

DIGITAL INCLUSION

card
game



Knowledge Centre
Data & Society

The Digital Inclusion card game, developed by the imec-SMIT-VUB team of the Knowledge Centre Data & Society, is available under [a Creative Commons Attribution 4.0 International License](#).

The card game is inspired by the 8 Profiles of Digital Inequalities of Ilse Mariën and Dorien Baelden (imec-SMIT, Vrije Universiteit Brussel). [Visit the report, poster and flash-cards](#).

2021, version 1.0



What is the card game about?

The Digital Inclusion card game is **a roleplaying game for companies and governments** to get acquainted with the concepts of digital inclusion and digital exclusion and to learn to test your own services.

By playing the card game as if you yourself are confronted with social and digital barriers to engage in the digital world, you can experience what it must feel like to be excluded.

Consider, for example, wanting to apply for a new debit card: How will you react in this situation? What (social and digital) obstacles are you confronted with? What are possible solutions for you?

This card game will help you to identify solutions for obstacles others might experience in using your organisation's current or future (digital) services.

What was it inspired by?

The card game was inspired by **the 8 Profiles of Digital Inequalities** of Ilse Mariën and Dorien Baelden (developed in 2015 at research centre imec-SMIT, Vrije Universiteit Brussel). These profiles illustrate the diverse use of technologies among groups in society. They are developed to help governments and organisations reflect on the services they offer, and to serve as

an inspiration when developing digital inclusion strategies.

Flash-cards, a poster and a report of the 8 Profiles of Digital Inequalities [all in Dutch] can be downloaded [via this link](#). We recommend printing the flash-cards when playing this card game.

What to know before playing?



General information:

This game is for 3 to 4 players, and takes about 30 to 60 minutes to play.



You will need:



- Digital Inclusion card game
- Flash-cards of 8 Profiles of Digital Inequalities
- Stationary

What is in the card game?

The Digital Inclusion card game consists of 16 character cards, 20 situation cards, 12 blank trajectory cards, and 12 blank solution cards.

The **character cards** describe a person's sociodemographic characteristics, biography, experiences and thresholds with regard to the use of digital technologies. Each character card is linked to

one of the 8 Profiles of Digital Inequalities. By reading the character card and the corresponding profile, you will get to know your person better. These cards intentionally contain stereotypes so each player can easily relate to the characters and create empathy with them. Side note: The level of literacy is based upon [the research of PIAAC](#) (International Assessment of Adult Competencies).

The **situation cards** represent a scenario in which a character is confronted with a certain situation or action. This situation might be difficult to overcome for your character, given his/her sociodemographic and digital background.

On a **trajectory card** you can fill in the steps your character will have to take in order to overcome a specific situation. When identifying these steps, think of the social and digital thresholds your character might encounter on the way and write them down on the card.

The **solution cards** can be used to write down the solutions for an identified threshold you want to resolve during the game.

How to play the card game?

The following step-by-step description shows you and your colleagues how to play the card game:

1. Before the start of the game:

- i Every player picks one of the character cards and looks for the corresponding Profile of Digital Inequalities. Next, every player takes a situation card and a blank trajectory card.
- ii The blank solution cards are placed in the middle of the table so all players can reach them easily.
- iii Every player takes the time to read the selected character card, the corresponding Profile of Digital Inequalities and the situation card.
- iv Each player gives a short summary of his/her character, profile and situation.

2. The game:

- i Every player tries to fill in the trajectory card (keeping in mind the selected character, profile and situation), without assistance from the other players. On the trajectory card, the players fill in the steps their character will have to go through in order to overcome the situation they have selected. When identifying these steps, the players have to write down the different social and digital thresholds their character might be confronted with when going through the identified steps.
- ii Once the trajectory cards are filled in, the players select the two major thresholds for their character, by drawing a circle around the thresholds.

- iii One by one, the players present one of the two thresholds they have selected to the other players.
- iv All the other players take a blank solution card and think of one solution for the player's character to overcome the threshold.
- v The player who has presented the threshold may choose the best solution according to their character, suggested by the other players.
- vi The player that wrote the chosen solution, wins this game round and collects the filled-in solution cards of the other players. Each filled-in solution card represents one point.
- vii Repeat steps 7 till 10 up until solutions are found for every player's selected thresholds.

