



Digital Health & Care  
Innovation Centre



# Care in Place

User Experience Evaluation Report

November 2024



Funded by  
UK Government



## Foreword

Moray Health and Social Care Partnership including the third sector, have been working in partnership with the Digital Health & Care Innovation Centre and Moray citizens for 2 years now. We have been exploring ways digital support can help people find the services they need at the right time. This work focusses on frail older people and unpaid carers and how information can be shared with services more effectively. Unpaid carers shared the frustration of the constant repetition of details and needs and the strain on their role as carers. Learning from this experience is crucial for Moray, the challenge of resourcing services grows, we need to find different ways of providing support and in particular how technology can be used to help people find support in their immediate community and share of information more effectively improving choice and control.

This report presents the journey we have been on and demonstrates how critical it is to listen to people with lived experience. The digital tools developed reflect current challenges and new ways of working we need to explore. Over the next few months, the digital tools will continue to develop and their impact will be evaluated. At this halfway point we wanted to provide participants with feedback on the process so far.



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## Summary

The Rural Centre of Excellence for Digital Health and Care (RCE), funded by the UK Government and managed and delivered by the Digital Health & Care Innovation Centre (DHI), aims to advance Scotland's digital health agenda and support economic recovery. The initiative includes a Demonstration & Simulation Environment (DSE) in Elgin and Living Labs for innovation collaboration across Moray.

Care in Place is a research and development project undertaken by the RCE in collaboration with Moray Health and Social Care Partnership (HSCP). Together with citizens, staff, and third-sector groups the project aims to understand current challenges with health and care needs and explore new ways to deliver important services using digital solutions.

The HSCP has experienced extreme pressure on its services in recent months. Unpaid carers have also expressed concern about how much they are relied upon. People seeking support want a better experience when using services, easier access, quicker decisions, and to be listened to.

Two digital tools have been co-designed, developed, and tested with staff and citizens in the Moray area to improve the experience of older people and unpaid carers looking for support:



**Community Connections Moray** is a website that helps a person to find community support early and introduce them to services they choose by sharing their details and asking for contact.



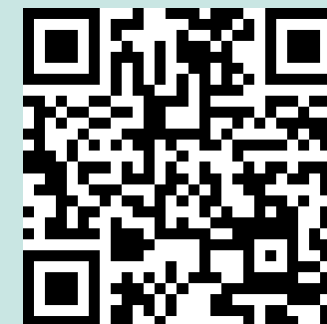
**Personal Data Store** is a secure digital space designed to help a person tell their story once and in their own words. It helps people identify the support they need and share this with key services they engage with.

This user experience evaluation aims to provide a comprehensive analysis of the usability and overall user satisfaction with the two digital tools developed as part of the Care in Place project. The findings were largely positive with participants expressing an optimism for the future use of the digital tools in making it easier to navigate the care system in Moray. The feedback focused on four areas and suggested improvements:

1. **Person-centred look and feel** could be further enhanced by wider user testing with a larger and more diverse group to ensure inclusivity and appeal to multiple age groups.
2. **Log-in process** requires simplification.
3. **Language and navigation** seemed logical however support from staff and family was still required for those less confident with digital technology.
4. **Emotional triggers** from recounting difficult experiences is inevitable so more reassurance throughout the platform that people can complete it at their own pace may be beneficial.

The findings will contribute to the overall development of Community Connections Moray and Personal Data Store and their potential adoption into services in Moray.

A short animation video has been produced to provide an introduction to the digital tools, you can view it here:



[tinyurl.com/54twbw57](https://tinyurl.com/54twbw57)



# Introduction

**Health and social care services in Moray, Scotland, face a growing demand that outstrips capacity, resulting in significant pressure across the entire system. Long waiting times for care assessments and care packages, and a shrinking workforce capacity are just a few of the most critical challenges identified.**

The current landscape highlights the urgent need for sustainable, innovative solutions to support older people and unpaid carers, who often struggle to access the services they need and navigate the care landscape. The problem is compounded by the need to prevent crises stemming from health deterioration and care breakdowns, further emphasising the necessity for comprehensive, person-centred, and proactive approaches in service delivery.

The Care in Place project, led by the Digital Health & Care Innovation Centre's Rural Centre of Excellence (RCE), in partnership with Health and Social Care Partnership Moray (HSCP), seeks to address these pressing challenges through a co-design approach. By involving people who use and deliver services, this initiative aims to create digital solutions that streamline access to care and support, improve efficiency, and enhance the overall experience of care recipients and providers.

The project originated from a detailed problem-definition process, where professionals and citizens collaboratively identified critical barriers to effective care provision. Key findings highlighted the importance of 'early access' to community services, the need to reduce duplication of information for more effective data sharing among providers, and the potential of self-management strategies supported by digital tools. Participants expressed a desire for more integrated health and social care services, where information could be easily shared across sectors, enhancing continuity of care and reducing the administrative burden on staff and users.

