



Blind & Partially Sighted Mailings Research Debrief

Prepared by The Futures Company

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the
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company

the coming together of
Henley Centre HeadlightVision
and Yankelovich

Debrief flow

- **Research objectives & methodology**
- **Out target audience**
 - **Contextual information**
 - **Reading strategies**
- **Post reading typologies**
- **Current Switchover Help Scheme information journeys**
- **Current mailings: deep dive**
 - **Envelope**
 - **Print pack**
 - **Audio CD**
- **First thoughts on the way forward**
 - **A 'tiered' information approach**
- **Next steps: the workshop**

Research objectives & methodology

Background

- The **Switchover Help Scheme** (SHS) is designed to help a number of key groups with the digital switchover, including those over 75, those receiving disability benefits, and those registered as blind or partially sighted.
- As service provider for the Help Scheme, eaga is required to **test all new marketing and communication materials** with a representative sample of Eligible People and their carers / supporters. It is vital that the materials are both **accessible** and **drive a response**.
- **Mailing packs containing audio CDs** as well as a paper copy are sent out to all those registered blind or partially sighted with their Local Authority (which eaga has received data for). All marketing materials are also available on request in a range of **alternative formats** including Easy Read, Braille, audio CD and video/DVD with British Sign Language.
- Building on consumer research for previous versions of the pack, targeted research was required to **test existing materials with blind and partially sighted people** following concerns that this group is not being effectively reached.

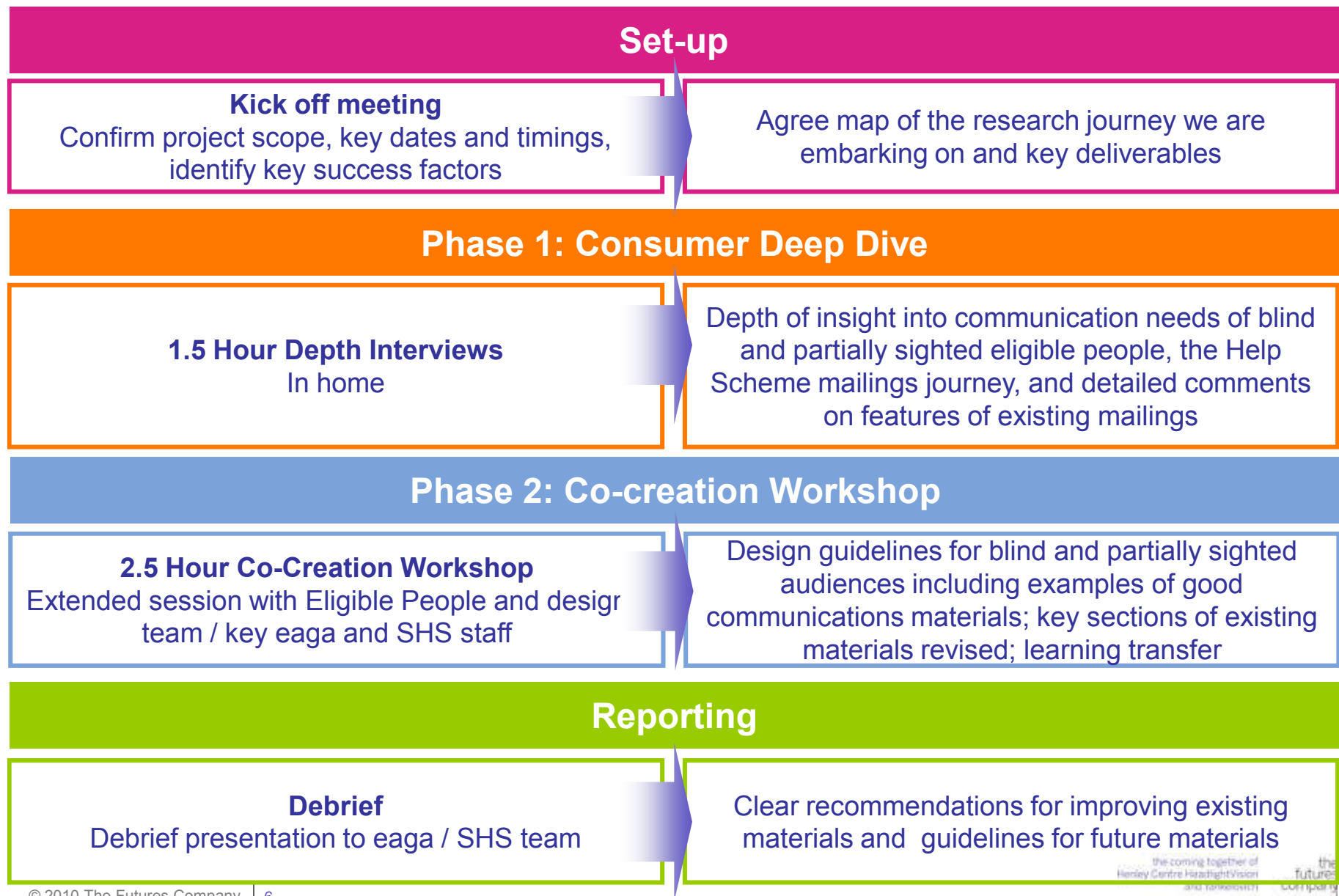
Objectives of the research

To understand the current SHS mailings customer journey for blind and partially sighted people, and provide recommendations for how the materials could be improved in order to increase clarity and response



- Provide insights which **inform production of future marketing materials.**
- Understand the extent to which the mailing pack is perceived **relevant and experienced as accessible, easy to understand, succinct, memorable, timely, helpful, relevant, well targeted and generates a call to action.**
- Ascertain the **most effective mailing format for eligible people registered blind or partially sighted** for each wave of activity (including retune mailings).
- **Identify changes and recommendations** to improve the effectiveness and relevance of the materials, focusing on accessibility and appropriate clarity and simplicity of presentation:
 - Layout
 - Use of appropriate language
 - Accurate and meaningful wording
 - Design and format
 - Easy to understand

Methodology



Methodology



Where we are now

Sample structure

A total of 15 x 1.5 hour depth interviews (4 with supporters)

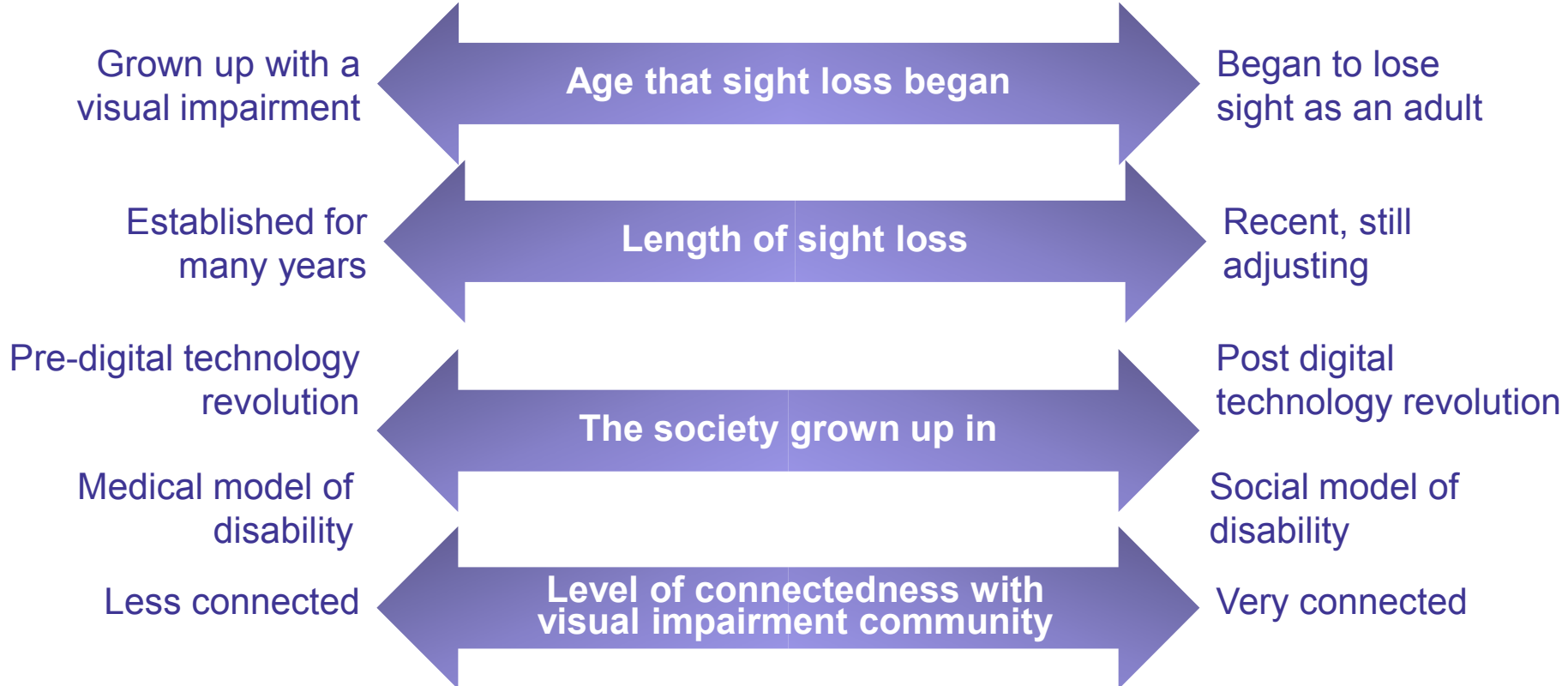
Age / TV region	West	Granada
25 – 40	1 depth	2 depth
50 – 65	2 depths	3 depths
75+	3 depths	4 depths

- All to be registered blind or partially sighted
- Communications preference:
 - Minimum 2 x Audio CD
 - Minimum 2 x print (large print or standard print with support device)
 - Minimum 2 x mail read by supporter
- Socio-economic grade:
 - 7 x BC1
 - 8 x C2DE
- Urban/rural:
 - 4 x rural (minimum)
- Level of support:
 - Maximum 5 respondents to live with partner/supporter

Our target audience

The blind and partially sighted audience is a hugely diverse group

Across our sample we encountered a breadth of attitudes, stories and life experiences influenced by a range of factors



Communications targeted at blind & partially sighted people should be wary of referring to a cohesive group

There is a lack of alignment even on terminology

Many Blind & Partially Sighted people prefer to be referred to as 'Visually Impaired People' (VIPs), although there are no universally agreed terms

Some people strongly dislike being referred to as 'blind', whereas others readily describe themselves in this way

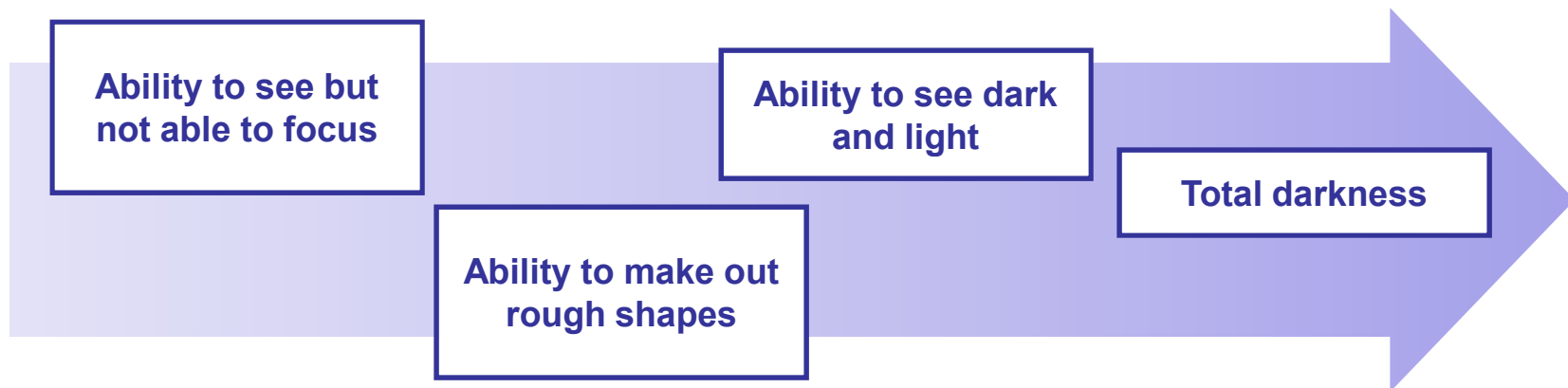
"We don't like the 'B word' – I'm a person who can't see"

