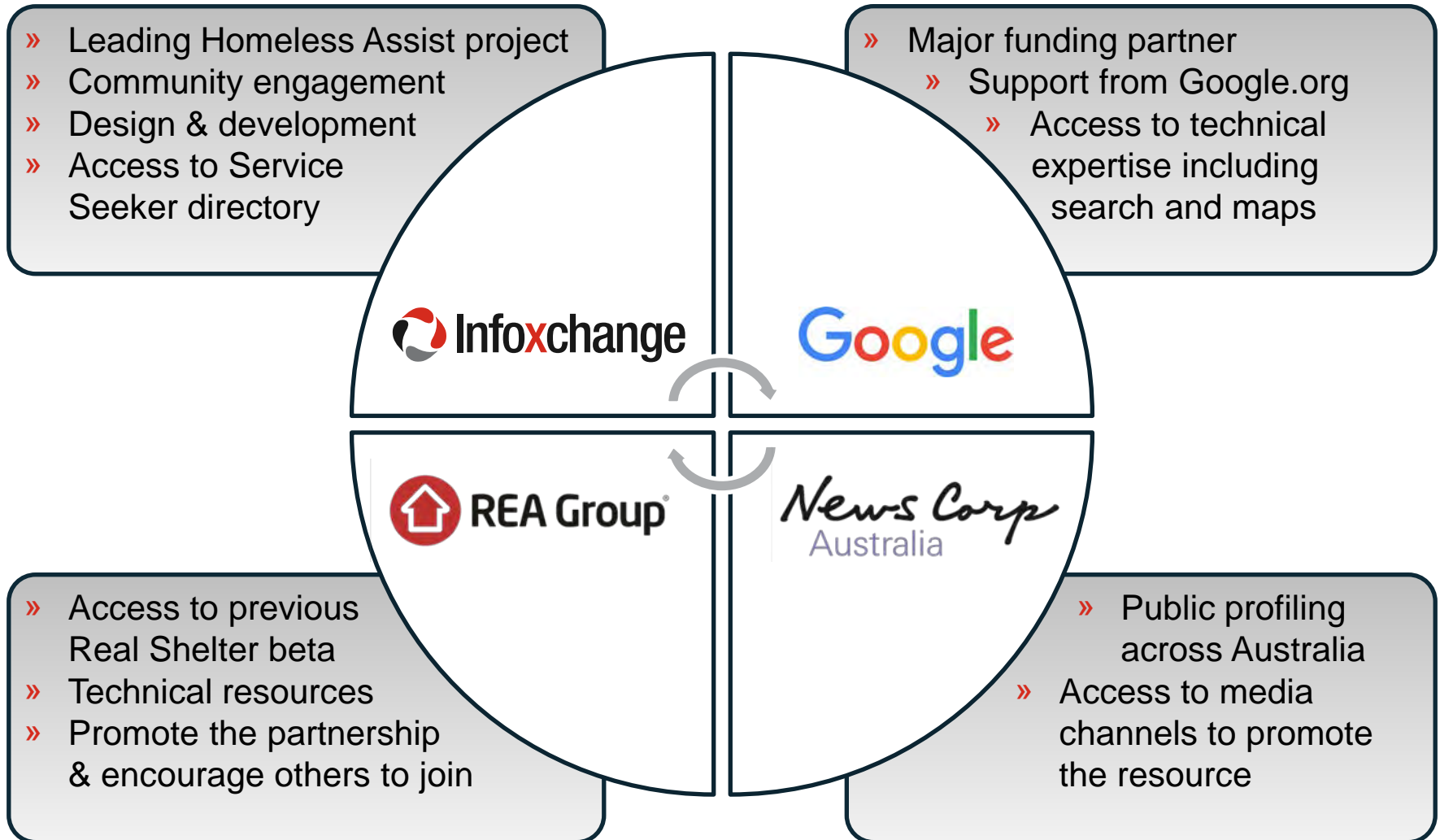


Homeless and Connected:

Mobile phones and the Internet in the lives of homeless Australians

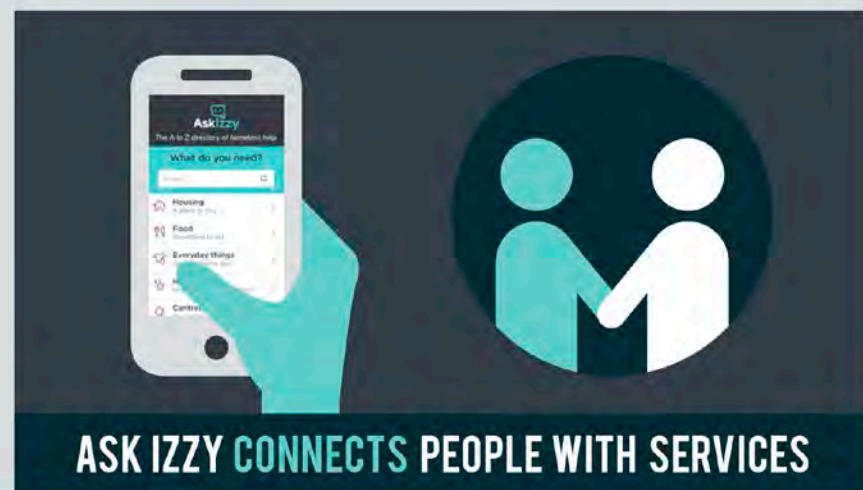


Founding partners

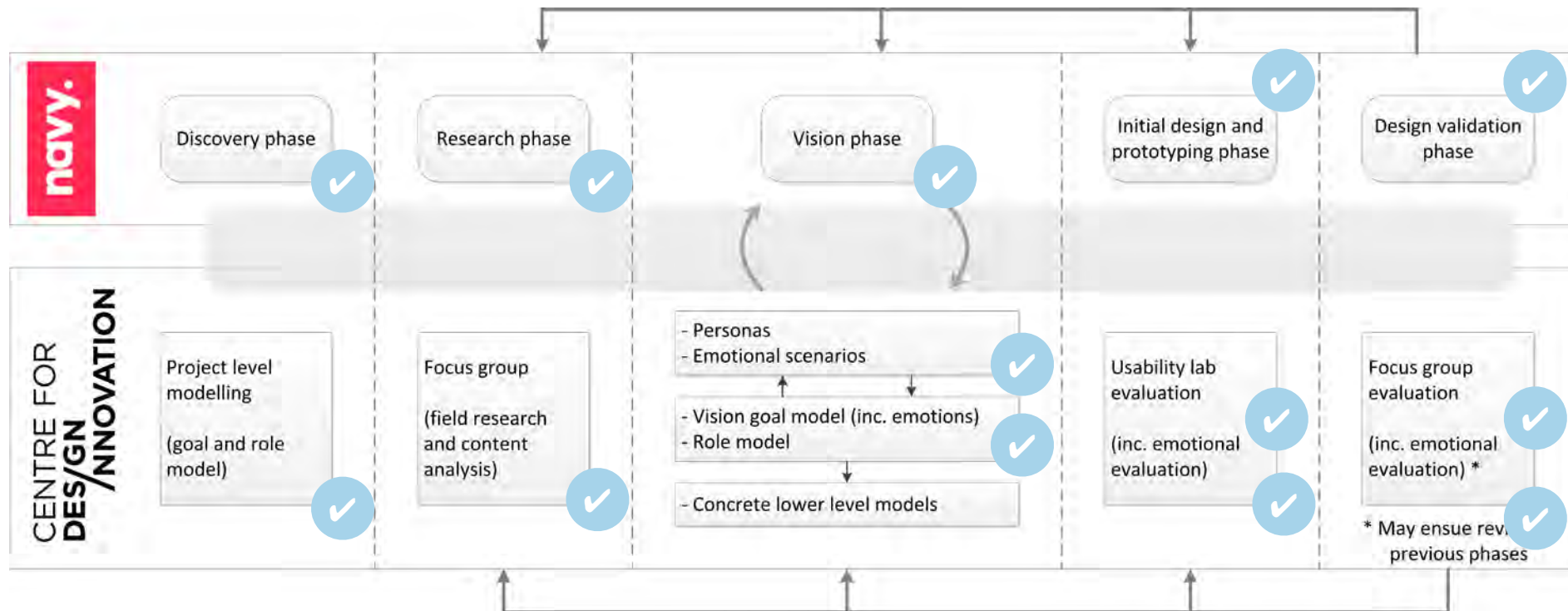


Whole of community partnership





Consumer focused approach combined with emotion centred software design



- User research and design conducted in conjunction with specialist digital design agency Navy and in close collaboration with Swinburne Centre for Design Innovation
- Design reviews and extensive user testing undertaken with consumers and Service provider front line staff

