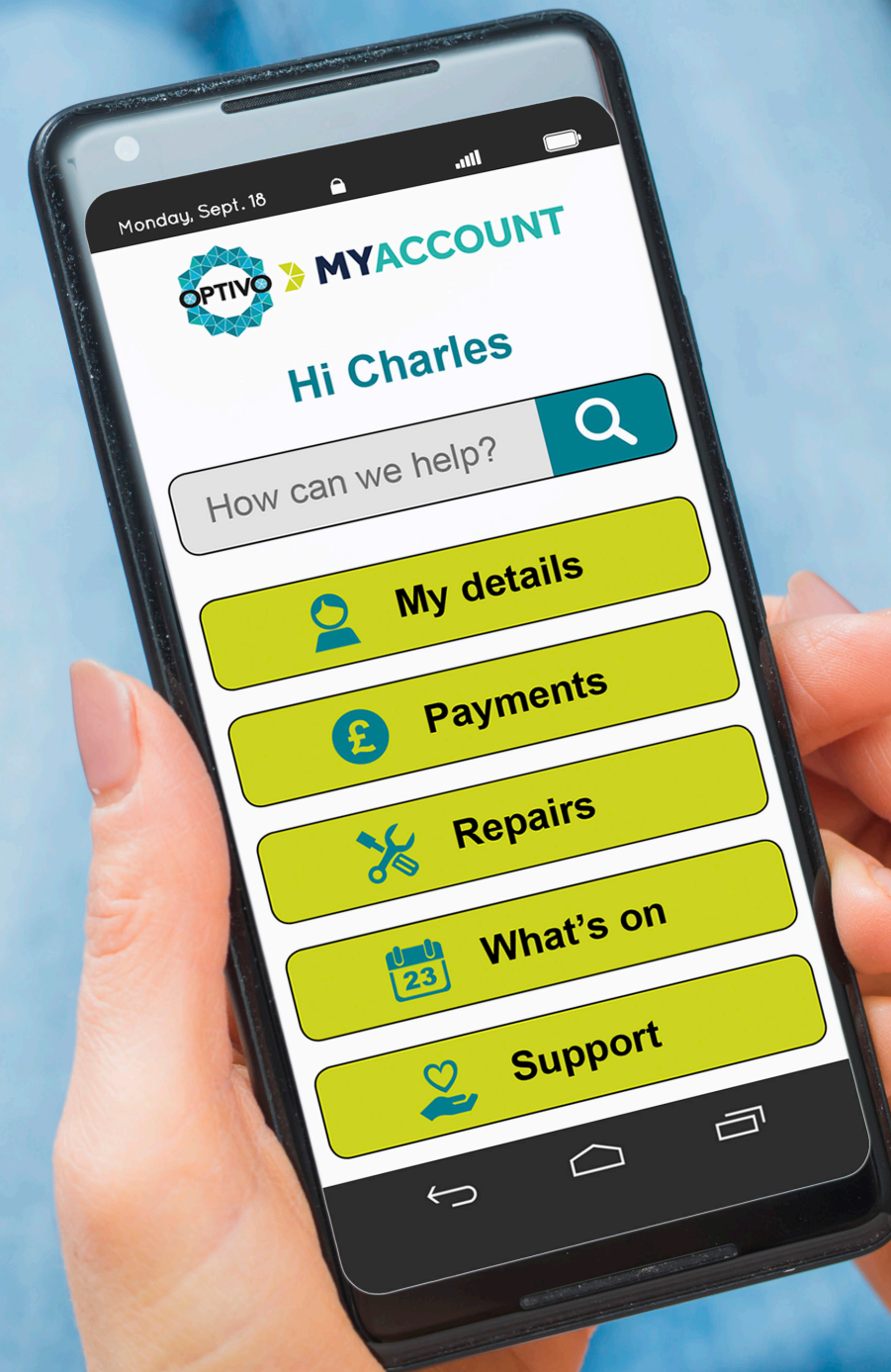


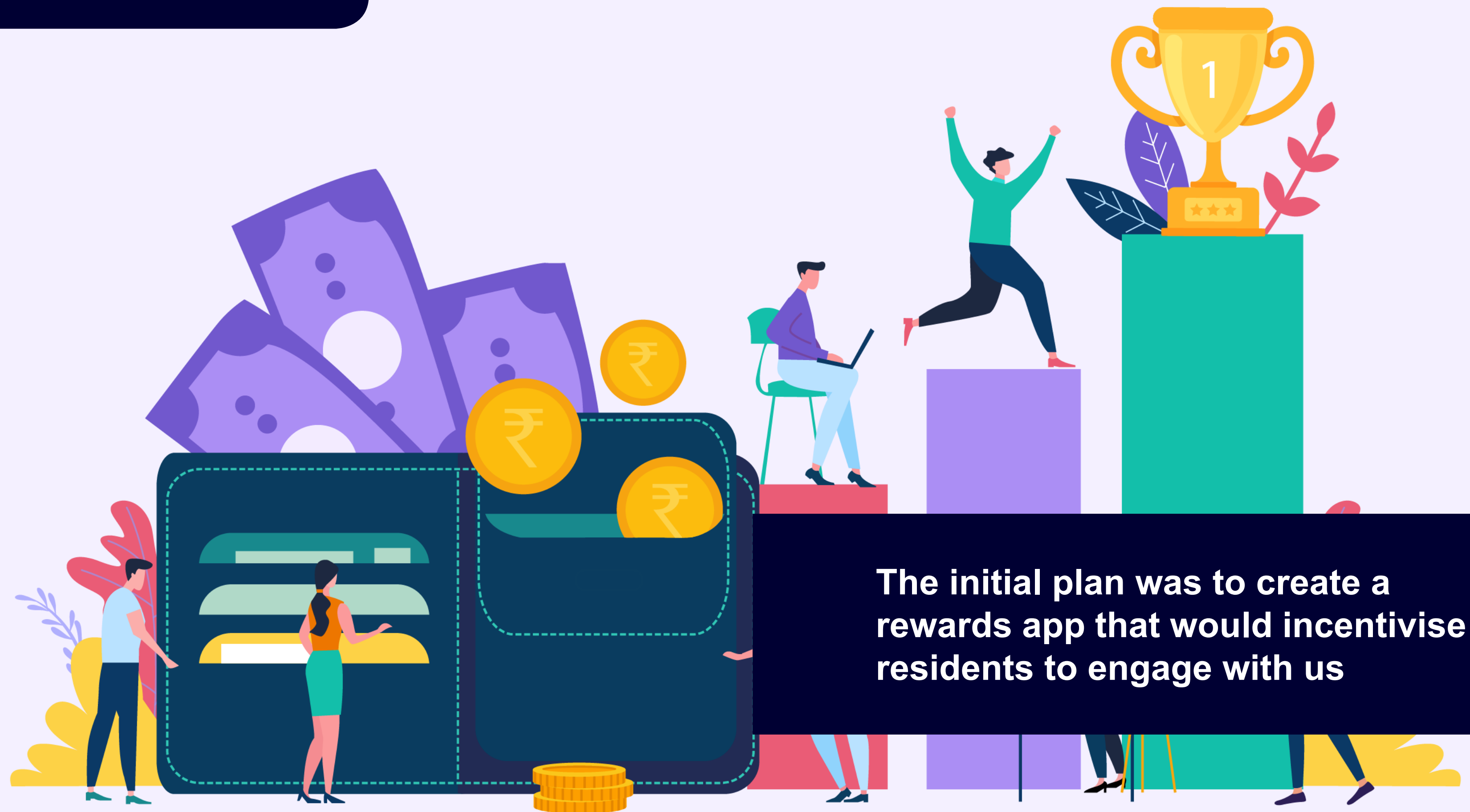


Resident Involvement Digital Engagement

PROJECT REPORT
November 2019



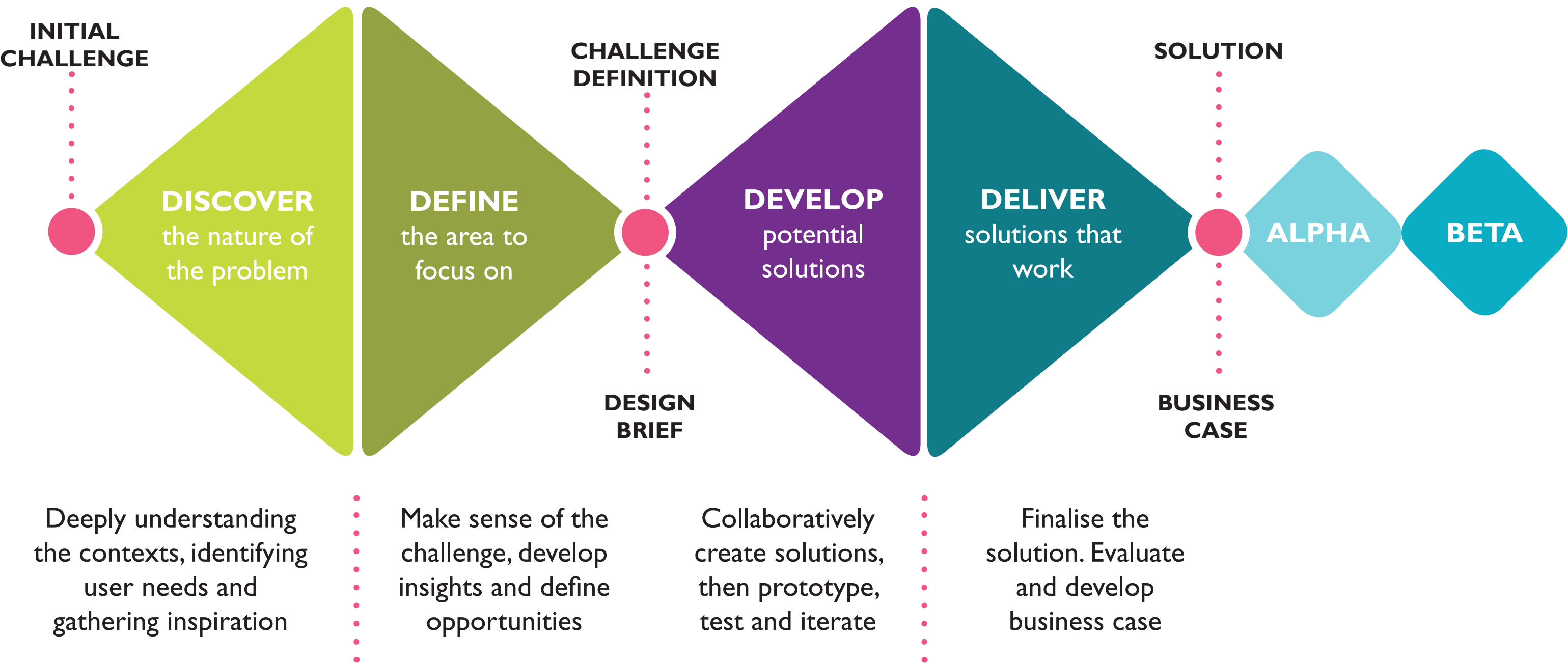
BACKGROUND

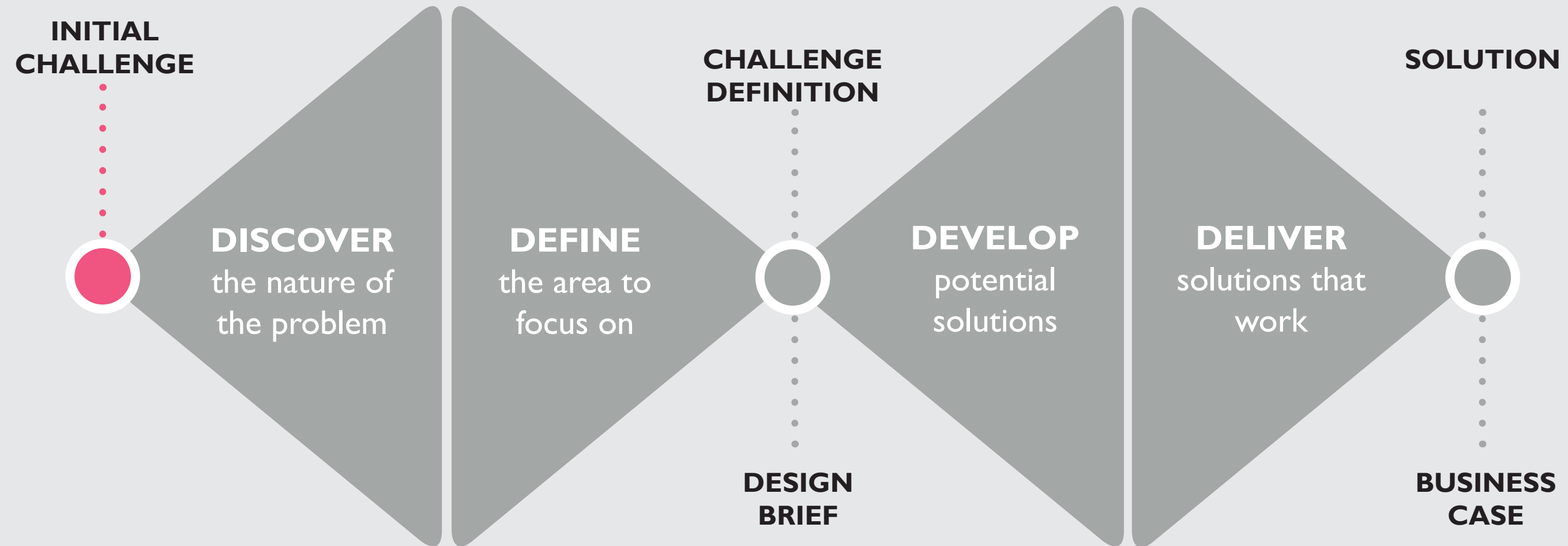


The initial plan was to create a rewards app that would incentivise residents to engage with us

PHASE 1 : 3 to 4 months

PHASE 2 : 3 to 4 months








UNDERSTANDING THE CHALLENGE

