Introducing Ask Izzy

In partnership with Queensland Shelter

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@Infoxchange

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Technology for Social justice

www.infoxchange.net.au

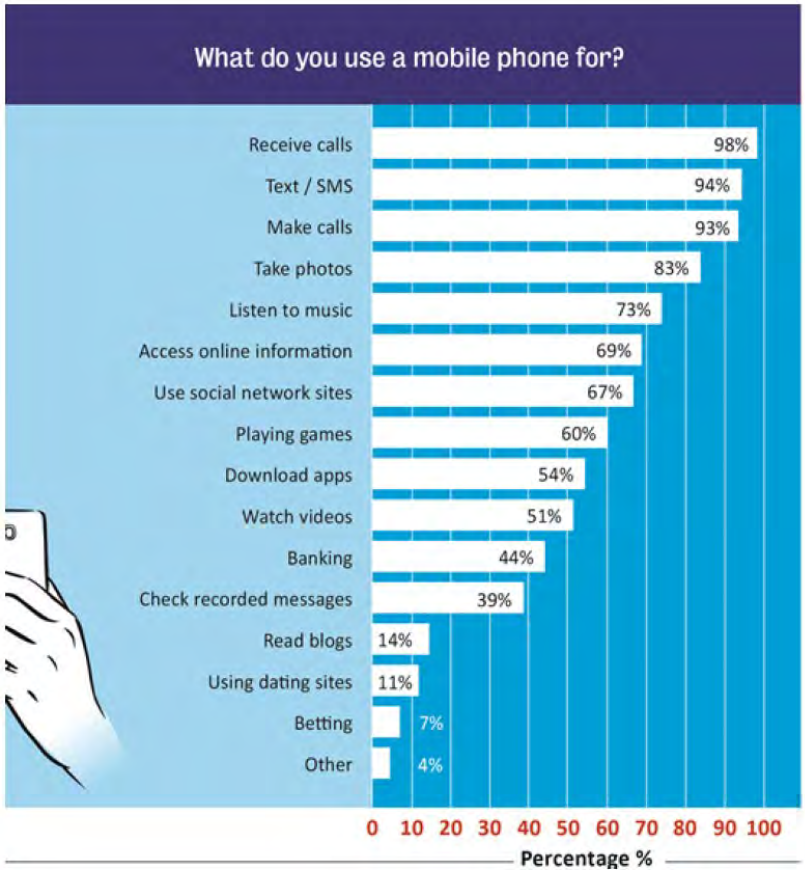
Contents of this webinar

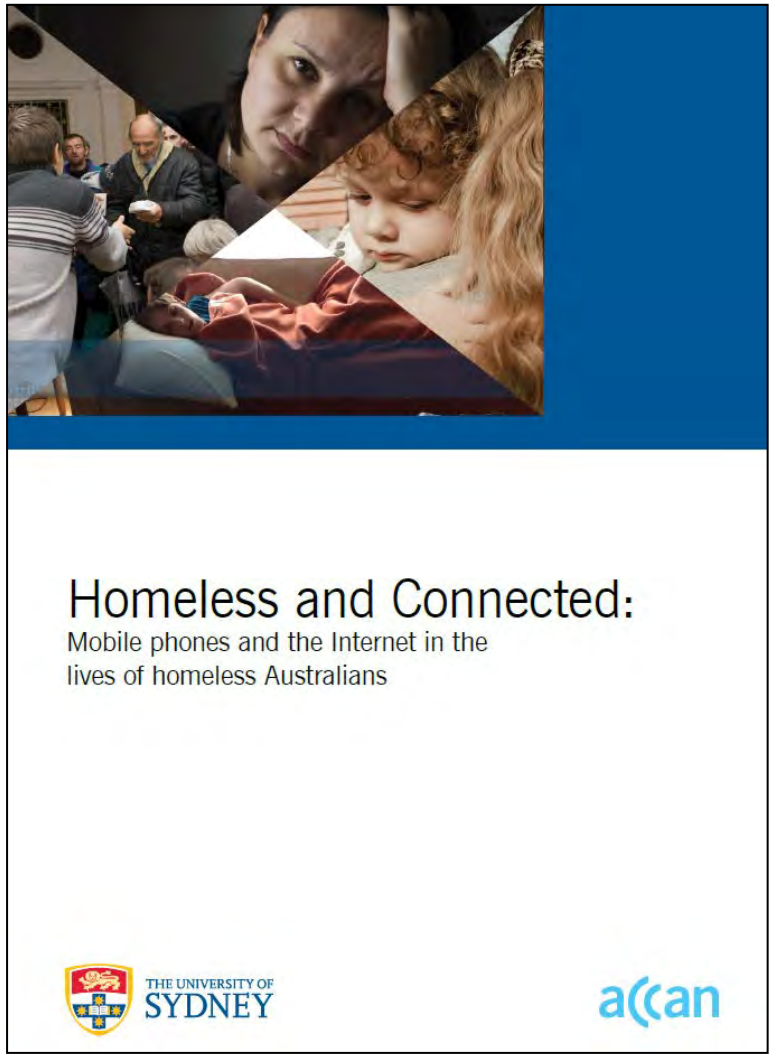
- Ask Izzy - Background
- The research and design process and why it matters
- The result - AskIzzy.org.au
- What's next and how it can help you and your clients
- Ask Izzy – Demo
- How you can help now