User research

Research participants

- » 40+ case workers
- » 30+ people who are homeless or with lived experience
- » A mix of group sessions and one-on-one interviews

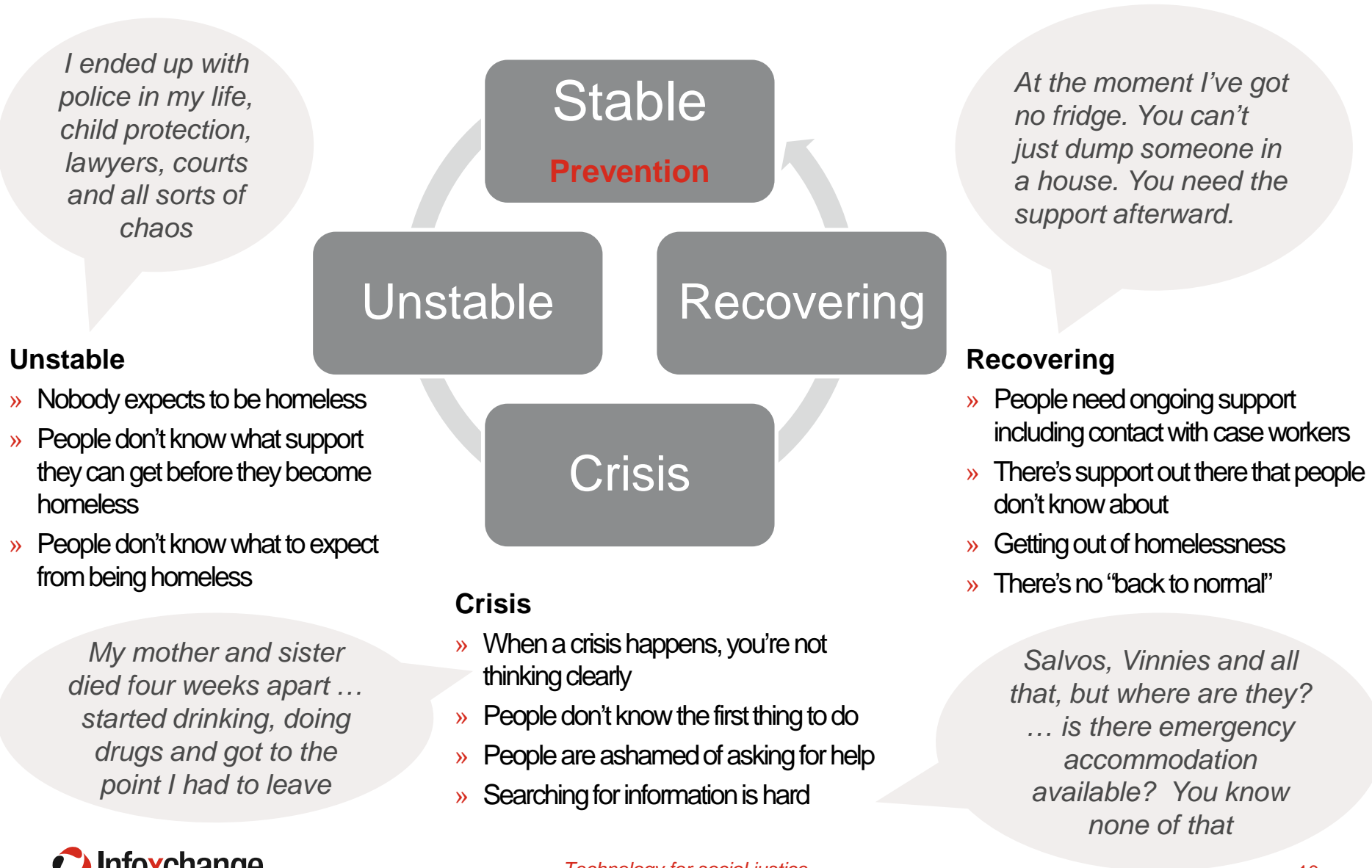
Building on research already undertaken by REA & Homeless Connect in Sydney, Hutt Street in SA and LINX



Homeless
Persons'
Union
Victoria



What we found



What we found



I went to XX... but they just turned me away and said "Sorry we can't help you"

I don't want to know about the homelessness system. I just want to get my job back. Money. Car. A good night's sleep.

And everyone experiences:

- » Complications and confusion when accessing services
- » Heavy reliance on public transport
- » Wide variety in technical access
- » An overloaded system

...all had some form of smartphone, all Facebook users ... that's how we kept in touch

Learnings for design

- » Ensure information is up-to-date
- » Guide people to the right service
- » Educate people on what to expect
- » Prepare people to take the right action
- » Keep it simple and broadly accessible
- » Respect people's emotional state



Ask
Izzy


Getting started

- » Landing page is viewed as the “invitation to use” the app
- » Straight to simple “What do you need?” with categories
- » Categories are based on what consumers said they wanted - top 4 are the most important
- » Use of icons to assist people with poor vision, poor reading & writing skills or English as second language
- » Use of conversational style and easy English






Personalisation – a quick filter

 Personalise


These services can help you find a place to stay.




I'll ask you a few questions to help you find the right places.

All of your answers are private and anonymous.


Okay

 Personalise

Where are you?




This will let me find the services closest to you


 Get current location

Enter a suburb or postcode

Done

 Personalise

Where are you?



This will let me find the services closest to you

✓ Found your location

Richmond, Victoria

Done

Personalisation – a quick filter

Personalise

Do you have somewhere to sleep tonight?

☐ Yes

☐ No

Personalise

Do you need any of these?

☐ Help finding somewhere to live

☐ Help with paying rent

☐ Help with paying utility bills

☐ Help with a legal issue

Done

Personalise

Do any of these apply to you?

