

Digital Exclusion



Team Elevate - Research and Recommendations

Cancel

Start





Meet : June



78



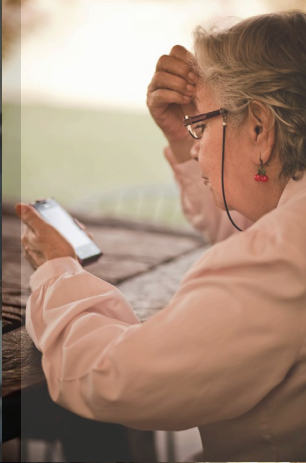
Rural village

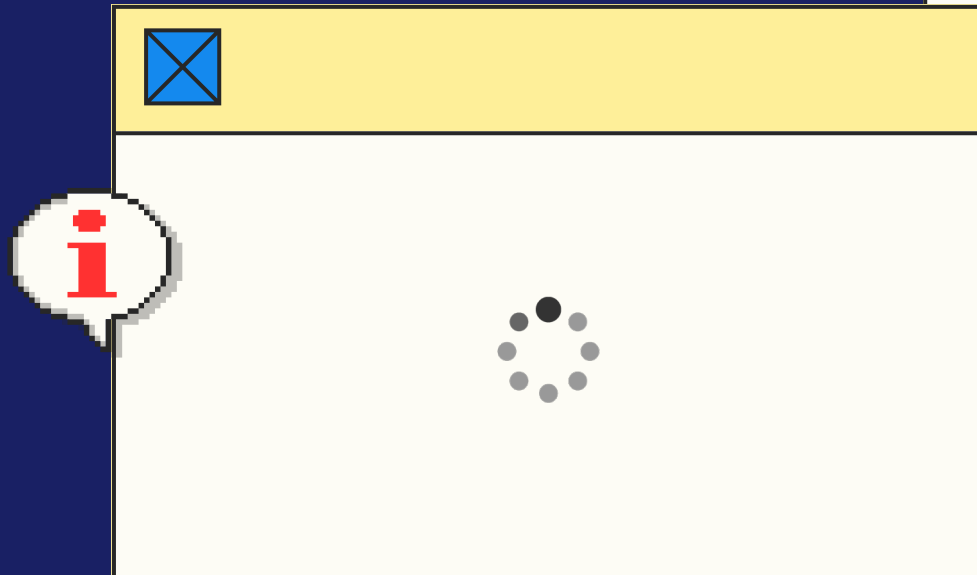
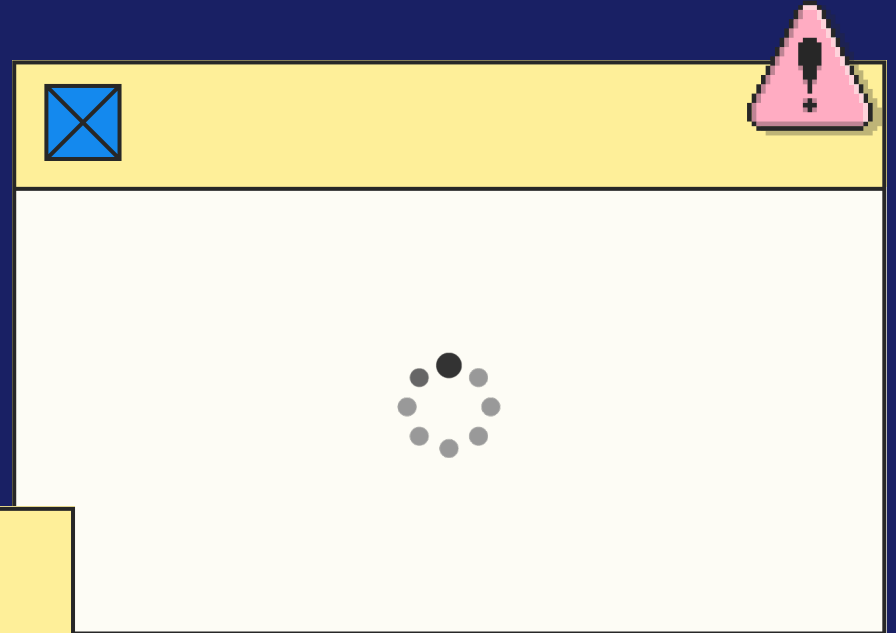
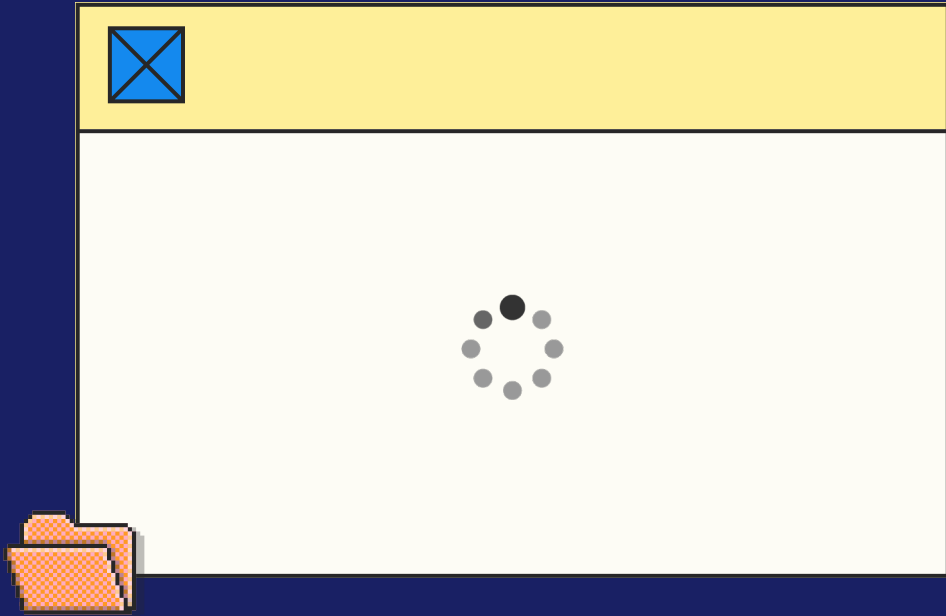