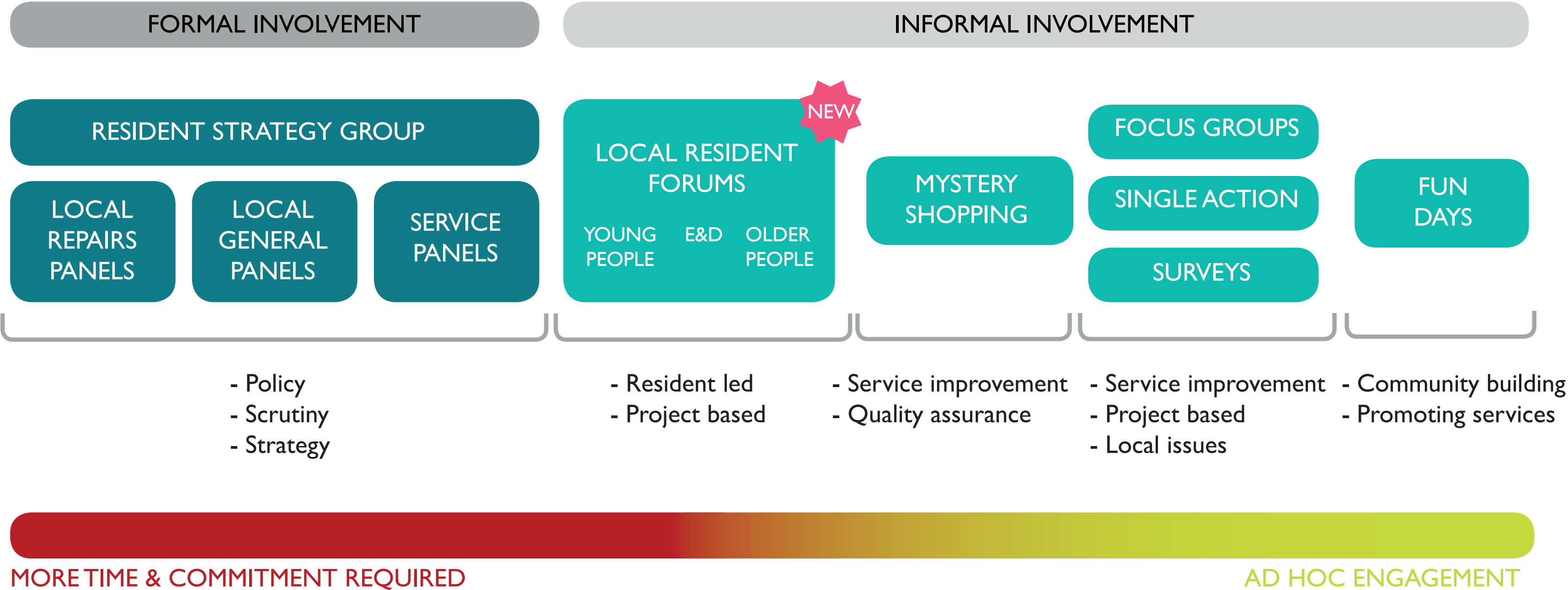
INITIAL CHALLENGE



-  Our involvement framework is time and commitment intensive and this is not accessible and/ or desirable for many residents.
-  This means we lack engagement from certain demographics and we don't have a representative resident voice helping to shape our services.
-  We need to offer alternative ways to engage with us that respond to different residents' needs and motivations.