"I'm completely blind"

In this presentation we interchange between Visually Impaired People and Blind & Partially Sighted people, however we recommend agreeing preferred terminology at the outset when working directly with a particular group

There is a variety of different visual impairment conditions

Conditions range in how they affect sight as well as their level of advancement



There is a wide spectrum of sight and reading ability amongst those who are registered blind or partially sighted

Reading strategies

Among this audience, there is relatively widespread recognition of the benefits of technology

While it is not universally adopted, technology is understood by many to have huge benefits for Visually Impaired People

Even those who may not have engaged with it otherwise may try to engage

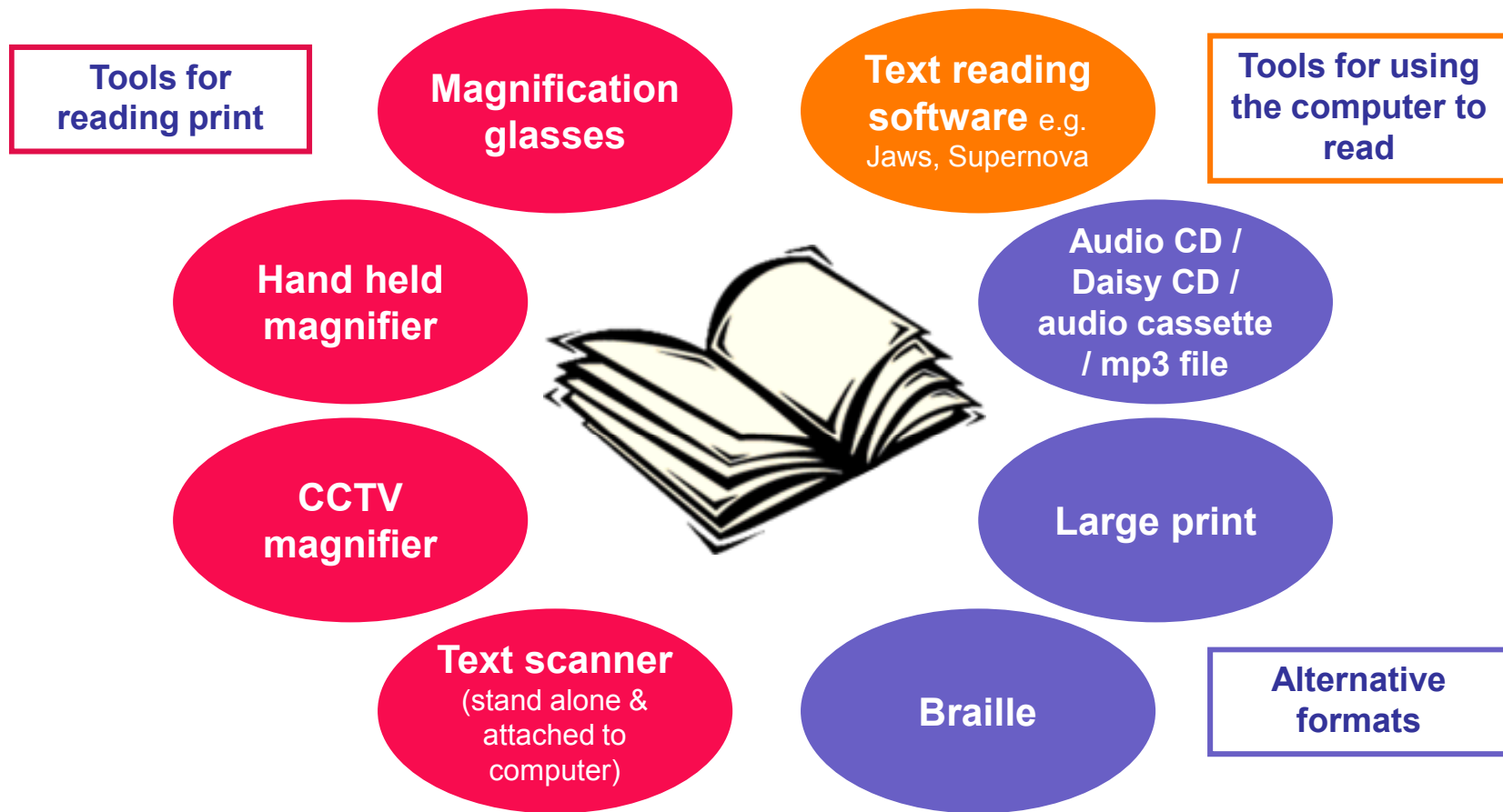
*“I’ve been using email for years; it’s absolutely brilliant and gives me so much independence”
Female, 70*



This said, while not encountered in this research, it appears that a significant proportion of VIPs still prefer audio cassettes over audio CDs. This is something which we will discuss further in the co-creation workshop

Approximately 70% of those receiving talking media from National Talking Newspapers and Magazines receive audio cassettes, despite recent announcements from the organisation that audio CDs now cost the same as audio cassettes

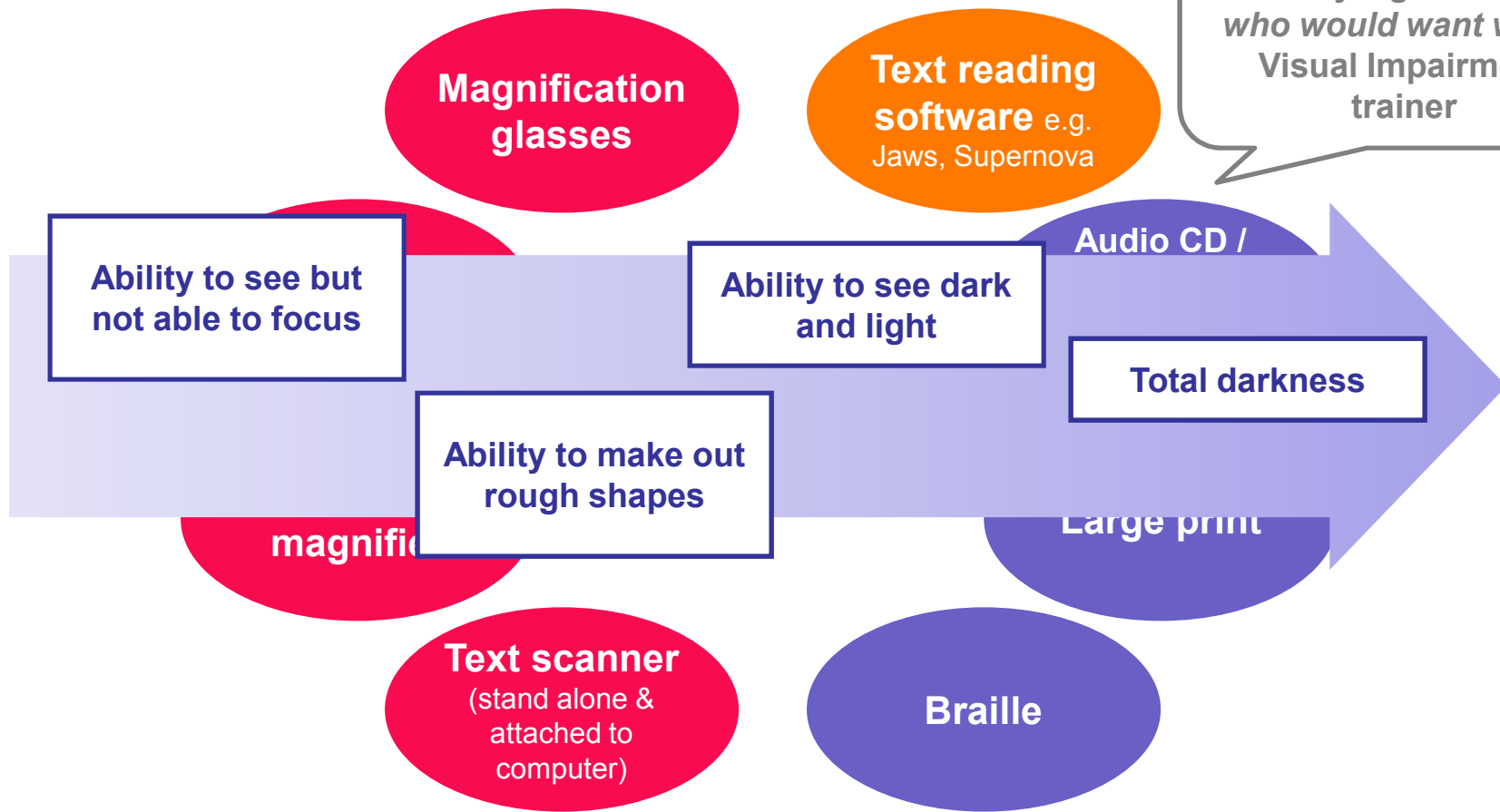
A wide range of tools are used to help with reading



An individual's choice of tool is not only influenced by level of sight, but also by income, confidence with technology, and level of involvement with support organisations

Both those Registered Blind and Registered Partially Sighted use a spectrum of reading tools

"It is impossible to make a judgment about who would want what"
Visual Impairment trainer



It is not possible to identify different communications formats for those who are Registered Partially Sighted as opposed to Registered Blind

There are challenges associated with each tool

Hand held magnifier

Hand held magnifier / CCTV magnifier:

- Difficult to make sense of long bodies of text as can only read 2-3 words, or even only part of a word, at a time with the magnifier
- Long sections of text are very tiring due to speed of reading
- Finding the beginning of the next line is a challenge
- 'Floppy' paper can be difficult to hold
- Glossy paper gives off a glare
- Using a magnifier can be a strain on deteriorating sight

Text scanner (stand alone & attached to computer)

Text scanner:

- Text in boxes and columns confuses the scanner
- Scanner can't read text on top of a picture
- Scanner can't read handwriting
- Scanner is often attached to a computer, which may not be in the room where post reading takes place

Braille

Braille:

- Computer generated Braille can be poor quality
- Can get squashed in the post
- Reading is slow and time consuming
- Volume of paper can be unwieldy
- Can be difficult to convert all information, especially tables and technical information

Expectations of the availability and quality of alternative formats tend to be low

Alternative formats are often **difficult to get hold of** which can put people off requesting them

“Large print is much easier to read but it’s such a hassle getting hold of it. I usually just let my wife read things”

Alternative formats are often also **‘done badly’**

Requesting an alternative format is **an extra step**, so people are more likely to request it for regular communications e.g. bank statements, telephone bills

Some information is **difficult to understand if described verbally** as opposed to pictorially e.g. some people request audio CD catalogues of favourite stores and use them alongside the standard format catalogue

Although expectations of alternative formats are low, SHS Wave 1 Braille and Large Print packs attracted high praise

There is a opportunity to increase visibility of relevant SHS alternative formats for this audience

When it comes to taking in information, it is important to start with basic general principles of communication

Many of the basic principles of communication with the general population apply to Blind and Partially Sighted people

Sight is used not just to read content but to judge volume of content, decipher flow and hierarchy, prioritise reading etc

Blind and Partially Sighted people have the same desire for shortcuts and navigation aids as the rest of the population, enabling them to:

- Skim and flick through information
- Look for short cuts e.g. contents pages, headings, important information in bold
- Control or limit the amount of information they take in
- Understand complex information

It is easy to overlook basic means of navigation which we take for granted

However dealing with large volumes of information is a particular challenge

- **Reading:** generally takes much more energy for a visually impaired person, meaning that large volumes of text are a particular challenge. It can be a forensic activity – piecing together clues to build understanding – and can involve search for cues such as perforations (use of touch is important)
- **Listening:** retaining information that has been taken in aurally is generally harder than when read visually. Some describe listening as a skill which can develop over time
 - “This is ok for me because I’m an experienced listener, but other people would struggle”



- **Picking up the phone** to ask for further information can be a preferred option if a sighted supporter is not available
- **Email** is an increasingly popular format as it enables people to work through information at their own pace, and go back to it at a later date

This said, there is a great desire to be able to deal with information as independently as possible, and enabling self service is an achievable goal for many blind & partially sighted Eligible People

Insight summary

- Blind and partially sighted people **recognise and value the benefits of technology** when it comes to reading information although this is **not to say it is adopted to the same degree** across the sample.
- There is a **wide range of tools** which this audience use to help with the reading process although there is **no 'perfect' solution**, each have their own distinct drawbacks.
- Expectations with regard to the quality and availability of alternative formats is reasonably low.
- When it comes to communicating with blind and partially sighted people it is important to respect basic principles of communication. This includes **supplying tools to help people navigate as well as read content**. It is important to ensure that all 'verbal cues' are in some way translated as well as content.
- It is important to recognise that not everyone can deal with a significant volume of information. Some blind and partially sighted people will be **reading content one word at a time**.