Homeless and Connected

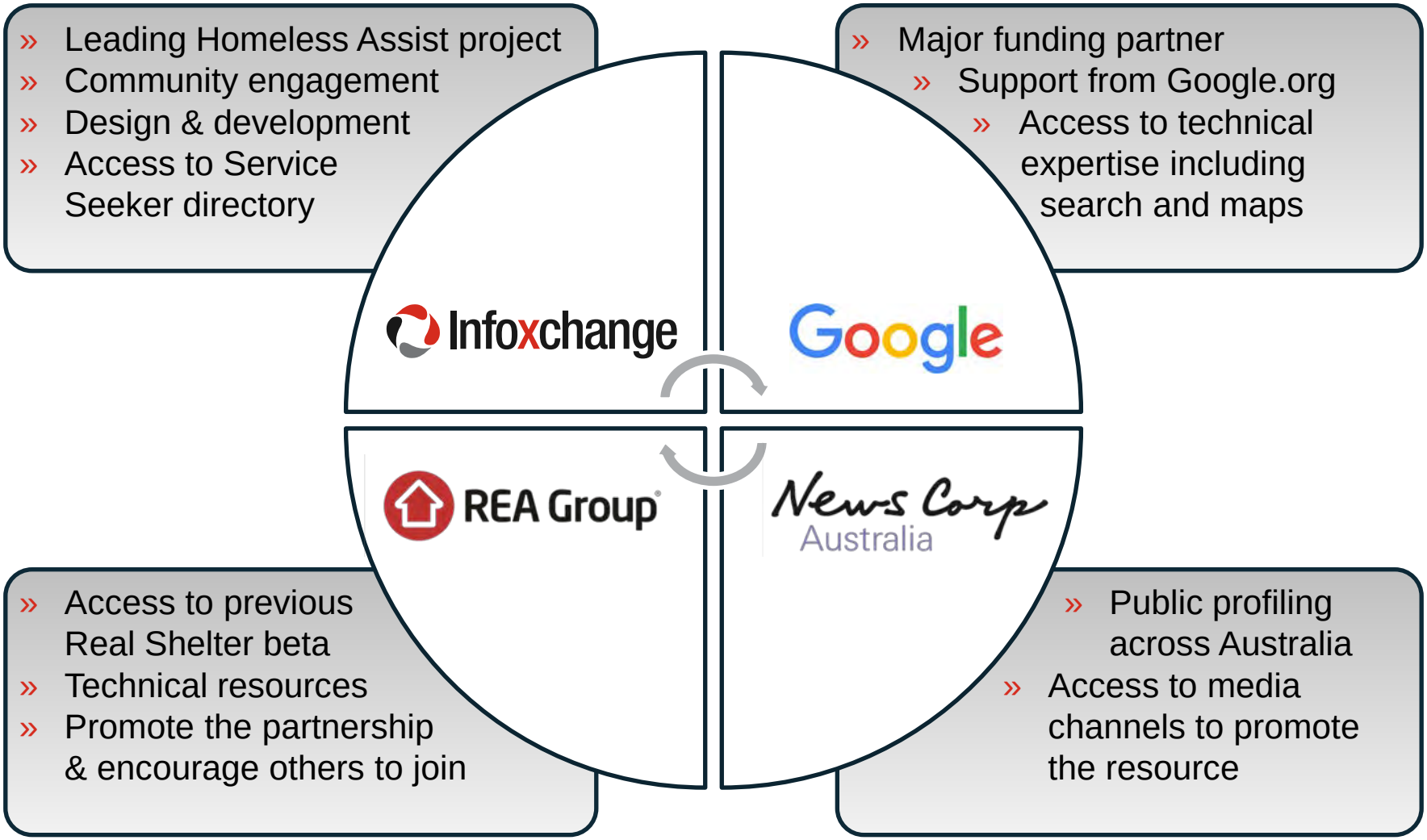
95% of participants had mobile phones

77% of participants had smartphones





Founding partners



Whole of community partnership

THE A TO Z DIRECTORY OF HOMELESS HELP

PERSONAL FACTORS

- Family violence
- Substance use
- Trouble at home
- Poverty
- Mental health

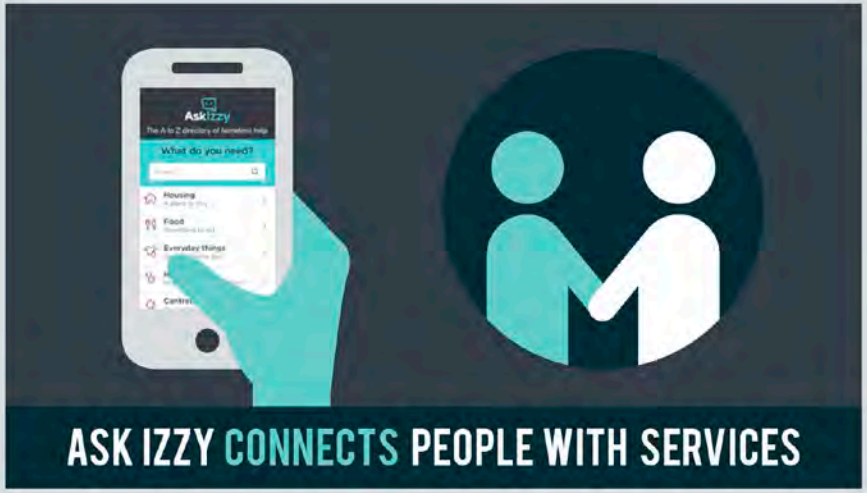
CYCLE OF INSTABILITY

HOMELESSNESS

1 in 200

PEOPLE ARE HOMELESS IN AUSTRALIA EVERY NIGHT

OVER 350 000 SERVICES ACROSS AUSTRALIA

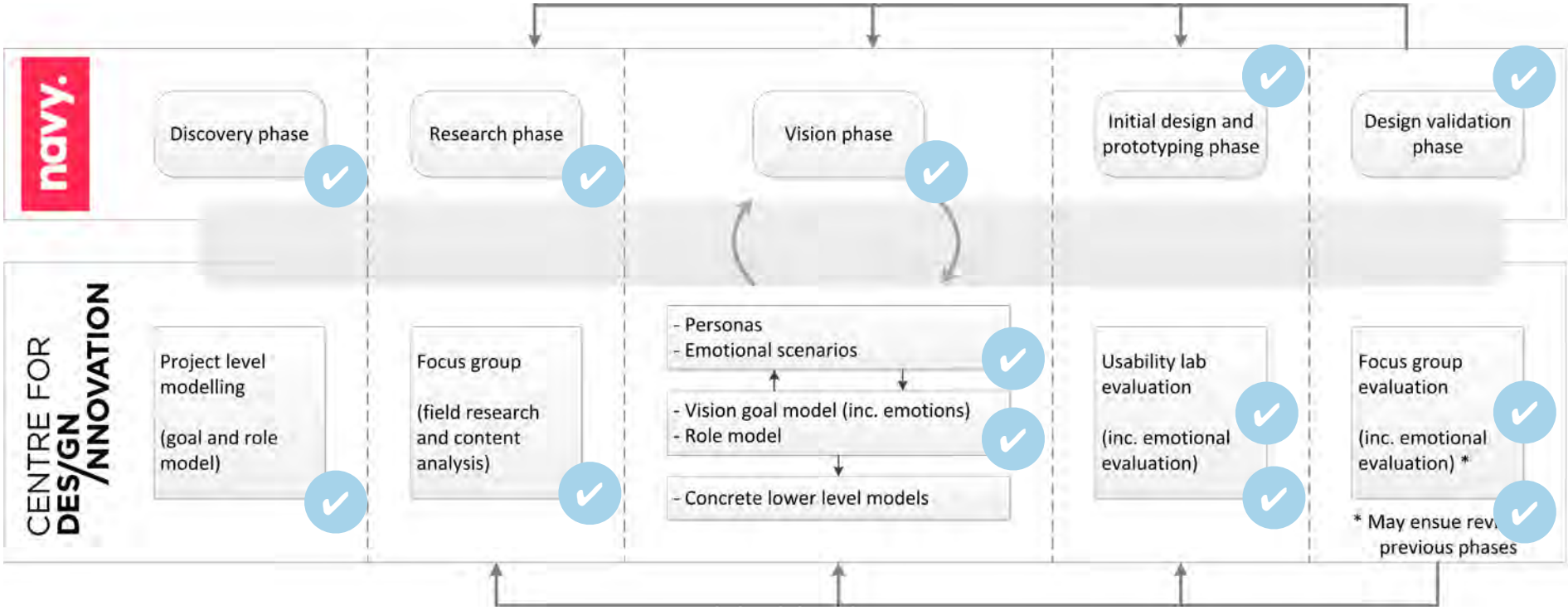


ASK IZZY CONNECTS PEOPLE WITH SERVICES

askizzy.org.au | National | Free | Anonymous | Location-based

Infoxchange Google realestate.com.au News Corp Australia

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

HomeGround Services
we're housing people

The Salvation Army

Ngwala Willumbong Co-operative Ltd

The Big Issue

anchor
community at our centre

melbourne city mission

Front Yard Youth Services

Homeless Persons' Union Victoria

Wesley Mission Victoria

chp
council to homeless persons

What we found

I ended up with police in my life, child protection, lawyers, courts and all sorts of chaos

At the moment I've got no fridge. You can't just dump someone in a house. You need the support afterward.

Unstable

- Nobody expects to be homeless
- People don't know what support they can get before they become homeless
- People don't know what to expect from being homeless

Recovering

- People need ongoing support including contact with case workers
- There's support out there that people don't know about
- Getting out of homelessness
- There's no "back to normal"

My mother and sister died four weeks apart … started drinking, doing drugs and got to the point I had to leave

Crisis

- When a crisis happens, you're not thinking clearly
- People don't know the first thing to do
- People are ashamed of asking for help
- Searching for information is hard

Salvos, Vinnies and all that, but where are they? … is there emergency accommodation available? You know none of that

What we found

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.

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

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

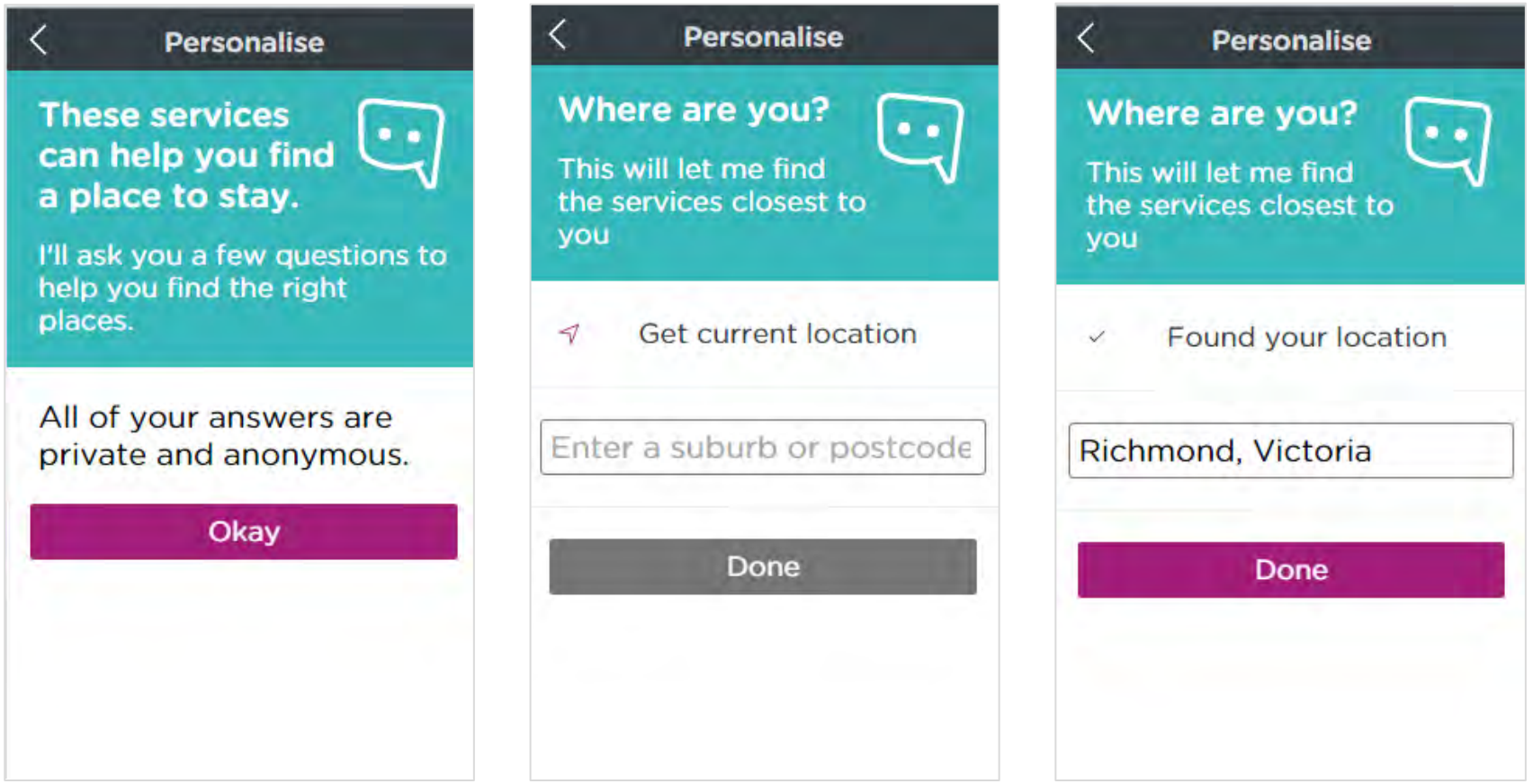
- Ensure information is up-to-date
- Guide people to the right service
- Educate people on what to expect
- Prepare people to take the right action
- Keep it simple and broadly accessible
- Respect people's emotional state