Declining health and mobility



Recently offline








✕

90%


of Europeans are online

✕

⚠

A loading spinner consisting of seven grey dots in a circle, with one dot at the top being solid black.

✕

A loading spinner consisting of seven grey dots in a circle, with one dot at the top being solid black.



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1 IN 10

adults in England are digitally
excluded





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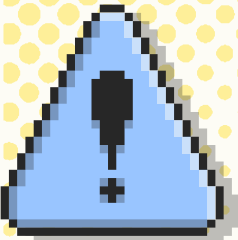
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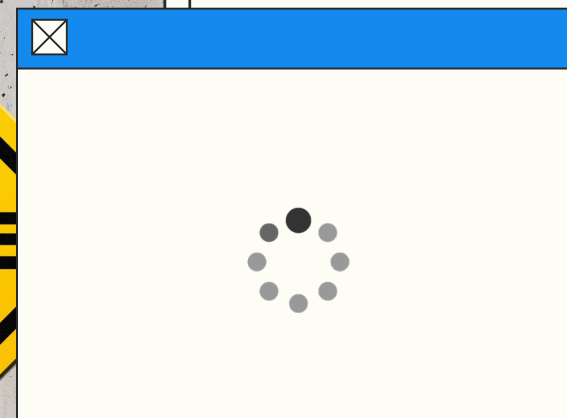
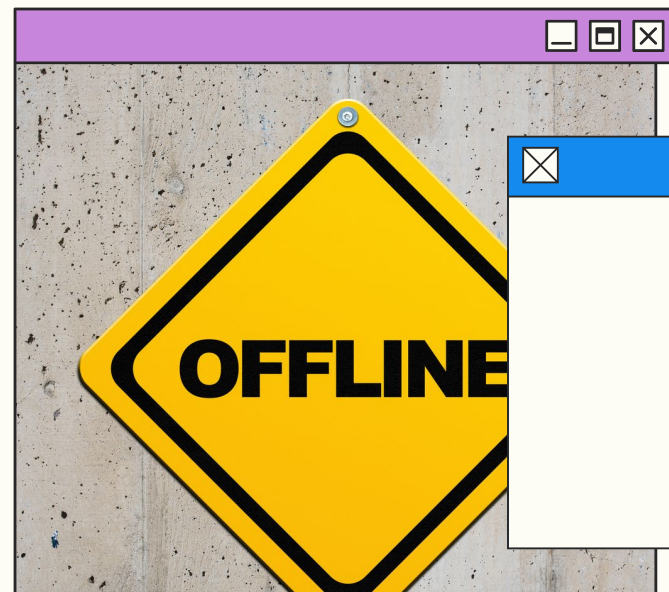
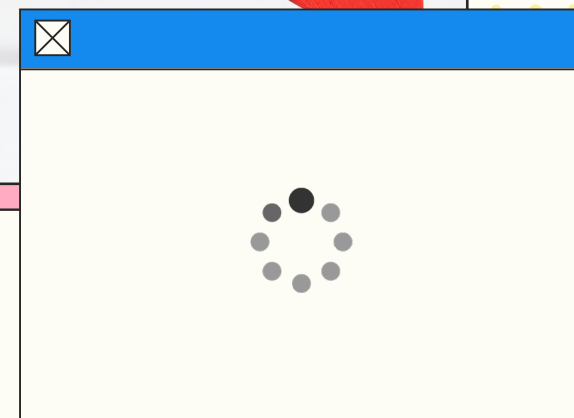
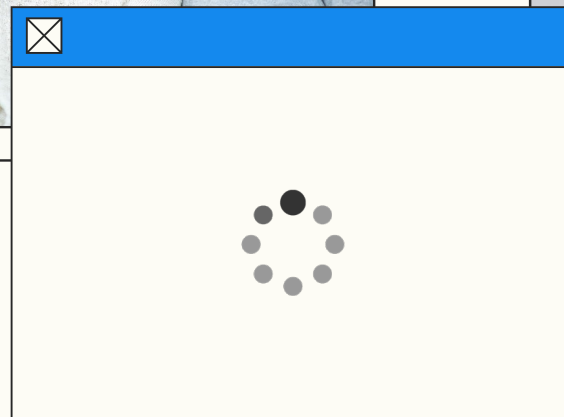
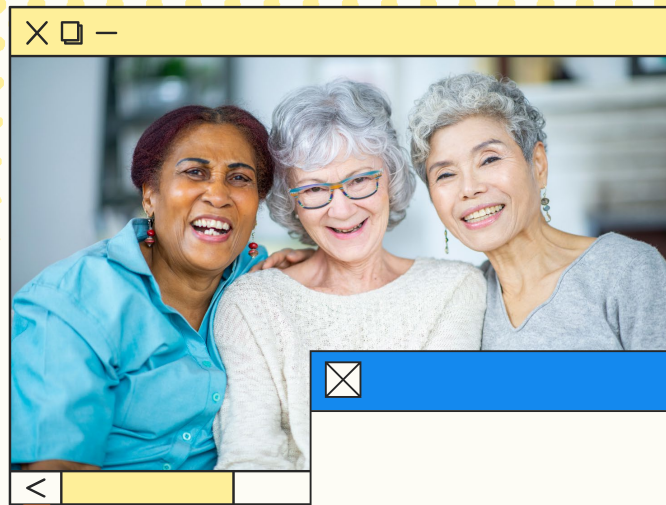
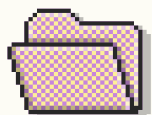


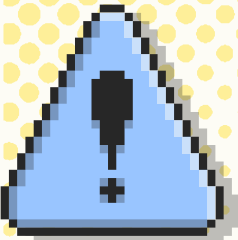
2.4 MILLION

older adults in England have
limited or no internet use

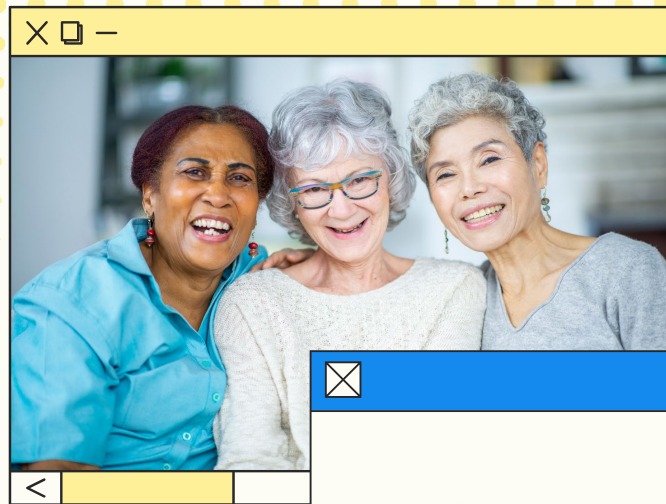
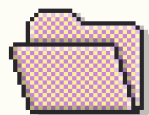
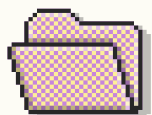