Post reading typologies

Desire for control and presence of supporters are the main factors pulling individual approaches apart



An individual's level of independence is dependent on:

- Living arrangements
- Nature of sight loss
- When an individual lost their sight
- Technological confidence and technology available

Living arrangements are a major factor: even if someone is relatively 'capable' they may rely on a supporter to deal with their post for ease if they are living in the same household

Some will have a 'rota' of supporters to help with different tasks in order to avoid overburdening one person

Supporter led

A supporter may lead post reading either out of necessity or convenience

Necessity:

- Visually Impaired Person not capable of dealing with post alone, likely to have another disability
- Vulnerable to missing communications if the supporter is unable to read mail for a period

Convenience:

- Would be capable of dealing with post using reading technologies, but rely on a supporter in practice because they are present e.g. live with the Visually Impaired Person and can sort/read more quickly

Case study

Joan is 70. She has been losing her sight for about 10 years due to cataracts. Until her husband died 2 years ago she was entirely dependent on him for reading the post. She now relies on her son who comes every week or two depending on his work commitments.

Case study

Nathan is 40 and lives with his wife and son. He lost the majority of sight four years ago through diabetes. He can read 48 point font with a digital hand held magnifier, but finds it frustrating compared to using his speech reading software on the computer. He doesn't get much post anyway, so his wife reads it when she gets home from work and discusses any important items with him

The supporter's needs are key for this post typology

Key requirements:

- Likely to use print copy
- May be time restricted and respond better to concise information
- May be fairly ruthless with the sorting process and only address the 'most important'
 - More likely to be able to spot junk mail or things that look like junk mail

It is also important to take into consideration the broader context of the supporters role:

- Some supporters are, for example, more than just readers – they may help with or take responsibility for decision making for the VIP
- This does not mean however that they will understand what the best options are
 - Joan has lost 95% of her sight. She can read short amounts of text with a hand held magnifier, however her son deals with her post. Her son called up the Help Scheme to apply for a box for Joan after reading the letter with the audio CD in her pack. Later on he found out that he could have applied for a digital TV for his Mum which would have been much better for her as she would only have had to use one remote

Practical advice / explanations is welcomed (and not just from supporters!)

The 'supporter involved' typology is the most complex

There are two stages to dealing with mail – SORTING and READING

The involvement of the supporter in both stages can vary significantly



There is a spectrum of involvement by VIPs in this typology:

- Some try to sort and/or read as much as they can before
- Others divert to their supporter relatively quickly upon facing difficulty

Supporter involved

The VIP begins by sorting the mail to establish which to: deal with personally/ bin / put aside

Focus is very much on the exterior of the mailing / envelope at this stage



Mail needs to steer clear of cues associated with junk mail to avoid getting automatically binned

Supporter involved

There are a number of simple cues which can be relied on to evaluate mail

‘This looks/feels like it will be relatively easy to read, and looks important’

- Thin – not too much information
- Familiar logo / typeface
- Audio CD inside (feel)
- Square audio CD envelope

‘This looks/feels like it will be hard work but it could be important’

- Thick – lots of information to read
- A5 white or brown envelope

‘This looks/feels like junk mail, and therefore not worth the effort’

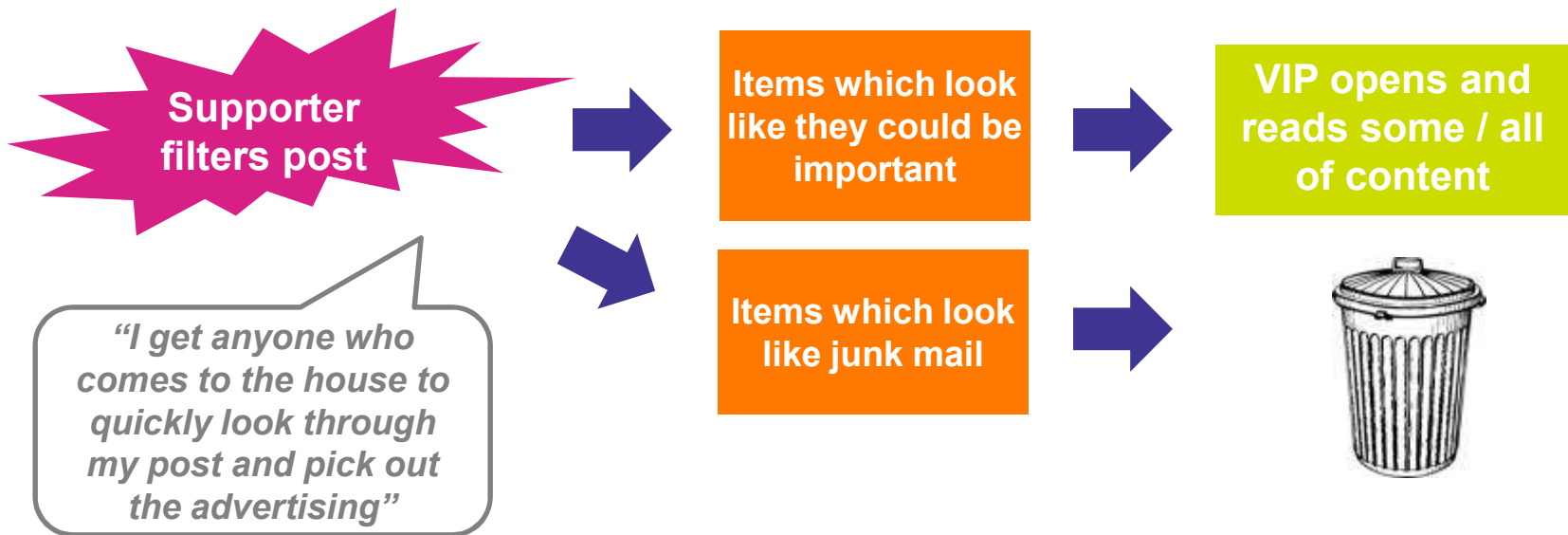
- Coloured envelope
- Glossy paper
- Brand logo

“I can tell that something is probably a bank statement because they come at the same time each month, and are just one page thick”

Supporter involved

In some cases, supporters are also involved in filtering post

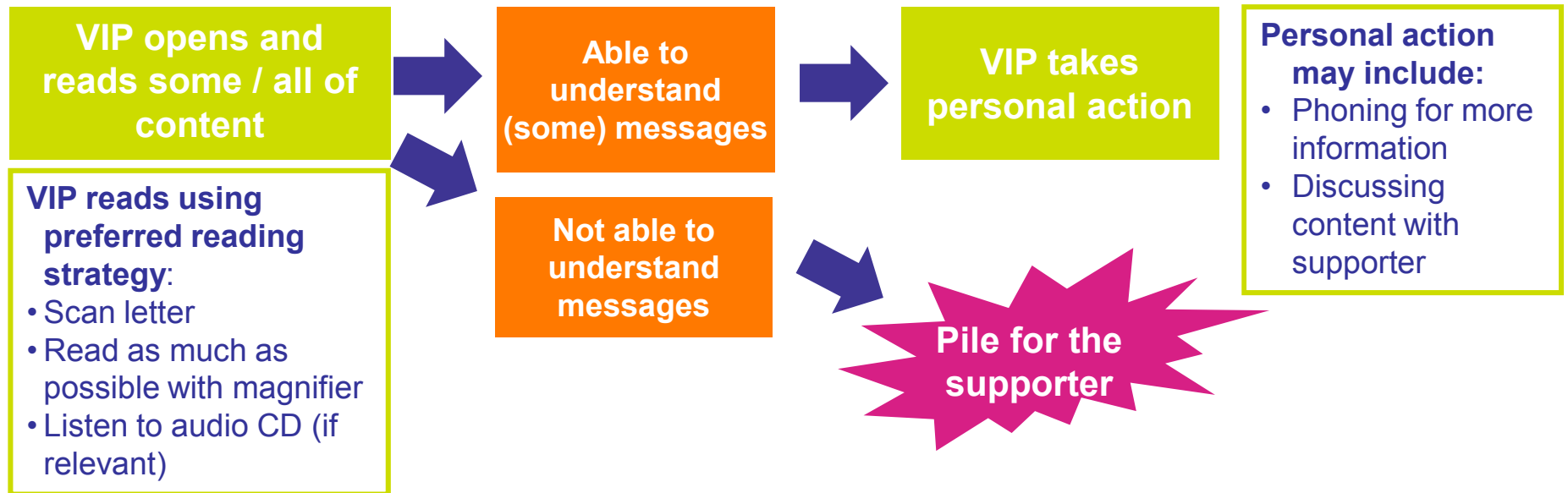
These supporters are likely to be people coming to the house who do not have time to help with reading mail e.g. postman, window cleaner



This is particularly important for BPS people living on their own, who may only have supporters helping with their post once or twice a week, and therefore may try to tackle a greater proportion of their post alone

Supporter involved

How far the VIP gets at the reading stage depends on how easy the item is to read



Ease of reading is also importantly influenced by an individual's level of sight, reading technologies available, and their level of comprehension

Supporter involved

There are some simple features which can make information easier to read

Easy to read (in practice)

- Short (concise, avoids repetition)
- 14 point font
- Good contrast between text and paper
- Well formatted (easy to navigate through use of bolding and bullet points)
- Audio version (for some)
- Scanner friendly

Difficult to read (in practice)

- Lengthy
- Poor contrast between text and paper
- Text dense
- Difficult to navigate
- Unreadable by scanner (tables, symbols)

This will be covered in much greater detail when we review the SHS information

Finally, some people's visual impairment condition still allows them to read print

These individuals are able to deal with straightforward written text alone, though very large volumes of information is still a challenge

Case Study

Edward is 30 and lives alone. He has an eye degeneration condition which gives him 'wobbly eyes'. He has a guide dog to help him get out and about, but hasn't been able to work for a number of years. Edward is able to read most normal print with his magnification glasses, and seeing as he only gets at most one or two pieces of post a day he manages to deal with it without support.

It is important that the packs 'work' for a BPS person reading alone, reading in conjunction with a supporter, and a supporter reading alone

Insight summary

- When it comes to reading the post, there **are three distinct typologies**: supporter led, supporter involved and wholly independent. These do not correlate with reading ability but are influenced by living arrangements and nature of support network.
- **Supporter led**: within this typology the **needs of the supporter are key**. It is important to recognise that these people are likely to have time constraints within this role.
- **Supporter involved**: this typology incorporates **a wide range of supporter relationships with varying responsibilities for sorting and reading**. However, there is clear learning on how to **avoid being sorted as ‘junk mail’ and to increase readability of material**. This will be covered in detail later in the debrief.
- Wholly independent: the general rules which apply regarding the supporter led typology also apply to this typology.
- Given the breadth of typologies **it is important that communications sent to this audience allow both sighted and blind and partially sighted** to navigate effectively.