This evaluation report provides an in-depth analysis of the user experience of the digital tools developed as part of the Care in Place project. It focuses on the participatory design process and the perceived value of these innovations from the perspectives of citizens and professionals, offering insights into their potential scalability and sustainability.

The findings will contribute to shaping the future direction of the living labs under the RCE in Moray. By addressing capacity challenges, enhancing service accessibility, and empowering individuals to manage their own care, the Care in Place project represents a crucial step towards a more resilient, person-centred care system that responds dynamically to the needs of its population.



# Aims and Objectives

The user experience evaluation of the Care in Place project aims to provide a comprehensive analysis of the effectiveness, usability, and overall user satisfaction with the two digital tools developed: Community Connections and the Personal Data Store. These tools were co-designed with input from citizens, unpaid carers, and health and social care professionals to address the specific needs identified in Moray's care landscape.

- ➔ **Assess Interface Design and Usability:** Evaluate the design elements of the tools, including visual appeal, navigation ease, and the intuitiveness of the user interface, to ensure that they are accessible and user-friendly for a diverse range of users.
- ➔ **Identify Strengths and Challenges:** Highlight the successful aspects of the digital tools and identify any challenges or barriers encountered during the user journey.
- ➔ **Evaluate Co-Design Process:** Analyse the effectiveness of the co-design approach and gather feedback from participants about their involvement and how it influenced the development and acceptance of the digital tools.
- ➔ **Support Future Development and Integration:** Provide actionable insights and recommendations for the future development of Community Connections and the Personal Data Store. These insights will guide future refinement to ensure the tools meet user needs and are suitable for broader adoption.
- ➔ **Refine User Requirements:** Use feedback from co-design workshops, questionnaires, and one-to-one interviews to refine the established user requirements and identify areas for further improvement.



# Co-design Process

The DHI Design Team uses participatory design approaches and visual methods to engage with citizens, health and care staff, and other stakeholders. This approach enables the team to gain a deep understanding of the context and develop innovative solutions in response to identified challenges and opportunities.

In this project, initial engagement between researchers and selected Health & Social Care professionals aimed to understand unmet needs and define a problem area. This activity added rigour and established clear parameters for subsequent activities.