Ask Izzy

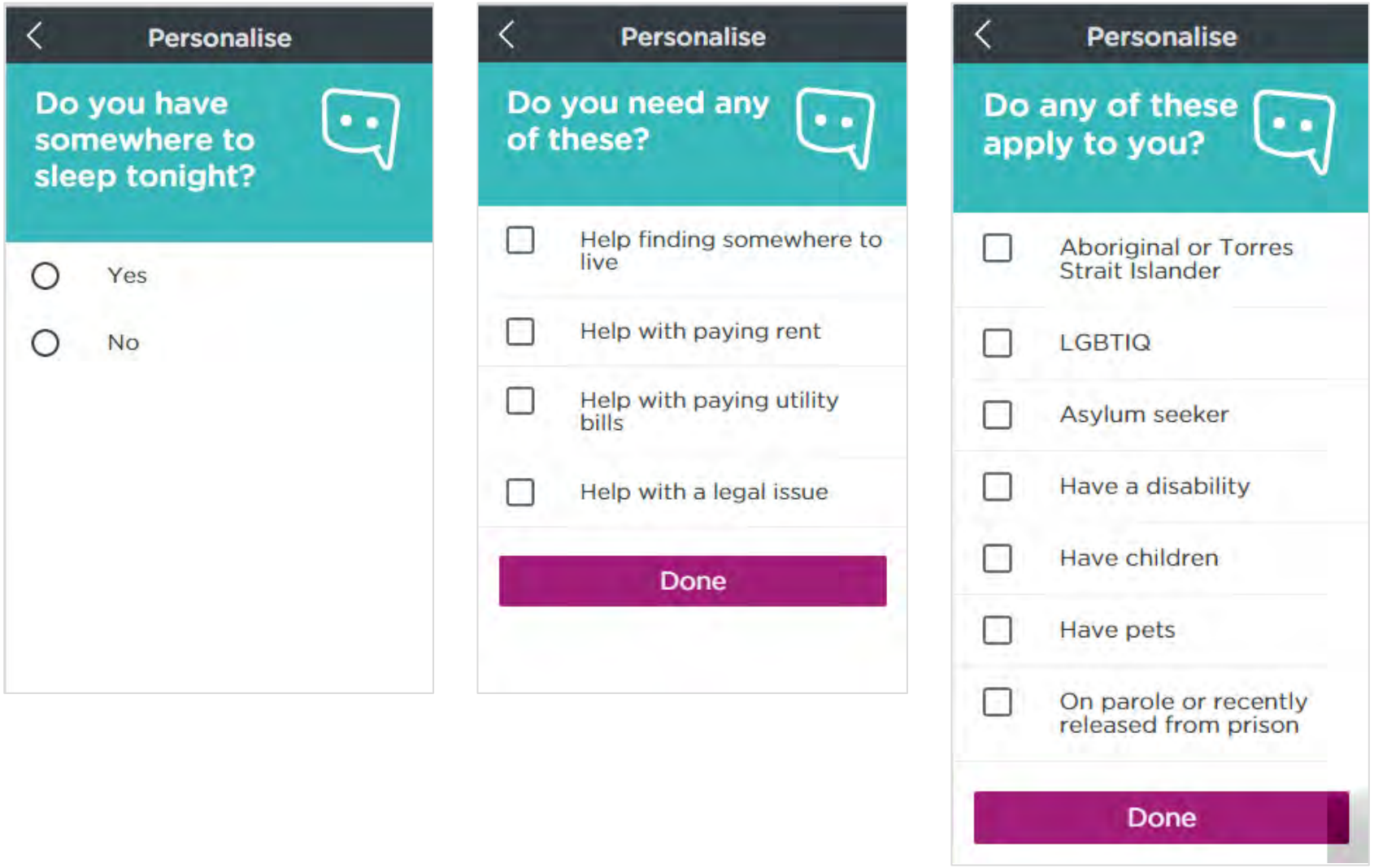
Getting started

- 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

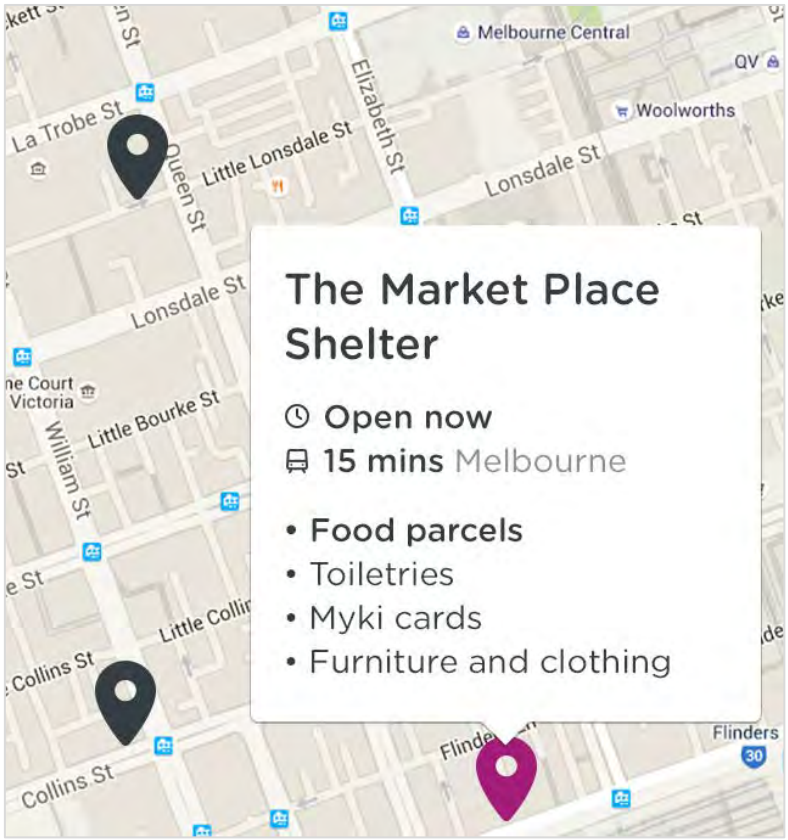


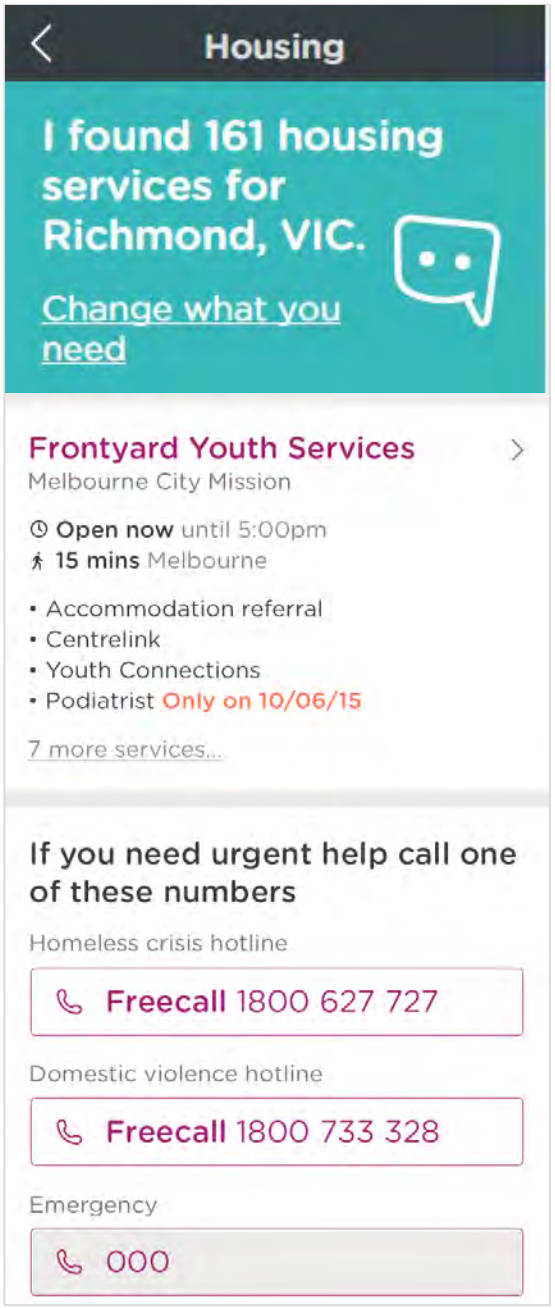
Personalisation – a quick filter



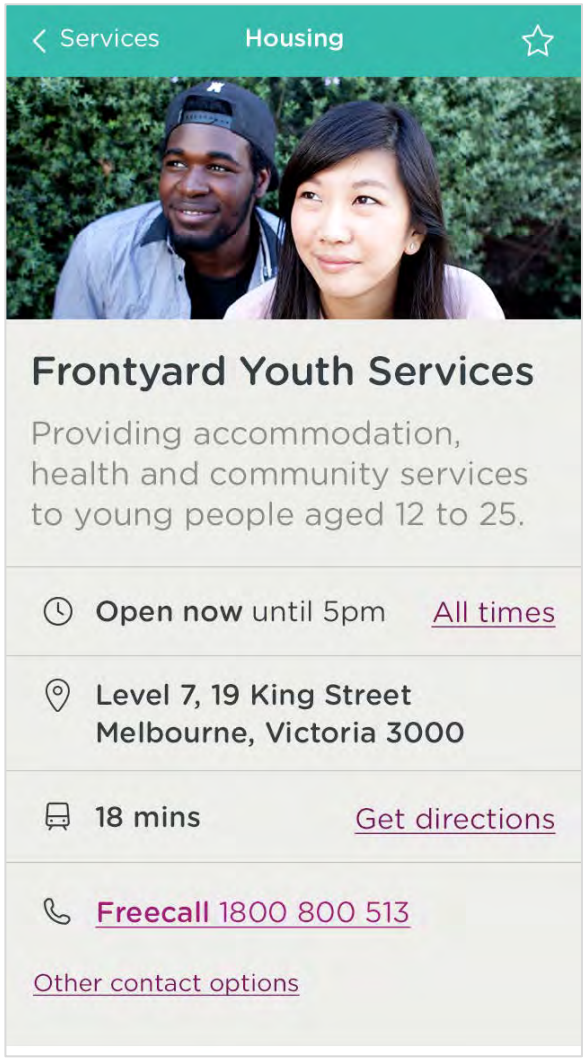
Search results

