

Future digital services

Digital services for elderly and their grandchildren

Research has been done to find out about the differences between the age groups Seniors, middle-aged and young citizens. The research focussed on the future digital services from Aalborg. All groups preferred to use online self-service solutions instead of coming to the Citizen Service Centre. The seniors are used to digitalization and have learned to get by, while their grandchildren said, “There is too much text, too many steps, we don’t have the patience to deal with it”. The young people want chatbots to help them navigate on public homepages and how-to videos are a must for them, while the seniors want a confirmation, so they know everything is alright when they have used an online solution. Because of the interviews, Aalborg Municipality was able to make a list of good ideas for future digital services.

About LIKE!

Local governments, citizens, universities and SMEs have joined forces to co-create smarter, more efficient and more innovative services through 9 transnational pilot projects covering 3 core themes:



Relations to Workpackages

The case study shows that the demand of future digital services differs among generations and that public organisations like Aalborg Municipality need to review their channels and content to make digital services support all age groups.

Local partners

PrimusMotor Aps

www.primus-motor.com

Consultant with expertise in citizens engagement, cocreation, service design, project development and fundraising

The Case Study Paper is produced by Grethe Fallesen



Digital services provided by the citizens service centre

Aalborg Municipality contacted a consultant, PrimusMotor Aps, to conduct focus group interviews with three groups of citizens: Seniors, middle-aged citizens and young people. The participants were not related. The interviews focused on the Citizens Service Centre, which only offers some of the services provided by Aalborg Municipality.



Questions to the citizens

The citizens discussed the following questions:

- What is good citizen service?
- Is it necessary to have the Citizen Service Centre?
- What do you think of chatbots and screen service?
- Do you have ideas for future citizen services?

Moreover, they were asked to discuss what would happen if the Citizen Service Centre closed and only became available via phone, chatbots self-service solutions.

Seniors are generally regarded as hesitant to digitalization while young people and grandchildren are looked upon as digital natives. However, this is not always the case.

Digital services provided by the citizens service centre

The grannies and the grandchildren agreed that the service in the Citizen Service Centre is excellent and they love the booking system, so they don't need to wait in long queues.

Both groups prefer to use the online self-service solutions, but it is important for them to be able to contact Citizen Service if they have problems or questions. They both suggest a dummy version of self-service solutions to practice.

They don't mind chatting with a chatbot if they can get the help they need and save time. They don't see the point in a screen service, which they only find relevant when talking to their bank or for medical services. Instead of screen service they will rather use the phone.

Digital services provided by the Citizens Service Centre

| | |
|------------------------|-----------------------------------|
| Passport | Marriage |
| Driver's license | Information about tax |
| Digital ID | Entry to Denmark |
| Digital mail | Bills and debt |
| Health insurance cards | Elections (postal votes) |
| Relocation | Information about Aalborg Kommune |



Elderly

The elderly in Denmark are generally very good at digital solutions and can handle the digitalization of services. “We have learned to get by, we are getting used to digitalization, we manage and improve”.

From the private sector they are used to get receipts and confirmation when they e.g. shop on the Internet. They want the same service from public online services as they get concerned and worried that something went wrong if they don't get a receipt.

The elderly have a lot of suggestions and ideas for improvement of online public services and they are very eager to be involved in the design of a new homepage for Aalborg Municipality.

Although they are very digital themselves the elderly are concerned about others that are not able to handle digital solutions. They are especially worried about seniors living in rural areas far away from the Citizens Service Centre.



Grandchildren

The grandchildren's generation is often referred to as digital natives but although they are good at handling digital solutions they don't understand the language on the municipality's homepage nor the language in the online self-service solutions.

The grandchildren said: “There is too much text, too many steps, we don't have the patience to deal with it”. They would like to have chatbots to help them navigate on public homepages and how-to videos are a must for them.

They also want an app on their phones to get in touch with public online services and they think it is necessary to include information about digital mail and self-service solutions in the curriculum at school.

The middle-aged citizens

The middle-aged citizens were focused on opening hours in the Citizens Service Centre and the difficult parking conditions. They want opening hours to include late afternoon/early evening, so they don't have to take time off to get a new passport.

The middle-aged citizens want a text message reminding them about their appointment and the message must include a list of documents they need to bring. They have a busy schedule and want all the help they can get.

They also suggest engaging volunteers to help citizens with online self-service solutions at the Citizens Service Centre – like check-in at airports.



Future digital services

All groups prefer to use the online self-service solutions, but they want to feel as welcome online as they do in the Citizens Service Centre.

"After researching the citizens and finding the differences between the age groups it was clear how to use the results. The results will be used for the development of better services to citizens in the future by using their ideas from the different workshops and interviews."



Ideas of our citizens

Based on the interviews we can make a list of ideas to future digital services:

- Future online service must be transparent, welcoming, simple and designed for mobile devices
- Use pictures and visualizations to support the text
- Make the text simple and easy to understand
- Services should always produce a receipt/confirmation
- Involve citizens in building a new homepage
- Make how-to- videos
- Make dummy versions of self-service solutions to use for practice
- Make an app with all the online services
- Send text messages with reminders and information on what to bring
- Engage volunteers to help in the Citizen Service Centre – like check-in at airports
- Remember people with another background and language than Danish

The ideas show that communication, support, level of experience and involvement of citizens are crucial for building good digital solutions.