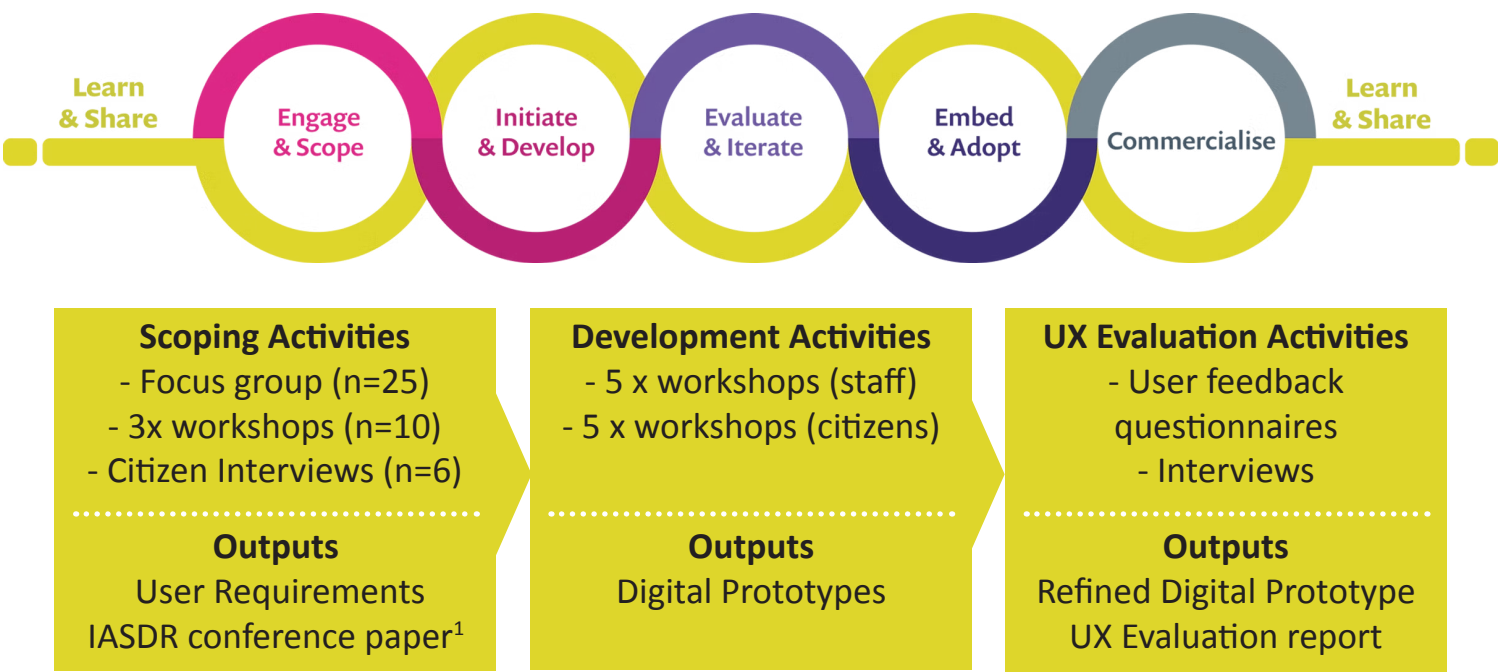
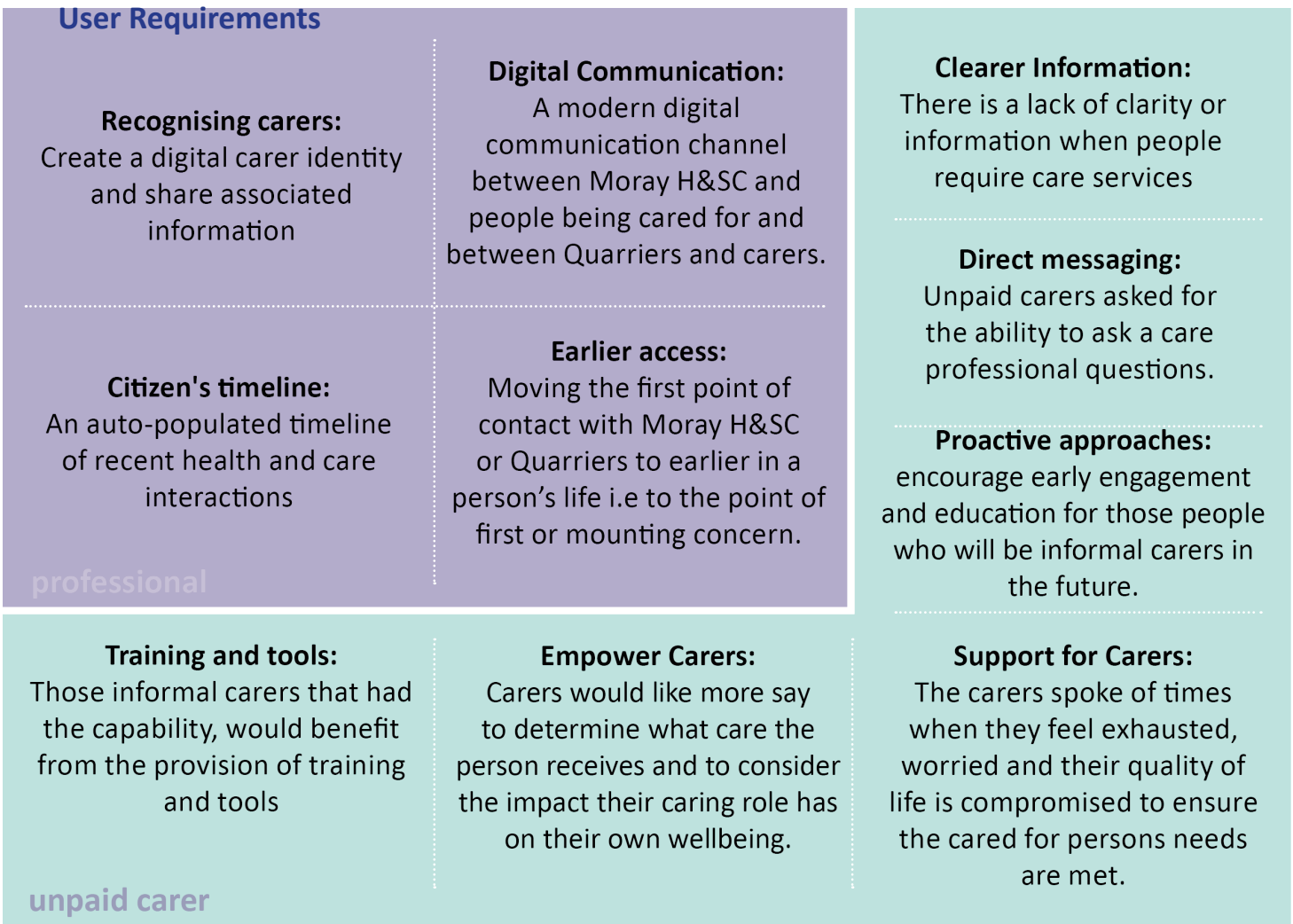


Figure 1: Care in Place project process and activity diagram (Above)  
Figure 2: User requirement diagram from initial engagement, Visual Credit: Angela Bruce (Right)  
<sup>1</sup> Bradley, Jay, Joseph, Sonya Lizbeth, Shore, Linda and Harkis, Marlene (2023) Participatory design of service innovation to support people and their carers in Moray. In: IASDR 2023 Life Changing Design, 9-13 Oct 2023, Milan, Italy.