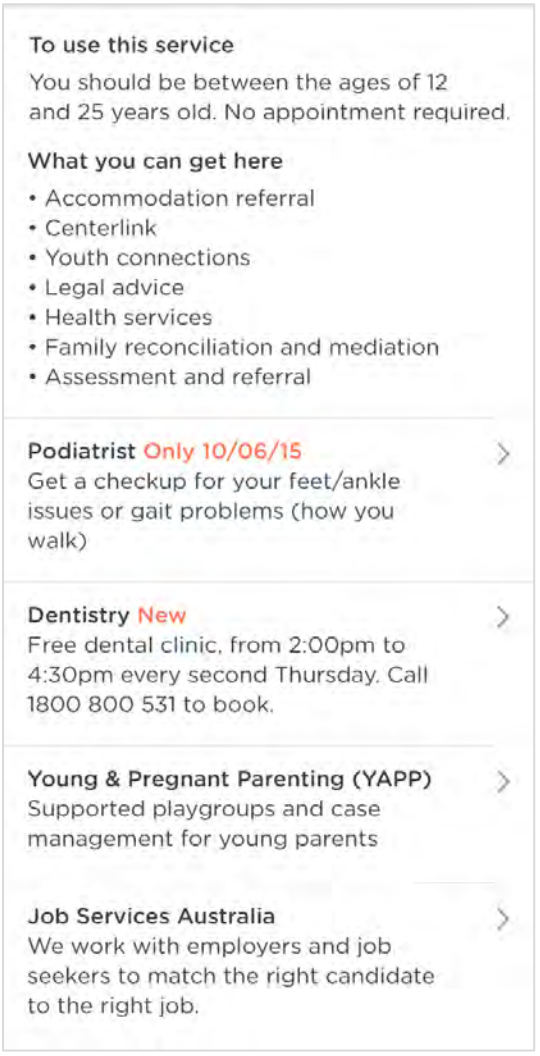
- Aim is to provide the right information
- Select 1-2 most appropriate services
- Click through to detail with list and maps





Clear actionable information





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

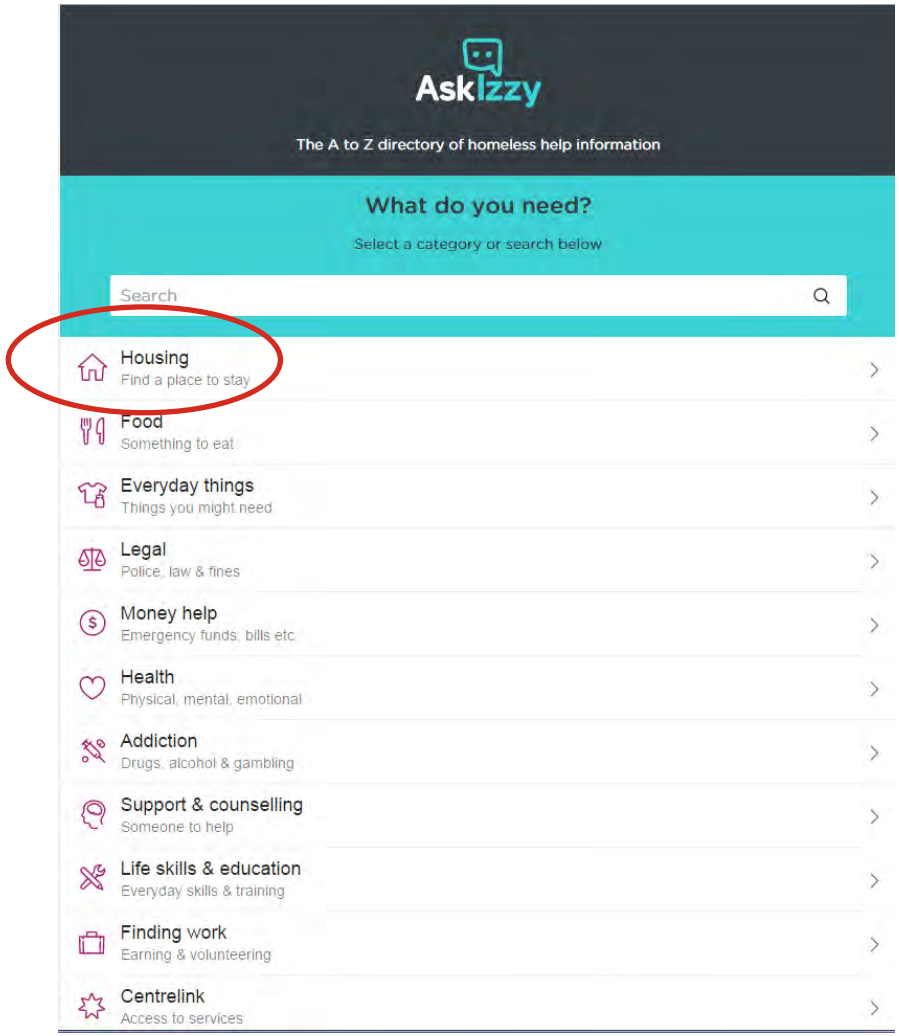
MEET IZZY.