3. End of the game:

- i Lastly, all players count the solution card they have won during the game. The player with the most cards is the winner of the game. Congratulations!

Photo credits

The photos on the character cards are from <https://unsplash.com/>, and we would like to give credit to the photographers. On each character card, there is a number in the right upper corner going from 1 to 20. Below, we will give the credit information of the photographers per character card.

1. Nick Fewings
2. Vlad Zaytsev
3. Mykyta Martynenko
4. Raychan
5. Adam Nieścioruk
6. Rachel Martin
7. Etty Fidele
8. National Cancer Institute
9. Sigmund
10. Christina@wocintechchat.com
11. Ravi Patel
12. Sigmund
13. CDC
14. Roland Samuel
15. Hannah Gullixson
16. Alberto Barbarisi



Profile	Digital Outcasts
Name	Marc
Age	43
Occupation	Unemployed
Education level	High school degree
Literacy level	3

SHORT BIO

Marc grew up in a household where both of his parents had difficulties providing for the family. From a young age, he had to work hard to break the circle of **poverty** he was living in. After graduating he started working in a food store. But then, unfortunately, Marc became **ill**. The costs of his hospitalisation and his care became too much for him, he had no other option than to sell his house to be able to pay his **debts**. He currently lives on the streets where he is dependent on the goodwill of passers-by. At night, he sleeps in a centre for **homeless** people.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

DIGITAL EXPERTISE

With the support of several **social support organisations**, Marc is getting health insurance, a place of his own and a job. During this process, he often notices that he needs to go online to search for health insurances, houses and jobs.

The social assistants help him with this **online search**. There is one **public computer** in the homeless centre. If he is lucky, he can sometimes use it to look for information about the requirements of health insurances, and about job and housing opportunities.

He has **limited digital skills**, but he is dedicated to improving his current living situation: as a result, he wants to reap the benefits of digital tools.

LACK OF DIGITAL SKILLS

Marc owns a **mobile phone** (not a smartphone) that he is able to charge at the centre for homeless people. He often does not have calling credit, but his best friend calls him every week to chat, as well as the social support organisations that ask how he is doing and schedule new appointments.

He **acknowledges the benefits of digitisation** and tries to **self-educate** him on a few topics. But his main concern is to get through the day and have a place to sleep at night. He is highly dependent on the sole computer in the homeless centre and the help of the assistants in the social support



Profile	Digital Outcasts
Name	Jeanne
Age	61
Occupation	Unemployed
Education level	No degree
Literacy level	2

SHORT BIO

After Jeanne separated from her former husband, she looked for a new apartment to live with her four children. With the help of the **Public Centre for Social Welfare** (OCMW in Dutch), she found a small and affordable apartment. During that time, Jeanne had a **hard time getting around**, providing food and essentials for her kids and herself. Jeanne is happy her kids are now grown-ups and have a place of their own. It is still difficult for her to make both ends meet, but she is holding on. Her kids do not visit her regularly and she often feels lonely.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

DIGITAL EXPERTISE

Jeanne **cannot afford any digital tools**. She is too shy and ashamed to go to the public library, where visitors can freely use the computers. She does not dare to **ask the librarian, or another person, for help**.

She has **a mobile phone** which she sometimes uses to call her children. Her kids wanted to give her a smartphone for her birthday, but she kindly refused the gift as she did not want her children to spend that much money.

LACK OF DIGITAL SKILLS

Jeanne has very **limited digital skills**. She knows how to make a call and send text messages with her mobile phone. But she has no experience with other digital tools.

She **lacks the confidence** to improve her digital skills and is **afraid to ask for help** since she feels ashamed for knowing so little about digital tools.



Profile	Hopelessly Undigital
Name	Stavros
Age	63
Occupation	Welder
Education level	High school degree
Literacy level	3

SHORT BIO

Stavros was born in Evergem and is the only child of Maria, a Belgian secretary, and Timon, a Greek docker. Stavros went to **school till the age of 16**. A year later, he met his wife Anne, who passed away three years ago. Together, they have a daughter named Laura. Stavros is currently working as a **welder**. With his income, he is able to do and buy what he wants. In his free time, Stavros likes to go to the community centre to meet other neighbours. He is an optimistic person. Although he faced some difficulties in recent years, he still enjoys life very much.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

DIGITAL EXPERTISE

Stavros is **hands-on** and likes to take action when needed. However, when he is **confronted with things he does not understand**, such as digital tools, he quickly loses his drive to take action and learn.