☐ Aboriginal or Torres Strait Islander

☐ LGBTIQ

☐ Asylum seeker

☐ Have a disability

☐ Have children

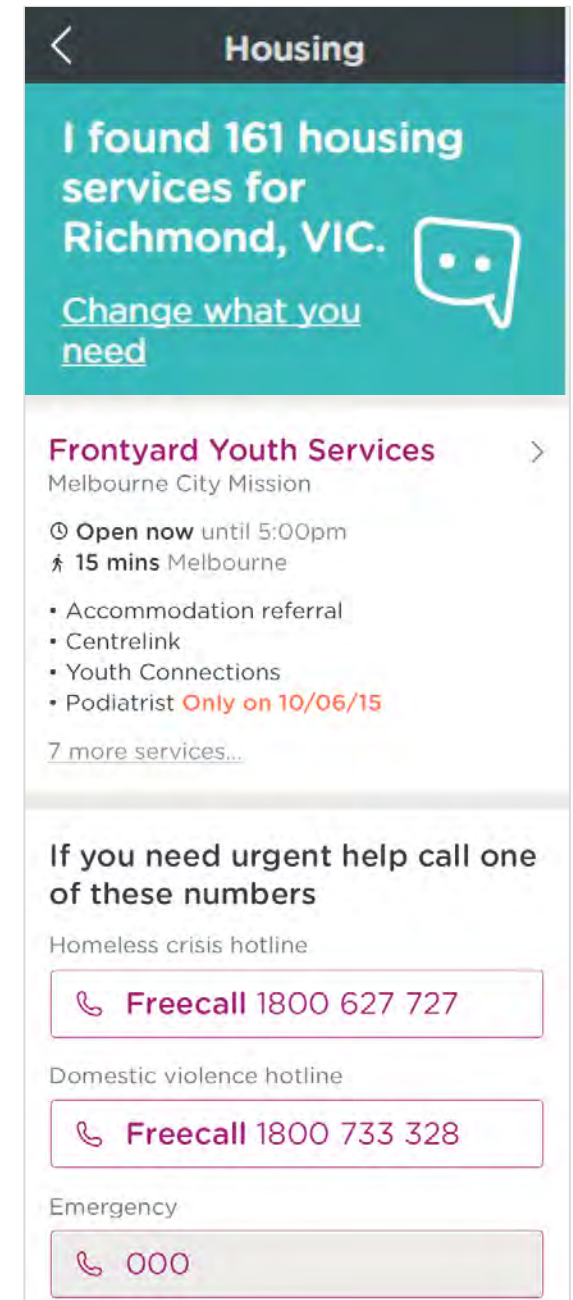
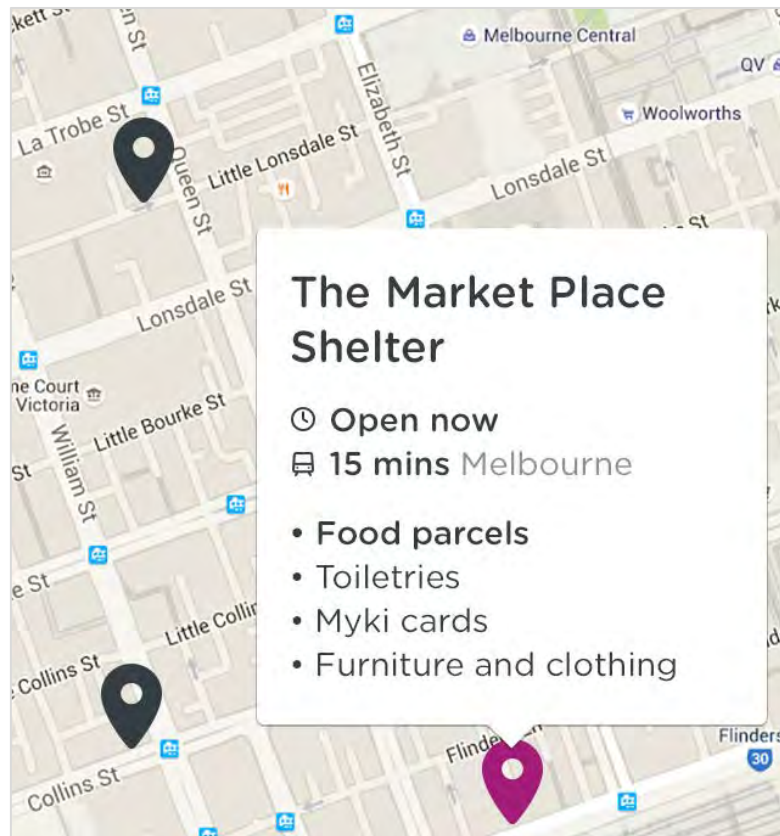
☐ Have pets

☐ On parole or recently released from prison


Done


Search results

- » Aim is to provide the right information
- » Select 1-2 most appropriate services
- » Click through to detail with list and maps




Clear actionable information


[← Services](#) **Housing** 





Frontyard Youth Services

Providing accommodation, health and community services to young people aged 12 to 25.

 **Open now** until 5pm [All times](#)

 **Level 7, 19 King Street**
Melbourne, Victoria 3000

 **18 mins** [Get directions](#)

 [Freecall 1800 800 513](#)


[Other contact options](#)

To use this service


You should be between the ages of 12 and 25 years old. No appointment required.

What you can get here


- Accommodation referral
- Centerlink
- Youth connections
- Legal advice
- Health services
- Family reconciliation and mediation
- Assessment and referral

Podiatrist **Only 10/06/15** 


Get a checkup for your feet/ankle issues or gait problems (how you walk)

Dentistry **New** 

Free dental clinic, from 2:00pm to 4:30pm every second Thursday. Call 1800 800 531 to book.

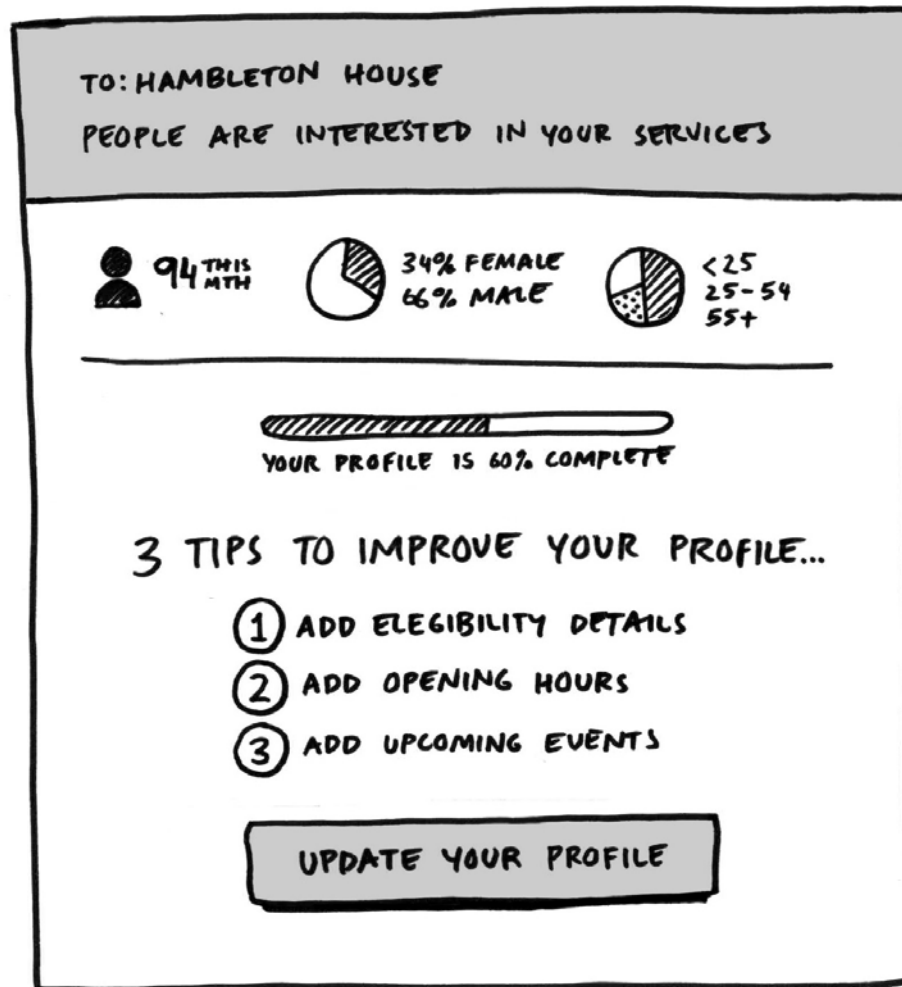
Young & Pregnant Parenting (YAPP) 

Supported playgroups and case management for young parents

Job Services Australia 

We work with employers and job seekers to match the right candidate to the right job.