Current Switchover Help Scheme information journeys

The good news is that when received, the SHS packs are generally ‘cutting through’

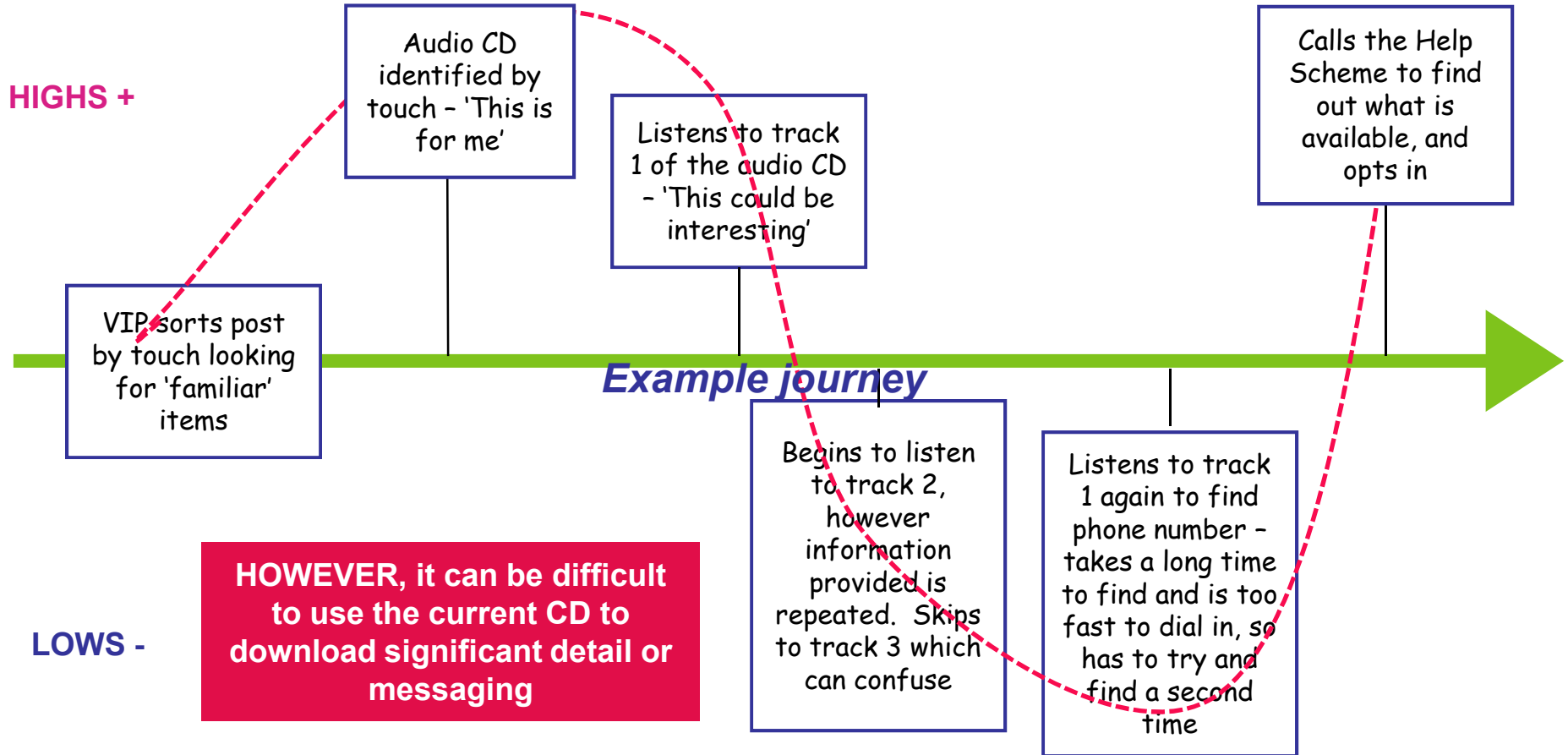
- This audience is generally more cautious than average about discarding unidentified post, and **Wave 1 mailings are being opened: they are not perceived as junk mail**

- **Wave 2 and 3 mailings are less likely to be opened by those deciding not to use the Help Scheme at Wave 1:** once the envelope is identified they think that they know what it is and don't bother opening it

NB. almost half of our sample had not received packs / BPS targeted packs and some of these would have listened to the audio CD had they received it
(we understand that eaga is not always able to access the register)

The audio CD plays an important role for some

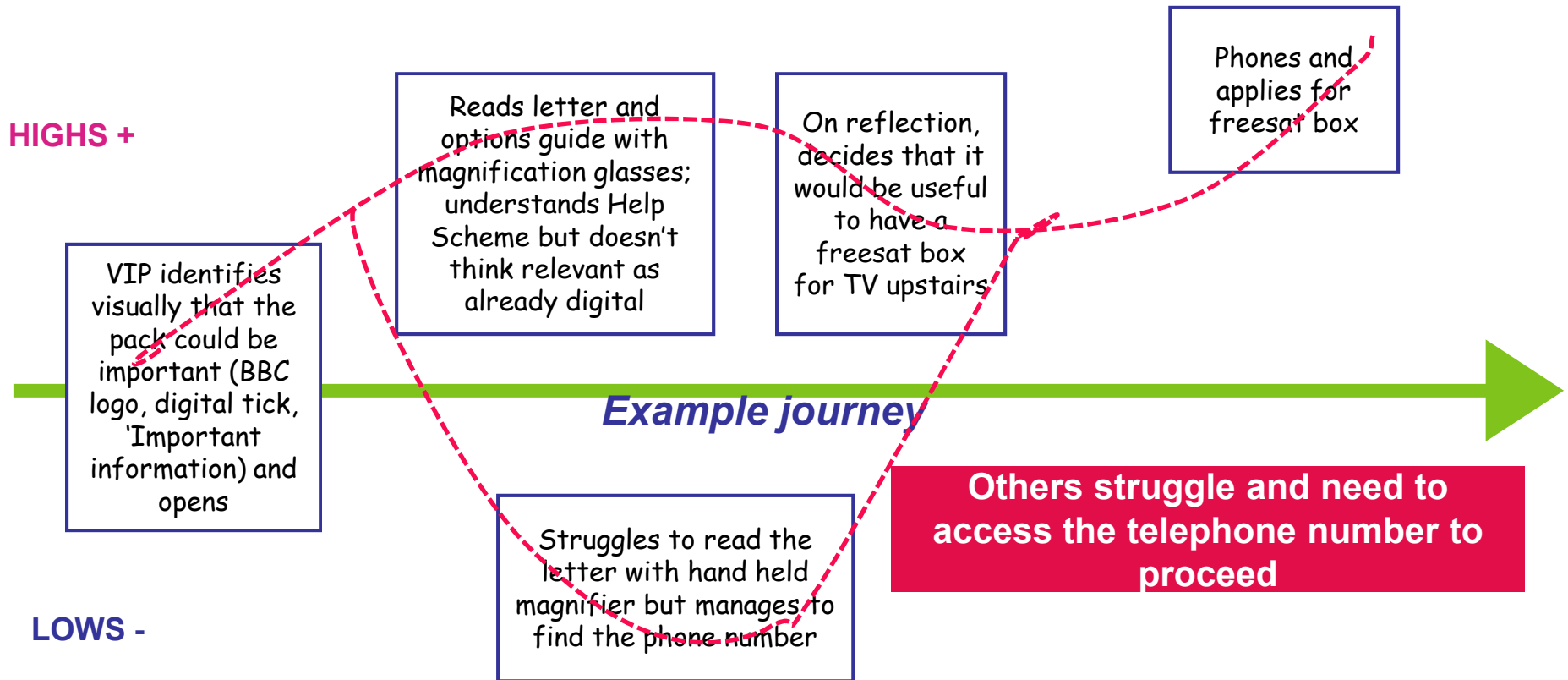
Audio CD can facilitate independence even for someone normally reliant on a supporter



In its present format, the audio CD is providing little opportunity for self-service

Others read the print and progress to varying stages of the journey before opting for alternative forms of communication

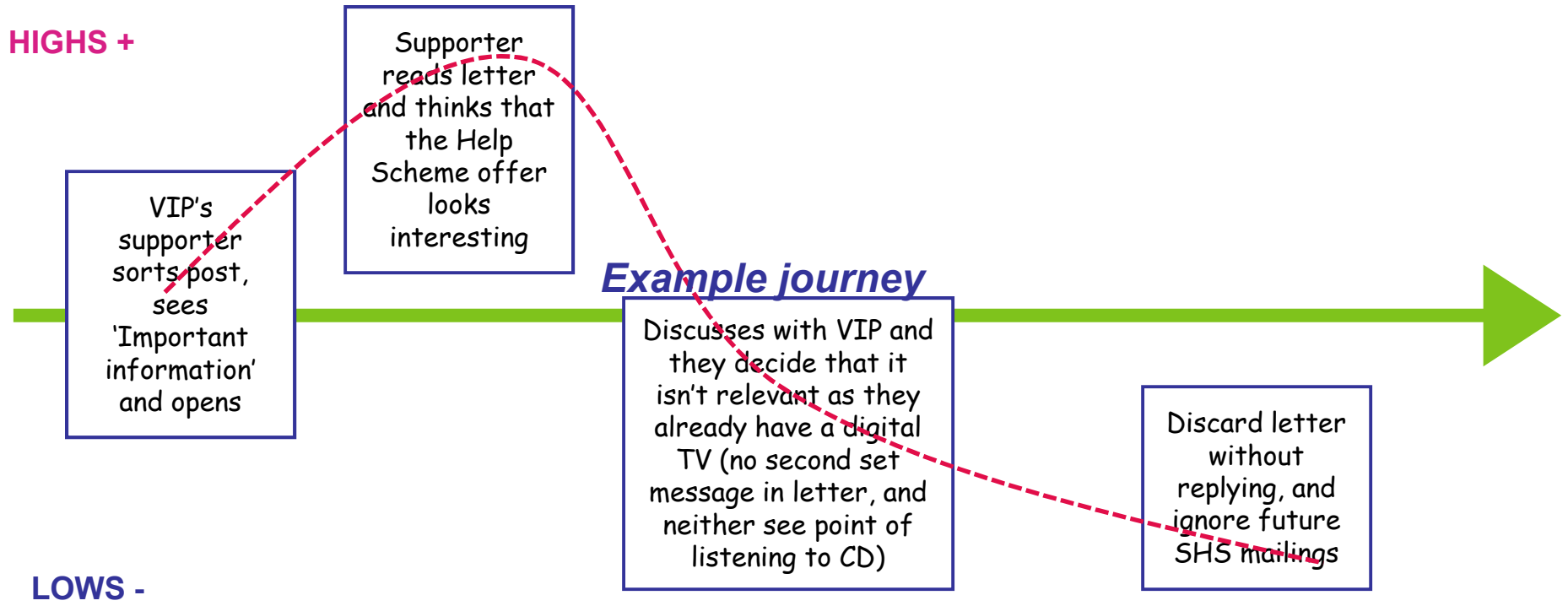
Some are able to navigate the letter (and options pack) sufficiently well to get through the journey



Note: this is not just those who are Registered Partially Sighted – some Registered Blind people's sight enables them to read print (but not to do other things)