He knows he does not understand certain things, but he will **only ask for help when there is no other option**. He does not like to buy new digital devices, especially when the **older devices** he has are still working, such as his computer running on Windows XP.

LACK OF DIGITAL SKILLS

Stavros mostly reads **print media**, such as the newspaper and his favourite magazine. He **struggles with basic digital skills** such as saving a document or writing a letter in Word.

He is a bit **ashamed of his ignorance of all things digital**, and therefore, will not easily ask his friends or family to help him out. His daughter Laura is aware of this, so whenever she visits her father, she asks if she can be of assistance.



Profile	Hopelessly Undigital
Name	Thao
Age	31
Occupation	Seasonal work
Education level	Bachelor degree
Literacy level	4

SHORT BIO

Thao was born in Vietnam, but fled to Europe hoping to find a better life. She arrived in Belgium two years ago. As part of the **integration programme**, she learned Dutch. Thao has **a bachelor degree in nursing**, but because her degree is not recognised in Belgium, she works as **a seasonal worker in a fruit-growing farm** where most of her colleagues are immigrants as well. She takes courses on care related topics (such as a first aid course) in the local community centre, hoping it will help her to work as a nurse in Belgium. She also wants to make new friends during these courses.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

DIGITAL EXPERTISE

Thao grew up with **limited access to technologies**. She only had an old analog camera at home. Her uncle had an old computer that she could use two or three times to look up information.

By the age of 21, she bought her first **smartphone** because her peers had one and recommended her to buy one too. It is the **only device** she uses to make calls, to send WhatsApp messages to her family in Vietnam and to look up information about the situation in her country and about the requirements for becoming a nurse in Belgium. The latter is a **rather frustrating process for her**, as she does not understand which institutions are relevant and what role they play.

LACK OF DIGITAL SKILLS

Thao's **use of digital media is not diversified**. In a few years, when she will need to buy a new smartphone, she will have to learn how to work with the new software.

The neighbourhood centre offers classes that could improve her digital skills, but Thao currently has no interest in these as she is already taking classes to become a professional caretaker.



Profile	Digital Fighters
Name	Vadim
Age	74
Occupation	Retired
Education level	No degree
Literacy level	3

SHORT BIO

Vadim grew up in Poland, but he has been living in Belgium for more than 40 years. He is **a worker and a go-getter**: after only two weeks in Belgium he found himself a job at a construction company. He worked in construction all his life, a sector that did not require any digital skills. After his retirement, he wanted to **learn more about the digital world**. His son advised him which smartphone he should buy, and at the public library he took a course on how to use a smartphone. But **staying up to date** is hard for him as everything evolves so quickly in the digital world.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

DIGITAL EXPERTISE

Vadim has some expertise in using digital devices, but it is **hard for him to stay up to date**. If he does not regularly operate his smartphone, **he forgets how to use it**. He therefore **often asks for help** from his son or from the teachers at the public library.

LACK OF DIGITAL SKILLS

Vadim has **basic digital skills**. He owns a **smartphone** and knows how to make a call and send a text message.

He took some **additional classes** on for example browsing the internet. But because he does not browse very often, everytime he wants to visit a website, he has to **check his course notes**. This process frustrates him so much that he ends up asking for help from his son or another person.



Profile	Digital Fighters
Name	Neima
Age	53
Occupation	Receptionist
Education level	High school degree
Literacy level	3

SHORT BIO

Neima is working as a **receptionist for a social care organisation** in Antwerp. Her husband Mohammed is working for the same organisation as a maintenance man. When there was a job opening as a receptionist, Mohammed told Neima she would be perfect for this job. She was hired by the organisation because of **her enthusiasm and social skills**. Neima and Mohammed have three sons of 19, 21 and 25 years old.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

DIGITAL EXPERTISE

For her job, Neima **often has to use a computer**, for example to register visitors. In order to make her work more structured, she took a course on the use of scheduling software.

