



# humanly

## Inclusive Remote Engagement

SDinGov 2021

@designhumanly @jenniparker57 @ali\_fawkes

These could include, for example: income, family, learning or education, health, pets, adventure, friends, travel, fun, career. However, you do not have to include any of these suggestions, you can add anything that is important to you.

You can add up to 10 priorities onto the sheet, but only add as many as you think are important, there is no right or wrong amount.

Now: What is most and least important to you now?

Under the 'Now' title, list the things that are most important to you at this moment in time. These could be:

Future: What is going to be most important to you in the future?

Repeat what you did under the 'Future'. Add on to it, or add in what will make you happy as you get older.

Same as before, you can add up to 10 priorities onto the sheet, but only add as many as you think are important.

In the **Work and learning** section, add all of the things that you studied in school, college or further education. Then add any learning that you have done, next, add the different work you have done in your life up to now. In the **Life** section, add events that has been significant to you, that could include things like getting a pet, becoming a parent or close friend.





humanly

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Humanly is an award-winning  
design studio specialising in  
human-centred design for social impact

# We develop:



+



## Human-centred solutions

We create human-centred  
solutions, such as products,  
services and systems.

## Human-centred organisations

We create human-centred  
organisations that are equipped to  
deliver innovative products and services.

# We work with organisations that share our commitment to positive social impact



We've delivered human-centred design  
projects in 14 countries in 4 continents



We specialise in working with vulnerable groups and have tackled a wide range of complex social problems, including:

- Healthy ageing
- Mental health
- Dementia
- Disability
- Cancer
- Adult social care
- Education
- Empowering women and girls
- Worker's rights
- Children's services
- Public transport
- Citizen engagement
- Climate change
- Refugees

# About us



**Jenni Parker**

Founder & Director



**Ali Fawkes**

Social Innovation Consultant

# User engagement

# What do we mean by ‘user engagement’?

## Co-production

- People who will be using a service or product have equal decision-making power throughout design and delivery.

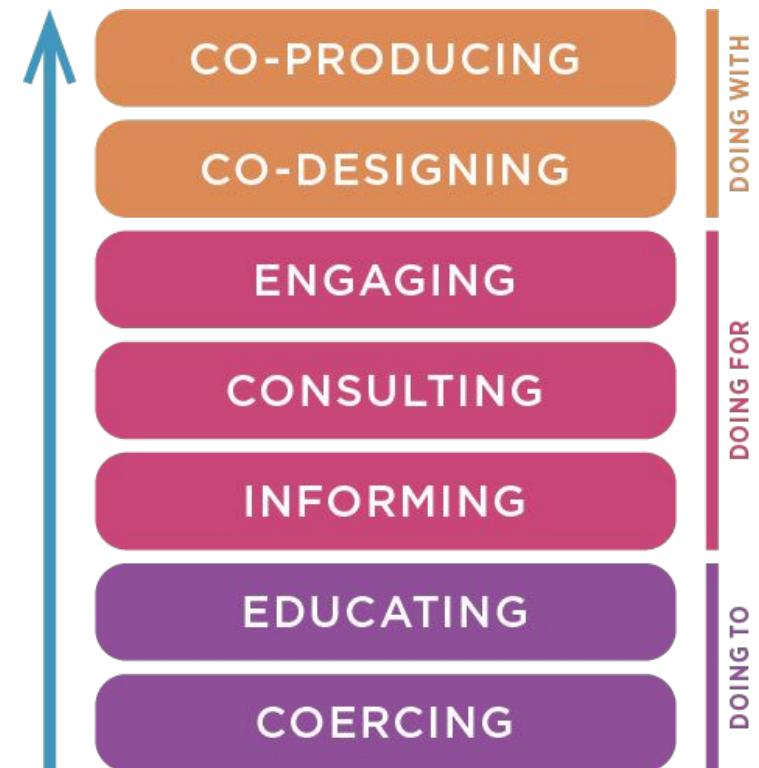
## Co-creation (co-design)

- People who use services work with professionals to design and create.