A focus group and three workshops with health and social care professionals, and six interviews with unpaid carers were conducted. These activities helped to further inform our understanding of the challenges faced and define user requirements (Figure 2) for a digital tool to support unpaid carers to access information and services in Moray more easily.

Following this, simulation activity took place with technology partners daysix (daysix.co) and MyDex (mydex.org) to develop a digital prototype which could then be tested and refined with the user group. A series of development workshops were then held with staff and unpaid carers to demonstrate functionality and test user flows to gain valuable feedback on the digital tools. These insights were iteratively passed back to technology partners to refine the prototype and test with a user group in a ‘real world’ environment.



# Digital Tools

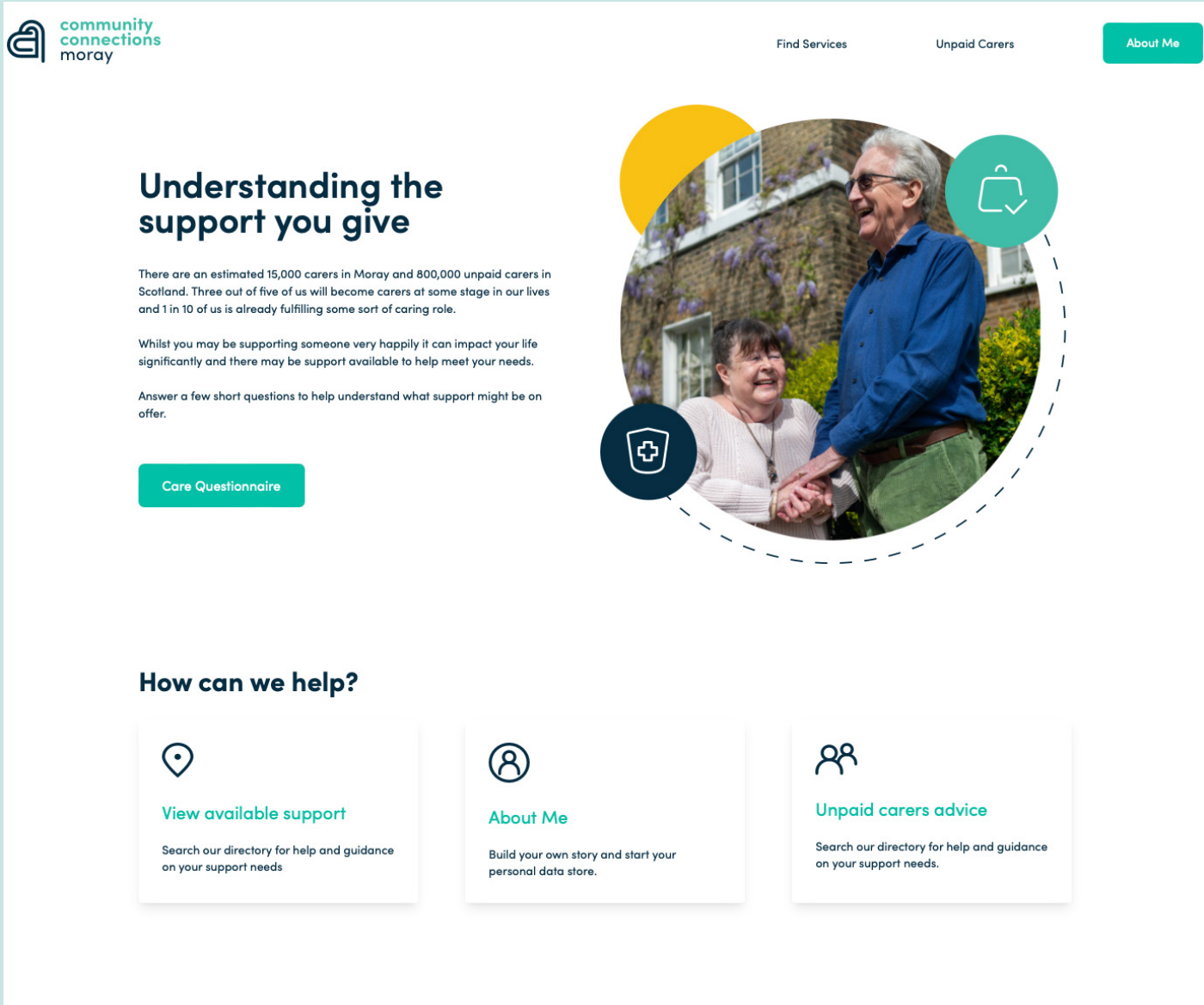
Two digital tools have been co-designed and tested with staff and local citizens to improve support for older people and unpaid carers:

➔ **Community Connections Moray** is a website that helps a person to find community support early and can introduce them to services they choose by sharing their details and asking for contact. Moray has a rich and diverse range of supports which can be overwhelming to search through. Community Connections will help to find the support that suits the person and their circumstances more easily.