Feedback to services



Coming: Service Provider portal

Planned features include:

- » Temporary Programs and Events
 - The opportunity for Service Providers to add their temporary programs (less than a year) and Events to highlight these for clients, colleagues and other Service Providers
- » Dates for de-funding of Programs
 - Where a long term Program has been de-funded the opportunity to advise this via Ask Izzy for colleagues and other Service Providers
- » An e-Form to update or expand Service Listings.
 - Infoxchange will continue to apply its rigorous quality processes to data quality and verify all information received
- » Service Insights



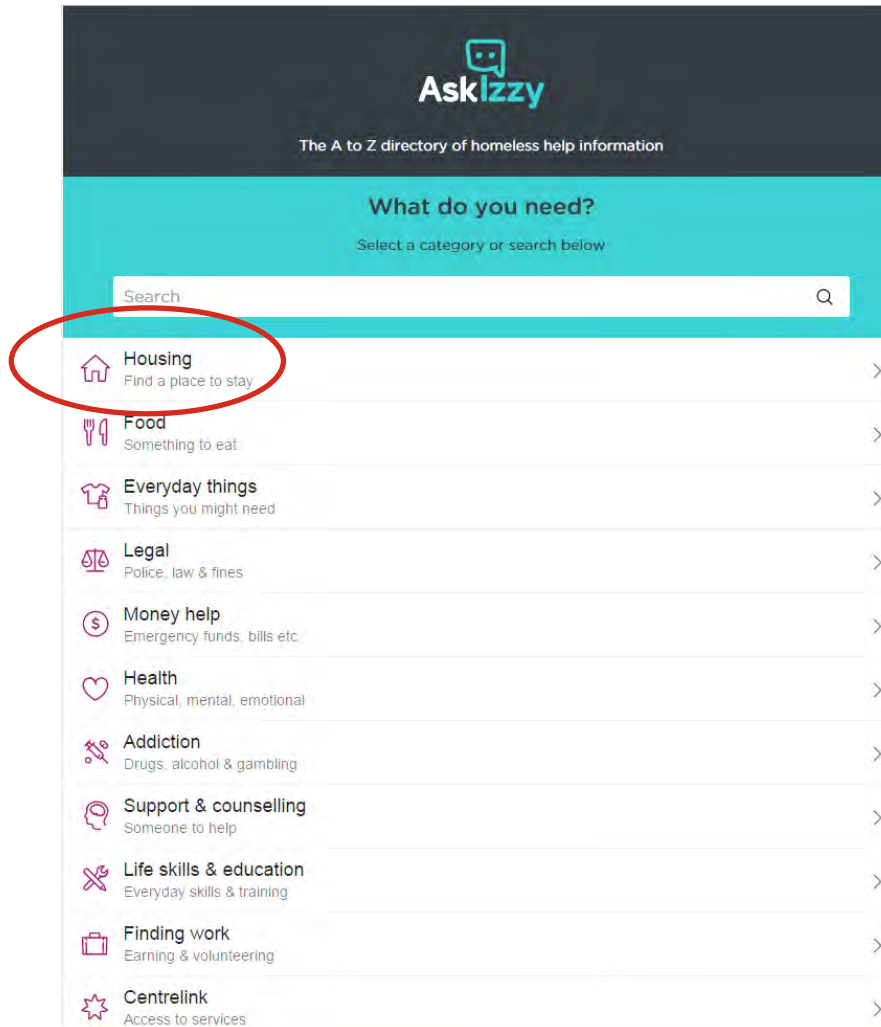
MEET IZZY.

Demo

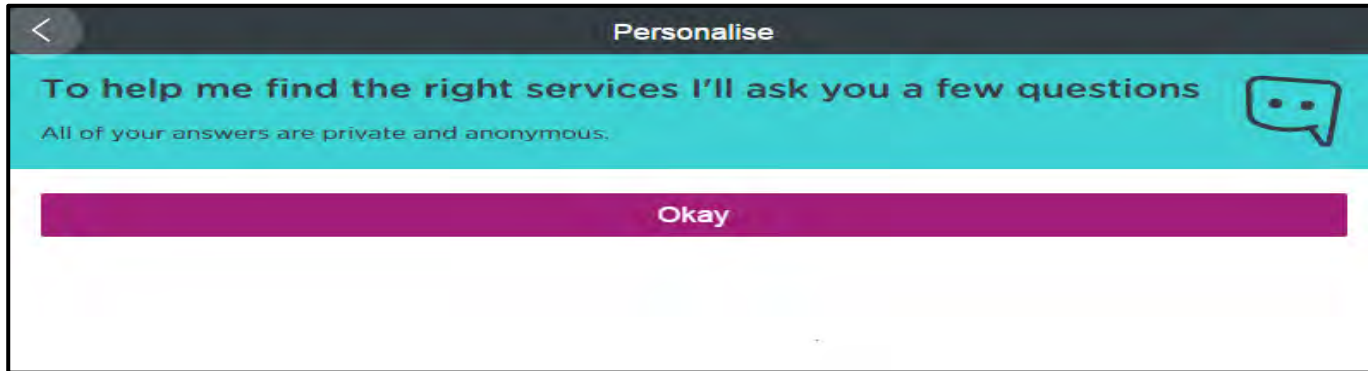
Case Study

I am a 17 year old girl who is sleeping in between my mother's property and my boyfriend's property. My step dad who lives with my mother is violent and my boyfriend has also beaten me up a few times. I have a 6 month old son and I would like to find my own safe and affordable place to live. I also need support to fix my Centrelink payments as I am not receiving parenting payments and haven't since my child was born. I would also like to go back to studying and try and complete my year 11 and 12 equivalent qualifications.

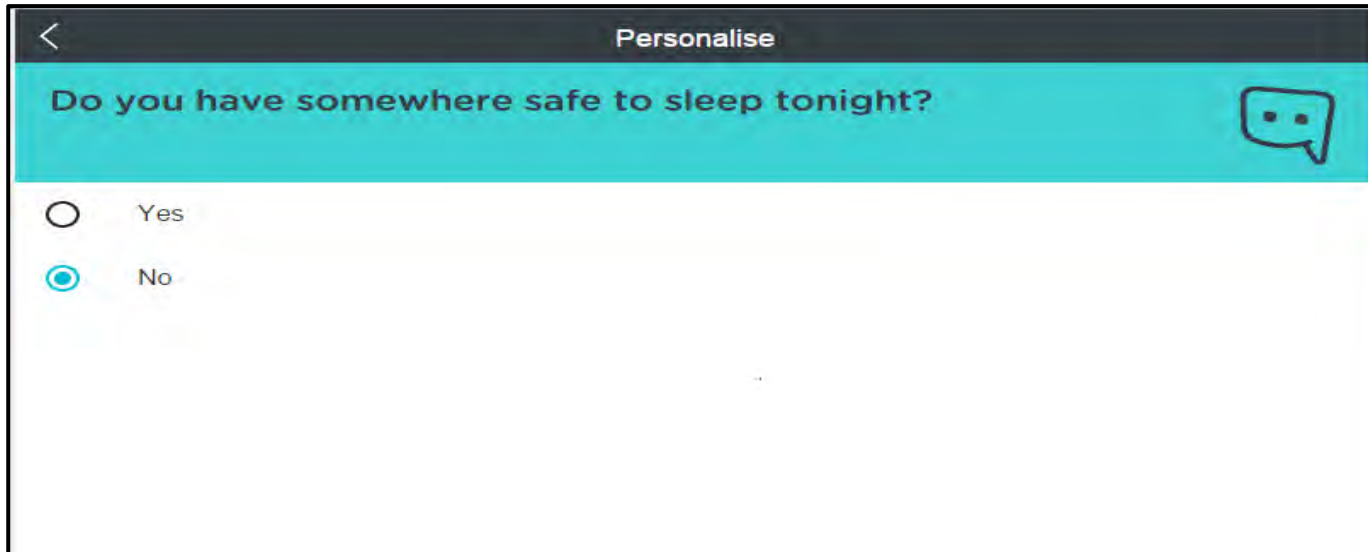
Search for somewhere to live-Go to the Ask Izzy landing Page & Select Housing