## Consultation

- Users have the opportunity to provide feedback, experiences and/or ideas at particular points in the development process.

## The Ladder of Participation



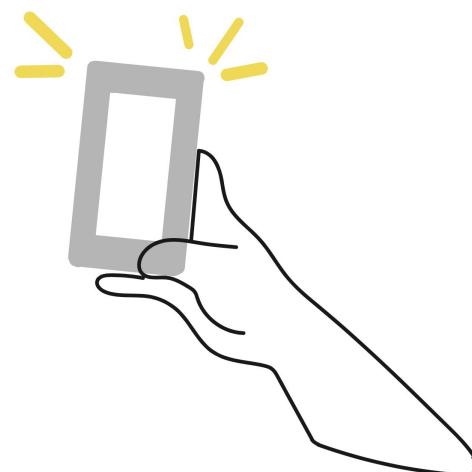
Source:

<https://www.iriss.org.uk/resources/insights/participation-its-impact-services-and-people-who-use-them>

# Approaches to remote user engagement

# Break down barriers to digital engagement

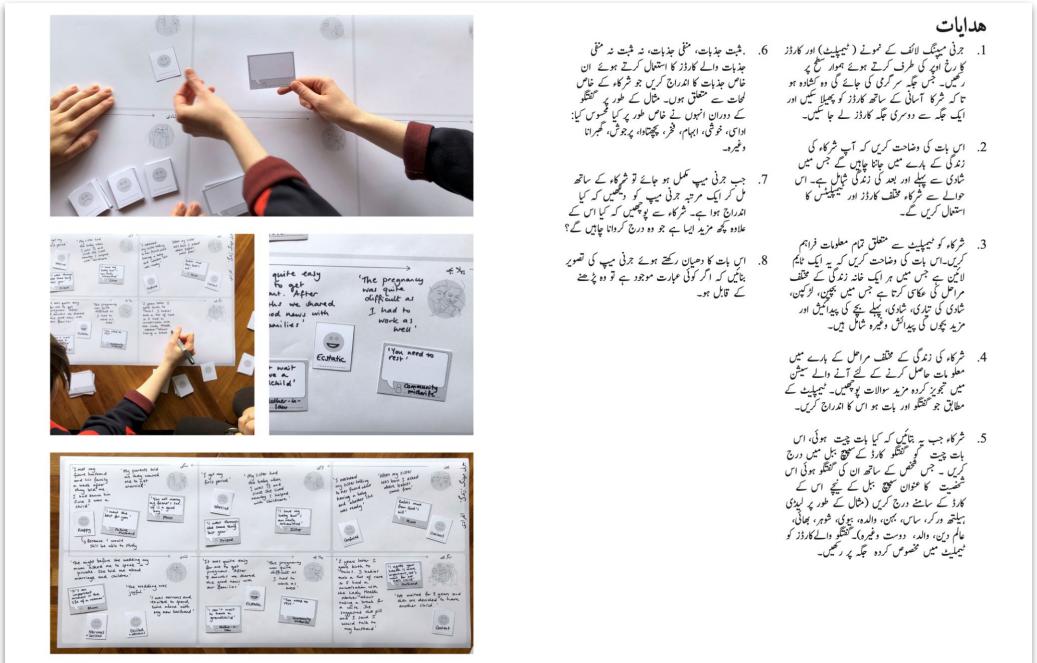