➔ **Personal Data Store** is a secure digital space that aims to help a person to tell their story once and in their own words, identify their need for support, and share their story with services. Over time it is anticipated that the Personal Data Store will reduce the repetition of information and support services to work together better, with the person at the centre sharing their own expert knowledge of their health conditions and the support they need.

The data store is provided by a company called Mydex, a social enterprise company with expertise in secure data-sharing solutions. They are working with several partners across Scotland to improve how citizens share their data with services and ensuring citizens retain full ownership of their data, with the ability to delete it at any time, for example.

Figure 3: Community Connections Moray homepage (Right)



# User Experience Evaluation

This evaluation aims to synthesise the insights from the user experience of two digital tools developed as part of the Care in Place research and development project undertaken between the summer of 2022 and autumn of 2024. The evaluation seeks to gauge the user satisfaction of the digital interface, specifically the **Look and Feel; Language and accessibility; Navigation and usability; Emotional experience; and Co-design experience.**

The evaluation used quantitative (questionnaires) and qualitative (co-design workshops and one-to-one interviews) methods:



**Development workshops:** A series of 5 co-design workshops were held with HSCP and third sector staff and 5 workshops with citizens at regular intervals to demonstrate progress. We designed a workbook to share the user journey through the interfaces, giving prompts throughout to gain feedback on specific aspects of the interface.



**Questionnaires:** Feedback booklets were given to participants towards the end of the development phase to gain overall feedback on their experience. 11 responses were collected from both staff and unpaid carers. The user experience (UX) questions applied here were compiled from a comprehensive list of UX survey questions.<sup>2,3</sup>



**Interviews:** One-to-one interviews were conducted with 6 participants who had been involved in the co-design process to gain more in-depth feedback on their experiences.

<sup>2</sup> [www.typeform.com/blog/tips/user-experience-survey-questions/](https://www.typeform.com/blog/tips/user-experience-survey-questions/)

<sup>3</sup> [uxplanet.org/98-questions-ux-designers-must-ask-9b6984c6bd67](https://uxplanet.org/98-questions-ux-designers-must-ask-9b6984c6bd67)

# Findings

The findings from this evaluation will contribute to the overall development of Community Connections and Personal Data Store by identifying user experience highlights, challenges, and considerations for the future development of these digital tools. The user feedback has been largely positive with suggestions for improvement in four areas as follows:

## 1. Person-centred look and feel

Overall participants provided positive feedback about the user experience, sharing that the look and feel of the site was fresh, clean, and uncluttered, making it easier for the user group to interact with. Participants felt that the interface was designed with them in mind, commenting that it felt “person-centred” and reflected their needs.

*“Yes, it says at the very start “about me” and follows to words like ‘people I support’, it reflects what I need.”*

The interface was noted for its logical flow, with steps that “asked the right questions and led onto other relevant things”. Some participants raised a question about how a younger age group would respond to the look and feel of the interface suggesting further exploration to enhance usability for a broader audience.

*“I think the way forward is likely something that’s intergenerational. I think that could work very well, and if there are people on either side of that that are a bit more afraid of technology or maybe a bit unsure and untrusting I think maybe that generational view of things would be really helpful.”*

## In the future...

In the future, there will be an opportunity to conduct broader user testing with a larger and more diverse group, including various age ranges to ensure the interface is inclusive and suitable across different generations.

## 2. Login journey

Several participants expressed challenges with the initial two-stage login process when creating an account, particularly in understanding the difference between their MyDex login and private key to access the PDS. This process was described as “clunky” and in need of “simplifying”. Participants also recognised that once set up, the interface was user-friendly:

*“Once you get on and you’ve set that up once, that’s the beauty of it, isn’t it, that it’s set up once and then you’re on the community connection site searching for whatever it is that is going to be suitable for you.”*

Participants also noted potential difficulties in remembering their private key. A paper prototype of a pocket safe was provided for recording login details, but participants suggested a more durable format such as a bank card which they would be less likely to misplace.

**In the future...**

In the future, the login experience will be streamlined, potentially linking with ScotAccount<sup>4</sup>, which offers a secure and simple way to access public services online using one account to sign in to a variety of services and verify your personal information.