The Personalise page will appear

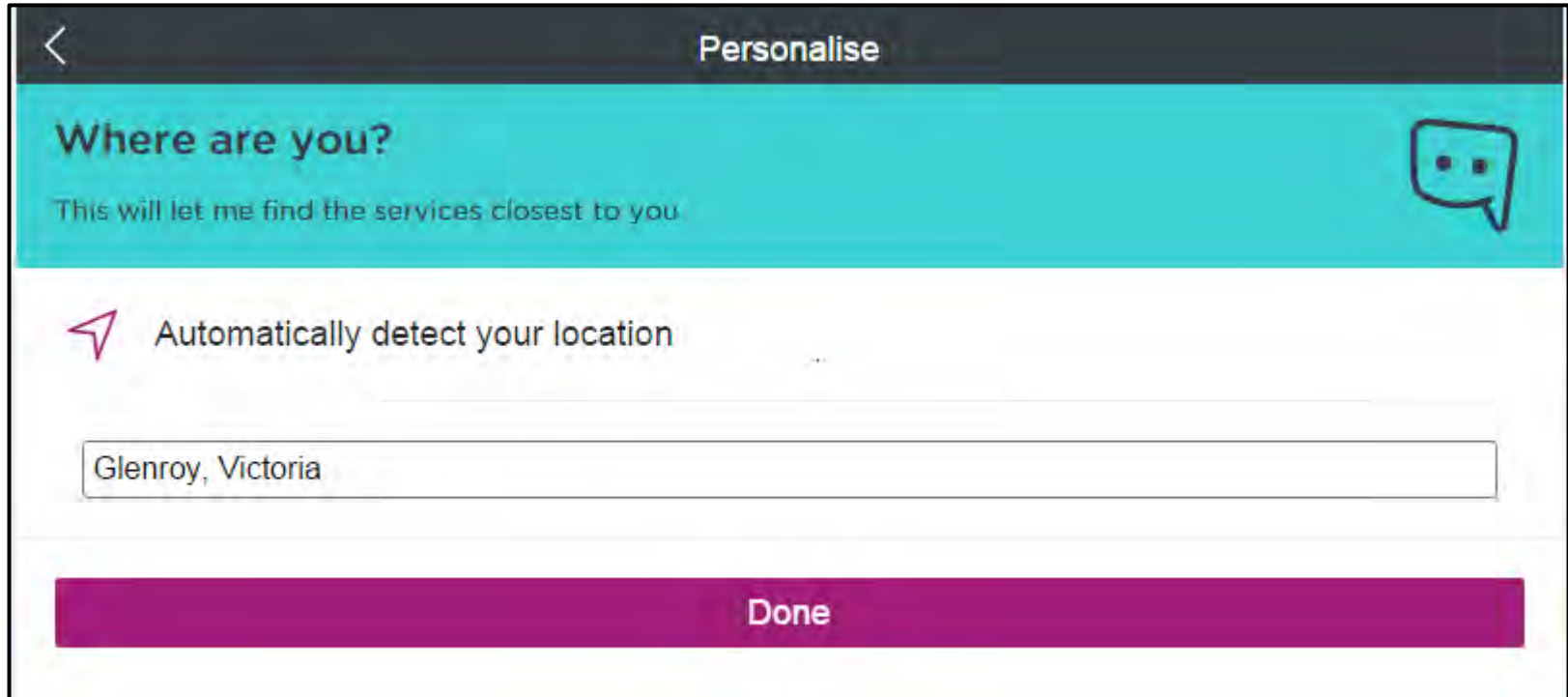


A screenshot of a mobile application interface titled "Personalise". The header bar is dark grey with a back arrow on the left and the title "Personalise" in the center. Below the header, a teal banner contains the text "To help me find the right services I'll ask you a few questions" and a speech bubble icon on the right. Underneath the banner, in smaller text, it says "All of your answers are private and anonymous." A large purple button with the text "Okay" is centered below the banner.



A screenshot of the same "Personalise" page, now showing a question. The teal banner contains the text "Do you have somewhere safe to sleep tonight?" and the speech bubble icon. Below the banner, there are two radio button options: "Yes" and "No". The "No" option is selected, indicated by a blue dot in the center of the radio button.

The 'Where are you page?




The screenshot shows a mobile application interface with a dark grey header bar containing a back arrow and the word 'Personalise'. Below this is a teal banner with the title 'Where are you?' and a speech bubble icon. A subtitle reads 'This will let me find the services closest to you'. The main content area is white and features a location selection option with a purple pin icon and the text 'Automatically detect your location'. Below this is a text input field containing 'Glenroy, Victoria'. At the bottom is a wide purple button labeled 'Done'.

< Personalise

Where are you?

This will let me find the services closest to you

 Automatically detect your location

Glenroy, Victoria

Done

Do you identify as.. Gender & Age


< Personalise

Do you identify as...

☒ Female

☐ Male

☐ Neither/Both/Something else



< Personalise

How old are you?

☒ 25 or younger


☐ 26 to 64

☐ 65 or older



Do any of these apply to you?

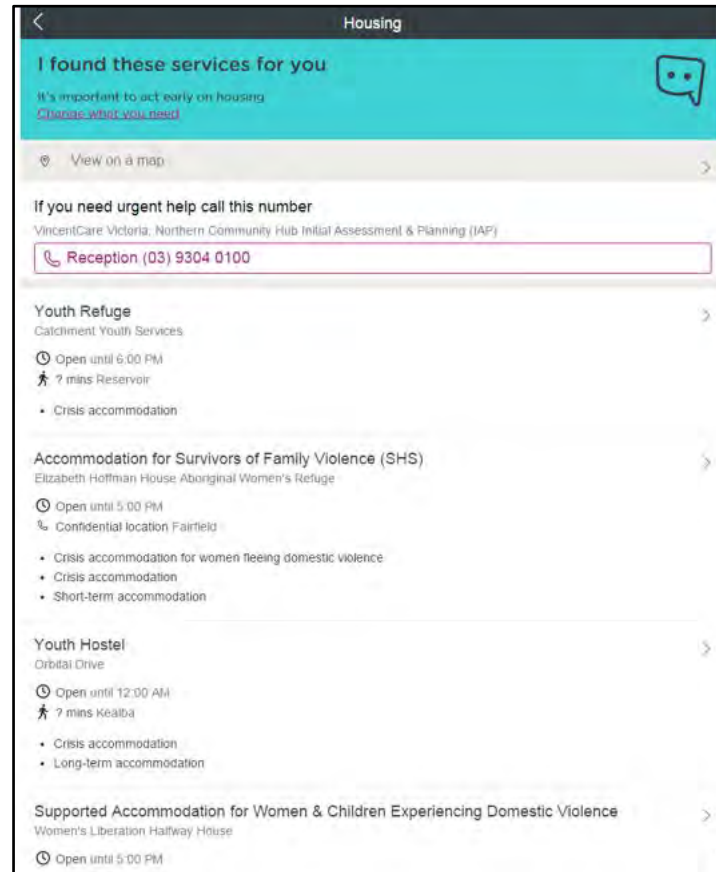
< Personalise

Do any of these apply to you? 

- ☐ Aboriginal or Torres Strait Islander
- ☐ LGBTIQ
- ☐ Asylum seeker
- ☐ Have a disability
- ☒ Have children
- ☐ Have pets
- ☐ On parole or recently released from prison