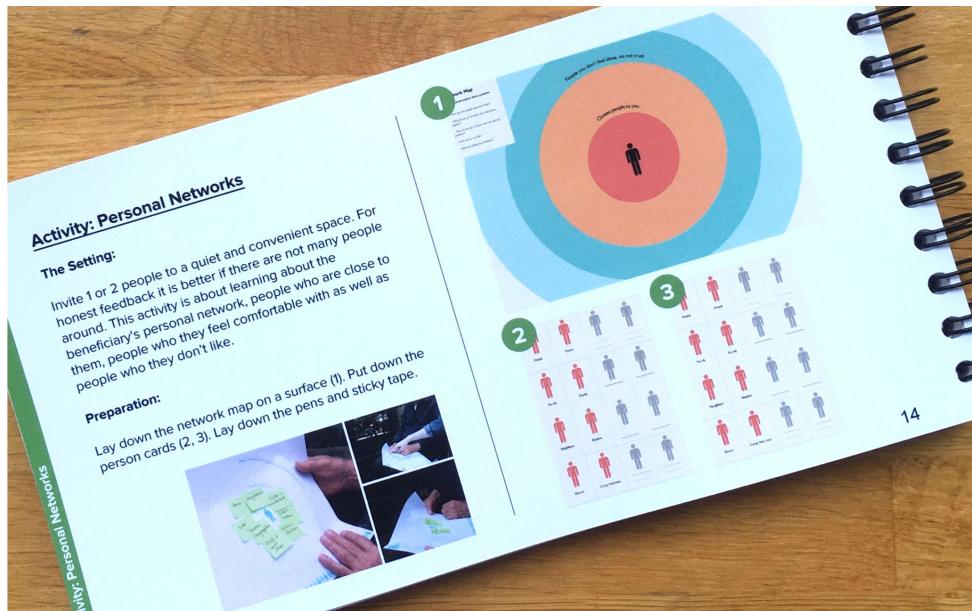
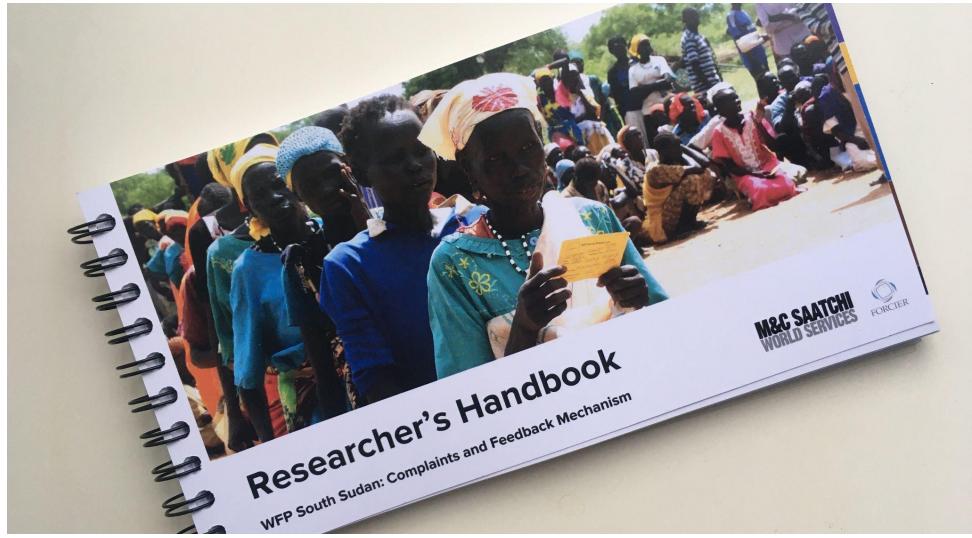
- Offering one-to-one **training** to participants in advance of calls
- Allowing **additional time** (up to 20-30 minutes) prior to a workshop, and using an intro activity to allow participant to 'play' with a tool if it is new to them
- Ensuring **one-to-one support** is provided
- Providing a **phone number** ahead of workshops