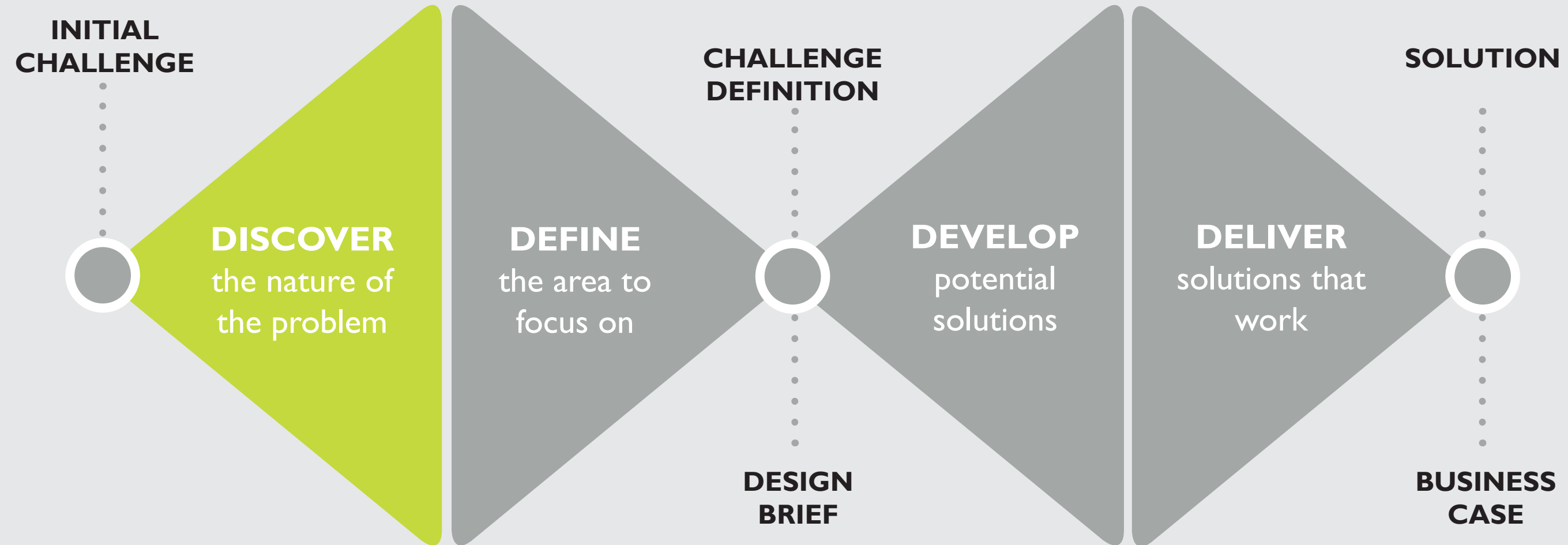


CONTEXT - EXISTING INVOLVEMENT OPPORTUNITIES



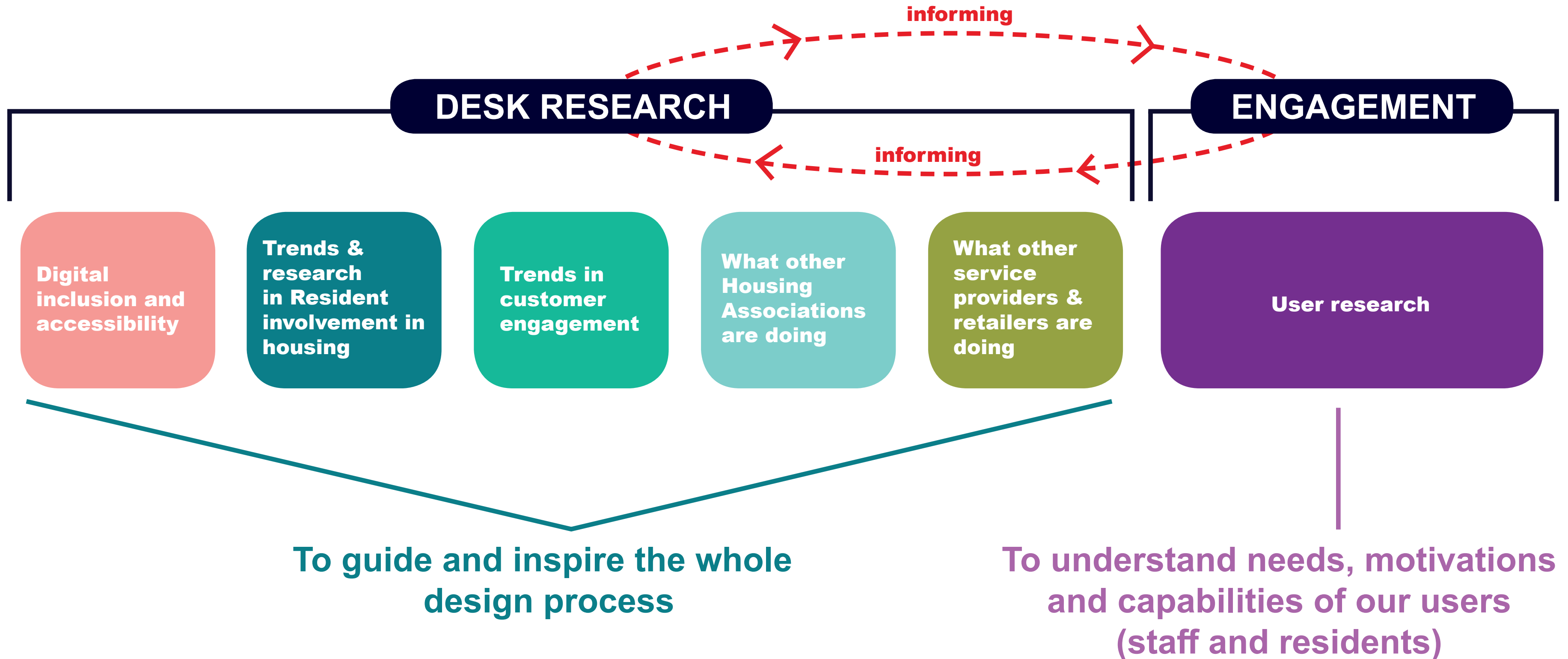
The initial brief and process

How might we develop a digital engagement solution that makes involvement **relevant and easy** for residents that don't currently engage with us?



DISCOVER

WHAT WE DID



Interview

17

interviews with
geographically
isolated residents

Workshop

68

workshop
participants

Survey

2,414

survey
responses

Focus
group

Formally Involved Residents

Policy & Insight

Neighbourhood Managers

Income

Lettings

Energy & Environment

Asset Management

Procurement

Resident Governance & Involvement

RESIDENTS ACROSS ALL REGIONS

WE DISCUSSED

COMMUNITY & INVOLVEMENT

What is relevant?



We asked residents about ...

- ✦ Their communities and the issues that are important to them
- ✦ How 'active' they might be in their local community
- ✦ What they expect from Optivo and 'involvement' means to them
- ✦ The topics they want to communicate with Optivo about



WHY

We wanted to determine our residents' priorities and understand **what is relevant for them** in order to learn **what might drive them to get involved.**

We asked staff about ...

- ✦ The topics they want to engage resident about
- ✦ What Resident Involvement means to them and what it looks like in practice



WHY

We wanted to see if and where **business priorities for engagement overlap with residents' needs** and motivations and understand the range of requirements for involvement from around the business.



WE DISCUSSED

DIGITAL OPPORTUNITIES

What is easy?



We asked residents about ...

- ✦ Their current digital habits
- ✦ What makes a great online experience
- ✦ Initial ideas for what an online product for resident involvement could look like



WHY

We wanted to understand existing online behaviours and get a sense of **what residents' expect from a digital service** in order to begin to set some parameters for design.

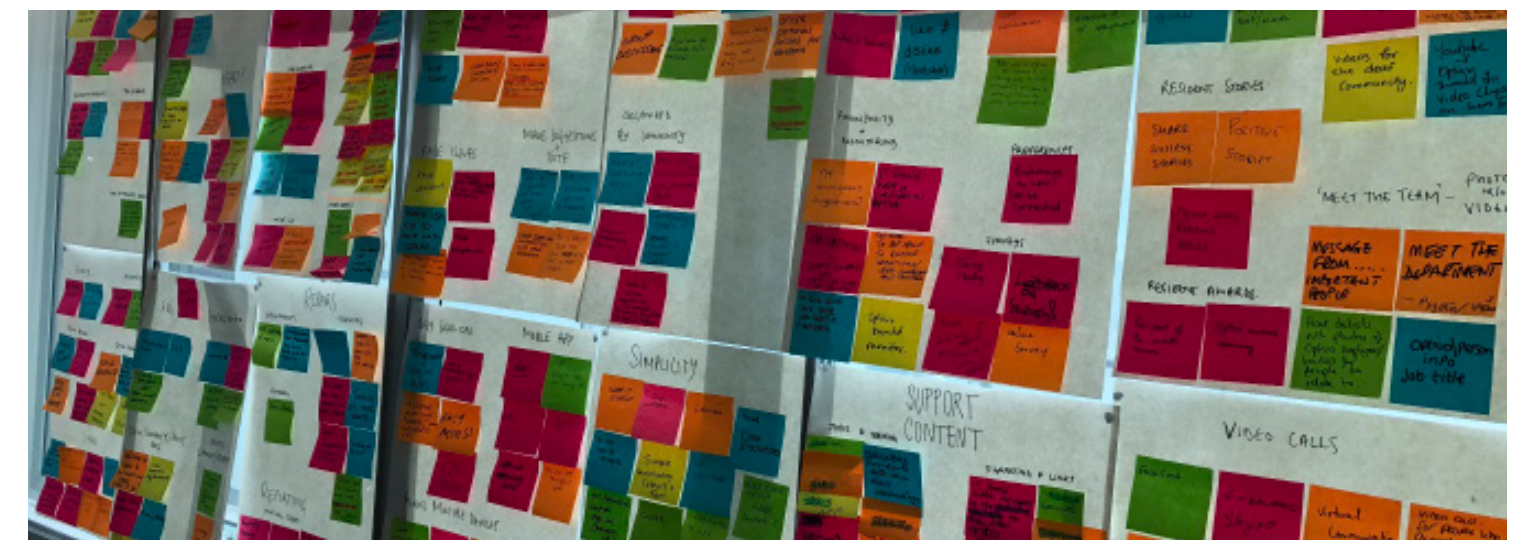
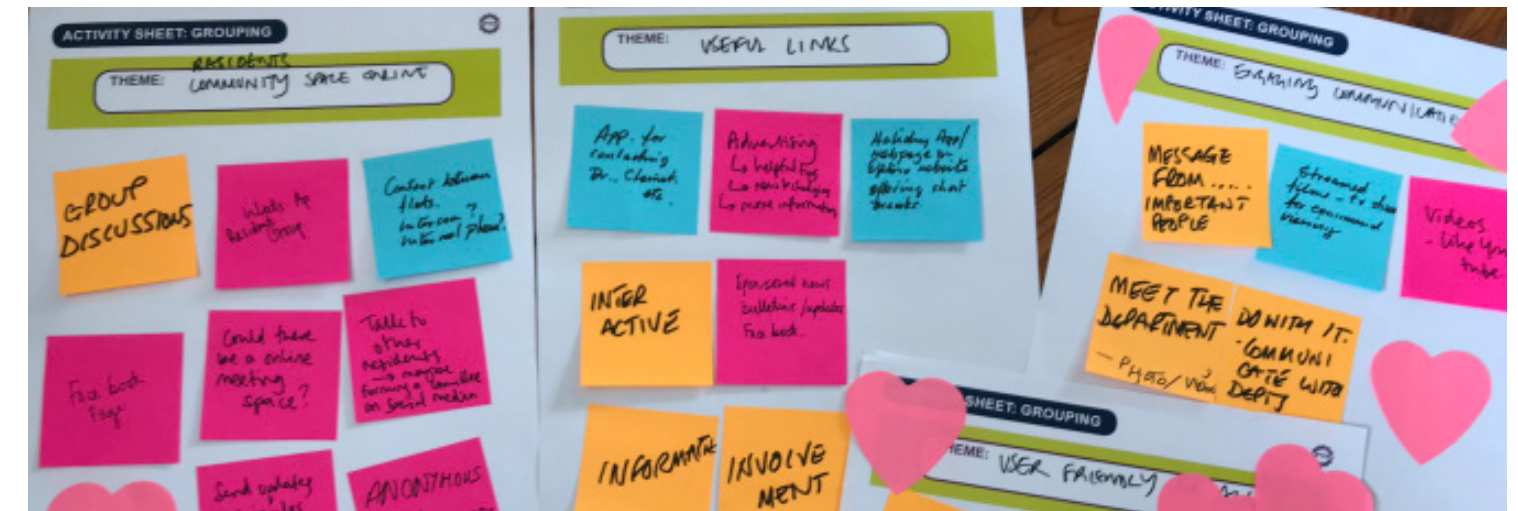
We asked staff about ...

- ✦ Initial ideas for what an online product for resident involvement could look like
- ✦ SWOT analysis on The Loop



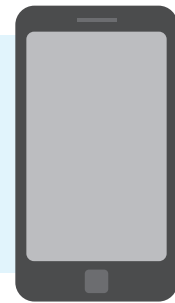
WHY

We wanted to capture **learnings from past failures** and ensure that any digital tool will make it easy for staff to involve residents.





88% of residents use the **internet every day**



79% of residents access the internet using a **smartphone**



The **top 3 uses** are Email, messaging and finding information



The 3 most frequently used **websites** are Facebook, Google and WhatsApp

WHAT IS RESIDENT INVOLVEMENT

STRATEGIC LEVEL

Policy & Insight, Incomes, Lettings, Asset Management, Energy & Environment, Procurement

- ❖ **One-off consultations**
- ❖ **Specific topic or target audience**
- ❖ **Driven by business priorities or needs**

“ It’s a lot of work, but it’s good practice
We’d like to access a larger group of residents, reduce the bureaucracy to make it easier for people to take part
It’s a tick box exercise

RESIDENT- FACING STAFF

Resident Involvement, Neighbourhoods

- ❖ **Listening to residents and understanding local issues**
- ❖ **Reactive to problems or issues**
- ❖ **‘Visibility’ – being the face of the business**