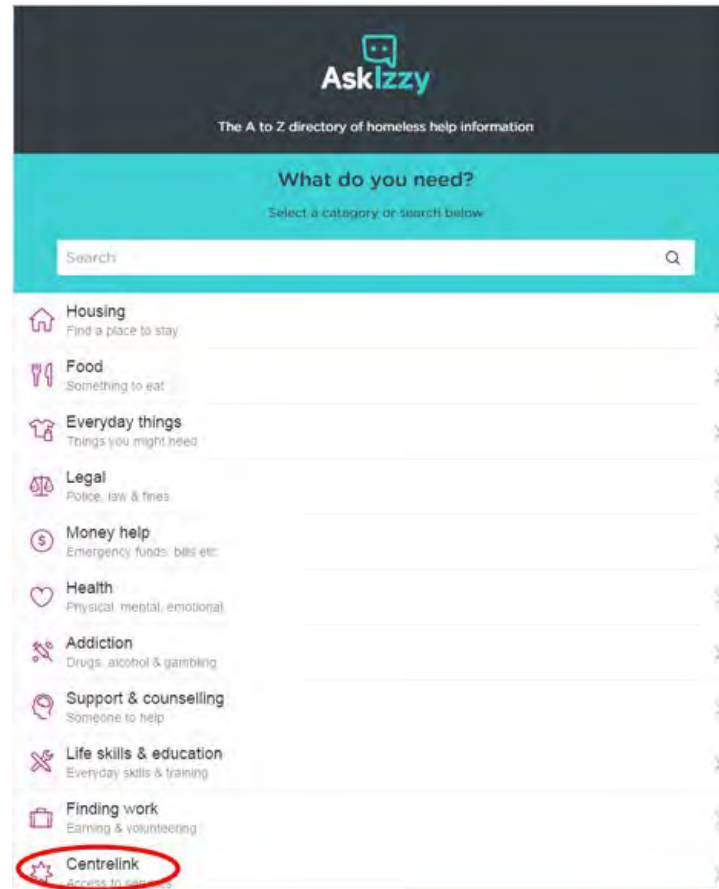
Done

I found these services for you

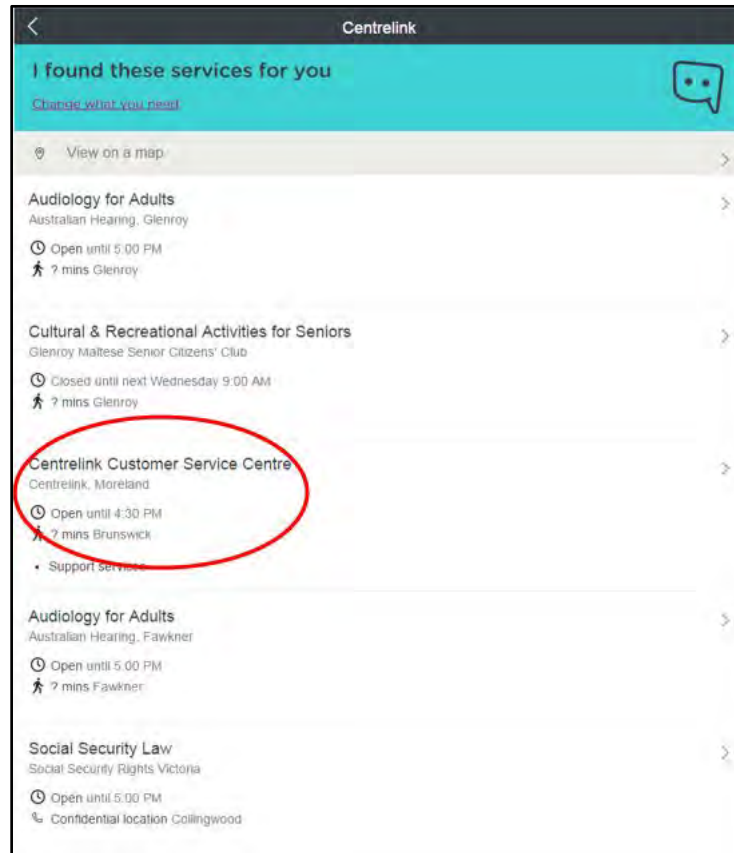


Next question: closest Centrelink

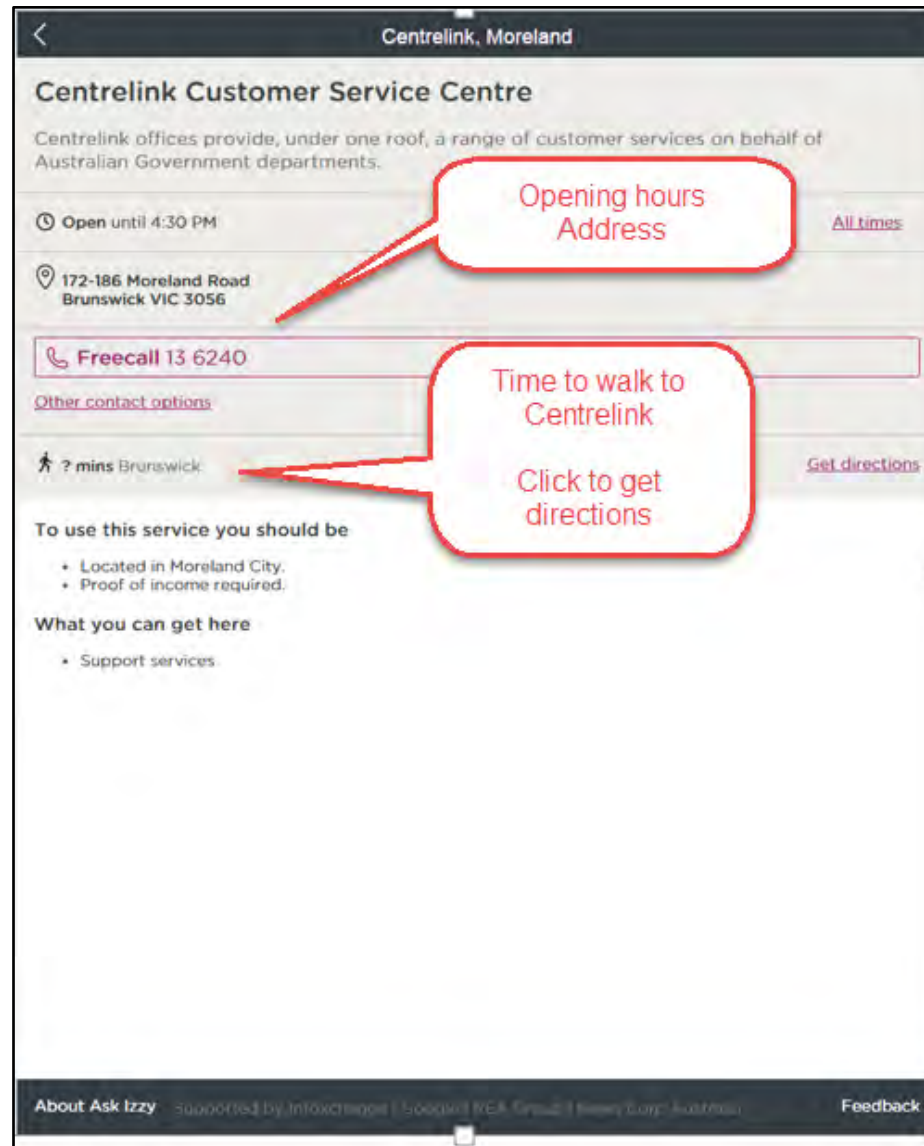
Go to the Ask Izzy Landing page



List of services are displayed

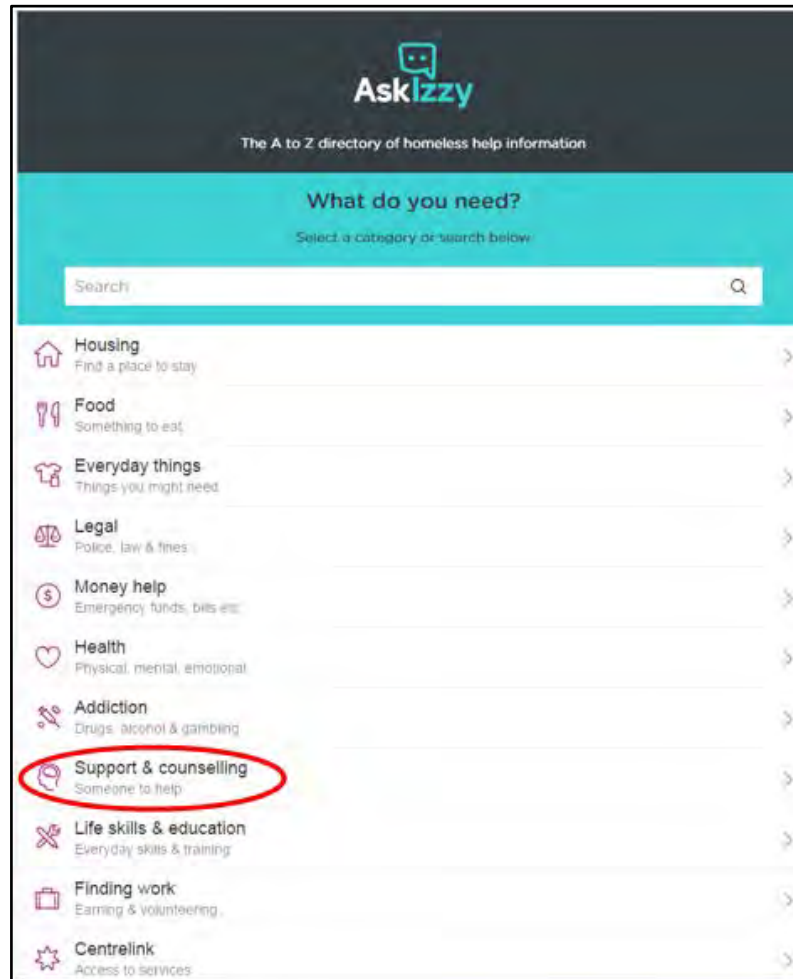


Click on Centrelink service for details

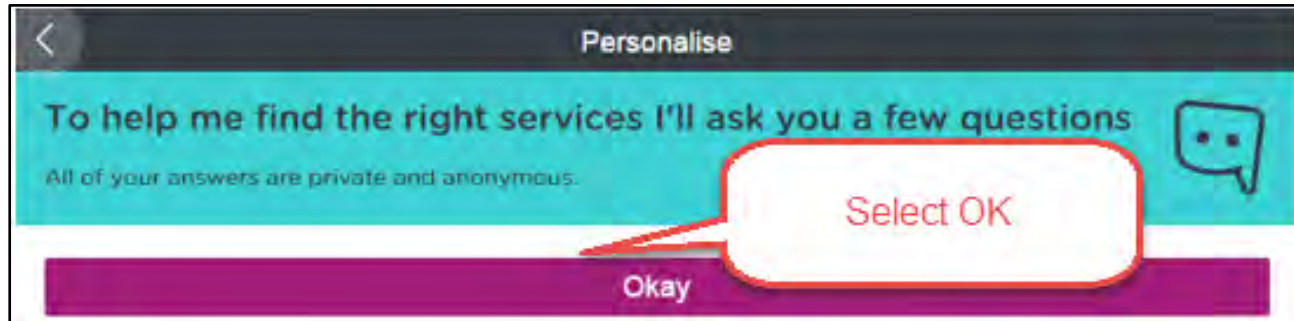