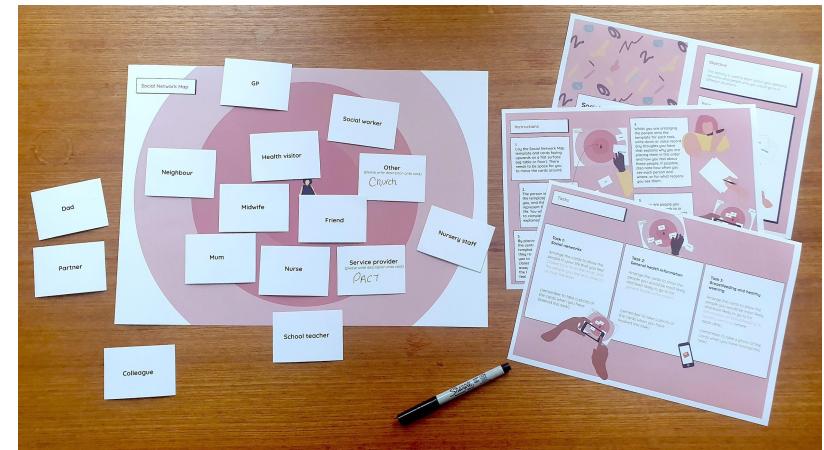
# Consider alternative methods



# Designing toolkits for local researchers



# Designing self-documentation kits for participants



# Clear instructions

The illustration depicts a person with pink hair and a yellow top, sitting at a table and writing in a notebook. In front of them is a scale-like arrangement of cards. A hand is shown placing cards onto the scale, which has 'Least important' on the left and 'Most important' on the right. The cards include icons for leisure time, exercise, family, healthy eating, breastfeeding, and hobbies. A smartphone is being used to take a photo of the cards on the scale.

**Instructions**

1. Lay the 'Most important' and 'Least important' cards facing upwards on a flat surface (eg on table or floor). Place these two cards far apart from each other to create a scale, for example from top to bottom or from left to right.
2. Lay the Priority cards out, face up, making sure there is space for you to move the cards around easily. You will use these cards to complete the tasks explained below.
3. Arrange the cards along the scale, to show what are the most and least important for each task. If there is not a card for something that you want to include, you can draw or write it onto a blank card.
4. Whilst you are arranging the cards for each task, write down or voice record any thoughts you have that explain why you have placed the cards in this order, using the prompt questions below.
5. At the end of each task, take a photograph of the cards in their final position and send these to us as soon as you can via Wire or Whatsapp messenger.

# Simplify

**INSTRUCTIONS**

**Life Priorities**

**Now** → **Future**

**Now:** What is most and least important to you now?

Under the 'Now' title, list the things that are most important to you at this moment in your life, with number 1 being the most important.

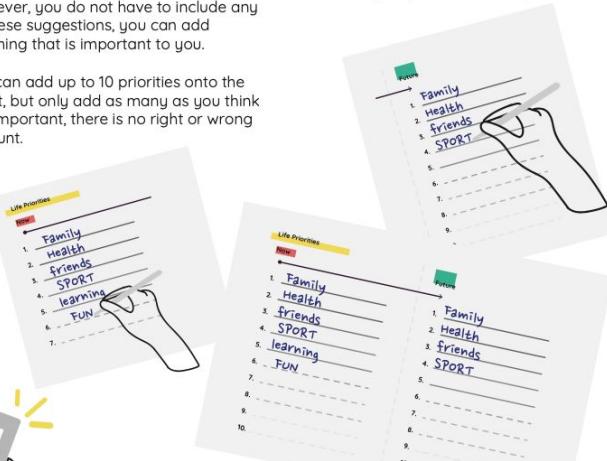
These could include, for example: income, family, learning or education, health, pets, adventure, friends, travel, fun, career. However, you do not have to include any of these suggestions, you can add anything that is important to you.

You can add up to 10 priorities onto the sheet, but only add as many as you think are important, there is no right or wrong amount.

**Future:** What is going to be most important to you in the future?

Repeat what you did under the 'Future' title, only this time think about what will be most important to you as you get older.

Same as before, you can add up to 10 priorities onto the sheet, but only add as many as you think are important.



When you have finished please share your completed template with us, by choosing one of the ways below:

- Take a photograph of it, making sure the writing can be read in the photo, and send it to us by email at [hello@designhumanly.com](mailto:hello@designhumanly.com) or text/WhatsApp on 07856571583.
- Post it to us in the stamped addressed envelope included.