Some prefer to read post with a supporter / may not have a CD player

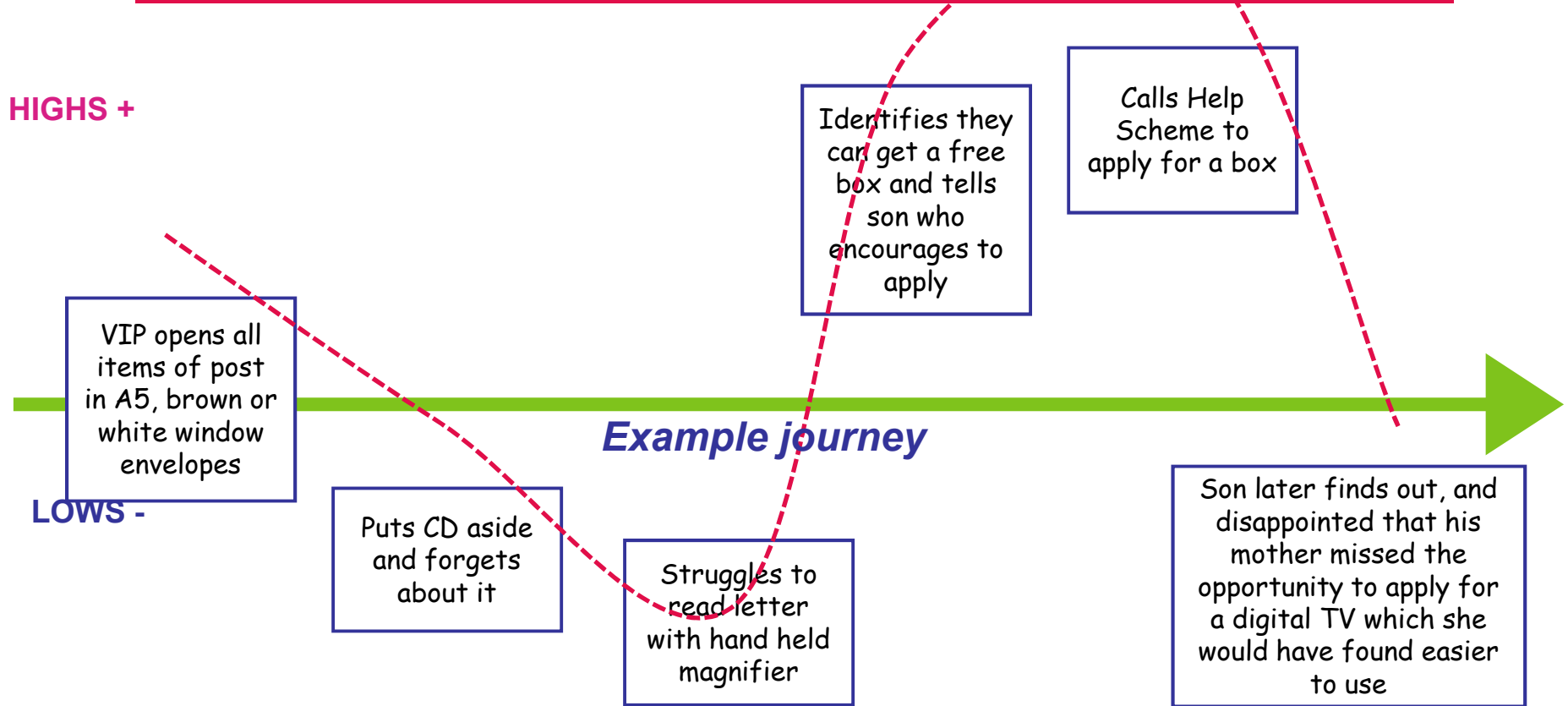
If the letter is read in isolation of the options pack key messaging can be missed



If a supporter is involved in reading mail, a print copy of the options guide is vital

A minority overlooked the CD

Again, without the options pack information the outcome may not be optimal



Note: Clear signposting to the CD is important for some

Insight summary

- There are a number of **different customer journey routes** depending on individual circumstances and abilities.
- A number of people are however, **defaulting to the telephone earlier than they might otherwise.**
- There **are a number of issues** which are contributing to this:
 - **The audio CD** is difficult to access in a comprehensive way
 - **Reading the letter** (and options guide for those who receive it) can too challenging for those who struggle with volume of information
 - The **absence of a print options guide** for those who rely on a supporter is problematic
- There will always be people who need to go straight to telephone – **the challenge is enabling these people to access the relevant information quickly while at the same time catering for those who are able to self serve.**

Current mailings: deep dive

ENVELOPE

LETTER

AUDIO CD

OPTIONS GUIDE

ENVELOPE



The envelope is performing relatively well

The physical attributes of the envelope – size, shape, colour, weight – provide vital clues which help communicate the mailing is of importance and should be dealt with (either directly or via a supporter)

Supporter involved

VIP sorts post
by sight or
touch



Easy to read &
familiar items

Difficult &
unfamiliar items
(that could be
important)

Items that look
like junk mail

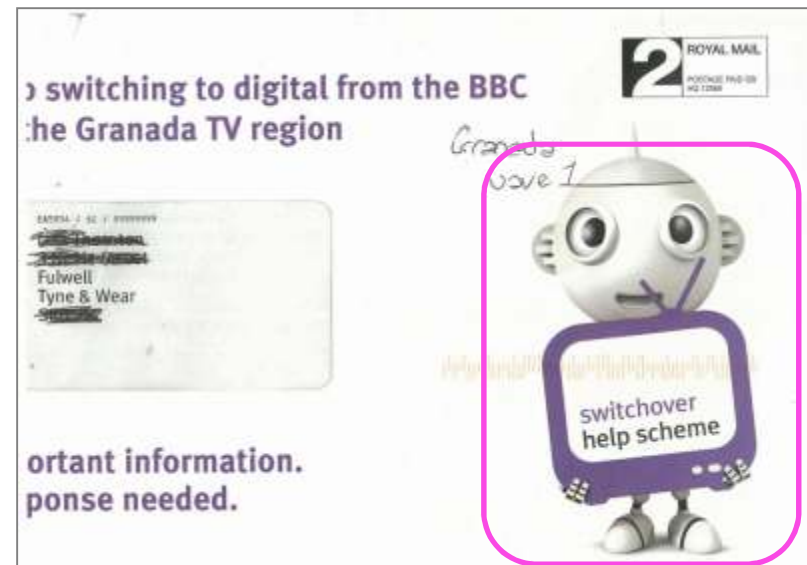
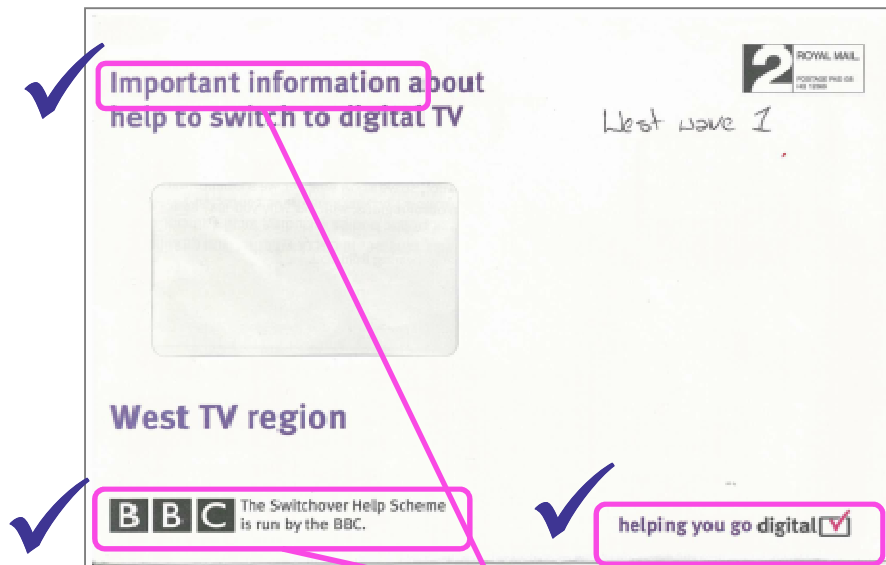
The current pack falls into one of these two categories at this stage

- **White, A5 window envelope** means that it could be important
- **Presence of the CD in the envelope is recognised**, even within a larger pack including an options guide – communicating ‘this is for me’ and, for some, ‘this will be easy to read’
- **Relatively thick pack**, can cue difficult to read

The thickness of the pack is potentially off-putting, but the envelope is still communicating that the contents could be important

The changes to the West envelope are improvements

Messages communicated on the envelope are important for supporters and those with useful residual vision (though not useful for those with no useful residual vision)



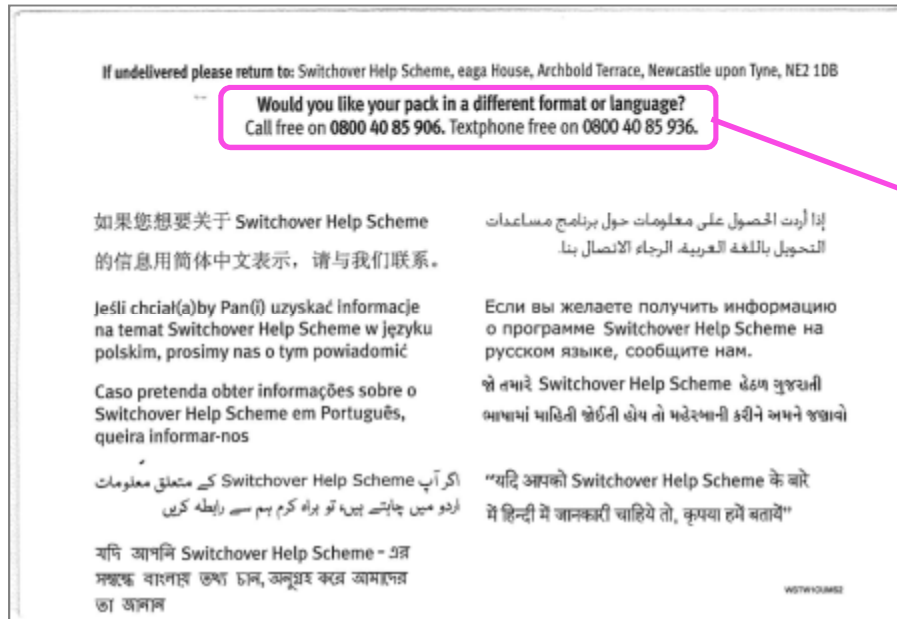
“Important information”, the BBC logo and the ‘digital tick’ are important cues for supporters and those with useful residual vision

‘Digital AI’ can increase the likelihood that the letter will be considered junk mail

Restricting information on the envelope minimises the chance of it being dismissed as junk mail

Information on the back of the envelope is currently being missed by this audience

Those using visual clues (supporters and those with some useful residual vision) are generally not looking for, or taking in, information on the back of the envelope



X Signposting to alternative formats on the back of the envelope is currently being missed

This said, one totally blind lady in our sample does scan the back of envelopes as a shortcut to find the return to sender address, and thereby identify the sender – the back of the envelope could be an opportunity for one simple message, ideally the SHS phone number

Envelope: summary thoughts

The envelope is used to help judge whether the mailing is important and who should deal with it: once a decision has been made people are unlikely to continue 'reading' the envelope, placing important messaging information on the outside should therefore be avoided (particularly on the back)

- Keep a limited number of simple cues of 'important information' in prominent places within the hierarchy flow
 - "Important information", BBC endorsement and the 'digital tick'
- Keep the envelope clean, avoiding clutter
 - This supports the decision to remove Digit AI from the envelope (he is unlikely to have the same equity with this audience and may appear to cue 'junk mail' for those most unfamiliar with him)
- Increase cut through of the alternative formats message
 - Consider moving to a prominent position on the letter

LETTER

Please listen to the CD enclosed for an audio version of this letter.



You can get help from the BBC to switch to digital TV.

Everyone is switching to digital TV region by region all over the UK and the West TV region is switching soon. If you have five channels or fewer, you probably don't have digital TV and, **if you don't switch to digital TV before 24 March 2010, you will start to lose channels.**

But don't worry, the Switchover Help Scheme is run by the BBC under an agreement with the Government and we are writing to you because **you are eligible to get help to convert one TV in your home to digital. Even if you already have one digital TV, we can still help you to convert another set in your home.**

For £60 our standard offer includes:

- easy-to-use digital equipment;
- home delivery and installation if you wish;
- a free aerial check and replacement if needed, where we can;
- a free helpline and returning advice;
- a free 12 month digital TV aftercare service.

We can help you with other digital TV and audio options, for which you may have to pay extra. More information about your choices and our customer promise can be found on the CD enclosed.

You have been asked to pay £60 because, as far as we know, you do not currently receive any income-related benefits such as Pension Credit, which would entitle you to our help - free. If you currently receive any of the income-related benefits listed on the attached form, please tick the relevant box and sign in the space provided to qualify for free help. Then send it back to us in the freepost envelope provided.

If you are over 65 and do not get pension credit but think you qualify, you can get advice on this benefit by calling today on freephone 0800 59 1234 or visiting thepensionersguide.gov.uk. If you have speech or hearing difficulties please call telephone 0800 109 0133. You will need a textphone to use this number.