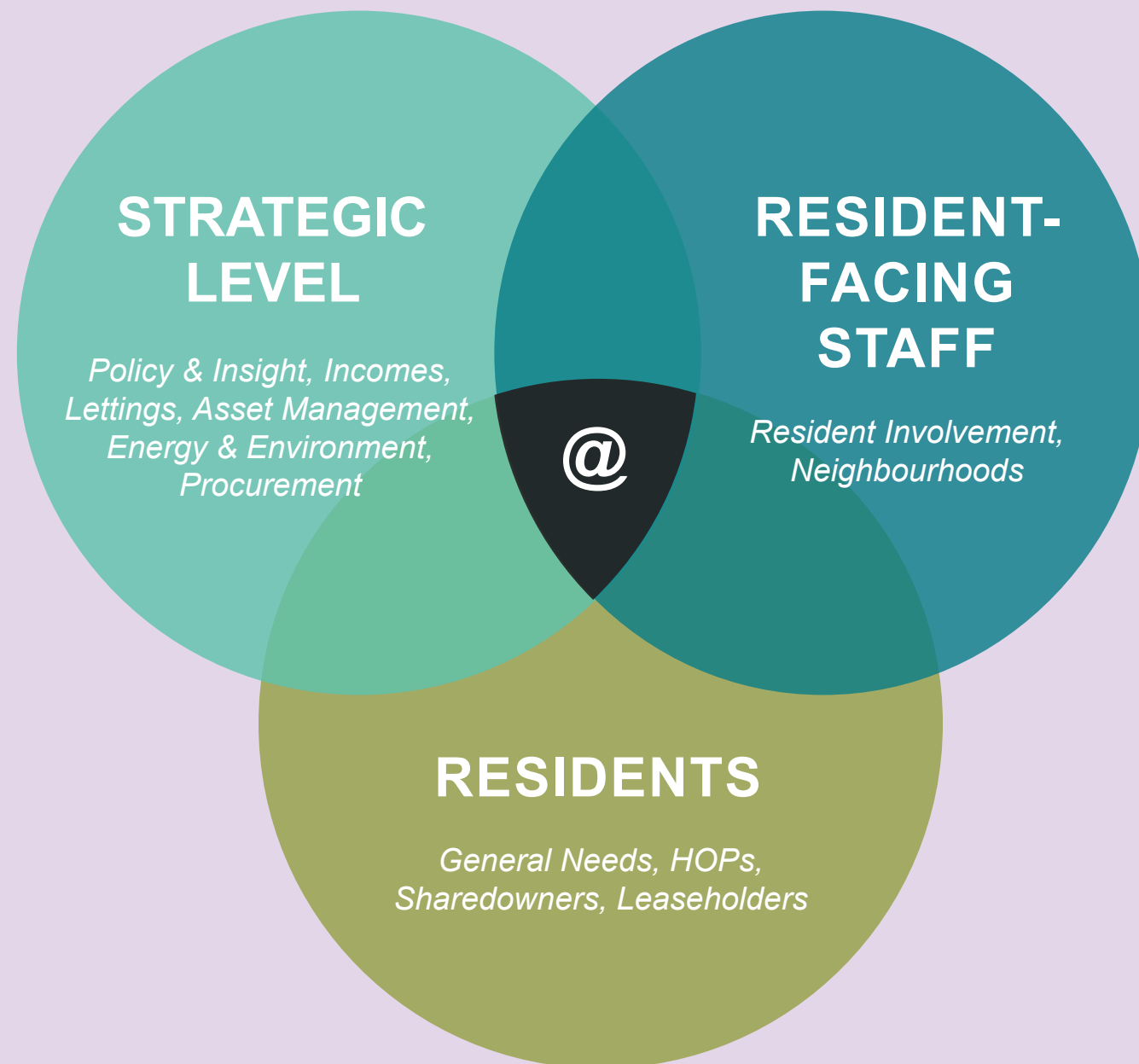
“ It’s the ‘softer’ side of housing
Useful to understand community needs, to be able to act on them
We are trying to be more proactive but we will always be reactive as things are given to us

RESIDENTS

General Needs, HOPs, Sharedowners, Leaseholders

- ❖ **It’s about being listened to and Optivo acting**
- ❖ **Community building**
- ❖ **It’s every contact**

“ It’s an open channel of communication with Optivo, a two-way street
Being listened to, not being fobbed off
It’s courses, workshops, events, questionnaires – not just online



We need to meet all user needs for it to work

We want ... a more representative sample of residents' views to feed into our strategies, policies, etc.

But what do residents want?

- Residents need to want to use it, and keep coming back
- If they don't engage with the tool, **we can't meet our needs**

WHAT DO RESIDENTS EXPECT FROM US?



MANAGING HOMES

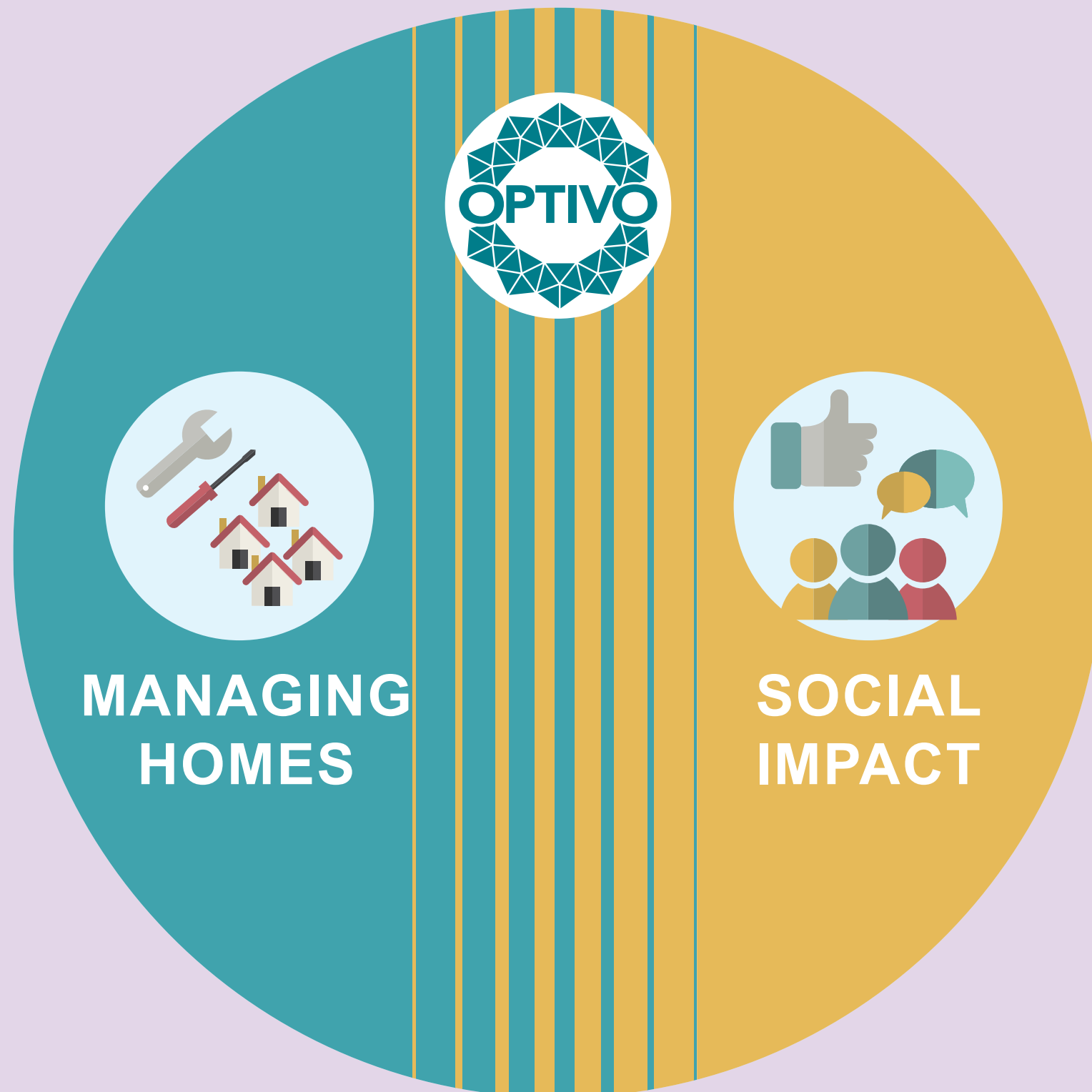
- ❖ **Build affordable housing**
- ❖ **Sort repairs properly**
- ❖ **Safe home, maintain houses and keep them up to standard**

- ❖ **Safe environment (ASB)**
- ❖ **Clean environment (bin area, fly tipping)**
- ❖ **Listen to residents**



SOCIAL IMPACT

- ❖ **Treat residents as individuals**
- ❖ **Jobs & Training**
- ❖ **Signposting**
- ❖ **Understanding vulnerable residents**
- ❖ **Empower communities**



Every customer interaction equates to involvement

Residents have a ‘whole view’ of their experience with Optivo, so we can’t do RI in isolation

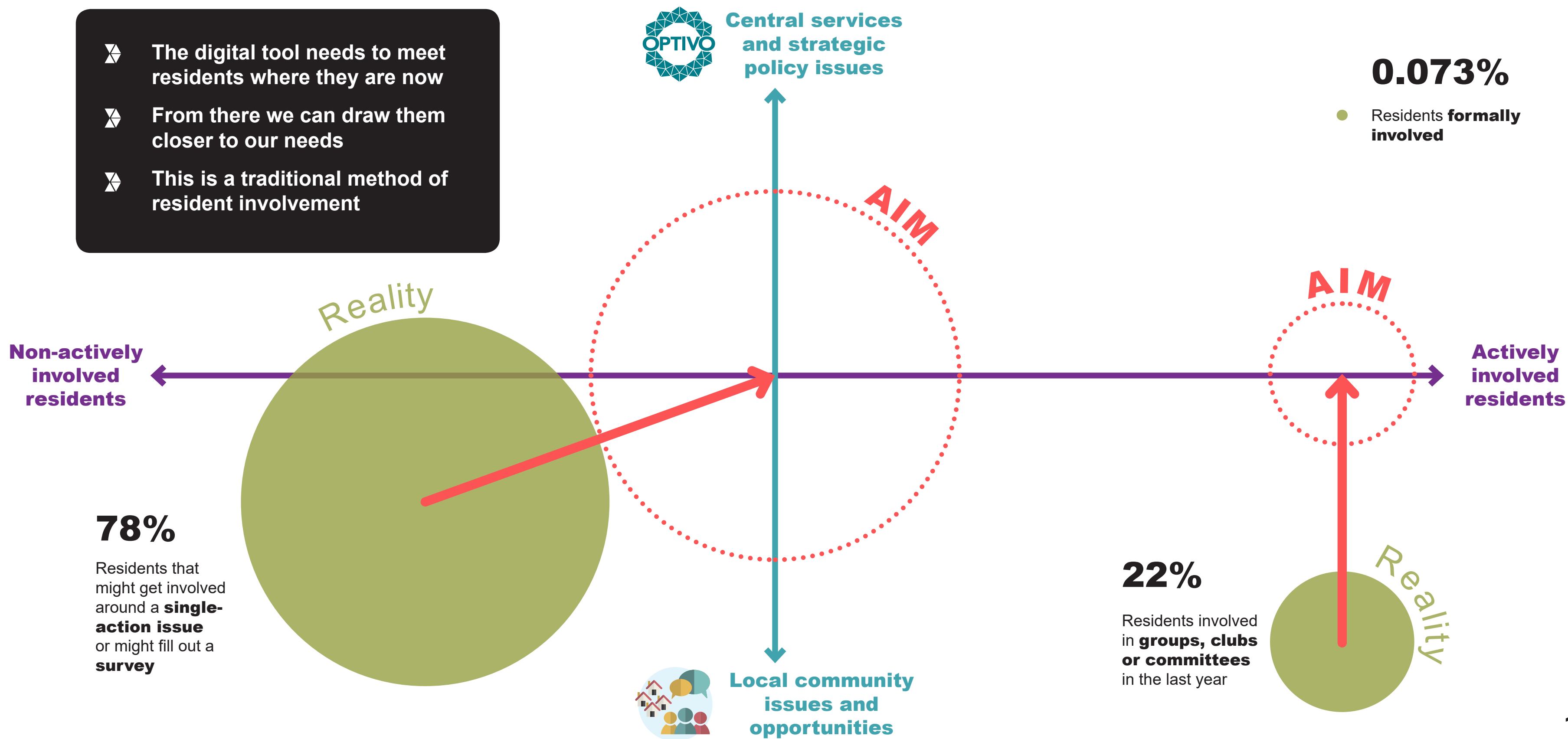
Residents view ‘involvement’ as part of all other customer contact or services – **this is what drives our NPS**