**Life Priorities**

**Now** → **Future**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

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8. \_\_\_\_\_

9. \_\_\_\_\_

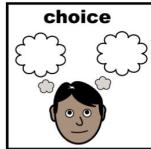
10. \_\_\_\_\_

# Other approaches to engagement before interviews



We are Ali and Annika.

We are from Humanly.  
[www.designhumanly.com](http://www.designhumanly.com)



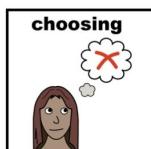
We are working with Tribe to make an app or website. This will help people have more choice and control over their care.



We want to talk to people who have been supported by carers, PAs or family.



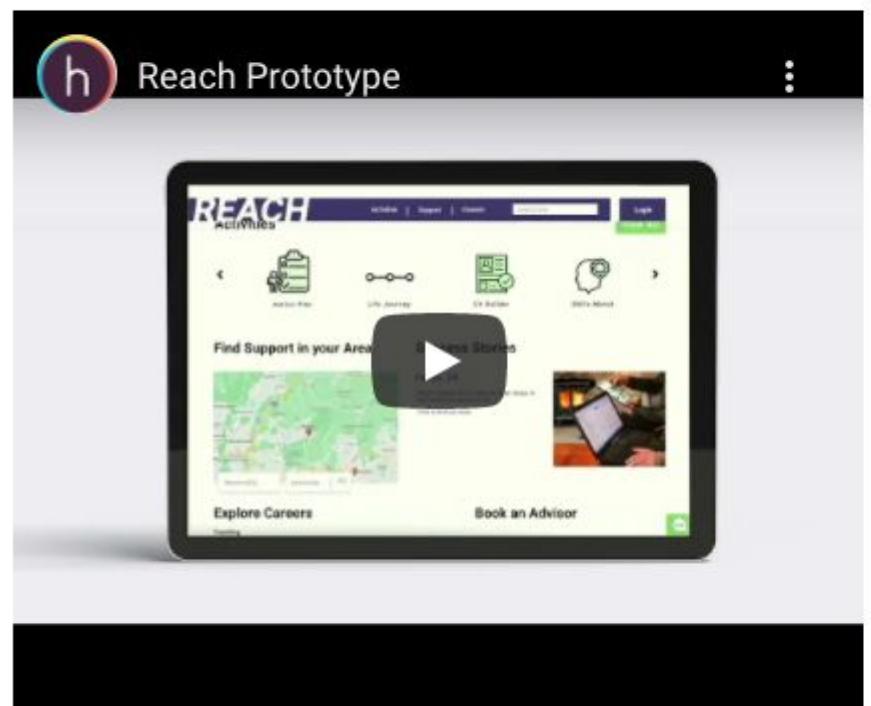
You do not have to talk to us if you do not want to.



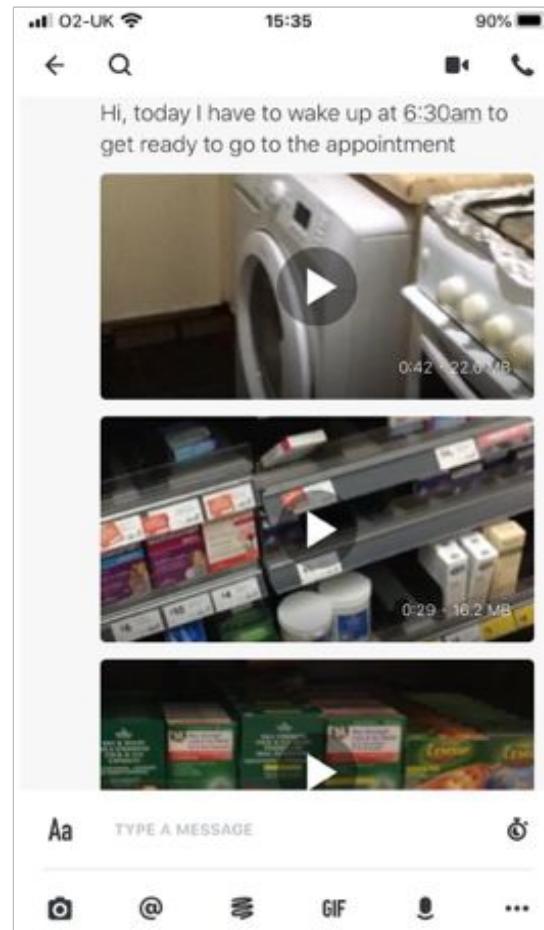
You do not have to answer any questions you do not want to.