Please turn over 

BBC The Switchover Help Scheme is run by the BBC. **helping you go digital** 

The letter is read in a number of different ways, and for different purposes

VIPs with little useful residual vision engaging with their post

- Likely not to be able identify the sender from the envelope, therefore **use the letter to understand who the communication is from**
- Tend to begin reading the document from **top to bottom** (do not get full page overview)

Supporters & those with more sight

- Have already identified who the communication is from by the envelope – **use the letter to find out whether the communication is relevant to them**
- Likely to **scan** the document for key messages

Note: Some VIPs are used to receiving audio CDs and will bypass the letter altogether

Many features of the letter are working well

West

Please listen to the CD enclosed for an audio version of this letter.



You can get help from the BBC to switch to digital TV.
Everyone is switching to digital TV region by region all over the UK and the West TV region is switching soon. If you have five channels or fewer, you probably don't have digital TV and if you don't switch to digital TV before 24 March 2010, you will start to lose channels. But don't worry, the Switchover Help Scheme is run by the BBC, under an agreement with the Government and we are writing to you because you are eligible to get help to convert one TV in your home to digital. Even if you already have one digital TV, we can still help you to convert another set in your home.

For £40 our standard offer includes:

- easy-to-use digital equipment;
- home delivery and installation if you wish;
- a free aerial check and replacement if needed, where we can;
- a free helpline and retuning advice;
- a free 12 month digital TV aftercare service.

We can help you with other digital TV and audio options, for which you may have to pay extra. More information about your choices and our customer promise can be found on the CD enclosed.

You have been asked to pay £40 because, as far as we know, you do not currently receive any income-related benefits such as Pension Credit, which would entitle you to our help - free. If you currently receive any of the income-related benefits listed on the attached form, please tick the relevant box and sign in the space provided to qualify for free help. Then send it back to us in the Freepost envelope provided.

If you are over 60 and do not get pension credit but think you qualify, you can get advice on this benefit by calling today on freephone 0800 99 1234 or visiting thepensionservice.gov.uk. If you have speech or hearing difficulties please call textphone 0800 169 0133. You will need a telephone to use this number.

Please turn over 

BBC The Switchover Help Scheme is run by the BBC. helping you go digital 


✓ Bolding draws the eye to key messages

✓ 'PTO' Navigational device useful for those reading with a scanner







What you need to do now - 3 easy steps

1. Listen to your digital choices on the CD that we have sent with this letter.
2. To make sure you get the help you are entitled to, call us today free on 0800 40 85 907, or fill in the help form and send it to us in the Freepost envelope enclosed.
3. Please reply whether you need our help or not, so we know whether we should contact you again. You may be eligible for help in other regions, which is why you may hear from us more than once.

Don't leave it too late to contact us. We look forward to hearing from you.


Pete Coulson,
Head of Contact Centre,
Switchover Help Scheme.

Get in touch

-  Call us free on 0800 40 85 907. Lines are open 8am to 9pm seven days a week. Calls from mobiles may be charged depending on your network provider. Textphone users can call us free on 0800 40 85 936
-  Visit helpscheme.co.uk
-  Email us at info@helpscheme.co.uk
-  Send a text message to 80002
-  Write to us at Freepost, Switchover Help Scheme
-  Send us a fax on 0800 40 86 045

We, DSHS Limited, are the data controller for this scheme. To check whether you qualified for help we have received data from a number of public bodies including local authorities, the Veterans Agency and the Department for Work & Pensions and have contacted TV Licensing to see whether there was a valid TV Licence at your address.

✓ The '3 steps', clearly bulleted stand out

✓ Clear that there are multiple contact options

✓ Black text on white paper
 ✓ 14 point font
 ✓ No use of text boxes or columns (problematic for scanners)

Changes to the layout of the West letter are a big improvement for all

West

Please listen to the CD enclosed for an audio version of this letter.



You can get help from the BBC to switch to digital TV.
Everyone is switching to digital TV region by region all over the UK and the West TV region is switching soon. If you have five channels or fewer, you probably don't have digital TV and, if you don't switch to digital TV before 24 March 2010, you will start to lose channels.

But don't worry, the Switchover Help Scheme is run by the BBC under an agreement with the Government and we are writing to you because you are eligible to get help to convert one TV in your home to digital. Even if you already have one digital TV, we can still help you to convert another set in your home.

For £40 our standard offer includes:

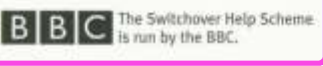
- easy-to-use digital equipment;
- home delivery and installation if you wish;
- a free aerial check and replacement if needed, where we can;
- a free helpline and retuning advice;
- a free 12 month digital TV aftercare service.

We can help you with other digital TV and audio options, for which you may have to pay extra. More information about your choices and our customer promise can be found on the CD enclosed.

You have been asked to pay £40 because, as far as we know, you do not currently receive any income-related benefits such as Pension Credit, which would entitle you to our help - free. If you currently receive any of the income-related benefits listed on the attached form, please tick the relevant box and sign in the space provided to qualify for free help. Then send it back to us in the Freepost envelope provided.

If you are over 60 and do not get pension credit but think you qualify, you can get advice on this benefit by calling today on freephone 0800 99 1234 or visiting thepensionsservice.gov.uk. If you have speech or hearing difficulties please call textphone 0800 169 0133. You will need a textphone to use this number.

Please turn over



The Switchover Help Scheme is run by the BBC.

helping you go digital

✓ Larger font at this key information point

✓ BBC logo provides authority

✓ Bullet points and headings break up the text and provide shorter line lengths and white space which all aid reading – there is potential to use this technique more

Granada

For help switching to digital TV, call us free on 0800 40 85 906



24 August 2009
Customer reference number 9999999928

Dear Sir/Madam

The BBC can help you switch to digital TV.

The traditional TV signal in the Granada TV region is being switched off, starting on 4 November 2009 and ending 2 December 2009. If you do not switch to digital before your area switches, you will start to lose channels.

The Switchover Help Scheme is run by the BBC, under an agreement with the Government, to help older and disabled people make the change to digital TV.

We will provide you with the digital equipment you need, install it in your home if you wish and provide an aftercare service, all for £40 with our standard offer. There is also a range of other options to choose from, for which you need to pay extra. Please listen to the audio CD enclosed for more information on these options. Audio equipment for TV is also available under the Help Scheme, please call us free on 0800 40 85 906 for more information. If you would prefer this information as a booklet, please let us know and we will send this to you.

You have been asked to pay £40 because, as far as we know, you do not currently receive any income-related benefits such as Pension Credit, which would entitle you to our help free. If you currently receive any of the income-related benefits listed on the tear-off slip attached, please tick the relevant box and sign in the space provided to qualify for free help. Then send the tear-off slip to us with your application form in the Freepost envelope provided.

If you are over 60 and do not get Pension Credit but think you qualify, you can get advice on this benefit by calling today on Freephone 0800 99 1234 or visiting thepensionsservice.gov.uk. If you have speech or hearing difficulties please call textphone 0800 169 0133. You will need a textphone to use this number.

helping you go digital

Please turn over.

✗ Long block of text was daunting

Further improvements could be made for this audience

✘ 'Floppiness' of the paper is a challenge for those using hand held magnifiers

West

The image shows a 'Self certification form' with a complex layout. It includes a title, a 'SEND' button, and various text fields and instructions. The form is designed for users to provide information about their health and vision.

✘ The self-certification flap is fiddly and confusing for some

- 'Attached self certification form generally confusing, especially for those using a scanner
- Also difficult for those using hand help magnifiers to manipulate

The image shows a 'Get in touch' section with contact information. It includes a phone number (0800 40 85 907), an email address (info@helpscheme.co.uk), and text message instructions (send a text message to 80002). There are also icons for a phone, email, and text message.


✘ The phone number on the back of the letter is fairly recessive


Information on the back of the flap is currently being completely missed

West

What to do now.
Please listen to the audio CD enclosed which includes a copy of this letter. Then call to let us know whether you need our help or not.

You can call us free on:
0800 40 85 907



helping you go digital 

What you need to do now - 3 easy steps

1. Listen to your digital choices on the CD that we have sent with this letter.
2. To make sure you get the help you are entitled to, call us today free on 0800 40 85 907, or fill in the help form and send it to us in the Freepost envelope enclosed.
3. Please reply whether you need our help or not, so we know whether we should contact you again. You may be eligible for help in other regions, which is why you may hear from us more than once.

Don't leave it too late to contact us. We look forward to hearing from you.

Pete Coulson
Pete Coulson,
Head of Contact Centre,
Switchover Help Scheme


Get in touch

- Call us free on 0800 40 85 907. Lines are open 8am to 9pm seven days a week. Calls from mobiles may be charged depending on your network provider. Textphone users can call us free on 0800 40 85 936
- Visit helpscheme.co.uk
- Email us at info@helpscheme.co.uk
- Send a text message to 80002
- Write to us at Freepost, Switchover Help Scheme
- Send us a fax on 0800 40 86 045

We, DSHS Limited, are the data controller for this scheme. To check whether you qualified for help we have received data from a number of public bodies including local authorities, the Veterans Agency and the Department for Work & Pensions and have contacted TV Licensing to see whether there was a valid TV Licence at your address.

The Switchover Help Scheme is managed, on behalf of DSHS Limited, by eaga plc, eaga House, Archbold Terrace, Newcastle upon Tyne, NE2 1DB. Company registration number 3858865.


Granada



TV is going digital

Please listen to the audio CD enclosed which includes a copy of this letter, the options guide and digital help form. Then please call to let us know whether you need our help or not.

You can call us free on
0800 40 85 906

helping you go digital 

What to do now - there are just two simple steps

1. Please listen to the enclosed audio CD to understand your digital choices.
2. Let us know what you want to do. Call us free on 0800 40 85 906 or fill in the form enclosed and send it to us in the Freepost envelope provided. Please let us know even if you don't want our help.

Yours sincerely
Pete Coulson
Pete Coulson,
Head of Contact Centre,
Switchover Help Scheme

Get in touch

If you need more help or information, please get in touch quoting your customer reference number on the front of this letter.

- Call us free on 0800 40 85 906. Lines are open 8am to 9pm, seven days a week. Calls from mobiles may be charged depending on your network provider. Textphone users can call us free on 0800 40 85 936
- Visit helpscheme.co.uk
- E-mail us at info@helpscheme.co.uk
- Send a text message to 80002
- Write to us at: Freepost, Switchover Help Scheme
- Fax us free on 0800 40 86 045

The Switchover Help Scheme is run by the BBC, under an agreement with the Government, to help older and disabled people make the change to digital TV.

We, DSHS Limited, are the data controller for this scheme. To check whether you qualified for help we have received data from a number of public bodies including local authorities, the Veterans Agency and the Department of Work & Pensions (which may include information regarding your health or any disability you have for example if you are registered as blind) and have contacted TV Licensing to see whether there was a valid TV Licence at your address.

The Switchover Help Scheme is managed, on behalf of DSHS Limited, by eaga plc, eaga House, Archbold Terrace, Newcastle upon Tyne, NE2 1DB. Company registration number 3858865.

Useful information missed, despite providing a valuable summary of the call to action

Foregrounding this powerful call to action information could further drive response

Additional issues to be considered further (West letter)

Please listen to the CD enclosed for an audio version of this letter.