<sup>4</sup> [www.mygov.scot/scotaccount](http://www.mygov.scot/scotaccount)

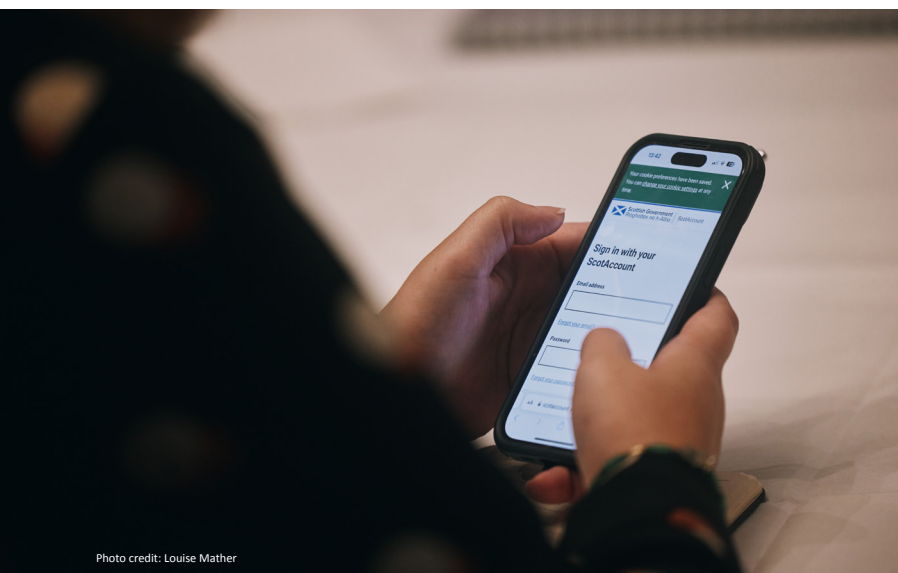


Photo credit: Louise Mather



## 3. Language and Navigation

Participants found the language relatable and conversational, making the interface less daunting for users. A key feature noted was the visual progress bar on different sections, which encouraged users to complete those sections. The ability to filter information and services by person i.e. support for a carer or a cared-for individual, particularly useful especially in cases where multiple individuals were being cared for.

*“It’ll be pertinent to the ones you’re caring for, and also for yourself if you need it...”*

Many participants valued the support of a staff member during the initial set-up and ongoing support when using Community Connections/PDS. One participant also found family support valuable for navigation and understanding as they didn’t feel confident in using technology.

**In the future...**

A short training course on digital skills for carers<sup>5</sup> has been developed as part of this work and is now available at Moray College to help build confidence in using digital technologies for carers.

<sup>5</sup> [www.moray.uhi.ac.uk/courses/scqf-level-6-digital-essentials-for-carers/](http://www.moray.uhi.ac.uk/courses/scqf-level-6-digital-essentials-for-carers/)



#### 4. Emotional experience

Both staff and unpaid carers discussed the value of having a space to reflect on the caring role and the potential for emotional triggers from the information being requested:

*“That’s almost an inevitable consequence for carers of coming face to face with what’s happening in their life as a carer (...) that’s the first time that they’ve actually verbalised what’s going on or how they feel.”*

As part of the research, participants were supported by a staff member during the initial log-in and entry of details, which also allows for emotional support for those who found it difficult to recount their experiences. Participants also identified a key benefit as the ability to fill in their information at their own pace, which helped with any feelings of being overwhelmed.

#### In the future...

In the future, access to services should be earlier in a person’s journey. Participants during interviews suggested having more reminders throughout the site, reassuring users that they can stop at any time and their information will be saved for them to return to at any time.

Overall, participants expressed optimism for the future use of the digital tools in making it easier to navigate the care system in Moray, both in terms of finding information and accessing services both for themselves and future generations of carers. They also highlighted the value gained in attending the co-design workshops to learn more about the digital tools.

*“I felt listened to and that I was contributing to the design of a new, better way of working.”*