During her working hours, she avoids using her work computer for private matters. At home, there is **one computer that is situated in the living area of the house**. Neima made **a schedule** for her children, her husband and herself so each one of them can make use of the computer half an hour a day. If needed, for example for doing homework, the children are allowed to spend more time on the computer.

LACK OF DIGITAL SKILLS

Before Neima started working at the social care organisation, she did not have much experience with digital tools. She **acquired the necessary skills to use digital tools for her work and daily tasks**.

Though Neima has experience with digital tools, she does not fully trust these: she feels **stressed** when making online payments. Also: her friend recently was a victim of phishing, since then she has become **extra careful**.



Profile	Smoothly Digital
Name	Joe
Age	38
Occupation	Sales manager
Education level	Masters degree
Literacy level	4

SHORT BIO

Joe has **a master's degree in economics** from the University of Ghent. After graduating, he started working as a sales assistant at a financial institution. After 5 years, he was able to become **a sales manager** at the same company. Kelly is Joe's partner for over three years now, she has a daughter from a previous relationship. In his **limited free time**, Joe enjoys relaxing with Kelly and her daughter, or going for a run two/three times a week.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

DIGITAL EXPERTISE

Working in the banking sector, Joe uses **digital tools on a daily basis** and can easily maintain his digital skills. He has a good knowledge of Microsoft Excel, some well-known banking applications, mailing software, and so on. As a manager, it is important for him to schedule his appointments properly. He uses planning software to schedule both his private and work time.

Joe likes to turn **all his devices on silent mode once he is home**, so he can enjoy his private time properly. He sometimes argues with Kelly that in the evenings, when they can spend time together, she is too busy scrolling on Instagram and Facebook.

LACK OF DIGITAL SKILLS

Joe does not encounter any limitations when it comes to his digital skills. He uses digital media often for his work or in his private life. He does **not follow up on digital trends**, but when **a new digital tool** seems really handy to better organise his job or private life, he will try it out.



Profile	Smoothly Digital
Name	Carmen
Age	45
Occupation	Project manager
Education level	Bachelor degree
Literacy level	4

SHORT BIO

Carmen, a mother of two children, was recently **diagnosed with breast cancer**. Because of her illness, she spends **much time in the hospital** for chemotherapy. Her husband is very supportive and he looks up to Carmen as she fights everyday for herself and her family. The entire family helps Carmen and her husband and kids whenever they can. They cook meals, take care of the children, go to the grocery store, and so on. She often thinks: "I'm so lucky to be surrounded by so many kind people."

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

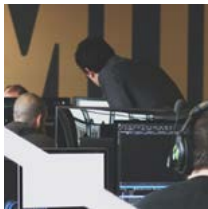
DIGITAL EXPERTISE

Carmen works as a project manager for which she uses **digital tools on a daily basis**. Because of these tools, she is able to plan her work, communicate easily with other partners or organisations, write reports and so on. She often **helps others** to perform tasks with digital tools.

LACK OF DIGITAL SKILLS

Because of her illness, she is currently no longer at work. This results in **a shift in her use of digital tools**: she now uses them more frequently for leisure time. She uses digital tools to watch movies, read e-books and everything that helps her to pass time and take her mind off her illness.

Sometimes she searches for information on her smartphone about **digital tools that are upcoming** in her branch of industry. A good project manager is always one step ahead.



Profile	Digital All-Stars
Name	Rachid
Age	27
Occupation	Motion designer
Education level	Bachelor degree
Literacy level	4

SHORT BIO

Rachid is **a young and ambitious person**. He studied graphic design, with a specialty in motion design. He currently works at a **start-up** in the city of Antwerp where he works as a motion designer. He dreams of **starting his own company** in motion design soon. Therefore, he is currently taking **evening classes in Business Management** at college.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

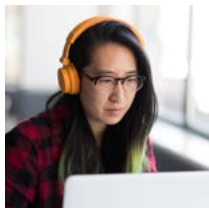
DIGITAL EXPERTISE

Because of his education and his **motivation to constantly learn** about new digital tools, Rachid became quite an expert on digital media. He is an expert in rather complex graphic software programs, such as software for motion design.

Because of his work, he is **constantly looking up new trends and new technologies**. He wants his future company to be one of the pioneers in the field of motion design. Staying up to date with the latest trends and technologies is therefore crucial.