Lapsed Users

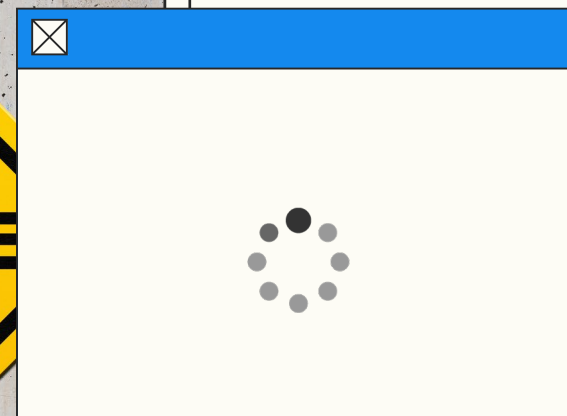
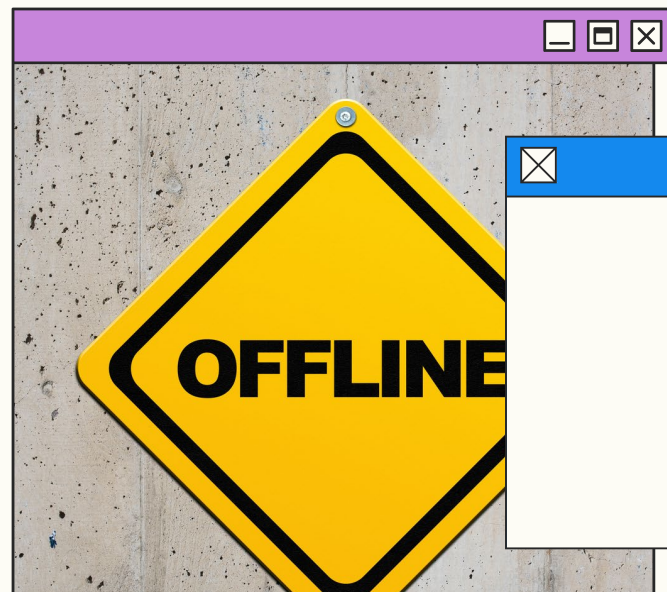
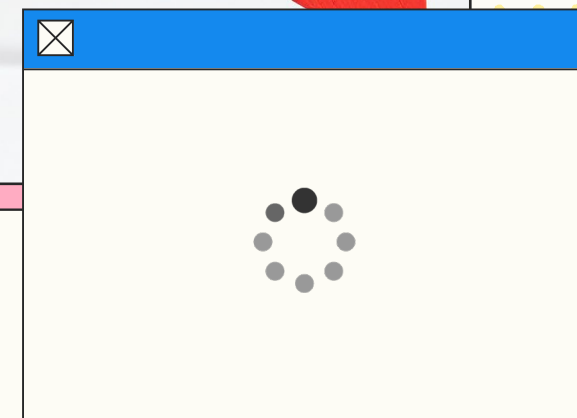