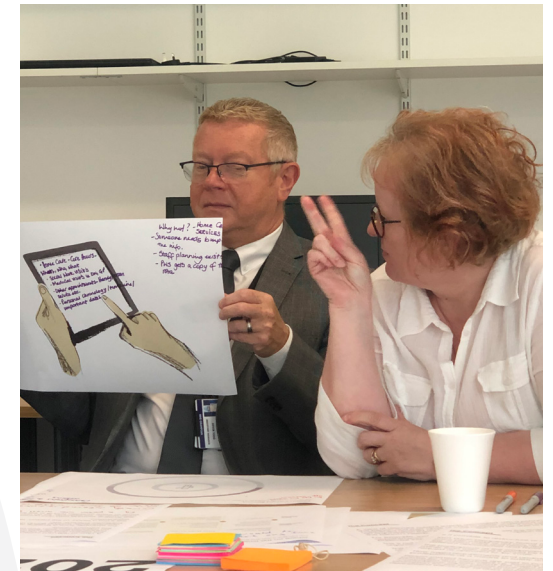
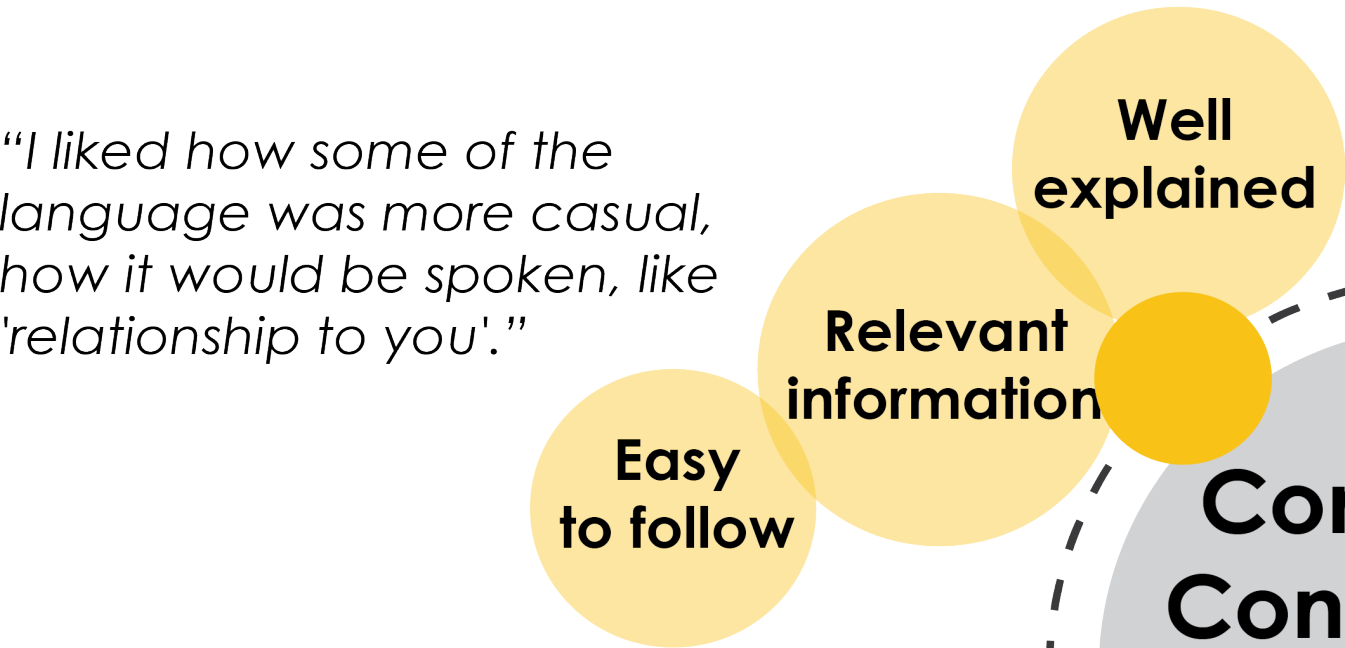


Photo credit: Louise Mather

LANGUAGE AND UNDERSTANDING

Overall accessibility: ★★★★★



*"I liked how some of the language was more casual, how it would be spoken, like 'relationship to you'."*

*"Everything seem to be relevant to my life."*

*"For me - the reminiscence [wasn't useful], but I can understand how it would be helpful to others."*

LOOK AND FEEL

Overall visual appeal: ★★★★★



*"Depending on the age of unpaid carer, could be warmer and more inviting. Could there be a page for a younger audience?"*

*"It says at the very start 'about me' and follows to words like 'people I support', it reflects what I need."*

*"I think it will make things a lot easier in future if I need to find other help or support."*

*"I'm very excited to be taking part in the project. If I can help in any way to make it easier to navigate the caring system for future carers I will feel like I've achieved something."*

EXPERIENCE AND USABILITY

Overall navigation experience: ★★★★★

OTHER COMMENTS

# Case Studies

Personal accounts of the user experience of the digital tools and participation in the co-design workshops.

MORAY  
wellbeing  
HUB

## Staff member, Moray Wellbeing Hub

*"There's a lot of empowerment from it to take ownership of your own details."*

Use of  
digital tools

### Ability to see the full picture:

"I must admit it takes a while to get your head completely around it and knowing how each of the bits lock together. (...) Actually putting things on CCM has been a real kind of light bulb for me because I can see that full picture."

### Planting seed to consider wellbeing:

"Are you looking for yourself or someone else? I think all of those kind of things will just plant the seed of it's OK to look after yourself too, and you need to be well to be able to look after your cared for a person."

### Choice and control:

"I think it comes back to choice and control for individuals, doesn't it? Because the beauty of it is that because it's not sitting with someone filling in a form you can choose to complete some of it and then put it away again."

### Focus services on what is needed:

"It would help focus our services on what is actually needed. There wouldn't be all this time having to gather more information. There won't be these barriers of having to fill out all these forms time and time again."

Future Impact

Key benefits

Use of  
digital tools

Experience of  
co-design

Key benefit

## Unpaid carer, Forres

*"So for me, if we can set up a system for somebody like myself that you can go in and put in your details, you only have to do it once and you can find the services that might be helpful to you rather than having to spend time, spend hours on Google would make such a difference."*

### Can do it from home:

"You can do this from home and still be where you needed to be. Without depending on other people to come in and sit with them while you go and to appointments."