- The top left hand corner of the letter is in a critical position and may be best used for the Help Scheme phone number (as in the Granada letter)

- Preceding the description of benefits with “You have been asked to pay £40..” can be off-putting, it can signal ‘selling’ and some may not read any further (a significant proportion of these will be eligible for free help)

- The description of eligibility for free help is detailed, and therefore possibly belongs in the options pack – this is a confusing subject and many people will need to phone for clarification

- The opportunity for targeted audience information is also currently being missed e.g. emphasising opportunity to request for email version / large print etc

Simplification of content is discussed further in the following section

Letter: summary thoughts

The letter needs to communicate: the offer of help from a trusted source, clear benefits of the help scheme, clear information on how to respond

- Keep changes made to the West letter
 - Clear and memorable summary of benefits
 - Accessible introductory sentence (description of the switchover)
 - BBC logo
 - Large print top left hand corner message
- Remove self-certification side flap, and combine with paper application form
- Move description of eligibility for free help to options guide
- Clarify 'It could be £40 or could be free depending on...'
- Add targeted audience information

Beyond the initial ‘quick wins’ it is worth exploring a more fundamental revision of the letter

Simplifying and stripping back the letter is likely to further benefit this audience

- The volume of information in the letter can make it a daunting task to deal with

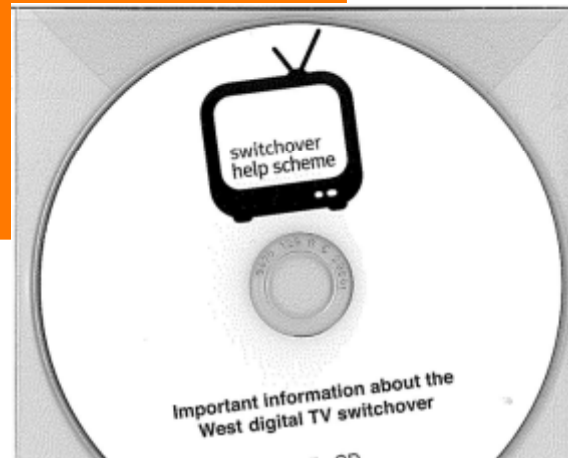
- It can be a particular challenge for those reading alone with magnifiers – in itself a tiring chore for some



A ‘tiered’ approach could be considered to enable everyone to understand the key messages and access appropriate support when they want or need it – or indeed proceed through the entire journey independently

This approach is explored further in the next section of this document

AUDIO CD

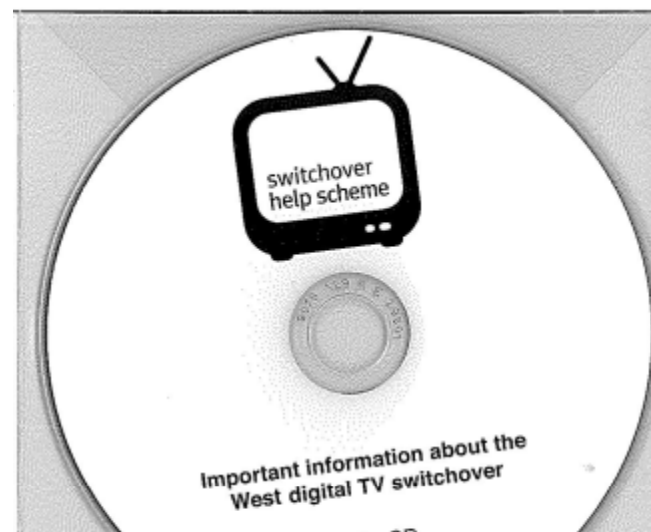


The provision of an audio CD is much appreciated

Using an alternative format than the written word is well received – it communicates that this is a company who are genuinely interested in providing accessible material for the B&PS audience

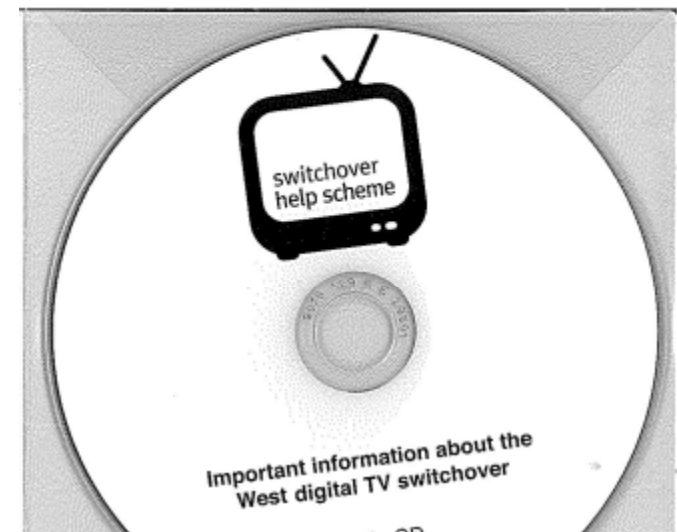
The very presence of an audio CD is likely to cue 'important information' and 'relevant for me'

It provides an opportunity for 'direct communication' without the need for a supporter (with the exception of those who do not use or have a CD player)



There are some immediate compliments regarding the CD

- ✓ Track 1 (Letter) is currently performing the basic task of identifying who the mailing is from, and roughly what it is about
- ✓ The reader's voice is clear
 - Pace is correct
 - Diction is good
 - Accents are clear (although regional accents are not a priority)
- ✓ The content (messages) are clear and simple to understand



That said, there are some fundamental problems with the structure of the current audio CD

- **There are two key issues with the audio CD which limits its usefulness:**
 - **Overview:** before a sighted person will even begin to read information in detail, they are processing a number of visual cues to help them evaluate how to deal with the information. These cues are missing from the audio CD:
 - How much information is there? How long will it take them to read? Does something stand out that they should focus on? What order will they tackle it in?
 - **Navigation:** it is very unlikely that a sighted person would read the entire pack, word for word. Instead they rely on ways of navigating the information to find what they really need. VIPs listen to audio CDs in a similar way to how a sighted person reads a print booklet, skipping through tracks as a sighted person would flick through pages:
 - Is there a summary? Are there tables or visuals to help? What if I only want to read about one of the options? What if I want to filter by price? What if I want to go back?

The audio CD, although a comprehensive translation of printed content, could be greatly improved by making a few minor changes to give a sense of overview and aid navigation

Audio CD: summary thoughts

The CD needs to communicate: the offer of help from a trusted source, clear benefits of the help scheme, clear information on how to process, information on each of the options available

Overall introduction

- The audio CD is in need of an 'introduction' to communicate information picked up from visual cues other than the 'written word' (think audio description)
 - This should include the number of tracks, the length of each section, what each section will tell you, and reiterate phone number

Track 1: the letter

- The phone number should be spoken more slowly
 - VIPs would generally dial the number straight in whilst listening to the CD, therefore it needs to be read at dialling speed
- The phone number should ideally have its own track
 - The phone number is also difficult to find after the track has been listened to once

Audio CD: summary thoughts

The CD needs to communicate: the offer of help from a trusted source, clear benefits of the help scheme, clear information on how to process, information on each of the options available

Track 2: the options guide

- The options guide should **avoid immediately repeating** any information taken from the letter (it encourages skipping forward on the assumption that the message will be the same)
- It needs to be broken down into a **greater number of shorter tracks**
 - Each page of the options guide needs a separate track to allow people to decide what they want to listen to and in what order

As with the letter, there is an opportunity for more fundamental revisions

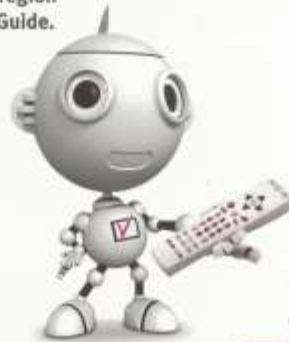
- Audio is distinctly a **different format** to written communication
- There is opportunity to improve the audio CD by **scripting it separately** in order to maximise its effectiveness rather than 'reading out' the paper pack
 - Reading out the application form, for example, doesn't make much sense to our target
- In this context there is **greater opportunity to consider ways in which to enhance engagement:**
 - For example, making it more human or conversational, more than one voice
- As with the letter, there is opportunity to 'tier' information in order to enable people to choose the degree to which they self serve

The audio CD has potential to engage our target and drive response rates by being much more just a spoken version of the print pack

OPTIONS GUIDE


Please read about the digital options available

West TV region
Options Guide.



BBC

The Switchover Help Scheme
is run by the BBC.

helping you go digital 

The options guide can have an important role to play

Note: The options guide was not tested in detail

It is beneficial to have the options guide in the pack if the mail is being read by a supporter, or if a sighted member of the household is involved with the decision

The guide is too lengthy for most VIPs to read themselves – some may discard it on this basis

This said, some BPS people with more sight do refer to the guide e.g. turning to option 1



What is working well...

Bullets



Clear choice and action required



Pictures provide useful shortcuts for those with some sight

Welcome to the Switchover Help Scheme

The traditional TV signal in the West TV region is being switched off in two stages with BBC Two changing to digital on 24 March 2010 and the remaining channels on 7 April 2010. If you haven't switched by then your screen will go blank. The Switchover Help Scheme has been set up to help you switch to digital TV.

- We can help you choose the right digital option for you.
- We can come to your home and set up the equipment you choose.
- We will make sure you know how to use it.

We will help you while you are getting used to your digital equipment.

You can choose from:

Our standard offer - £40

For £40 we will provide you with the digital equipment you need, install it in your home if you wish and give you a free helpline number that you can call for help while you get used to your new equipment. Our standard offer is explained in detail in the letter and in this guide.

Other options you can choose.

If you want more choice there are other digital Help Scheme options, but you may have to pay extra for these. These include more channels and recording one-channel whilst watching another. You can find details of these options in this guide.

Need help? Just call us free on 0800 40 85 907.


What you will find in this guide

- About the Switchover Help Scheme Page 3-4
- Your Help Scheme options summary and our promise to you Page 5-8
- Your Help Scheme options in detail Page 9-18
- Your questions answered Page 19-20
- Important information Page 21-26
- How to get in touch Back page



Clear contents page, sets out what is in the document

Option 1 Standard offer Freeview digital box



Please note the box design may vary.

Features:

- Audio description (see next page for description)
- Subtitles
- Easy-to-use remote control

A good option if you simply want to be able to watch TV after digital switchover and not have to pay a subscription. With at least 20 digital TV and radio channels.

What will I get?

We will deliver a digital box to your home, install it if you wish and provide an aftercare service. The digital box will usually be a freeview box, which plugs into your existing TV and lets you watch TV through your aerial. But if you can't get digital TV through an aerial, we will provide a freesat box, which offers TV through a satellite dish.

Please note that dish and aerial installations may be subject to local planning or landlord permission.

How is it installed?

An approved installer will install it for you.

What will I pay?

Equipment, delivery, installation and aftercare is £40. Our installer will tell you if you need to replace your aerial or if you need a satellite dish. If so we will do this free.

Do I have to pay a subscription? No.

Please note the Freeview service is subject to availability in your area.

Audio description is a free service that can help people who have difficulty seeing what is happening on the screen. Like a narrator telling a story, audio description is an extra commentary that describes body language, expressions and movements.

Option 1 Standard offer

Need help? Just call us free on 0800 40 85 907.

What could be improved...

Your Help Scheme options summary

		Cost for equipment, delivery and installation	Do I have to pay a subscription?	Benefits	Page
	Option 1 Standard offer	£40	No	You can carry on watching your usual channels, plus at least 20 more TV and radio channels.	9-10
	Option 2 freesat digital box and satellite dish	From £40	No	Over 140 digital TV and radio channels.	11-12
	Option 3 Freeview+ digital TV recorder	From £186	No	Over 20 digital TV and radio channels plus you can record one TV channel whilst watching another.	13-14
	Option 4 Sky+ digital box options and satellite dish	£40	Yes. Currently from £17.50 a month.	Over 200 extra channels plus you can record one TV channel whilst watching another.	15-16
	Option 5 TVs with built-in Freeview or freesat	From £224	No	Over 20 (or over 140 with freesat) digital TV and radio channels. No need for a separate digital box.	17-18

Your options summary

Please note: extra terms and conditions apply to Option 4 (Sky). These will be provided by Sky.

The next few pages explain each of these options in more detail.

5 Need help? Just call us free on 0800 40 85 907. 6

✘ The summary of options is an important reference point. However tables can be a difficult format, particularly for those using magnifiers and scanners – summary paragraphs of each of the options would be more useful

Important information continued

Aftercare:
To help you use the equipment that you have received from the Switchover Help Scheme you are entitled to free advice and support. If you have chosen the standard offer, we will provide these aftercare services.
If you have chosen another offer, for example Sky or, depending on the option you choose, freesat, these services will be provided by the relevant supplier for the equipment that you have chosen.
If you need advice or support or you are experiencing faults or problems with your equipment, you can call the free phone number on the sticker displayed on the equipment provided (or by calling us free on 0800 40 85 935).
You can receive advice and support over the phone or by e-mail and, if needed, someone can visit you at home.