Demo

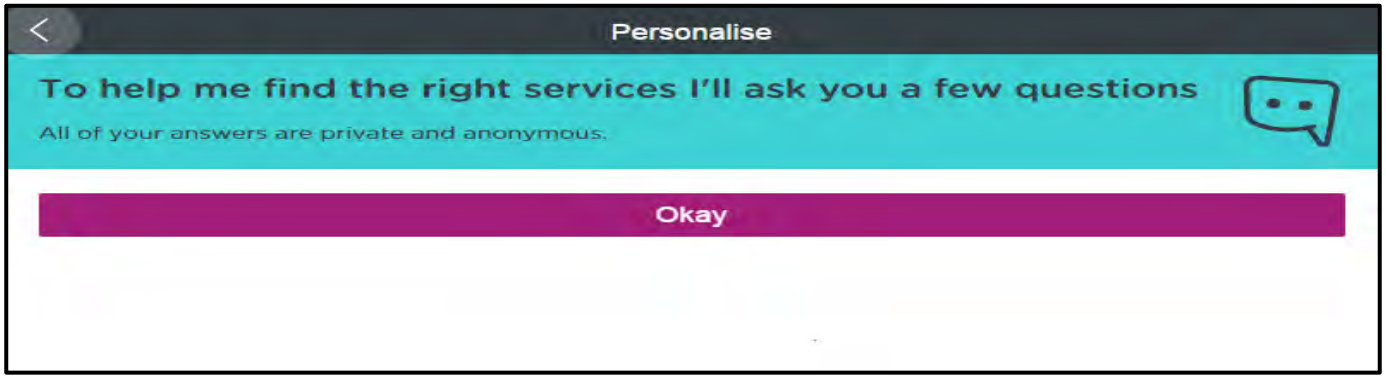
Case Study

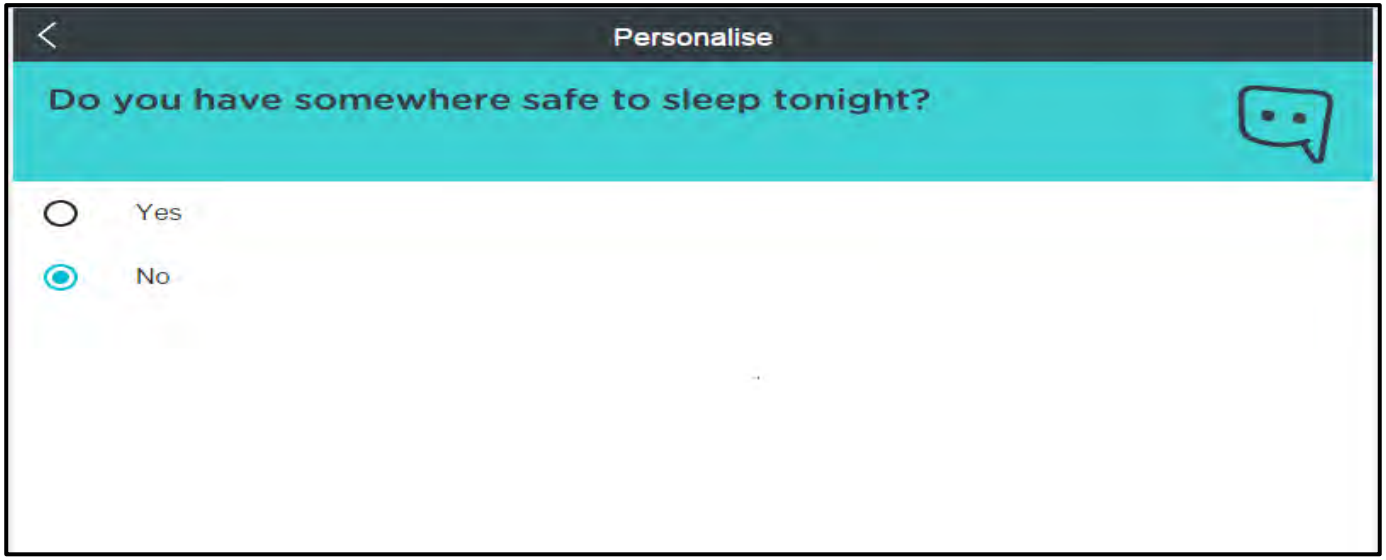
I am a 17 year old girl who is sleeping in between my mother's property and my boyfriend's property. My step dad who lives with my mother is violent and my boyfriend has also beaten me up a few times. I have a 6 month old son and I would like to find my own safe and affordable place to live. I also need 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