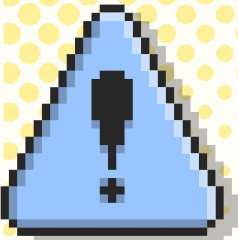


Lapsed Users

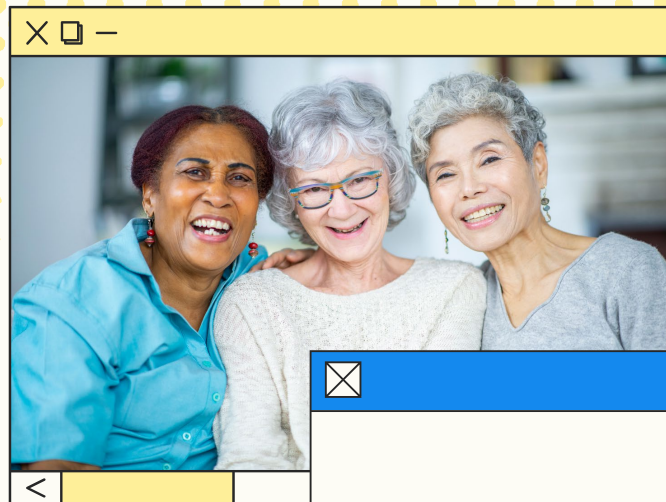
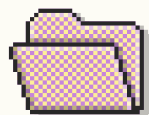
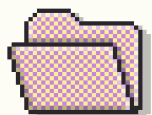


Older women
make up a greater
percentage





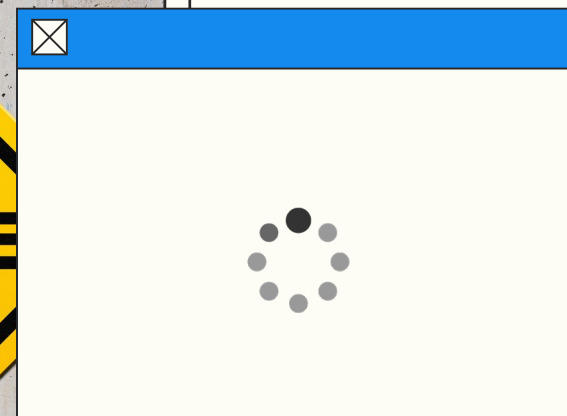
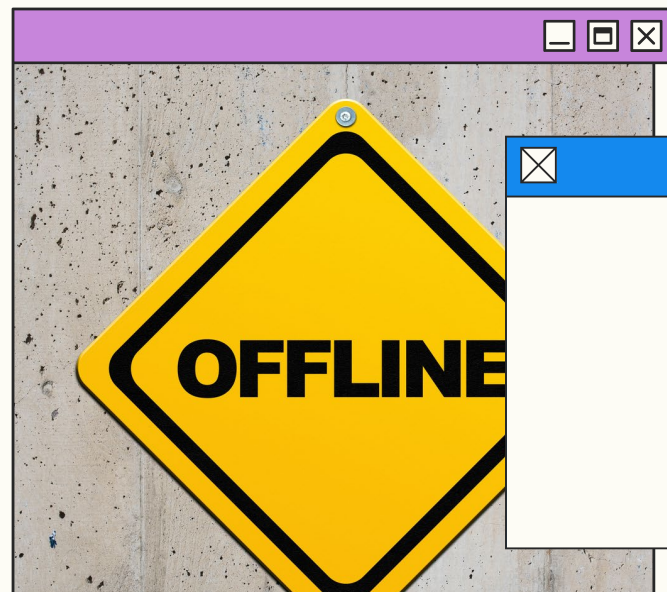
Lapsed Users

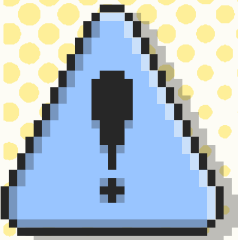


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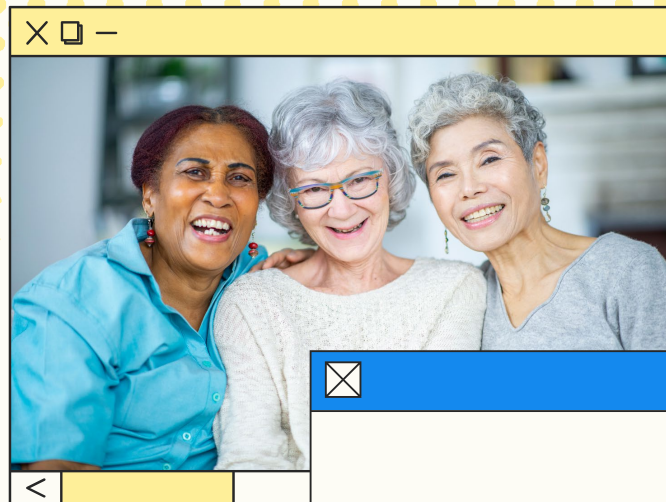
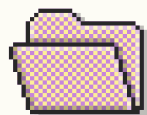
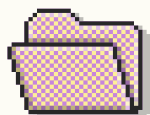