WE NEED TO MEET THEM THERE

... with the digital engagement tool



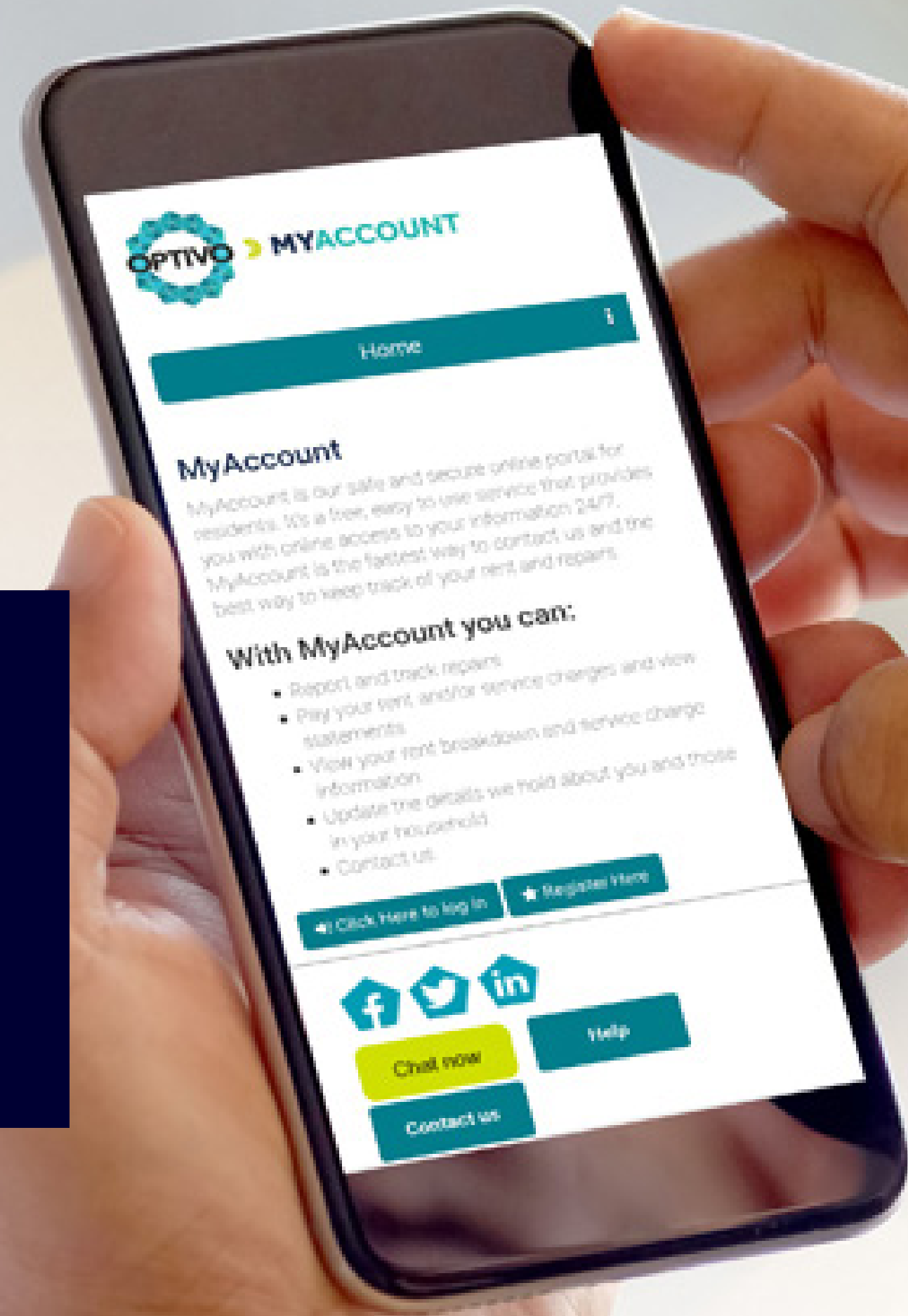
- ❖ The digital tool needs to meet residents where they are now
- ❖ From there we can draw them closer to our needs
- ❖ This is a traditional method of resident involvement

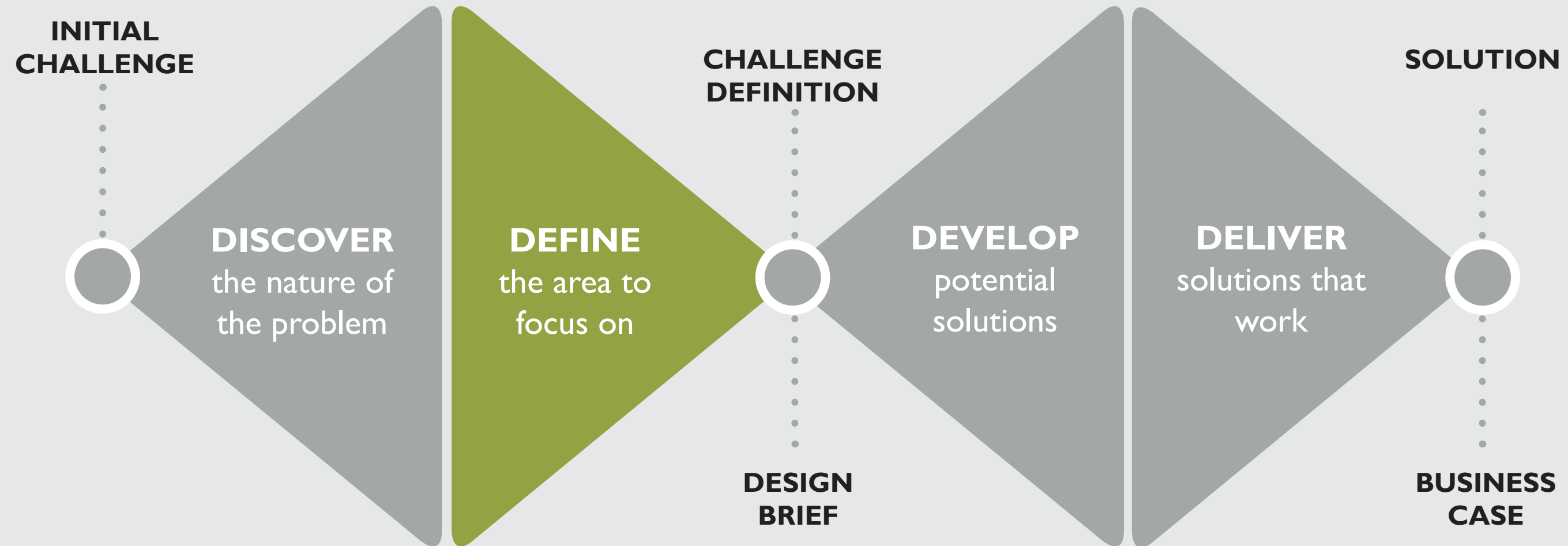


THE CHALLENGE



An online RI offer that is separate to our other online offer (MyAccount) would create confusion and impact engagement, so it would make most sense to insert any online RI offer into our current offer