If you choose to talk to us it would take about half an hour on the phone or video call.



# Adapt your delivery to make it as accessible as possible



**A book about your life**

Imagine that we are going to write a book about your life.

For us to tell the best story about you, we need to know all about your life, from your childhood all the way up to now. Use the questions below to help; you don't need to stick to these questions, you can include anything that you would like to be included:

It is up to you how you capture your story, you can use pen and paper to write it down, you can use the dictaphone included in this pack, or you can use voice recording on your phone. Choose whichever option you feel most comfortable with, you could use a combination of them all if you like. You don't have to capture your story in one go, you can do this in small sections at your own pace if you prefer.

- What was your family like growing up? How many siblings did you have growing up?
- What did your parents do for work?
- What was school like? What did you study?
- Did you enjoy your teenage years?
- When did you leave school and what did you do next?
- What key events have happened in your adult life?
- How has work featured in your adult life? Have there been any changes, specific things happened, challenges, achievements?

If you choose to use the dictaphone, start the recording and press the button with the red dot on it. To stop recording press the button with the square on it.

When you have finished please share your completed life story with us, and your consent form, by choosing one of the ways below:

- If you have written your story on paper or used the dictaphone to record your story, please post it back to us in the stamped addressed envelope included in this pack
- If you have voice recorded your story on your phone, you could share this via WhatsApp by messaging us on 07856571583. Please also share a photograph of your consent form.

# Design activities around people's circumstances

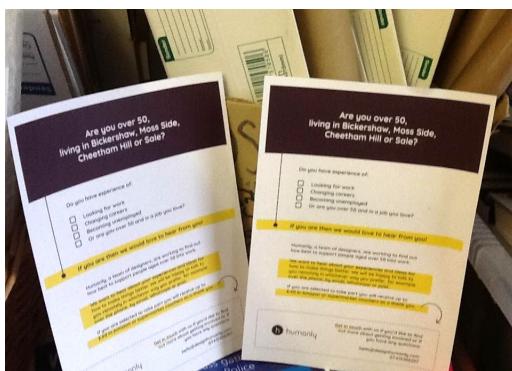
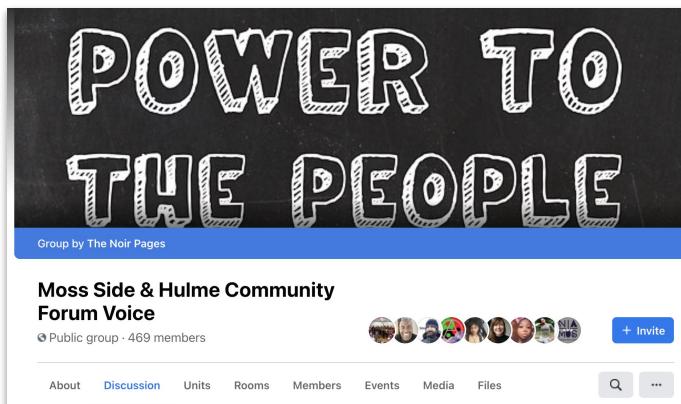
Consider the person's **living environment** and any barriers they might face.

Think about the best **time of the day** for people to engage with activities or interviews especially if they have **caring** responsibilities.

Creating a **rappor remotely** may be harder so factor this into your planning, taking more **time to build relationships**.



# Recruiting participants remotely



17:10  
Tweet

GM Ageing Hub  
@GMAgeingHub

Our friends at @designhumanly are working in #Bickershaw #MossSide #CheethamHill #Sale to find out how best to support people aged over 50 into work. Please share with your networks #AgeFriendlyGM

Are you over 50, living in Bickershaw, Moss Side, Cheetham Hill or Sale?