920,000
older people reduced
their internet use in
2025





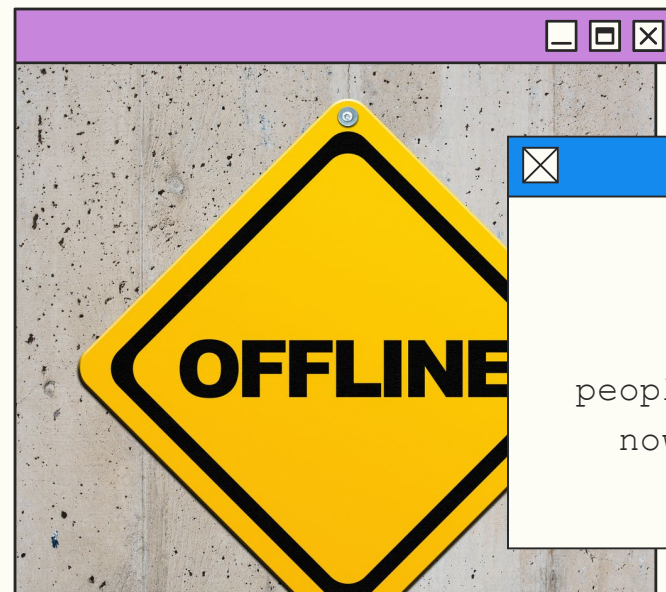
Lapsed Users



Older women
make up a greater
percentage



920,000
older people reduced
their internet use in
2025



800,000
people in the UK are
now lapsed users



SCAMS

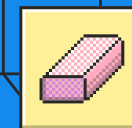
SKILLS

USABILITY

COST

HEALTH

CONFIDENCE





GOV-UK

Home > Housing and local services > Council Tax

Pay your Council Tax

Pay Council Tax online or by other methods such as direct debit.

Enter a postcode
For example SW1A 2AA

[Find your local council](#)

[Find a postcode on Royal Mail's postcode finder](#)

Related content

- [How Council Tax works](#)
- [Check your Council Tax band](#)

What you need to know

Patient [Change](#)

Conor (51y, F)
DOB 17 Jul 1970 Sex Female

Appointment [Change](#)

Standard GP Appointment

Practitioner [Any](#) Location [Medical Centre](#)

Aug 2023

9 Aug 2023

9:00am	9:15am	9:30am
10:15am	10:30am	10:45am
11:30am	11:45am	12:00pm
12:45pm	1:00pm	1:15pm
2:00pm	2:15pm	2:30pm
3:15pm	3:30pm	3:45pm

Specify time

⏪ ⏩

There is no Internet connection

Your computer is offline.

Try:

- Checking the network cable or router
- Resetting the modem or router
- Reconnecting to Wi-Fi

ERR_INTERNET_DISCONNECTED

GOV-UK

Home > Births, deaths, marriages and care > Death and bereavement

Register a death

Find out how to register a death in the UK or abroad.

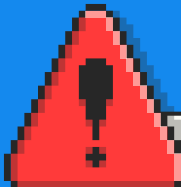
If the person died on a foreign ship or aircraft, you must register the death in the country the ship or aircraft is registered in.

You can only register a death abroad if it happened on or after 1 January 1983.

[Start now >](#)

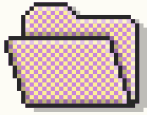
Related content

- [Correct a death registration](#)
- [Find a register office](#)
- [Order a birth, death, marriage or civil partnership certificate](#)
- [What to do after someone dies](#)
- [Applying for probate](#)

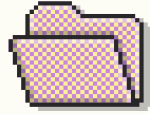
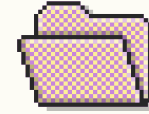


<STRONG
ERR_CONNECTION_TIMEOUT
MED_OUT





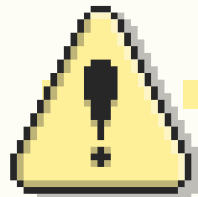
Our Recommendation



Age-Inclusive Web Standard



A **practical framework** for designing **inclusive digital services** that meet the needs of older adults, placing particular emphasis on older women as a priority audience.