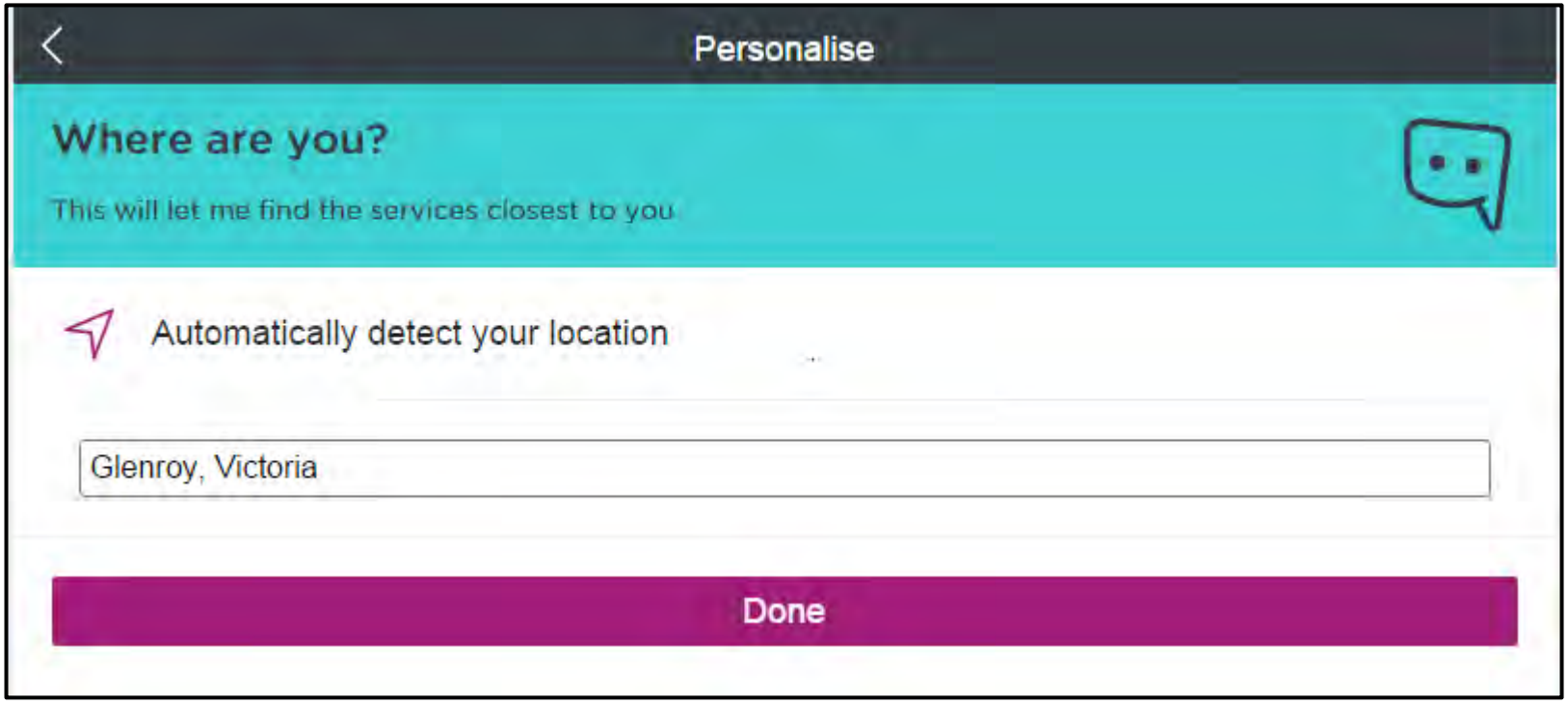


The Personalise page will appear

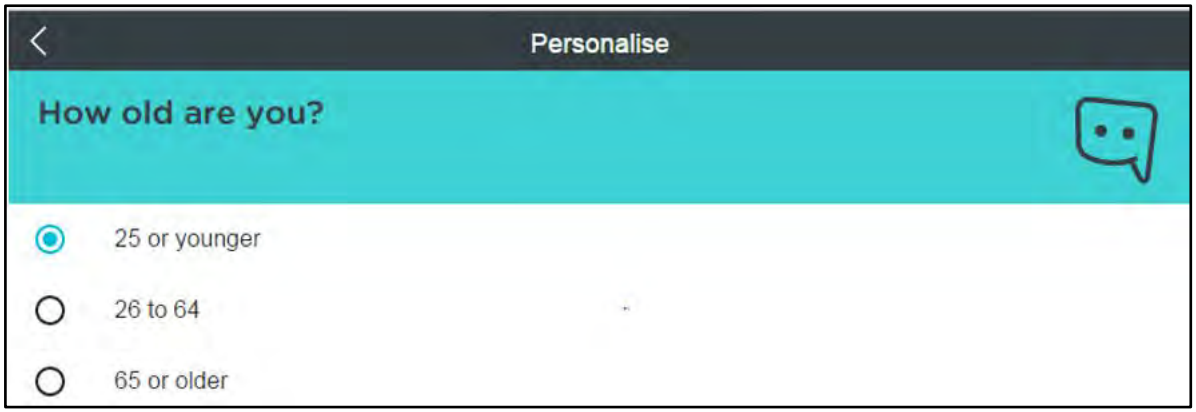




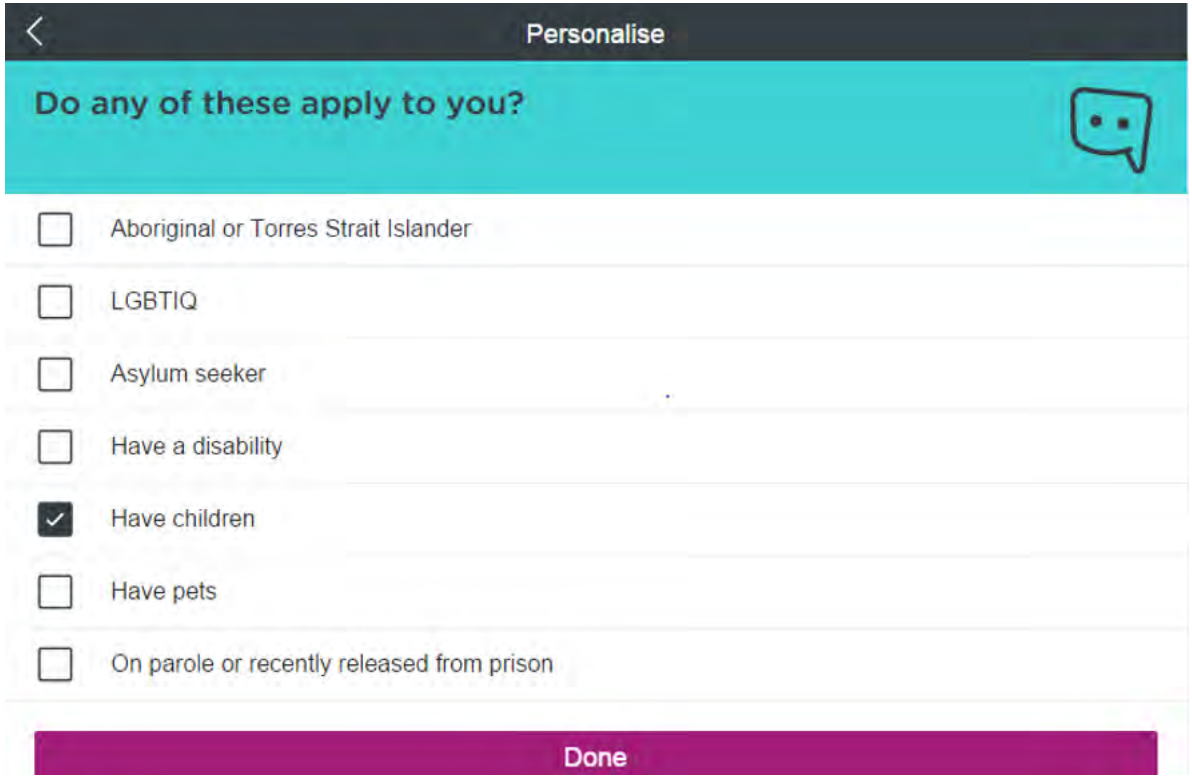
The ‘Where are you page?



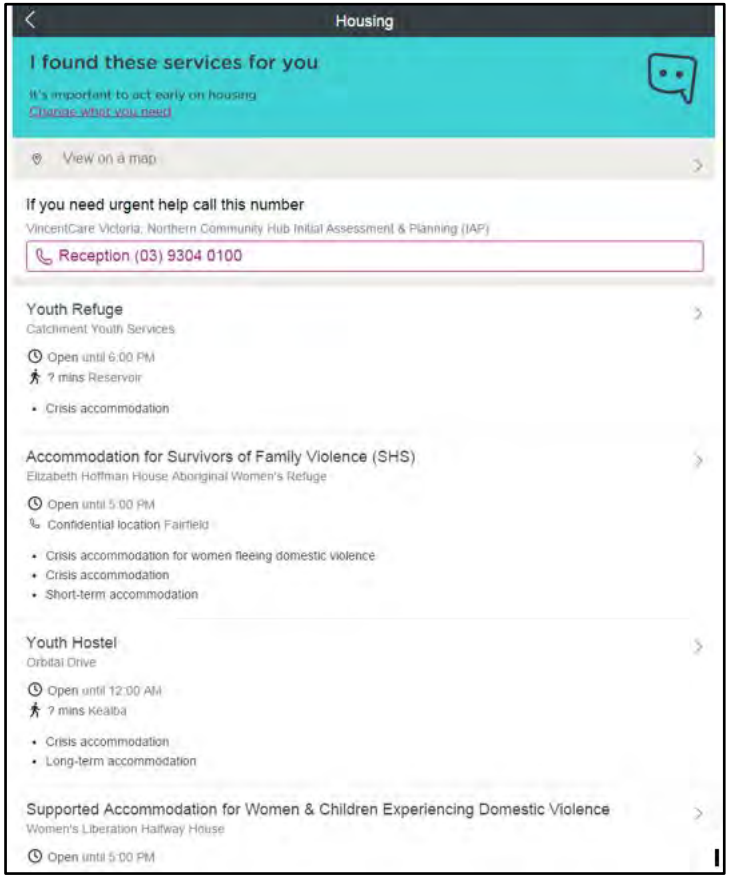
Do you identify as.. Gender & Age



Do any of these apply to you?