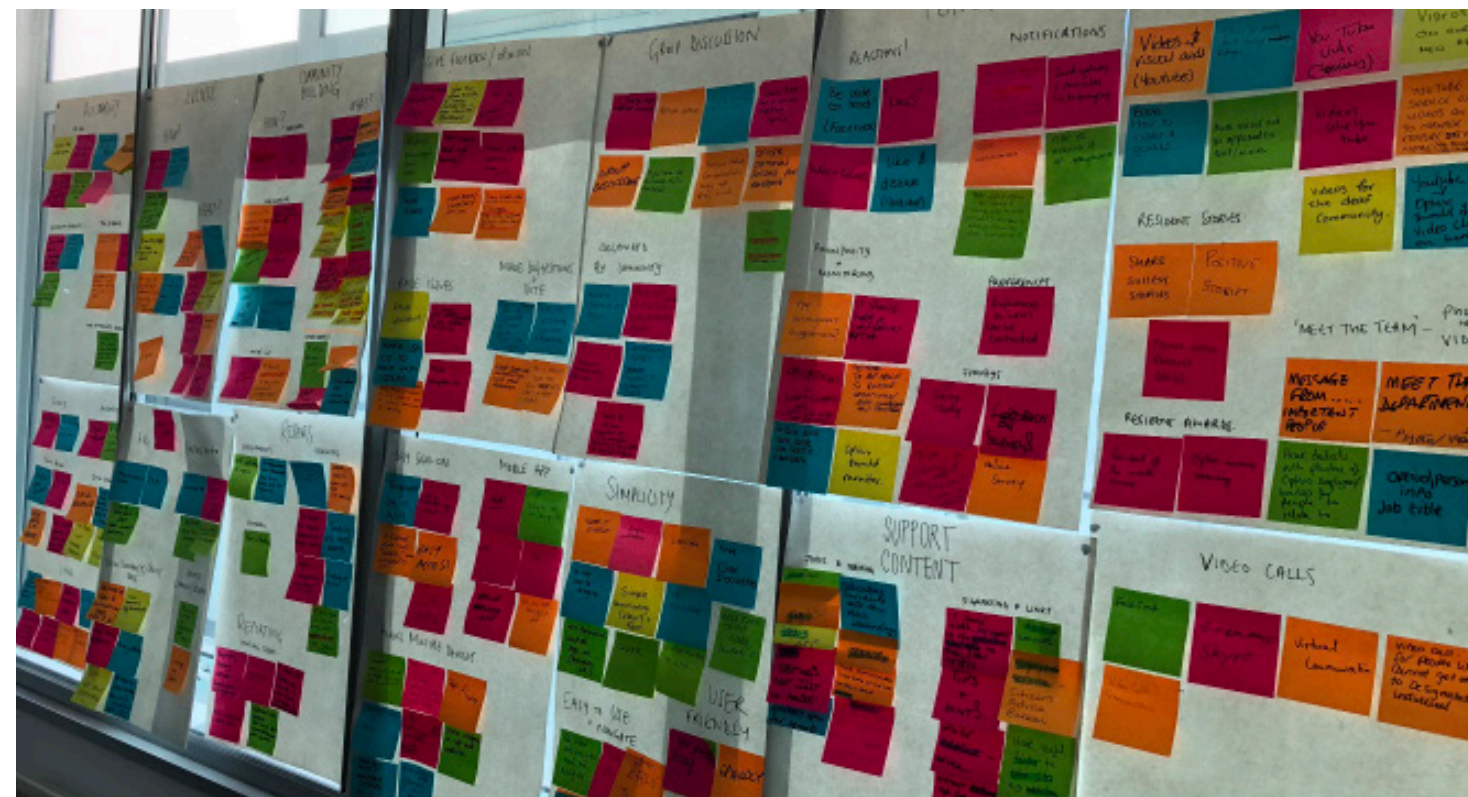
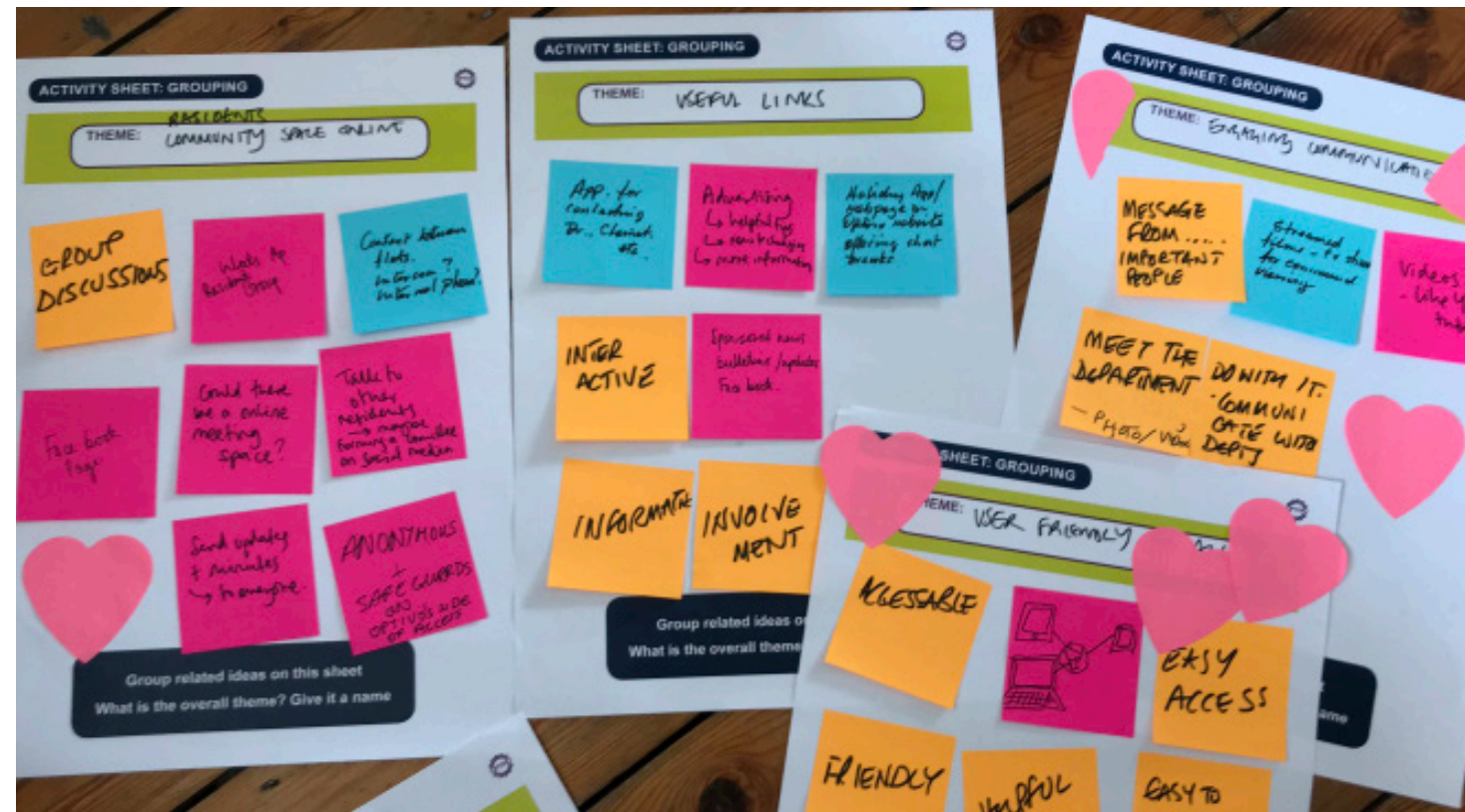
DEFINE

KEY POINT

**We can't
engage with
residents if
they don't
engage with
the tool**



INITIAL IDEAS



We asked staff and residents for thier initial ideas for what a digital product for Resident Involvement could look like.

A set of Key Requirements were drawn from the users' ideas.

KEY REQUIREMENTS

... that our users expect from a digital engagement tool



Easy to use

- ❖ People with different needs will find it easy to use (e.g. different ages, disabilities, languages)
- ❖ The most convenient way for Optivo and residents to communicate with each other



Information & Consultations

- ❖ Residents can easily find the information they need
- ❖ Optivo can quickly get residents views on upcoming changes



Feedback

- ❖ Residents can easily give feedback on Optivo's services
- ❖ Optivo can easily show how the feedback has been used



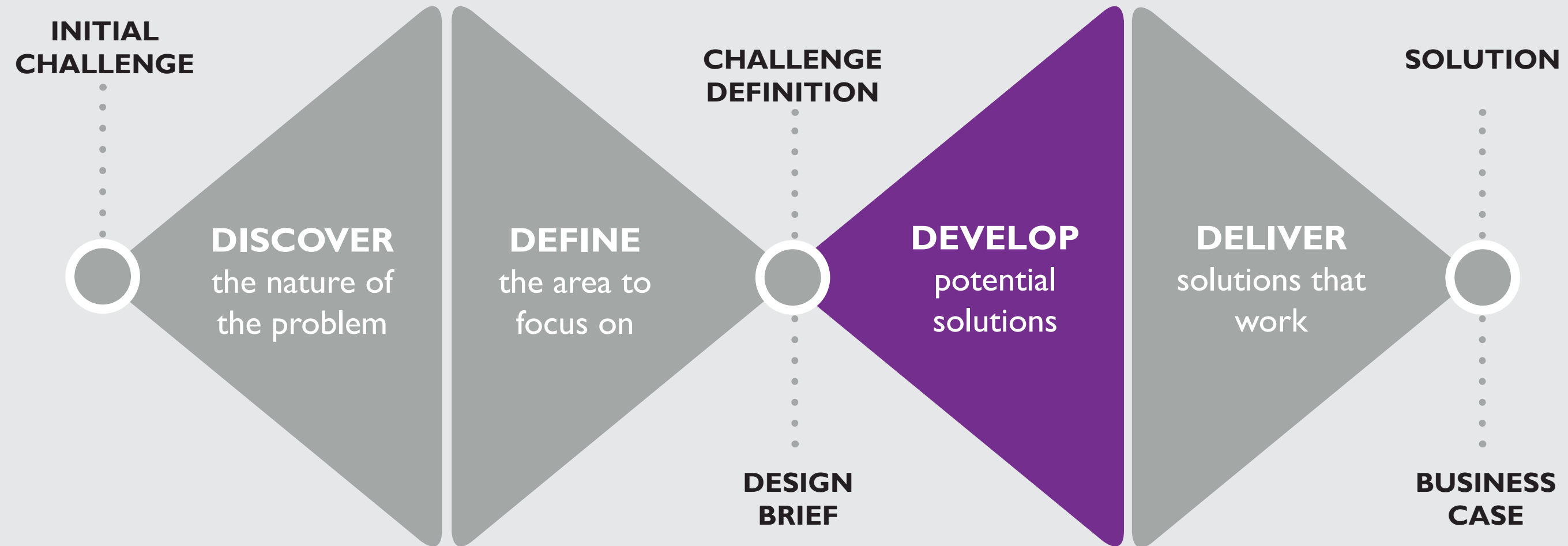
Personalised experience

- ❖ Residents are shown only the things they may be interested in, such as local news and events, or training opportunities
- ❖ Optivo can inform residents about the changes which will effect them



Optivo Digital Engagement ecosystem of platforms/apps

- ✓ **Tailored**
- ✓ **Full integration** with other Optivo digital channels
- ✓ **Iterative process** in house with expert support
- ✓ **Flexibility over time** that will make the product future proof
- ✓ **Full business buy-in** needed
- ✓ **Sector leading approach to digital innovation**



DEVELOP

STAFF & RESIDENTS IDEATION WORK-



16 members of staff and 33 residents from London, Kent and Sussex participated in 6 Ideation workshops

- ✦ In the sessions, participants designed and sketched a digital solution for resident involvement.
- ✦ They worked collaboratively to create quick solutions that they pitched to the rest of the groups.

RESIDENT PERSONAS MAP



Central services
and strategic
policy issues



The single-issue resident

Infrequent & Short User
She contacts Optivo only when there is an issue and she expects to solve it quickly

Generation Y (39)
Employed full-time
HH with children
Shared Ownership flat , London

“ I’d like Optivo to provide a better service, service charges are not cheap! I expect Optivo to keep my block clean and safe, and to deal with repairs promptly ”

The formally involved resident

Frequent & Long User
Takes part in commenting on panel papers and policies every week

Baby boomer (69)
Retired
Living Alone
GN flat in a Estate, London

“ I’d like more face-to-face involvement and communication with Optivo, more community groups and events. The community spirit has gone in my estate ... ”

Non-actively
involved
residents

LEVEL OF INVOLEMENT

Actively
involved
residents

The support-needing resident

Frequent & Short User
She contacts Optivo when there is an issue and to find support information

Generation Z (24)
Employed part-time
HH with children
GN 2-bed house, London

“ I’d like Optivo to help bringing the community together, and to help it look nicer to give people a better sense of pride and joy ”

The community-active resident

Infrequent & Long User
She contacts Optivo for booking training and learning about volunteering opportunities

Generation X (47)
Unemployed & Volunteering
All adults HH
GN 3-bed house, Kent

“ I’m happy with Optivo, I know you do all you can, but it’d be great if you could help me to help other people, by improving communications and service updates ”



Local community
issues and
opportunities

DEVELOPED KEY REQUIREMENTS & CAPABILITIES



Good User Experience and User Interface


Security and Integration

All users find it easy to navigate and read, accessible for elderly, disabled or people with English as a second language

- Integrated with Optivo's back end systems
- Secure and compliant with GDPR
- Easy login: Fingerprint or pin log in only when needed (Amazon style)
- Time-out feature to log you out after a number of minutes of inactivity
- Linked with the customer journey, E.G: New tenant welcome pack