LACK OF DIGITAL SKILLS

Since everything related to digital media seems **self-explanatory** to Rachid, he finds it difficult to help his parents perform a digital task. He often uses words his parents do not understand, which **frustrates** not only them but also him. How is he able to explain something to them if they do not even understand the basic vocabulary related to digital tools?



Profile	Digital All-Stars
Name	Andrea
Age	39
Occupation	Data scientist
Education level	Masters degree
Literacy level	5

SHORT BIO

Andrea grew up in Germany and travelled to Belgium with her parents and older sister at the age of three. From a young age, Andrea showed **interest in technological innovations**.

At university she studied Computer Science and afterwards she enrolled for another master in Innovation Management at the University of Technology in Hamburg. Andrea currently works as a **data scientist** at a company that develops technological innovations. She is also the **CEO of her own company** which guides other companies in their digital transformation.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

DIGITAL EXPERTISE

Andrea has always been interested in technology. During her studies at the university, she fell in love with technological innovations even more.

Working as a data scientist in a company that develops technological innovations, she and her colleagues are constantly **pushing the boundaries** in this field. She loves to be on top of things and will constantly look for – or even invent – new trends regarding technology.

LACK OF DIGITAL SKILLS

Andrea was asked by her former university to **teach a class on data science**, which she immediately accepted. She is now preparing her courses for the next academic year which she thought would be an easy fix as she is an expert within this field. However, translating her knowledge on the topic into an accessible course for students is not an easy task.



Profile	Unexpected Digital Masters
Name	Renate
Age	76
Occupation	Retired
Education level	No degree
Literacy level	3

SHORT BIO

Renate was **a goldsmith** all her life, a sector dominated by men but this did not scare her. She loved her job as she constantly had to maintain and update her skills. She still **likes learning new things and skills**. She believes that you are never too old to learn something new and interesting.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

DIGITAL EXPERTISE

After her retirement, Renate's interest has shifted **from metalworking to digitalisation**. She finds it so interesting that society is rapidly changing and becoming digital. Her goal is to become an expert in this field.

Her husband and friends find it remarkable that she is so at ease in this world, as they themselves seem to encounter so many difficulties when using digital tools.

LACK OF DIGITAL SKILLS

Renate does **not encounter much problems** using digital tools. She finds it interesting to **experiment** with these tools and the possibilities they offer. She owns a mobile phone and an iPad, and is currently saving up for a smartphone.



Profile	Unexpected Digital Masters
Name	Robin
Age	43
Occupation	Developer
Education level	Masters degree
Literacy level	4

SHORT BIO

Robin was born with **a visual impairment**. Already from a young age, he promised himself that he would not let his disability define him. He saw that some of his friends who also have a disability, were not able or not willing to do certain things as they perceived them as difficult or frustrating. He decided to **always try out new things and never give up**. Both his parents support him in this mission to experiment and explore. He currently works as a **developer for a startup company** that creates speech recognition software.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

DIGITAL EXPERTISE

Robin might be dependent on others for his daily needs, but this is not the case when it comes to his usage of digital technologies.

He has a diverse set of **assistive technologies** that allow him to engage with the real and digital world in an autonomous way – which he loves.

He enrolled in **several online courses**, for example one on HTML so he can learn how to create webpages.

LACK OF DIGITAL SKILLS

Robin's digital skills are on point, but he notices that there is **not always an adapted version of the digital technology** available for his specific needs. He must therefore sometimes ask his colleagues to **help** him with this.



Profile	Unexpected Digital Drop-Outs
Name	Hélène
Age	48
Occupation	Nurse
Education level	Bachelor degree
Literacy level	3

SHORT BIO

Marie-Hélène and her husband Omar live with their three children in Vilvoorde. Marie-Hélène and Omar met each other when Marie-Hélène worked as **a nurse for Doctors Without Borders** in Ghana. They fell in love instantly and decided to build their lives together in Belgium. Together they have **three children**, two girls and a boy between 10 and 16 years old.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

DIGITAL EXPERTISE

Unlike those around her, Marie-Hélène experiences the use of digital tools as **a burden**. She does not understand why her husband and children do not encounter any problems when using their – even sometimes brand new – digital tools, while **she keeps lagging behind**.