Guidelines complete

Navigation and interaction

- AIWS-01 - NAVIGATION VISIBILITY
Avoid hiding actions inside abstract icons or hamburgers
- AIWS-02 - DEVICE FLEXIBILITY
Do not make mobile app use mandatory

Cognitive load and usability

- AIWS-03 - TIME & PACING
Avoid time pressure and allow users to work at their own pace



evidence_review.pdf

Designing interfaces that reduce cognitive load

Research from Frontiers in Psychology reinforced the importance of user interface design. It states that user interfaces should be easy to use, and minimise cognitive load—particularly for older adults who experience age-related changes in attention and memory. Well-structured and clear information hierarchy are essential to ensuring users can complete tasks without unnecessary effort or confusion.

<https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.888888>

This directly informed our design principle **AIWS-06**, focusing on reducing complexity and avoiding overwhelming information density.

Digital Champions

If you have access to a computer or mobile device the next step is to learn how to get the best from technology. Our Digital Champions can help and it is important to get these changes.

Later Lives Connected

Age UK Barrow & District are part of a group of Digital Champions and we are there to help you.

Contact us to book a session



- Resources
- Contribute
- Pilot

Guidelines complete 0 / 13

Navigation and interaction

[AIWS-01 - NAVIGATION VISIBILITY](#) +
Avoid hiding actions inside abstract icons or hamburger menus

[AIWS-02 - DEVICE FLEXIBILITY](#) +
Do not make mobile app use mandatory

Cognitive load and usability

[AIWS-03 - TIME & PACING](#) +
Avoid time pressure and allow users to work at their own pace

[AIWS-04 - MEMORY LOAD](#) +
Avoid requiring memorisation across steps or screens

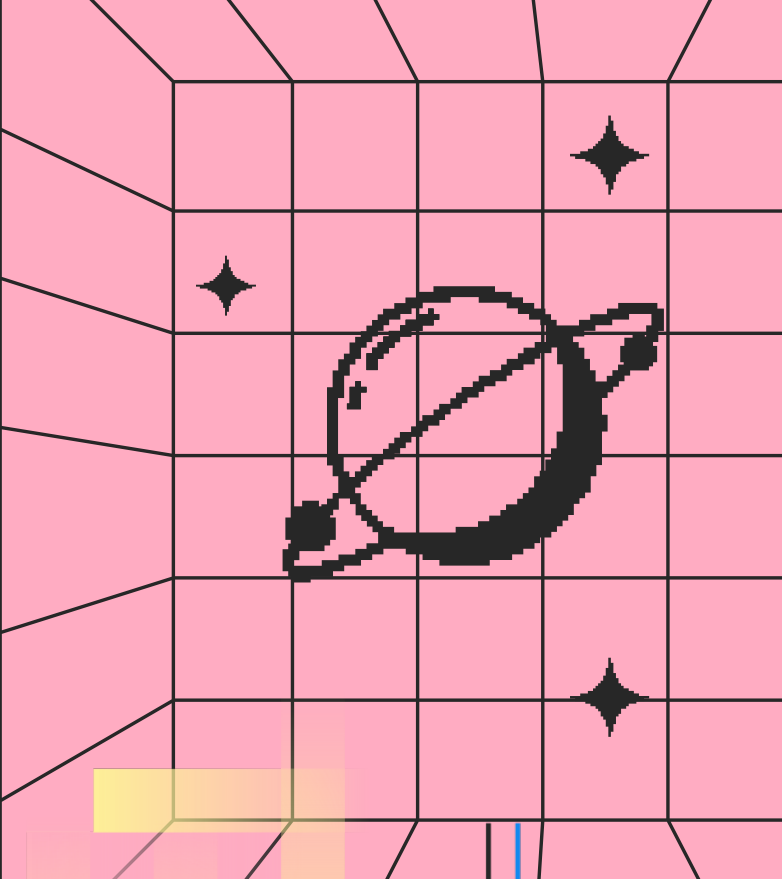
[AIWS-05 - INTERRUPTION MANAGEMENT](#) +
Do not move, animate, or interrupt content without user initiation

 WCAG overlap

Support and assistance



Thank You!



Please come and speak to us if you have any questions!