Contact number for a counsellor nearby

Go to the landing page and choose Support and Counselling



Personalise page appears



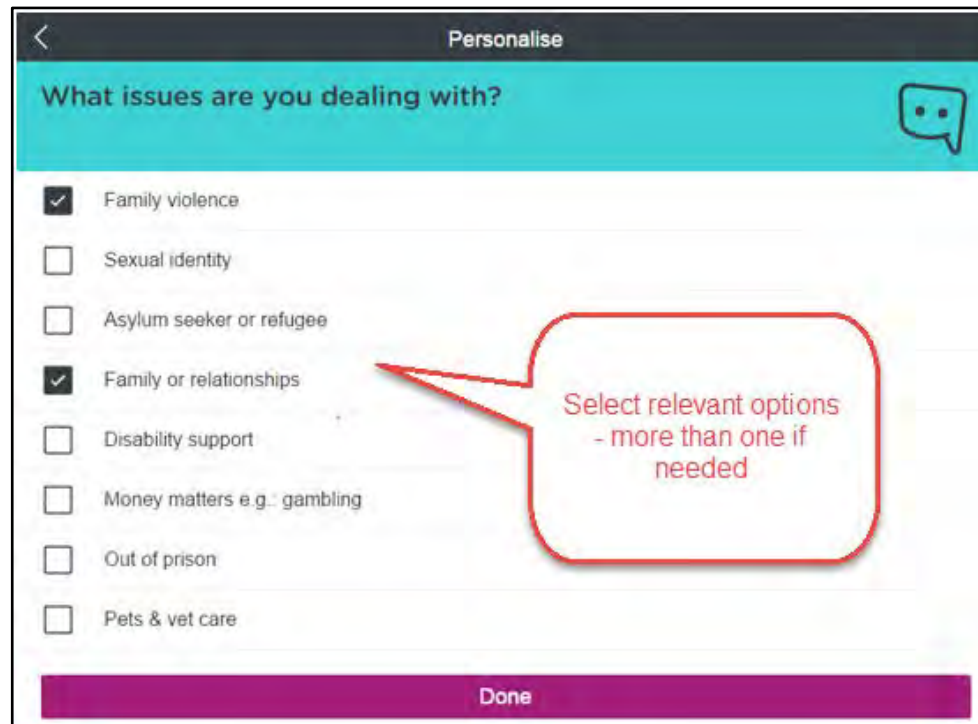
Personalise

To help me find the right services I'll ask you a few questions

All of your answers are private and anonymous.

Select OK

Okay



Personalise

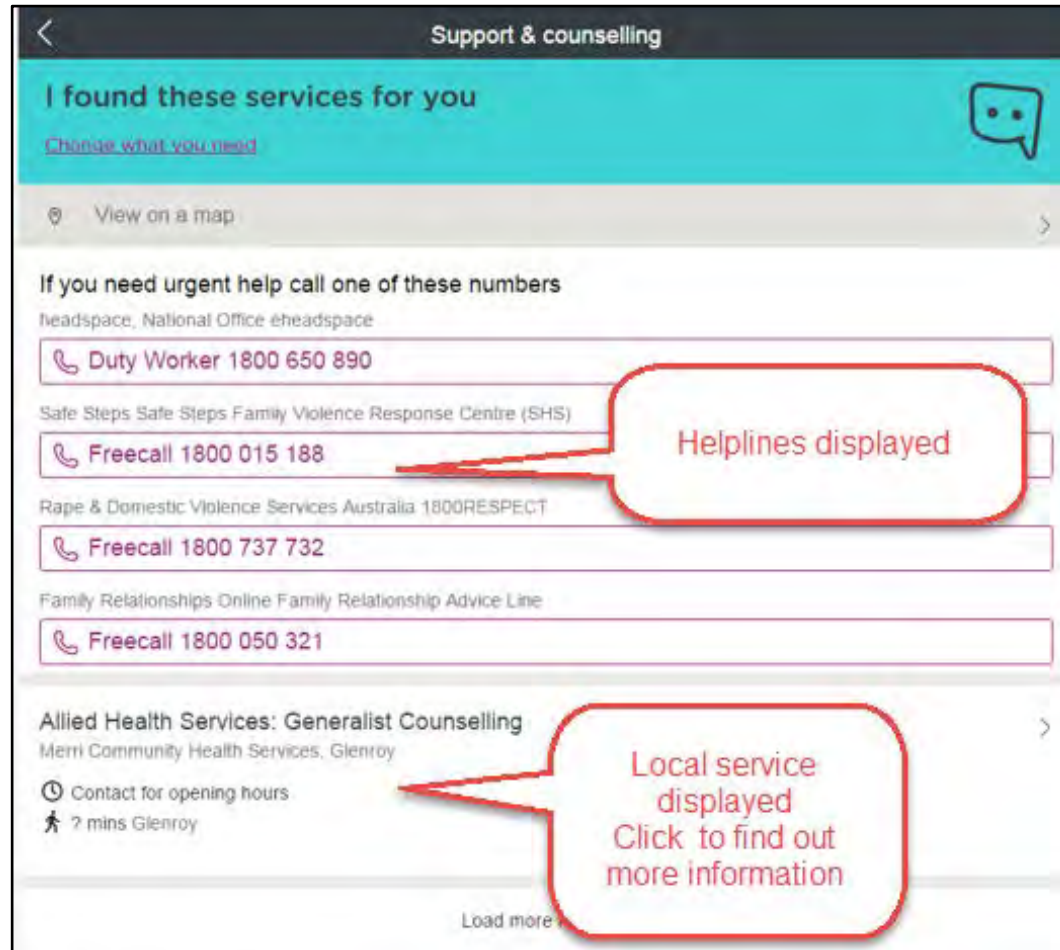
What issues are you dealing with?

