

Face to Face App Training



Challenge:

PickMeUp provides direct public transport from Barton to desirable destinations in Oxford such as affordable supermarkets, hospitals and workplaces. However, the booking system for the service is app-based, requiring a smartphone and a basic understanding of how to use it. This presents a barrier to access for some potential users.

Solution:

Provide face-to-face app training covering the PickMeUp, Stagecoach, and Google Maps apps.

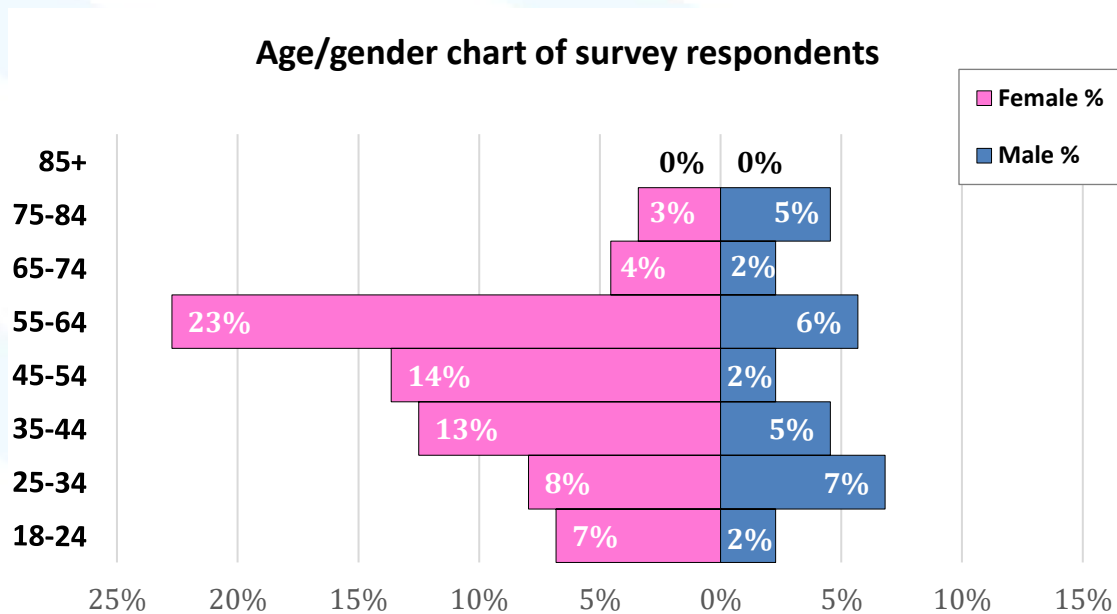
The Pilot:

A module of four weekly sessions, including an orientation covering smartphone basics.

- Entry level smartphones (Android GO) provided to participants without a smartphone.
- Trainers consisted of OCC Customer Service Apprentices, volunteers, experts from the app providers, and C4P staff.
- 7 participants
- Extra session added 1 month later for ongoing support

Pilot Evaluation and Monitoring Results:

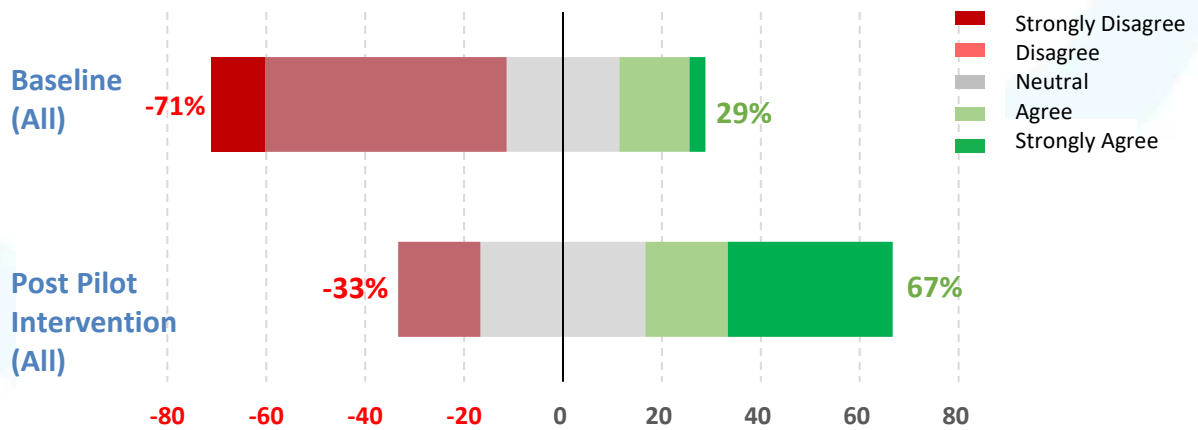
Baseline data was collected from a paper-based and online questionnaire -- **Transport & Mobility in Oxford: What Matters to you?** -- between Feb-April 2019, prior to the pilot's deployment. **92** participant responses were collected in total from the **Baseline** questionnaire, and the age/gender split of the respondents can be seen below:



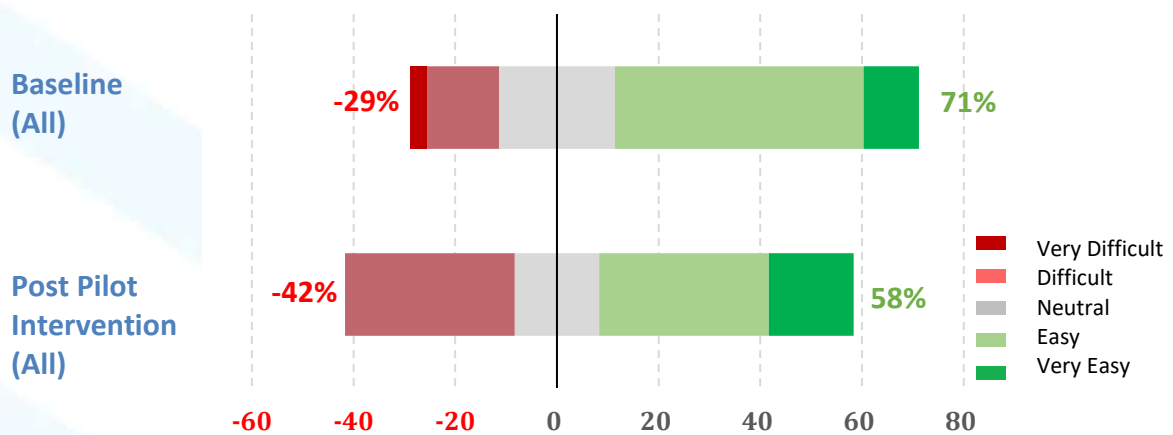
The purpose of this questionnaire was to gather perceptions and opinions from citizens and to thereby inform potential options for transport and urban design interventions in the local area.

After the pilot was deployed a second questionnaire was then deployed --**People Post-Pilot Intervention** -- between May-June 2019. **18** participant responses were collected in total from this **Post-pilot Intervention** questionnaire. However, only **7** responses will be included as those were from participants who experienced the pilot. The data was used to evaluate the impacts of the pilot against the **Baseline** line data collected previously. The following questions/charts have been selected from this analysis to support decisions about which pilot should be scaled up.