### Filtering services for each person:

"I think putting on the information of your loved ones, the ones that you're caring for and being able to access services in their name rather than your own all the time, (...) It'll be pertinent to the ones you're caring for, and also for yourself if you need it."

### Opportunity to help carers:

"I jumped at the chance because there's nothing out there that is coordinated to help carers find the different paths that they need. (...) when I started as a carer, I was quite unprepared for the impact it would have on your emotional wellbeing."

### Control of information:

"I think having our own control over our own information is the biggest thing for me."



Staff member, Quarriers, Moray

*"The ultimate hope was that (the digital tools) would gain enough momentum, traction and enthusiasm to take it from, development side of things to reality. (...) we've almost gone even further than I hoped we would in terms of having that practical thing that people could touch and hold and test out."*

#### Reflection of feedback and engagement:

"It is a reflection of what was talked about and the steps and processes that we identified. It has also taken on board the feedback and the observations that have been gathered as we've gone through the process."

#### Value in the iterative and collaborative approach:

"I think the iterative process of doing all those mapping exercises and gathering all that information and having lots of different people involved in seeing how they thought it could work and what they needed to be was really successful."

#### Huge potential for unpaid carers:

"I think it has the potential to make a huge impact, which is why I've been so committed to it from a Quarriers perspective and a care service perspective...The potential for it to cut down on a lot of the administrative time is huge."

#### Route to support:

"The kind of fundamental plus is that ability to take somebody from putting in their name and a couple of bits of seemingly innocuous information in response to prompts and leading them to something as significant as a referral to an organisation for support."

QUARRIERS



Staff member, Quarriers, Moray

*"Often they (unpaid carers) think about the person they support before they think about themselves."*

#### Quick to update information and show change:

"You can change things as and when you think they need to be changed and you don't have to wait on somebody getting in touch in a year's time to ask if there's any changes. (...) So I think that's where the digital side of things comes in. If they're in control of that, then it can be done quickly."

#### Services identifying unpaid carers:

"I think a challenge has been sometimes even services understanding who an unpaid carer is."

#### Fill in at your own pace:

"...you don't have to get it all done in one night and it doesn't have to all be there at once, you know. Then there's less pressure on making sure that all these the big sections are filled."

#### Unpaid carer has control and ownership:

"I think to understand that they've (unpaid carers) got complete control and it's their information (...) it's important for them to understand that once it's in there, they don't have to keep repeating their story."

Use of  
digital tools

Experience of  
co-design

Future Impact

Key benefit

Use of  
digital tools

Challenges

Key benefits

### Unpaid carer and staff member, Quarriers

*"I had that kind of dual role, I work as a family, and professionally. So with the onboarding it is something that I'm really interested in, but I'm also an unpaid carer for my dad."*

QUARRIERS

#### Use of digital tools

#### Ease of navigation:

"I am greatly pleased to see the ease that you can navigate it. (...) I like the way it works now. I will keep doing it and watching it because I would hate to see is something that puts up more barriers."

#### Challenge

#### Fear of sharing personal information digitally:

"I think there's always a resistance about putting your personal data out there. A lot of carers that I speak to here, they don't even want to fill in our forms when they find out that the forms are going to health and social care."

#### Key benefit

#### Control and confidence to ask for support:

"I hope that this system would give people confidence to think well, I have control over this. I don't have to tell the whole world, but I can still get a service."

#### Future Impact

#### Space to think about caring role:

"For a lot of people, it might in the future because when it asks you questions, it gets you to think and you've probably not had time to think."

## Next Steps



**Continue development:** Over the next few months the RCE will continue to add new features to the tools as we receive feedback from citizens and staff involved.



**Simulation:** Simulation sessions will continue, and the learning used to inform the next stage of development.



**Testing:** In November 2024 we will test features which allow the sharing of information via the Personal Data Store. Community Connections Moray will also be tested by the current Access Care Team.



**Service Evaluation:** University of the Highlands and Islands have commenced their service evaluation. The objective of the evaluation is to collect data about the impact of the Living Lab on participants, as well as provide evidence for scale-up of innovations, such as user satisfaction.

# Acknowledgements

Thank you to everyone, citizens and staff who have given their time to the co-design and simulations session we have had over the last 2 years. Your experience has been valuable in shaping the digital tools we have developed so far. I hope you can continue to find the time to stay with us on this journey, contributing to the research and changing the way we deliver services, improving choice and control and supporting self-management.

Kind regards,

**Marlene Harkis**  
Engagement Lead, DHI

# Team

RCE - Care in Place Project Team

- |                             |                                  |
|-----------------------------|----------------------------------|
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Project Partners

- Quarriers  
Health and Social Care Partnership  
Moray Wellbeing Hub  
Forres Area Community Trust (FACT)

Technology Partners

- |               |           |
|---------------|-----------|
| <b>MyDex</b>  | mydex.org |
| <b>daysix</b> | daysix.co |

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