Do you have experience of looking for work/ changing careers/ becoming unemployed/ or are you over 50 and in a job you love?

If you are then we would love to hear from you!

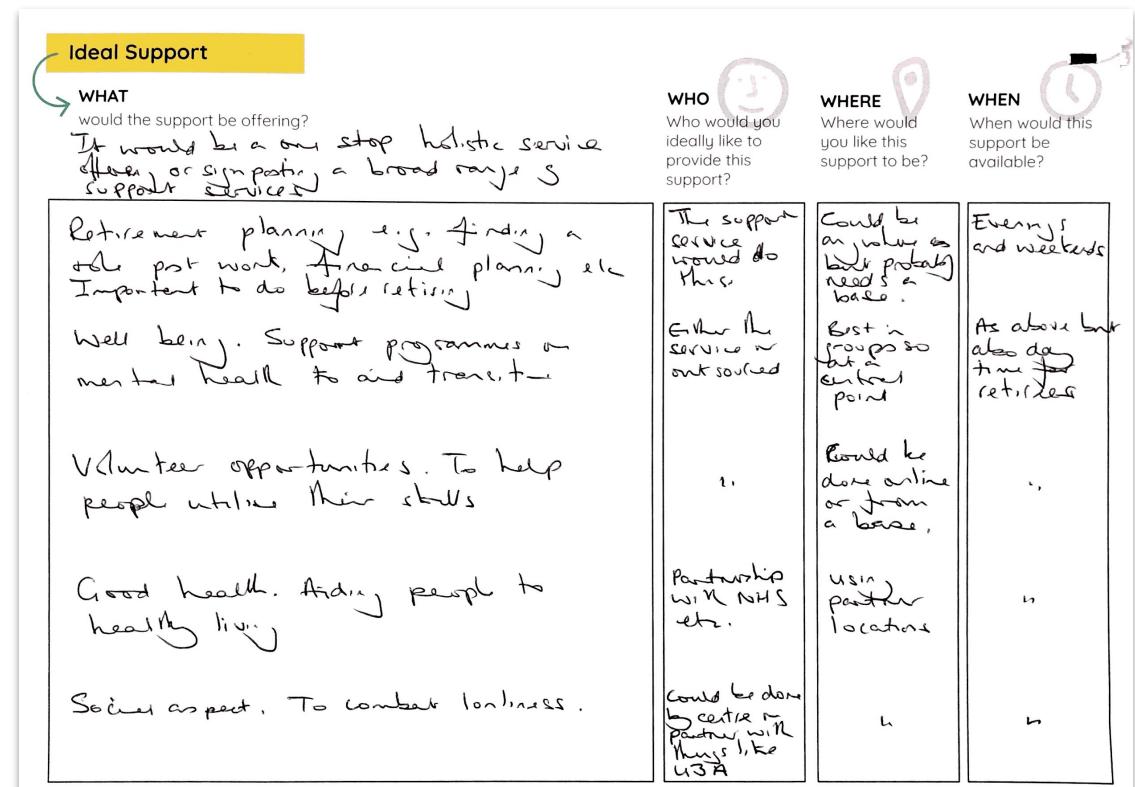
Happy to talk to you remotely in whichever way you prefer. If selected, you will receive up to £40 in vouchers

# Looking forward: What can we learn from the pandemic?

Engaging with people over **longer periods** of time builds a **richer understanding** of their lived experiences

**Asynchronous activities** enable participants to take **longer to reflect** on their answers to often very big questions like 'what would your ideal support look like?'

**1-2-1 activities** ensure you **hear each individual's voice** and ideas



# Read more

Link to paper co-written with the Centre for Ageing Better:

<https://bit.ly/remote-engagement-paper>

Centre for  
Ageing Better

UK Research  
and Innovation

## Remote engagement

Removing barriers to inclusion in the context of COVID-19

January 2021

what do we want to know?

in partnership with:

humanly

# Thanks!

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