Accessibility and Easy to Use

Residents are shown only the things they are interested in and Optivo can inform residents about changes that will affect them

- Training on how to use app/ video tutorials
- Render with low internet connection, in old operating systems, and old smart phones
- App tour when used for the first time "Let me show you around"
- Customisable settings in the profile set up
 - What information are people interested in?
 - Accessibility options, (e.g language, font size)
 - Opt in to receive alerts (notifications/texts/emails) about the things they're interested in
- Everything in the front page
- Info/events/panels recommendations (Amazon style)
- Push through notifications for surveys and reminders
- Buttons with more info on hover or short descriptions, or button e.g: 
- Same experience in all devices

Good User Interface

Modern and attractive design, mobile-first and information communicated visually

- Icons/thumbnails
- Colour coding
- Nice photos and minimal plain English text
- More friendly and less corporate names for sections, E.G: 'Financial Inclusion' could be called 'Financial help/advice'
- Video content
 - Video policies
 - Video messages from CEO, housing officers (or live chat)
 - Video tutorials for repairs

Two-way Communication

Repairs and Housing Issues

The most convenient way for Optivo and residents to communicate with each other

- Photo and video diagnostics when raising a repair
- You're asked some questions to identify the repair before booking
- Confirmation that the repairs has been booked
- Online booking
 - System for repairs and events
 - Getting reminders (Eventbrite style)
 - Slots for repairs
- Repairs tracking
 - Live status/location of tradesman
 - Pictures of the contractor/ name
- Repairs updates by text/email
- 2 repairs reporting options
 - In my name
 - In my building/ block/ estate/communal area
- To provide detail of where repair is needed (e.g. floor plan)
- Updates on communal repairs that residents can check within the app
- Repairs feedback surveys pushed through app

Feedback

Residents can easily give feedback on Optivo's services & Optivo can easily show how the feedback has been used

- Request a call/email back from Housing/Financial Inclusion/ASB officers with a time slot
- Feedback tracker (Amazon style)
 - Who's dealing with it, what is being, when they will hear back etc
- Integrated with social media
 - Links and updates
 - Live chats on Facebook and Instagram

Information and communications

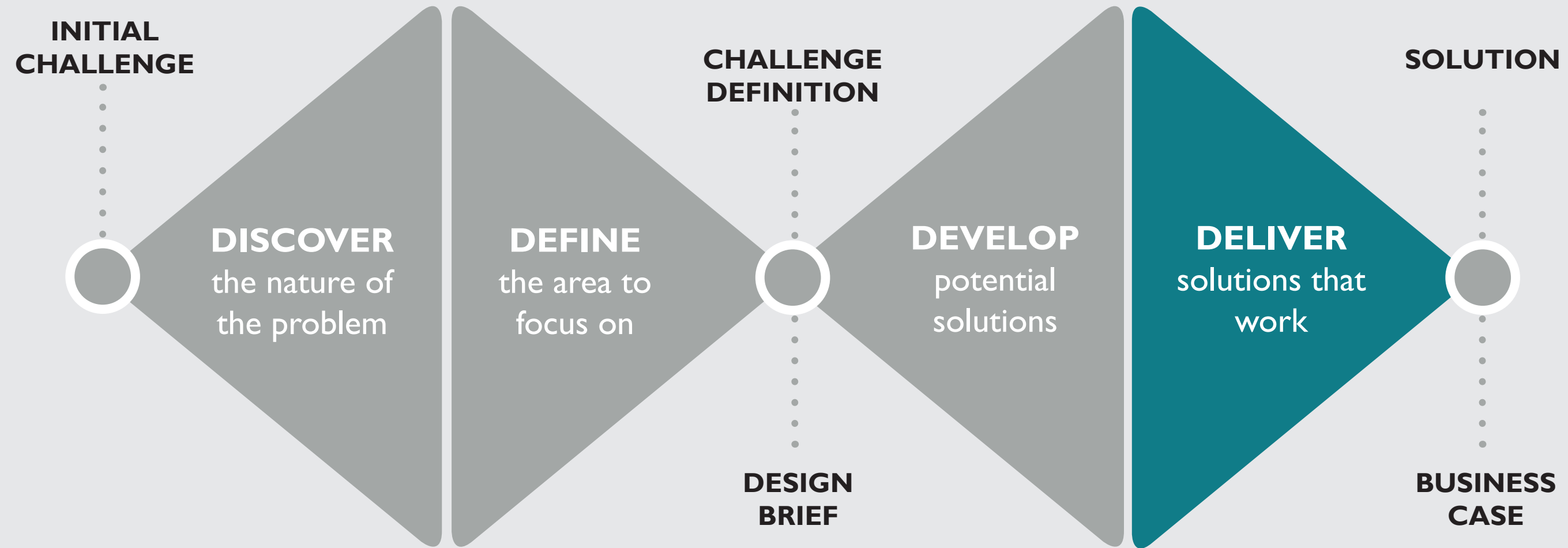
Residents can easily find the information they need and Optivo can quickly get residents views on upcoming changes

- FAQ's
- Search engine (Amazon style)
- 'Need more help' button if people unable to find what they are looking for
- Link to live chat
- Chatbot
- Sign posting to services that offer more help
- Able to view tenancy and policy documents, service charge breakdowns with explanations on any changes
- Corporate info/news about Optivo as an organisation
- Online forms to fill out and sign (e.g. Online Lettings, pet agreements, etc.)
- Videos/posts with success stories to explain our different services. (e.g. Volunteering, training financial inclusion, etc.)

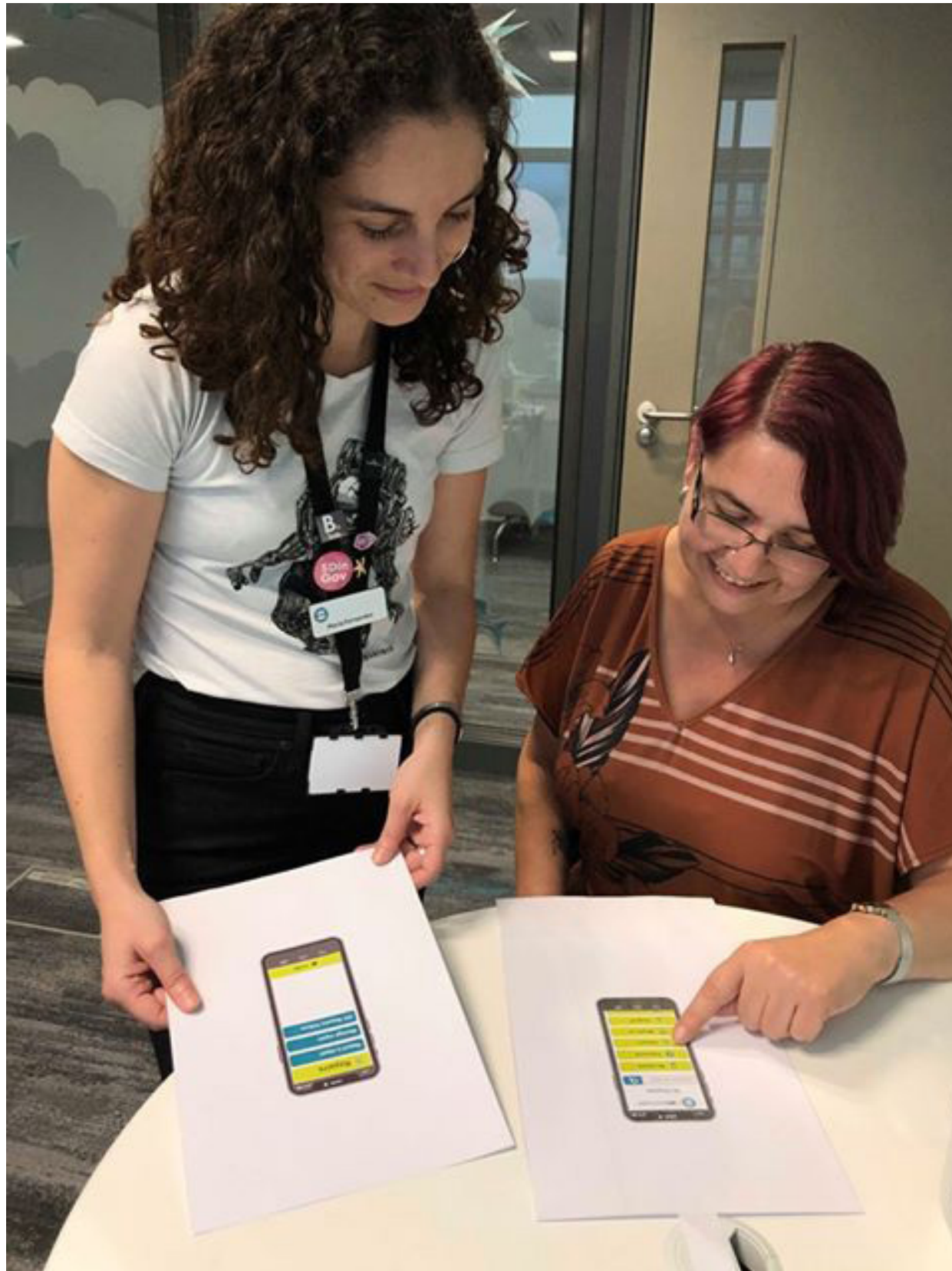
Engagement

Residents are shown only the things they may be interested in, such as local news and events, or training opportunities

- Visual calendar of events that residents can filter by type (family, support training, etc.); region/ area; age range
- Manage reward points gained by residents, they can redeemed by vouchers/ discounts
- Virtual notice board – resident to resident. Where they can organise events themselves, can ask questions, or have a community forum
- Information about events/ training/ support in the community **not** organised by Optivo