Her children tell her about Instagram, TikTok, WhatsApp, and more. Every time she wonders, "How many more of these apps are they going to invent?" but she does not say this to her children because she does not want to sound old.

LACK OF DIGITAL SKILLS

Marie-Hélène is convinced that digital tools are not for her: she does **not have the skills, nor the patience** to learn how to use these tools.

Sometimes her kids push her to experiment with the computer, but when she sits in front of it, **she freezes**.

More knowledge of digital tools would, however, benefit her as **her work is increasingly getting digitalised**: a new software programme for follow-up of the patients was just enrolled.

Omar is now the only one in the household who takes care of the (online) administration (e.g. payments, children's enrollment in summer camps,...).



Profile	Unexpected Digital Drop-Outs
Name	Arham
Age	51
Occupation	CEO
Education level	High school degree
Literacy level	4

SHORT BIO

Arham is the **CEO** of a well-known company in the insurance sector. He loves his job, but he has **little spare time left**. His wife Shana therefore makes sure the household runs smoothly. Arham is the CEO of his company, Shana is the CEO of their family. Soon, Arham and Shana will become a family of three. The family is preparing for the **baby's arrival**: decorating the nursery, buying the necessary supplies, etc.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
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curious	not curious

DIGITAL EXPERTISE

As the CEO of a company, Arham needs to be ahead of innovations and trends within his field. But when it comes to **digital innovations**, Arham is a **layman**. He, for example, dictates emails to his secretary, asks her to schedule meetings and appointments, book restaurants, flights, conference rooms and so on.

LACK OF DIGITAL SKILLS

He acknowledges **a basic level of digital skills** might come in handy, but he just does **not have enough time** to learn about digital tools – definitely not with a baby on the way.



Profile	Digitally Self-Excluded
Name	Naleya
Age	23
Occupation	Student
Education level	Bachelor degree
Literacy level	5

SHORT BIO

Naleya has always **challenged everything** that is regarded as normal in this world. Already from a young age she questioned why things are like this, and not like that. She never got tested, but she and her parents believe she is **highly gifted**. At the time, she skipped two years in elementary school as the curriculum and exercises were too easy for her. She grew up in a warm family in the village of Edingen. She still lives there with her parents and sister, but after her graduation she is planning to live on her own.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
autonomous	dependent
innovative	traditional
creative	less creative
self-taught	support
curious	not curious

DIGITAL EXPERTISE

Naleya's family uses digital technology on a daily basis, but she does not get why everyone is so addicted to these tools. Because of the high dependency of her family and friends to these tools, she even developed an **aversion to these technologies**. She refuses to make use of them.

LACK OF DIGITAL SKILLS

Because of Naleya's **disinterest in digital technologies**, she had to explore other – non digital – options to, for example, look up information (in libraries instead on the internet).

This requires **more effort and time**, but that does not bother her. Once she had to ask her sister to sign her in as a working student on the platform of Student@work. She was not able to do it offline, which frustrated her so much that she wrote **a complaint letter** to the service demanding for an offline alternative. This experience frustrated her, but she was very thankful for her sister helping her out.



Profile	Digitally Self-Excluded
Name	Luciano
Age	69
Occupation	Retired
Education level	High school degree
Literacy level	3

SHORT BIO

Luciano worked as a **hairstylist** all his life. In the hair salon where he worked, he met his husband Eric, who was one of his customers. Luciano and Eric travel each year to Italy, where Luciano's family is from. They are **looking to buy a house in Italy** and move there. The Italian atmosphere is the best: they enjoy the sun, the delicious food and the tranquility.

CHARACTERISTICS

extrovert	introvert
active	passive
leader	follower
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curious	not curious

DIGITAL EXPERTISE

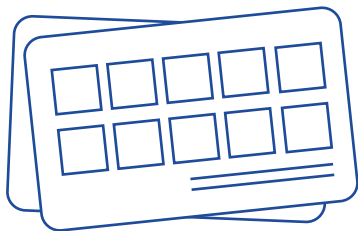
Luciano detests everything related to digital tools. He is often **frustrated** how governments push their citizens to engage online. He even wrote a **letter of complaint** to the federal government to complain about their digital strategy. How could they? Do they not care about their senior population who, like him, are often not acquainted with digital technologies? Because he **feels forced** to take part in the digital transformation, he refuses to use these tools even more.