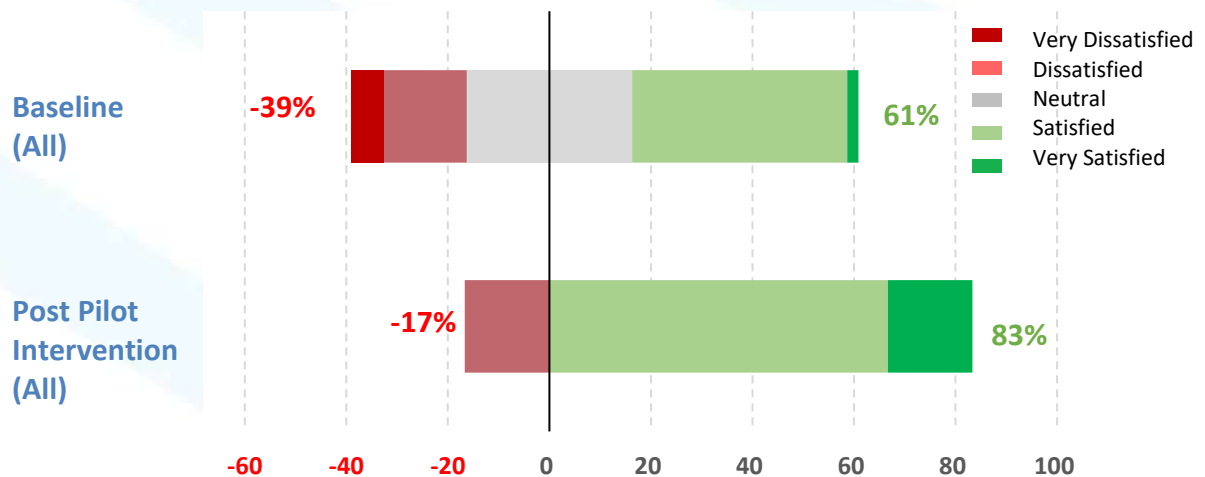
Q20. Transport and mobility options in Oxford give all citizens a fair and equal chance to participate in society



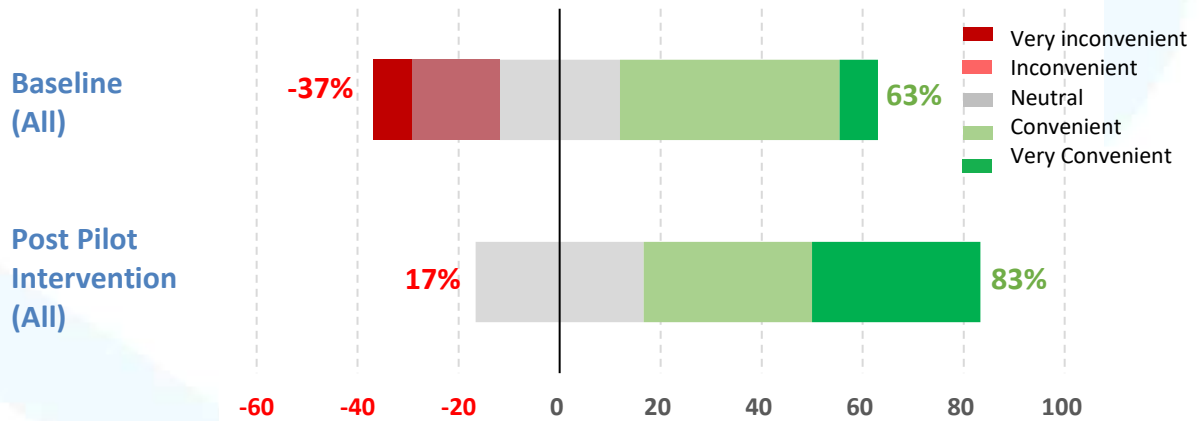
Q25. How easy is it for you to find information on the transport routes and times available when planning your journey?



Q28. How satisfied are you with your regular public transport services?

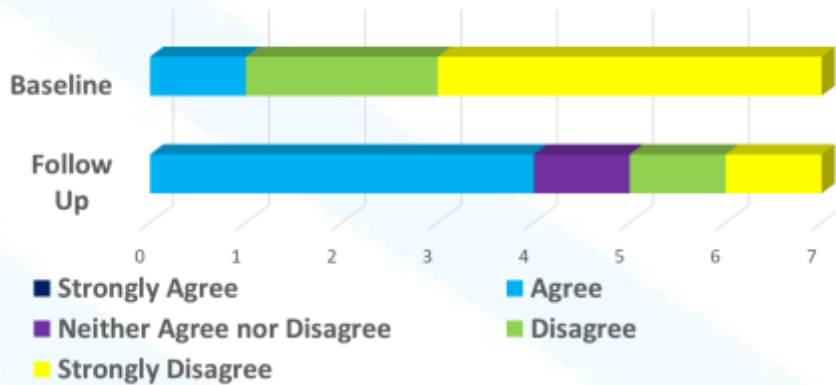


Q30. How convenient are the public transportation options available to you for carrying out day-to-day tasks?