DELIVER



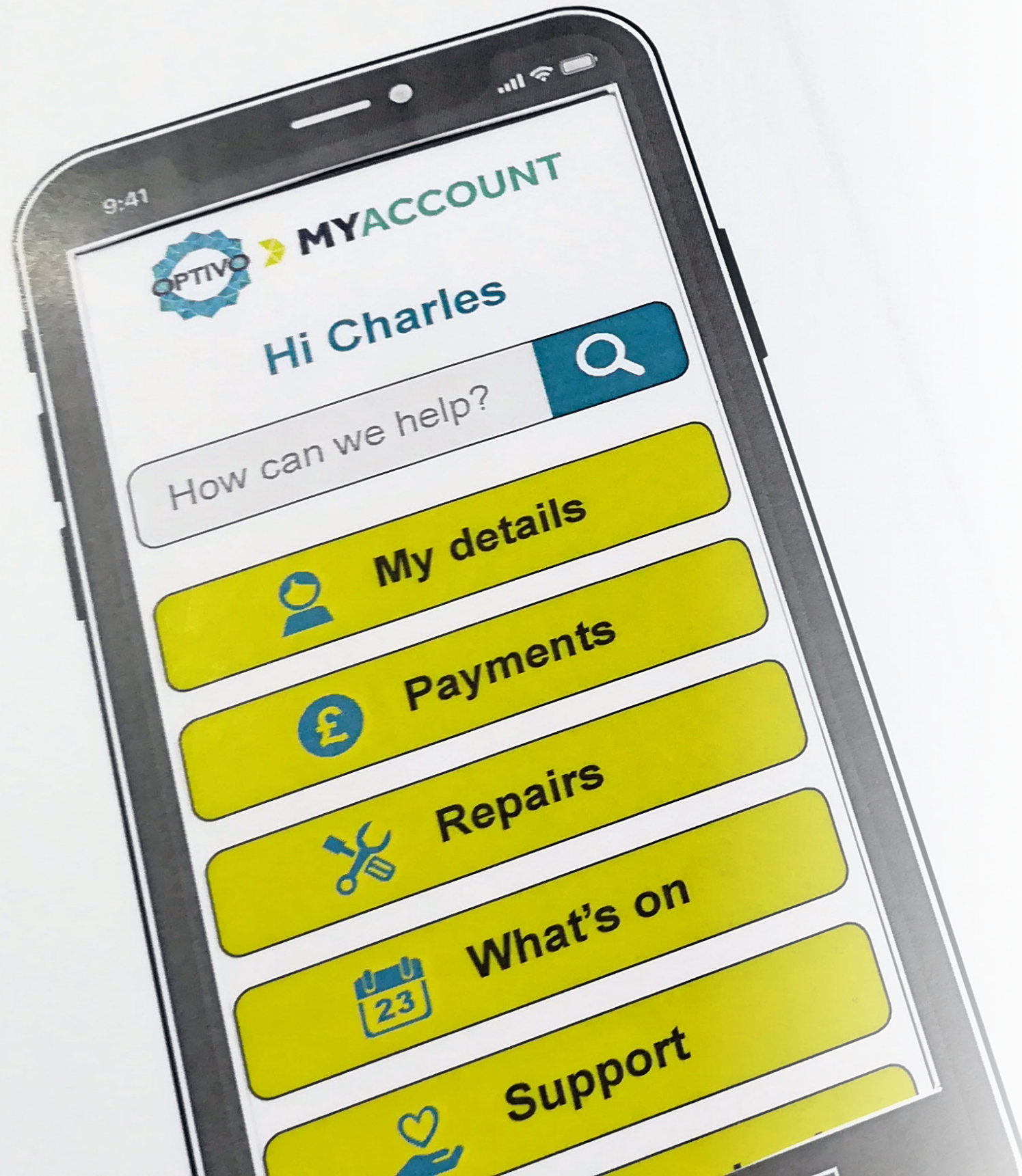
Individual sessions with a sample of 8 residents to test the navigation



Iterative process - Feedback was integrated to the next iteration and tested with the following user



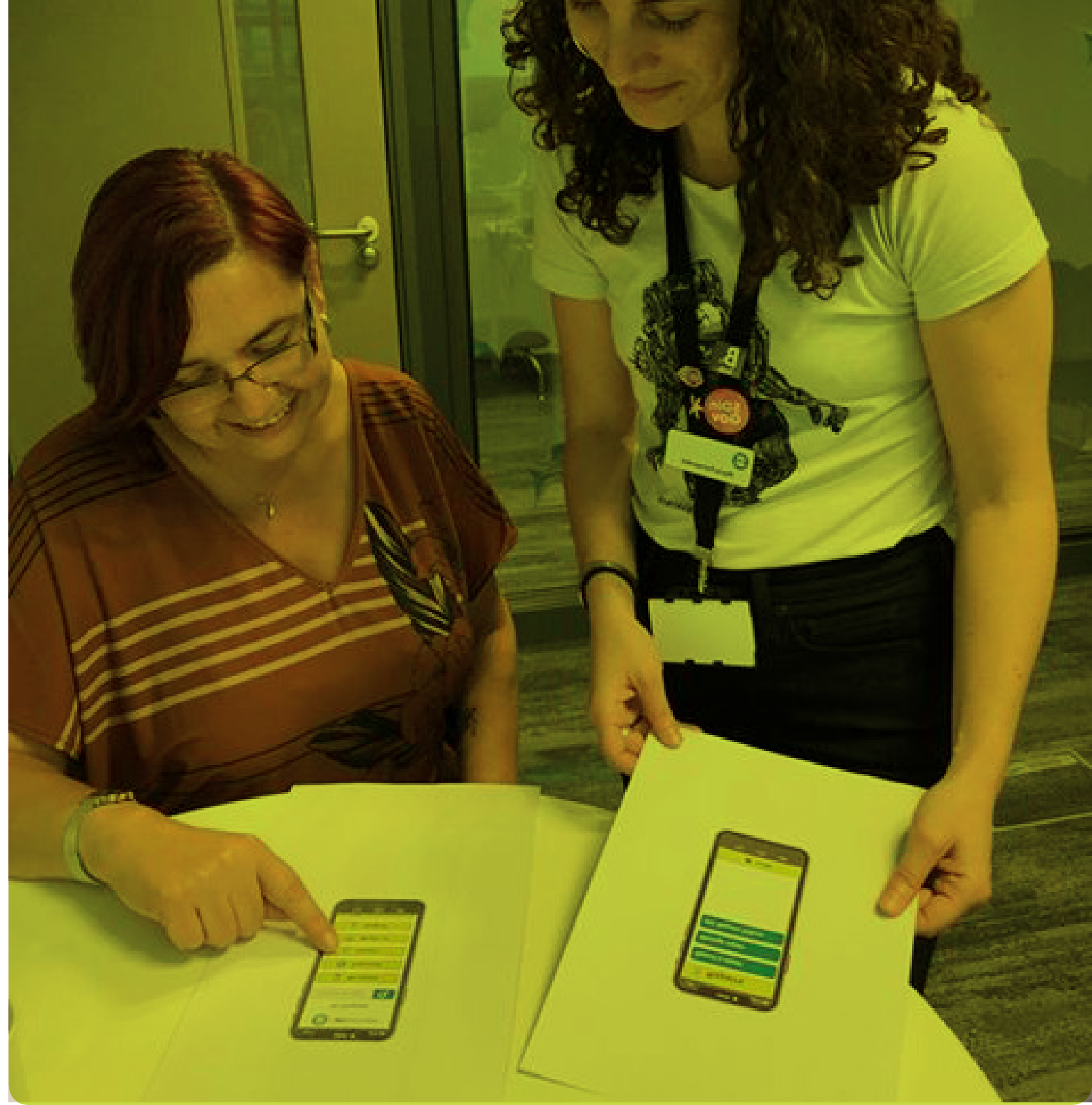
2 day of fast and cheap prototyping gave us very valuable feedback on our wireframe before spending money

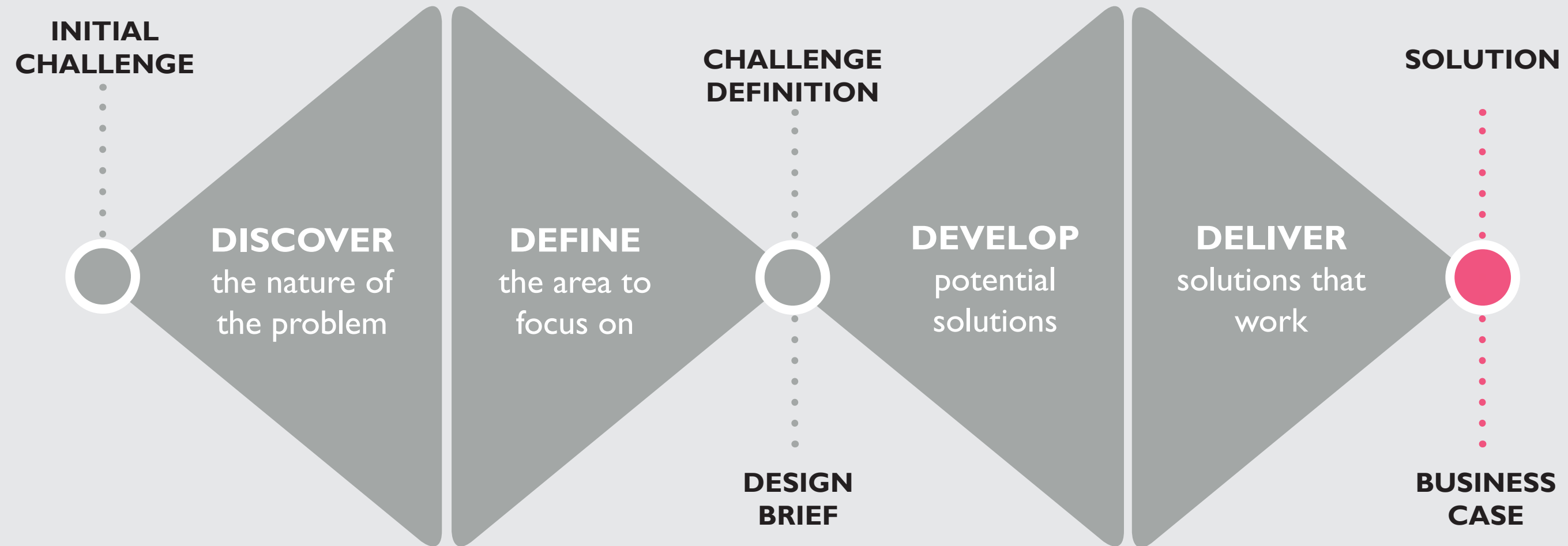


- ✓ **Navigation pattern: Hub & Spoke + Linear**
Users feel more confident, and make fewer errors, if the information is presented in small bits.
- ✓ **Accessibility**
There is a lot to do in terms of making the product more accessible for all users, but the initial reactions to the first prototype were very positive.
- ✓ **Text messages**
Having text notifications and reminders will make the product more accessible for residents without internet connection in their homes.
- ✓ **User-friendliness**
Most of the residents described the prototype as friendly and easy to follow. They valued the use of icons and the colours chosen.
- ✓ **Easy sign-in**
The sign-in process needs to be carefully designed to ensure residents can easily access the digital product and, in consequence, they can use it more frequently.
- ✓ **Link RI to the user journey and better use of data**
The product needs to be relevant and learn from every interaction to promote involvement and offer support when needed, being more proactive at responding to residents needs.

KEY POINT

Iterations must respond to residents needs and should always be tested with them





SOLUTION/ BUSINESS CASE

- ✦ Resident Involvement has **different user groups** who have different needs and desires
- ✦ Residents have a **‘whole view’ of Optivo** – all interactions are involvement
- ✦ If we want to engage with resident online we need to create a platform which meets **their needs**
- ✦ We can’t do digital resident involvement in isolation
- ✦ Iterations must respond to residents needs and be tested with them



Thank you!