LACK OF DIGITAL SKILLS

Luciano's husband Eric **supports** him with the use of digital tools. He does not teach him how to make use of them. But he sometimes **looks up information online**, for example houses for sale in Italy or information on Luciano's pension via the government website mypension.be.

CUSTOMER CARD

Your character visits a new supermarket chain for the first time. At the register, the character is offered a customer card. It's not entirely clear what advantages the card offers or what data of the character will be collected, but it is the sole way for your character to enjoy the many discounts the supermarket offers. A digital version of the card is also available in the app of the supermarket.



JOB SEARCH

Your character is looking for a new job. A job at the local government seems nice, but where to get an overview of the available vacancies? At the City Hall your character saw a poster promoting the job site of the city.



TAXES

It's that time of the year again: time to submit your income taxes! Your character receives a paper letter indicating that an automatic tax proposal is available at the online tax platform. If your character does not react, this proposal will automatically serve as a basis to calculate the taxes of your character.



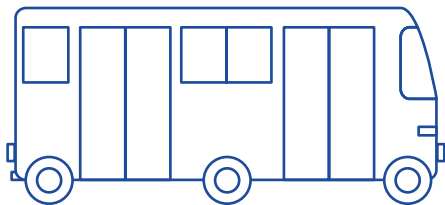
SALE

Your character needs new running gear. In a local advert, a sports chain advertises promotions on all sportswear in the coming weeks. Upon visiting the shop, your character finds that most of the items that were on sale are already out of stock. An employee of the shop tells your character a lot of the items are still available in the webshop.



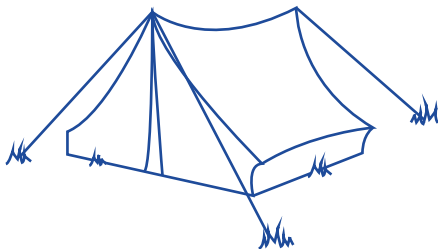
PUBLIC TRANSPORTATION

Your character needs to get to Destination NotHere. The character had planned to go there by bike, but a few minutes before leaving, your character discovers a flat tire. The character decides to take the bus, something your character rarely does. At the bus stop, the character is reminded by a sign that travelers can no longer pay with cash on the bus for the ride. They can buy a ticket in the app of the bus service or buy a (more expensive) ticket by sms.



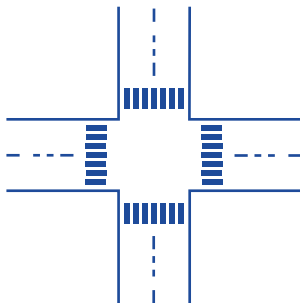
SUMMER CAMP

It's almost summer again! Your character wants to enroll their children in a summer sports camp to keep them busy and active during the long summer months. These summer camps are very popular and fully booked in no time. Enrollment starts next Monday at 2 p.m. As soon as you land on the webpage, you are put in a virtual waiting line. In previous years, all free spots were gone by 6 p.m.



SAFE TRAFFIC

A dangerous intersection near your character's home will finally undergo some changes: the road service of the local government has designed plans with several options of how the intersection can be arranged differently. The local government finds civic participation very important: everyone can have their say on the current plans. Just visit the online platform and share your thoughts!



ODD BILL

Your character has received an invoice of last quarter's consumption of tap water. Something seems to be off: the billed amount is much higher than usual, while your character's consumption of tap water has not fundamentally changed. The person decides to call the service, but telephone service is only available during office hours, when your character is at work. The automated message mentions that an online contact form is also available.



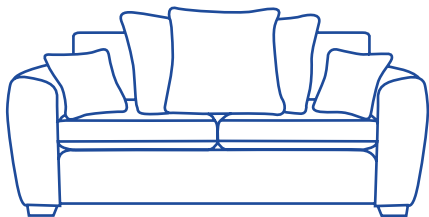
GENERAL PRACTITIONER

Your character feels ill and needs to visit the general practitioner. It has been a while since your character visited the group practice around the corner. Last time your character passed by, the character noticed a sign indicating that there are no longer open consultations hours and that all patients need to reserve a time slot if they need to see a doctor. Reservations are preferably made via the website.