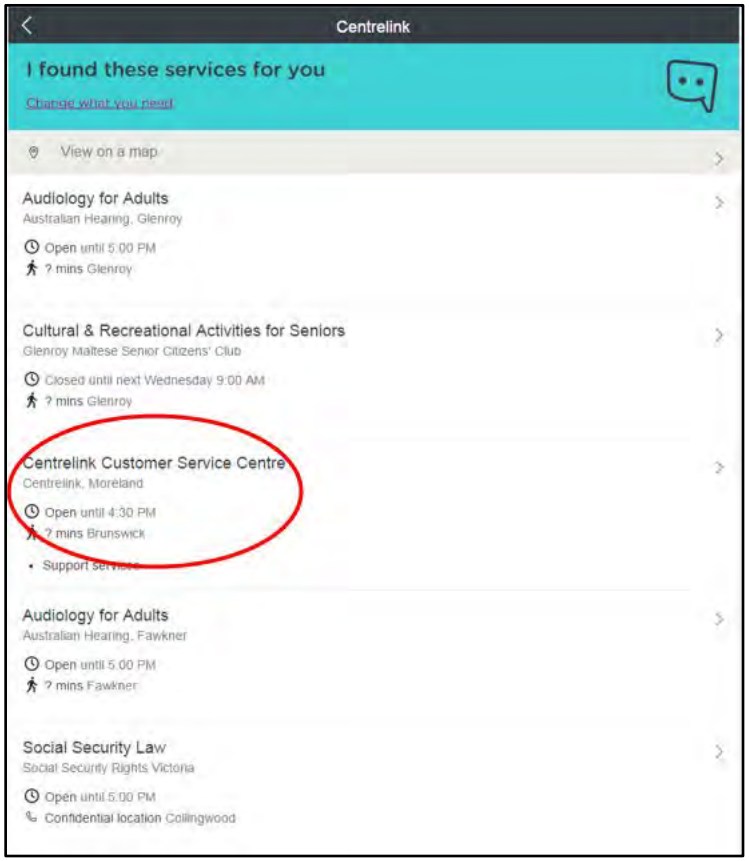
I found these services for you



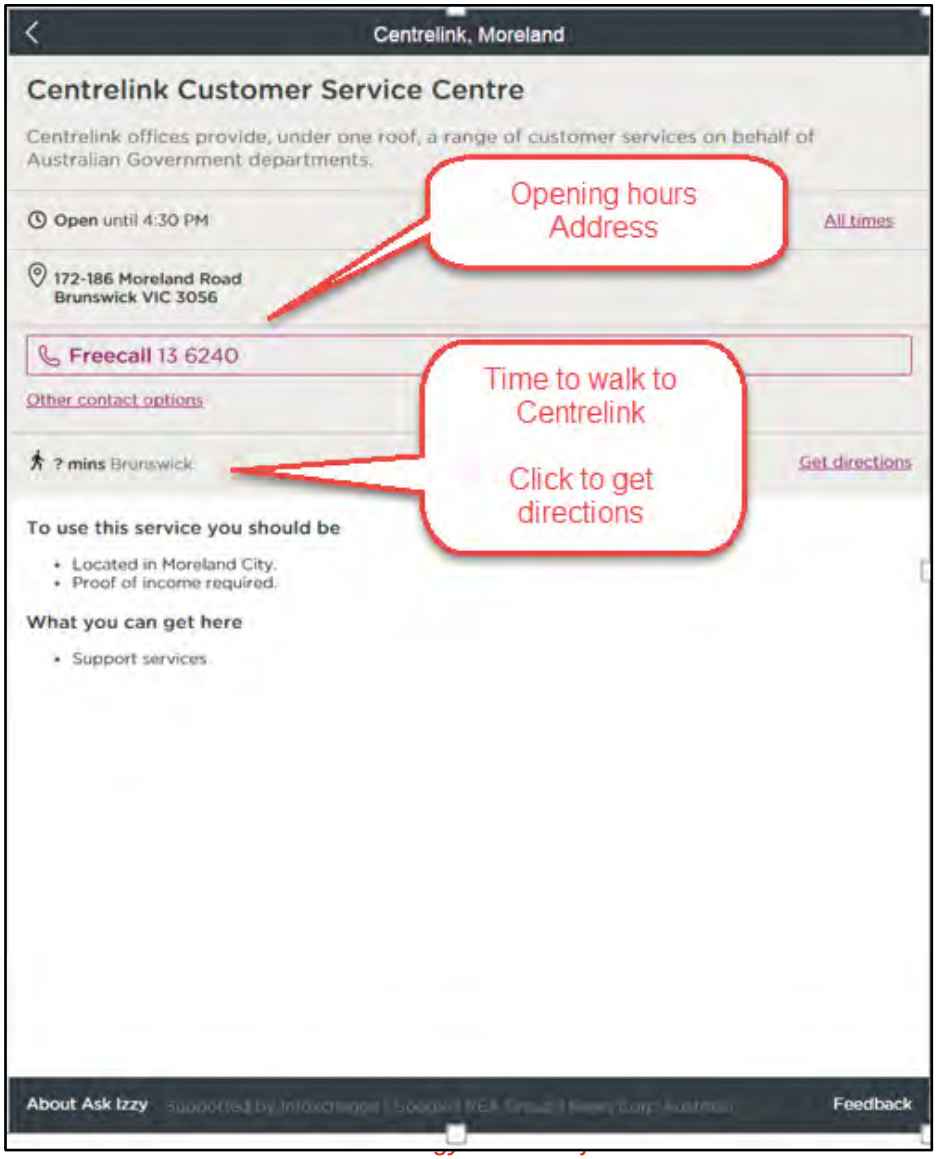
Next question: closest Centrelink

Go to the Ask Izzy Landing page

List of services are displayed

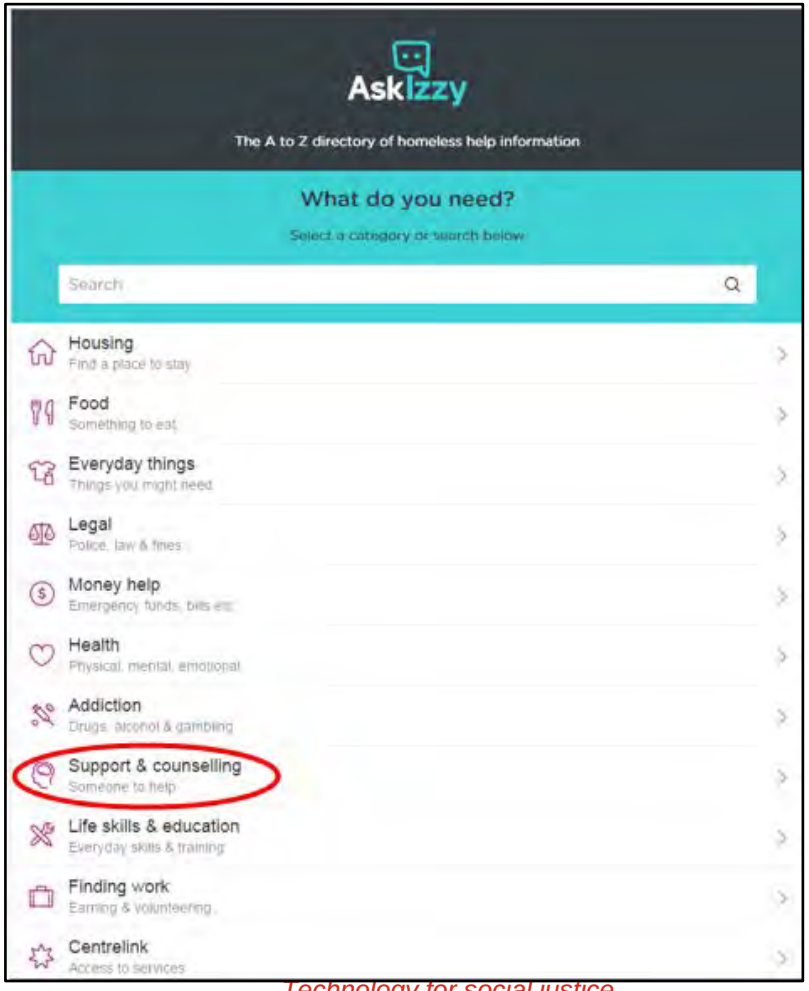


Click on Centrelink service for details

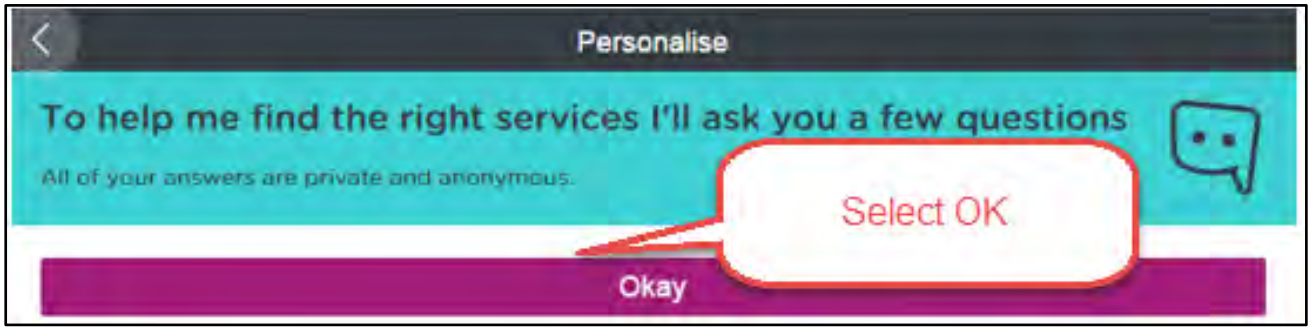


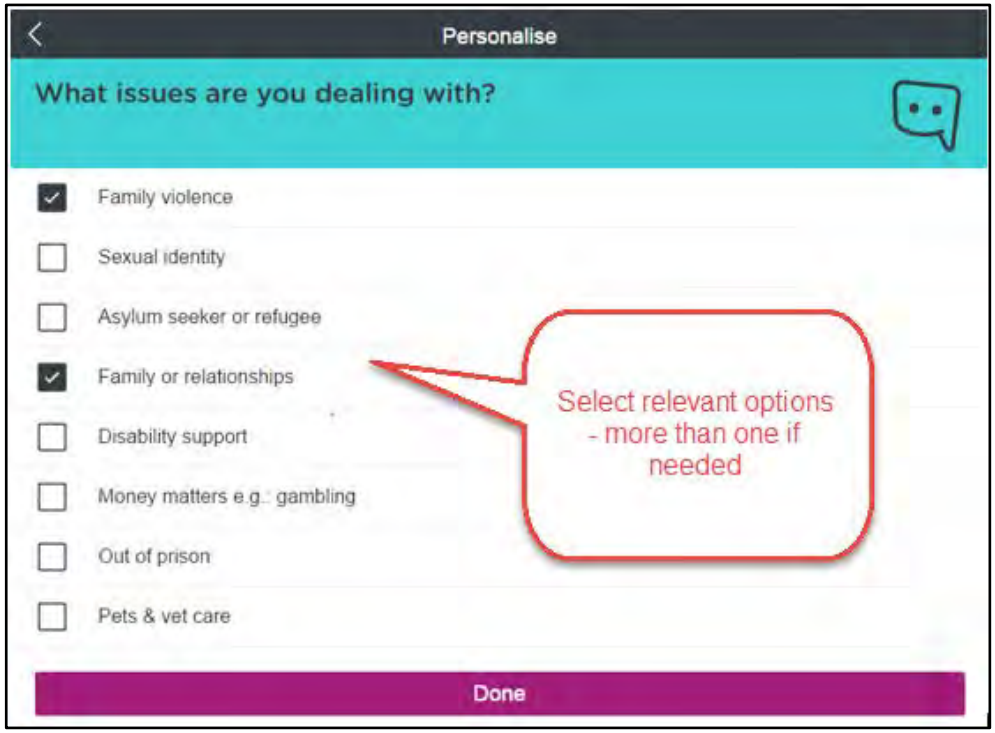
Contact number for a counsellor nearby