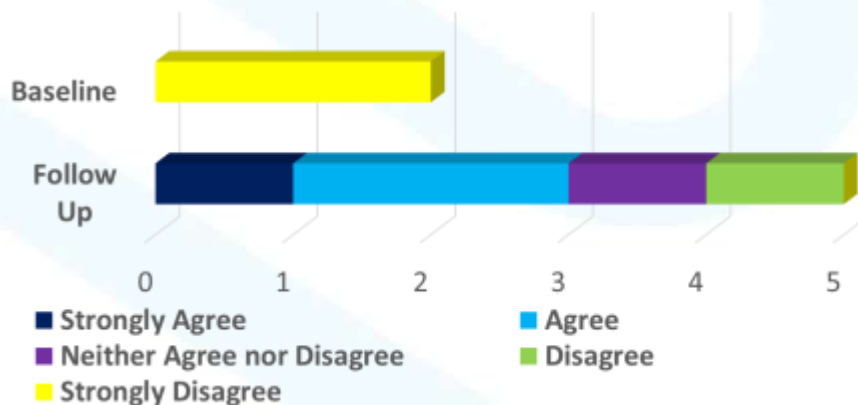


The following results are from surveys given to pilot participants before the app training (baseline) and after (follow up) (7 collected for each):

"I feel confident using smartphone applications"



"I feel confident using smartphone applications that are relevant to public transport"



Why have you decided to join the training (baseline)?

- feel IT incompetent
- learn how to use apps
- get familiar with smartphones
- further technological knowledge

What are you hoping to get out of the training (baseline)?

- apps, maps, [and] getting connected by email
- basic steps and confidence [to] overcome IT phobia
- knowledge and practise of using apps
- The ability to show other people how [apps] work.
- confiden[ce] to explore what smartphones can do

Are you satisfied with the training you have received? (follow up)

- Yes, definitively. I feel confident in all the apps, we have covered. I was worried about the pick me up app but have done that successfully.
- Yes, individual training very helpful and clear; at my pace



Elaborate on why you have accomplished your goal or not (follow up)...

- Apprehensive and a bit overwhelmed by the strangeness of it all. Vast amount of new material to learn.
- Gained confidence in using smartphone, download[ed] other apps.
- It will be environmentally valuable I hope.
- This has been perfect for me personally and our organisation-community transport
- I now feel confident using apps - like PickMeUp and also bus apps in general. Also useful information about how to use mobile battery, how to charge your phone if it runs out when you are out in town.

Potential Scale-Up Opportunities

The options below are a non-exhaustive list of the possible ways the 'Face to Face App Training' intervention could be scaled-up and piloted in Jan-Feb 2020. These possibilities will be developed in public workshops and decided on in a public vote.

Piloting a dialup booking option for PickMeUp

The original intent behind this pilot was to increase access to PickMeUp. The most common solution identified by people in the Barton community was to provide a dialup booking option. At the time of the launch of PickMeUp, a dialup option was not possible and was not feasible to pilot in Barton earlier this year. Recently, Oxford Bus Company is expressed interest in piloting a dialup booking option. However, OBC is unable to independently fund a piloted dialup booking option for PickMeUp, and external funding would need to be identified in order to do so.

Scale-up of App Training

The 7 learners in the F2F app training pilot showed a marked improvement in their comprehension of smartphone apps. This has value not only in improving access to transport, but also accessing the increasing number of services available online. Scaling up this pilot would need to consider how this training could be delivered sustainably to significantly more learners. Possibilities for doing so include working with existing digital training services, community groups, and/or adapting the training sessions.