NEW SOFA

Your character needs a new sofa, the old one is really run-down. However, your character is a bit tight on cash, maybe a nice second-hand sofa can be found? The local thrift store does not have much to offer, but the neighbour recently found a really nice second-hand sofa online.



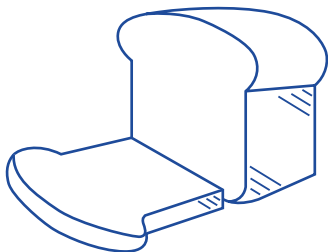
BROKEN BOILER

It's wintertime and the boiler broke down! Your character does not have any central heating, this problem needs to be fixed urgently! Your character does not know any plumber and asks friends if they know anyone. One friend had a similar problem recently and was helped quickly by the company FixMyBoilerNow. The friend used the online contact form to get in touch with the company.



BAKERY

Your character is at the bakery, ordering some freshly cut bread and a tasty apple cake. At the cash register, your character realises that his/her wallet is still at home. "No problem" the woman behind the counter says, "you can pay with your phone, scanning this QR code."



FAVORITE SHOW

Your character is a big fan of the soap 'Drama 24/7', and did not miss a single episode since this show started 9 years ago! When the character won't be home to watch, the episode is being recorded. However, today your character had an unexpected visitor over and lost track of time. By the time this person was gone, the episode was already over and no recording was made. Your character is dying to find out how the story continues.



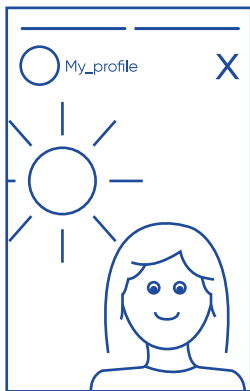
WORLD TRIP

The lifelong dream of the best friend of your character is finally coming true: she is leaving for a world trip, together with her partner! They will be gone for 6 to 8 months. They are not planning to send postcards, but to keep the home front informed via an online blog. If good wifi is available on the road, she plans to schedule a video call from time to time.



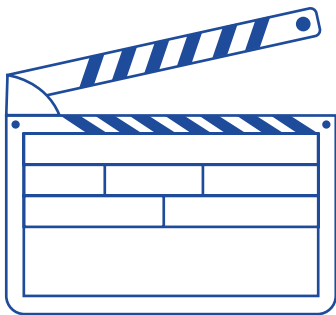
TAGGED

Your character runs into a neighbour of your friend. They have a brief talk. The neighbour mentions that he saw your character in an Instagram story that was posted earlier this week. "Seems like you were on a nice trip, where did you go?" Your character remembers the friend being busy on the phone, but had no idea a movie was made and posted online.



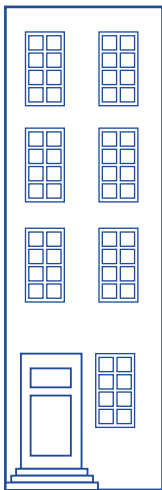
VIRAL MOVIE

Your character is at a family gathering and overhears a conversation about a movie that went viral last week. "Oh my god, that was so hilarious!", the family members cry out. Your character feels a bit left out: what was this movie about? It's annoying not to be part of the fun. Your character is curious to find out what the hilarity is all about.



APARTMENT

Your character is looking for a new apartment in the city centre to live in with the family. Your character can either go to a real estate agent, wander in the streets and look for 'For Rent' signs or look for apartments online.



DEBIT CARD

Your character needs a new debit card, the old one is about to expire. Your character can either go to the bank and ask the clerk for a new card or apply for a new card online.



SCHOOL PLATFORM

Your character has to sign an online form on the digital platform of the school, to indicate that the character has seen the school report of their children.

<input checked="" type="checkbox"/> _____	<input checked="" type="checkbox"/> _____
<input checked="" type="checkbox"/> _____	<input checked="" type="checkbox"/> _____
<input checked="" type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input checked="" type="checkbox"/> _____

NEWS ONLINE

Your character heard a very interesting item on the radio news, and would love to learn more about the topic. The newsreader ended the news report with the sentence: "For more information on these news items, please visit our website."



PHASES								

SOCIAL FACTORS								

DIGITAL FACTORS								

PHASES							

SOCIAL FACTORS							

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