- ☒ Family violence
- ☐ Sexual identity
- ☐ Asylum seeker or refugee
- ☒ Family or relationships
- ☐ Disability support
- ☐ Money matters e.g. gambling
- ☐ Out of prison
- ☐ Pets & vet care

Select relevant options
- more than one if needed

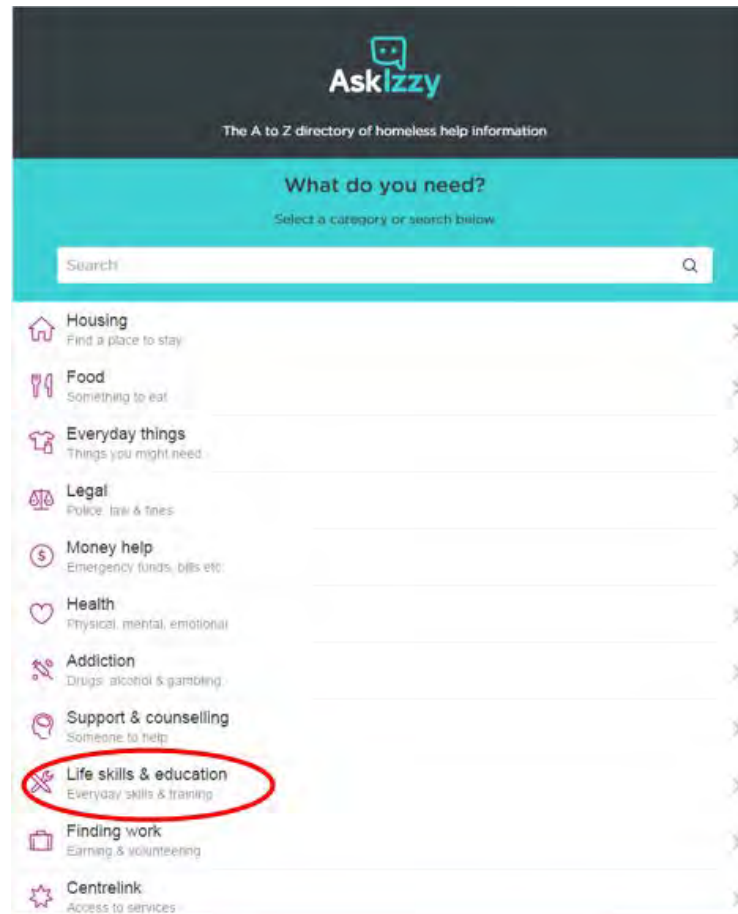
Done

I found services page displays



Info on where to complete high school

Go to the landing page and select Life Skills & education



Personalise page

< Personalise

To help me find the right services I'll ask you a few questions

All of your answers are private and anonymous.

Okay

Select OK

This screenshot shows the first screen of the 'Personalise' section. It has a dark grey header with a back arrow and the title 'Personalise'. Below is a teal banner with the text 'To help me find the right services I'll ask you a few questions' and a speech bubble icon. Underneath, it says 'All of your answers are private and anonymous.' At the bottom is a purple bar with the word 'Okay'. A red callout bubble points to the 'Okay' button with the text 'Select OK'.

< Personalise

Want to develop skills?

☐ Daily living

☐ Personal

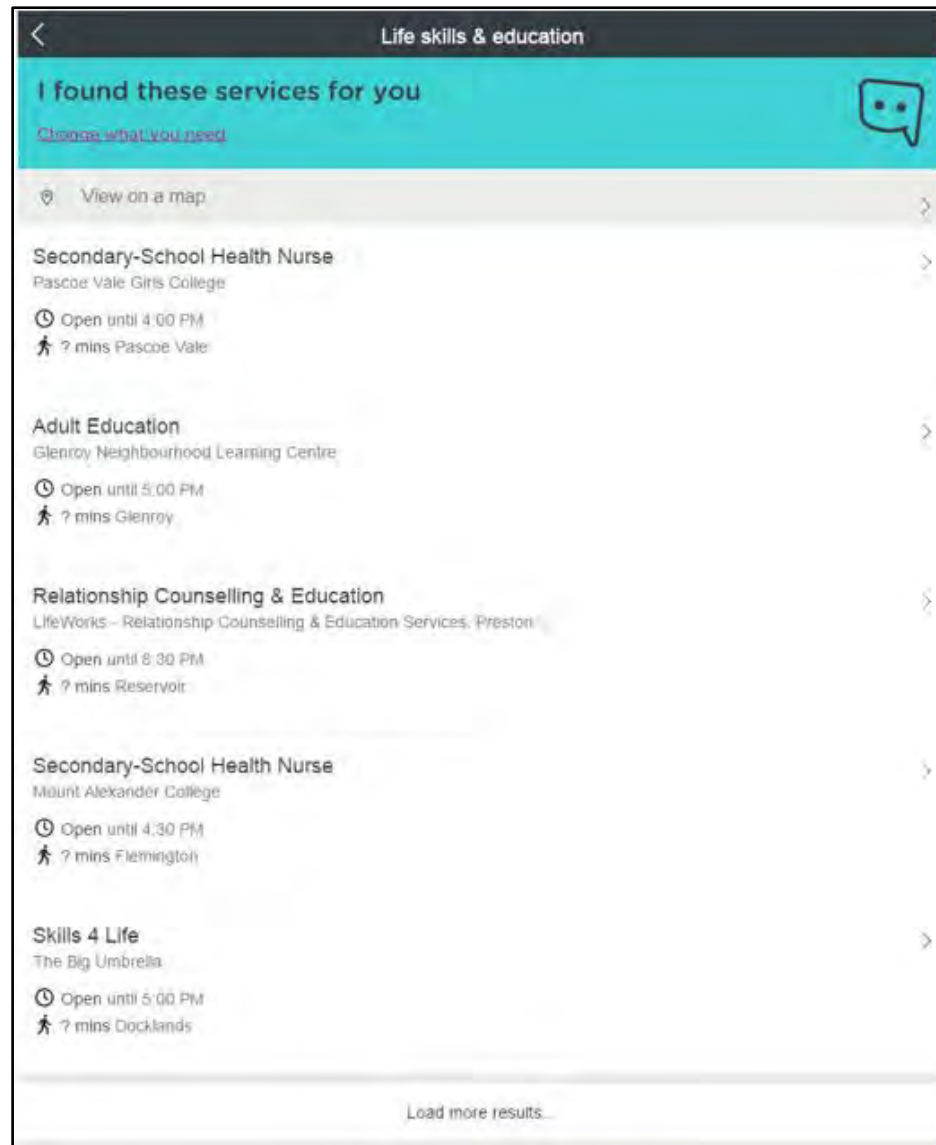
☒ School

☐ Training with support

Done

This screenshot shows the second screen of the 'Personalise' section. It has a dark grey header with a back arrow and the title 'Personalise'. Below is a teal banner with the text 'Want to develop skills?' and a speech bubble icon. Underneath, there are four options with checkboxes: 'Daily living', 'Personal', 'School', and 'Training with support'. The 'School' option is selected, indicated by a checkmark in its checkbox, and is circled in red. At the bottom is a purple bar with the word 'Done'.

I found these services page



How can you get involved?

- » Contributing information about your services – infoxchange.serviceseeker.com.au
- » Helping us raise awareness and promoting the application once it is available
- » Participate in our user testing and give us your feedback
- » [Test Ask Izzy demo site](#)
- » [Complete User Testing Survey](#)

Contact us: homelessapp@infoxchange.org

Thank you