Go to the landing page and choose Support and Counselling

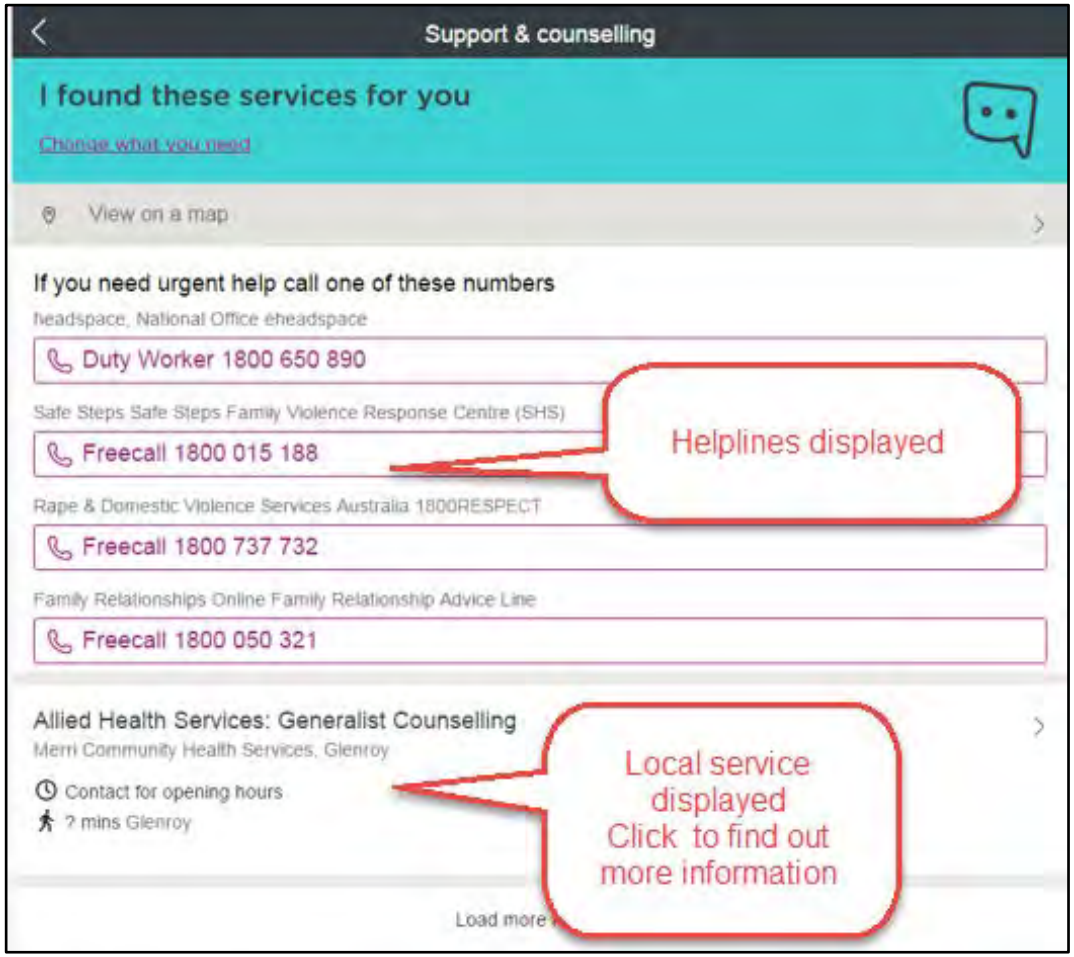


Personalise page appears



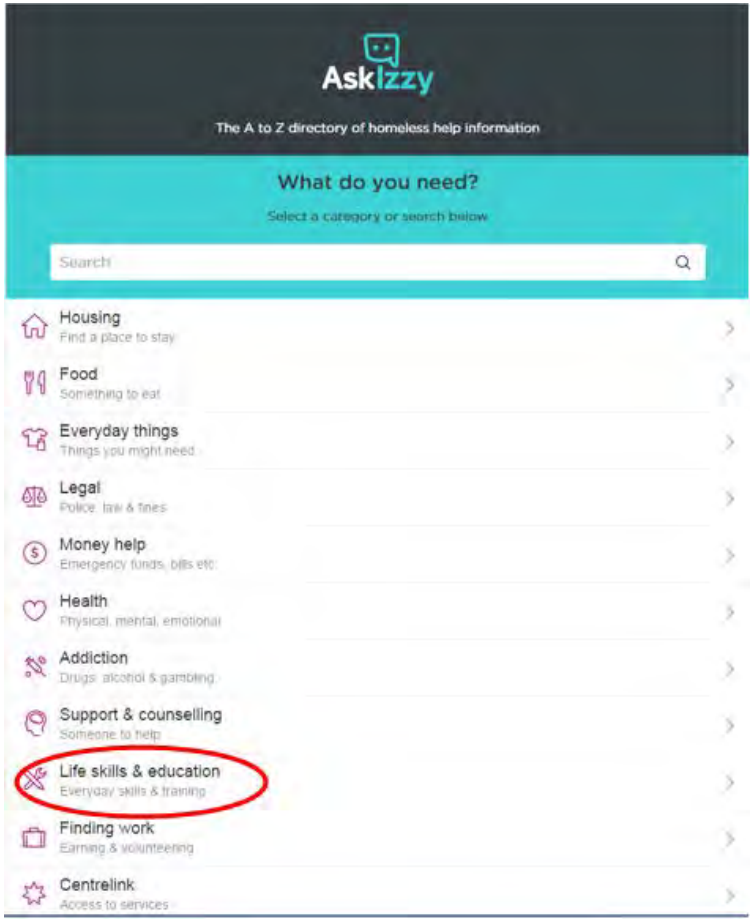


I found services page displays

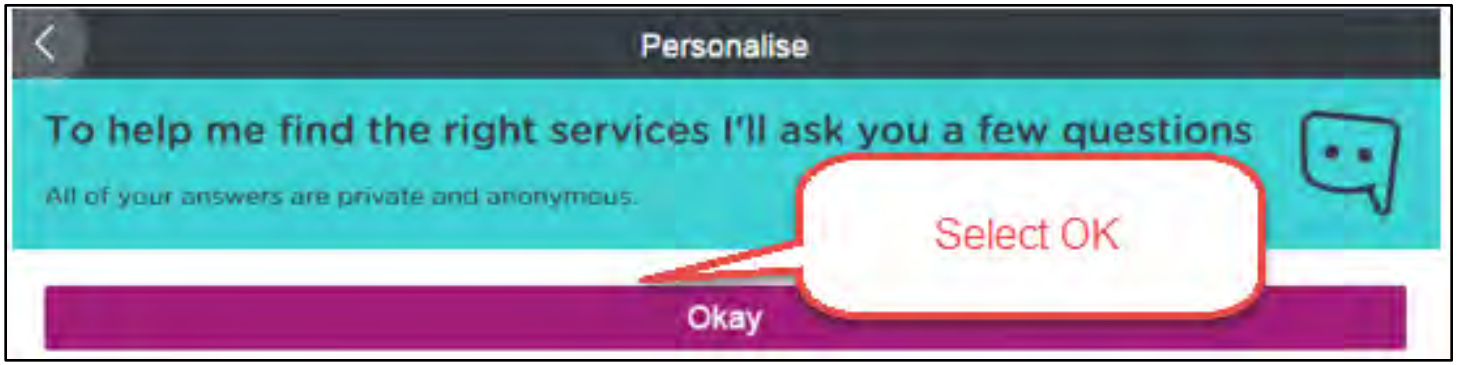


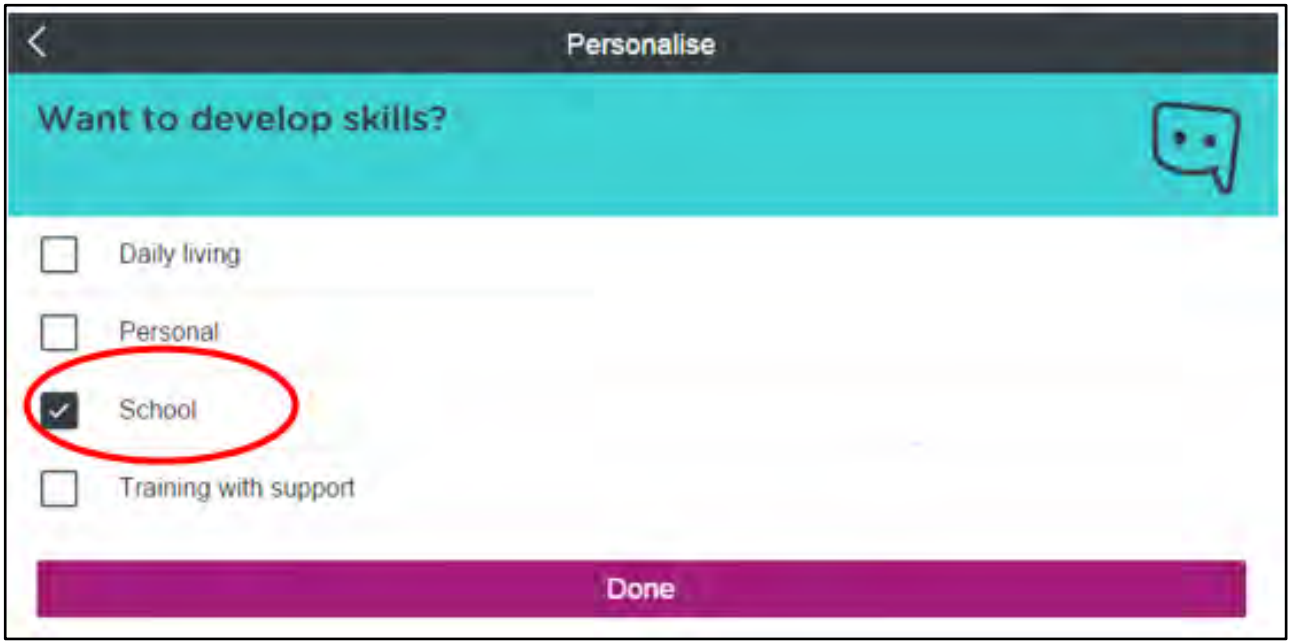
Info on where to complete high school

Go to the landing page and select Life Skills & education



Personalise page





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