Limits of liability
We will make sure that the people delivering the equipment and services you have applied for have been checked with the Criminal Records Bureau (CRB). We will be responsible for any harm, loss or damage you suffer which is directly caused by anything that is done or not done by our employees and agents while supplying you with equipment and services.

Your right to cancel
If for any reason you are unhappy with the equipment you have received, you can ask for a full refund or ask us to change the equipment by contacting us within 30 days of receiving it. You may also cancel your order at any time before you have received the equipment. You can contact us by post or e-mail, but the easiest way is to call us free on 0800 40 85 907.

25 Need help? Just call us free on 0800 40 85 907.

What is the Switchover Help Scheme?
The Switchover Help Scheme has been set up to help eligible people make the switch to digital on one TV set per household. We will tell you about all the options available to you and can install the equipment you need in your home, if you wish. We'll also make sure you're happy with how it all works...

West TV region transmitter

If you live in the West TV region, you are likely to be watching TV from the Bristol transmitter (shown in black on the map above).

3 Need help? Just call us free on 0800 40 85 907.

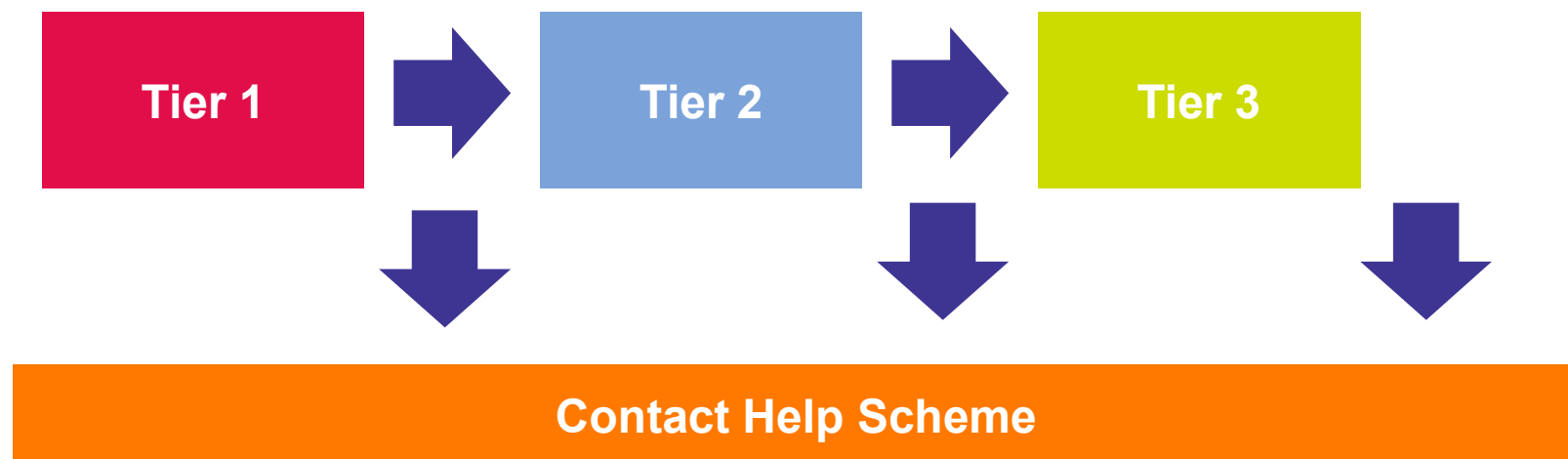
✘ The colour contrast on the map is poor

✘ The long blocks of text with limited white space in the 'Important Information' section are daunting

First thoughts on the way forward (a tiered approach)

Creating 'tiers' of information can help cater for a breadth of different needs within one piece of communication

- People have a **broad range of information needs** for different reasons. The amount of information that an individual can digest and understand varies.
- Structuring messages within information 'tiers' **enables individuals to get as much useful information out of a document as they are capable of before seeking assistance** (in this case calling the Help Scheme or turning to a supporter).
- Structuring messages within information 'tiers' **increases reach while facilitating maximum self service.**



This approach involves breaking down information into modular 'chunks' and signposting to the next tier

Creating 'tiers' involves

- **Breaking down information** into modular 'chunks'
- **Assigning** appropriate information to each tier
- Logically **sequencing information** within each tier
- Within each tier ensuring to signpost readers **to the next tier and to further assistance**
- Ensuring the tiers **build on each other and flow** as one fluid concise story (avoiding repetition at the start of each additional tier)

Understanding the needs of the audience for each tier is critical

Some will only access Tier 1 information before seeking support or alternative means of communication

A minimal amount of simple and clear information must be high in the flow of information to enable this audience to make a decision and to find an alternative means of continuing with the customer journey if so desired

Tier 1 Users

- People who find **reading and/or listening tiring** (e.g. Magnifier users)
- People with **limited comprehension** (e.g. learning difficulties, memory loss)
- People with a **limited attention span** (e.g. mental health problems)
- People with **little time**

Information Needs

- A handful of **simple messages** which allow me to:
 - identify content
 - evaluate relevance
 - Identify how to access further help

First thoughts on Tier 1 messages

Tier 1 Users



Relevant Switchover Help Scheme messages for BPS EPs:

- The West region is switching to digital TV soon
- The Switchover Help Scheme can help you to convert any one TV in your home to digital
- Help Scheme phone number
- This pack contains information about what is available to you in print and audio CD
- You can just call us to find out more or request this information in audio cassette, large print, Braille or another format

Tier 2 users want to be informed without having to delve into significant amounts of detail

Tier 2 Users

- People who can read/listen to relatively short documents before tiring

Information Needs

- An overview of document content, its relevance to me and what to do next

Relevant Switchover Help Scheme messages for BPS EPs:

Building on Tier 1 messaging:

- Simple summary of what's happening with the Switchover
- Who the Switchover Help Scheme is (Government, BBC)
- You are eligible for help because you are registered blind or partially sighted
- You can convert any one TV in your house even if it isn't your main TV
- What the basic service involves (digi-box, installation, aerial, helpline, aftercare)
- It is free if you are receiving certain benefits, or you might have to pay £40 – more information is on pg x of the enclosed brochure or you can call us
- You can pay extra if you would like different equipment e.g. a digital TV – these options are described in your Help Scheme brochure
- Please read your Help Scheme brochure or just call or write to us to find out more about the help that is available to you
- Please reply whether or not you need help – if you don't reply we will write to you twice again
- How to contact us

Tier 3 layers on the fine detail of the switchover and offer

Tier 3 Users

- People who can read/listen to and digest extended documents

Information Needs

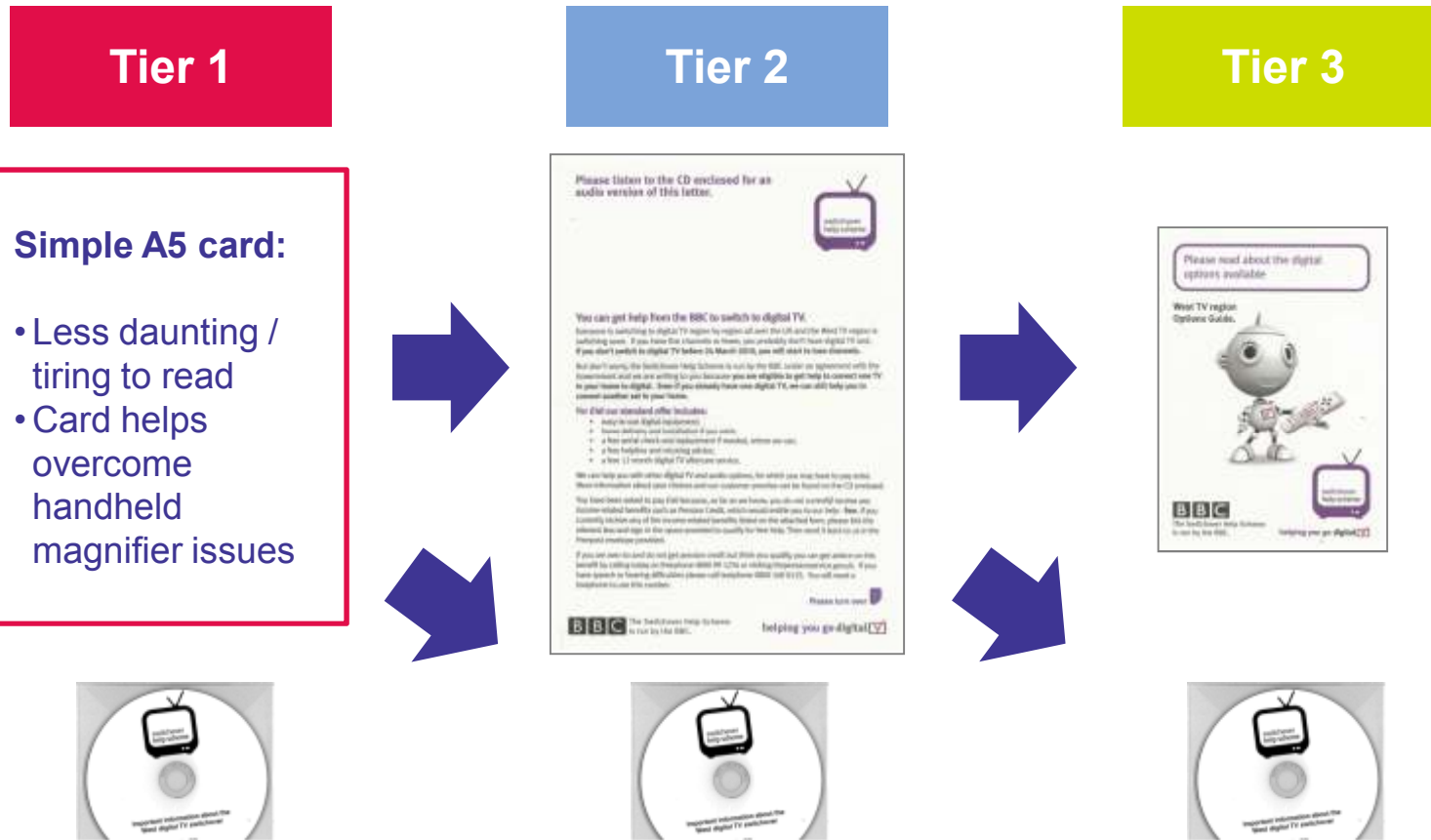
- Detail of document content

Relevant Switchover Help Scheme messages for BPS EPs:

Building on tier 2 messages plus:

- Summary of each equipment option
- Detailed information about each equipment option
- Our promise to you
- Q & A

An additional, simple A5 document could clearly separate out tier 1 messages for the BPS audience



We can evaluate which formats are most appropriate for each information tier at the workshop

Tiers can also be applied to the audio information

Starting thoughts

- The CD should begin with tier 1 messages and then provide a full introduction to the Scheme (tier 2); tier 3 messages should be presented last
- That said, some of the previous tier messages should not be repeated in tiers 2 and 3 in the audio version as this can easily become repetitive
- The audio CD will also require additional navigational aids e.g. how long each track is, summaries of information
- Tier 3 information will need to be broken down into a number of tracks so that people can quickly skip through to find relevant information

Next steps: the workshop

Co-creation workshop

The purpose of the workshop is to take a practical action orientated approach to addressing some of the communication challenges identified in this debrief

- **Proposed workshop outline:**

- Discussion of best practice communication examples & principles
- Revising key parts of the Help Scheme letter and audio CD (2 groups)
 - Review Tier 1 messages – content and presentation
 - Review Tier 2 messages – content and presentation
 - Review presentation of summary of options

- **Additional questions:**

- Including: Why are people posting CDs back to the Help Scheme?

- **Logistics:**

- 16th March 2010, 11-3pm
- Venue: Salford University (TBC)

the
futures
company

Thank you

the coming together of
Henley Centre HeadlightVision
and Yankelovich