**Activity 1: Case study answers**

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| **Notes about the digital project** | **Examples of considering users’ needs** |
| National Highways:   * Development of user feedback on camera systems * Camera system will be improved based on feedback   Seriun:   * Phishing email user training for other business customers   Peak Demand:   * New smartphone app for buying houses * Includes lots of interactive features | National Highways:   * Use of survey to collect feedback from wide range of people * Online and in person * Designed to collect information on pain points to help improve projects such as highway camera access   Seriun:   * Training designed to improve user skills to a point where they no longer need help and can spot emails themselves   Peak Demand:   * Has to be suitable for users’ own devices at home * Needs to think about users’ own needs and access |
| **What else could they have done?** | **Evaluative comments** |
| National Highways:   * Talked to other companies around the world   Seriun:   * Talked to users about dangers of phishing emails, not clear in video.   Peak Demand:   * Give devices to users to borrow at home * Created a website version for those without smartphones * Created training videos | National Highways:   * Good that feedback is becoming permanent part of system * Are public aware of all these systems?   Seriun:   * Training is good way to support users’ needs * Will training change as scam emails change?   Peak Demand:   * Considered users in lots of ways * Some users will need lots of help, especially with advanced features |

While watching the films, make bullet point notes on the following topics below. These can apply to any of the case study organisations.