

cwmpas



Strategy to Action

How digital makes a difference to everyday lives

Sharing some of my experiences – Rhannu rhai o fy mhrofiadau

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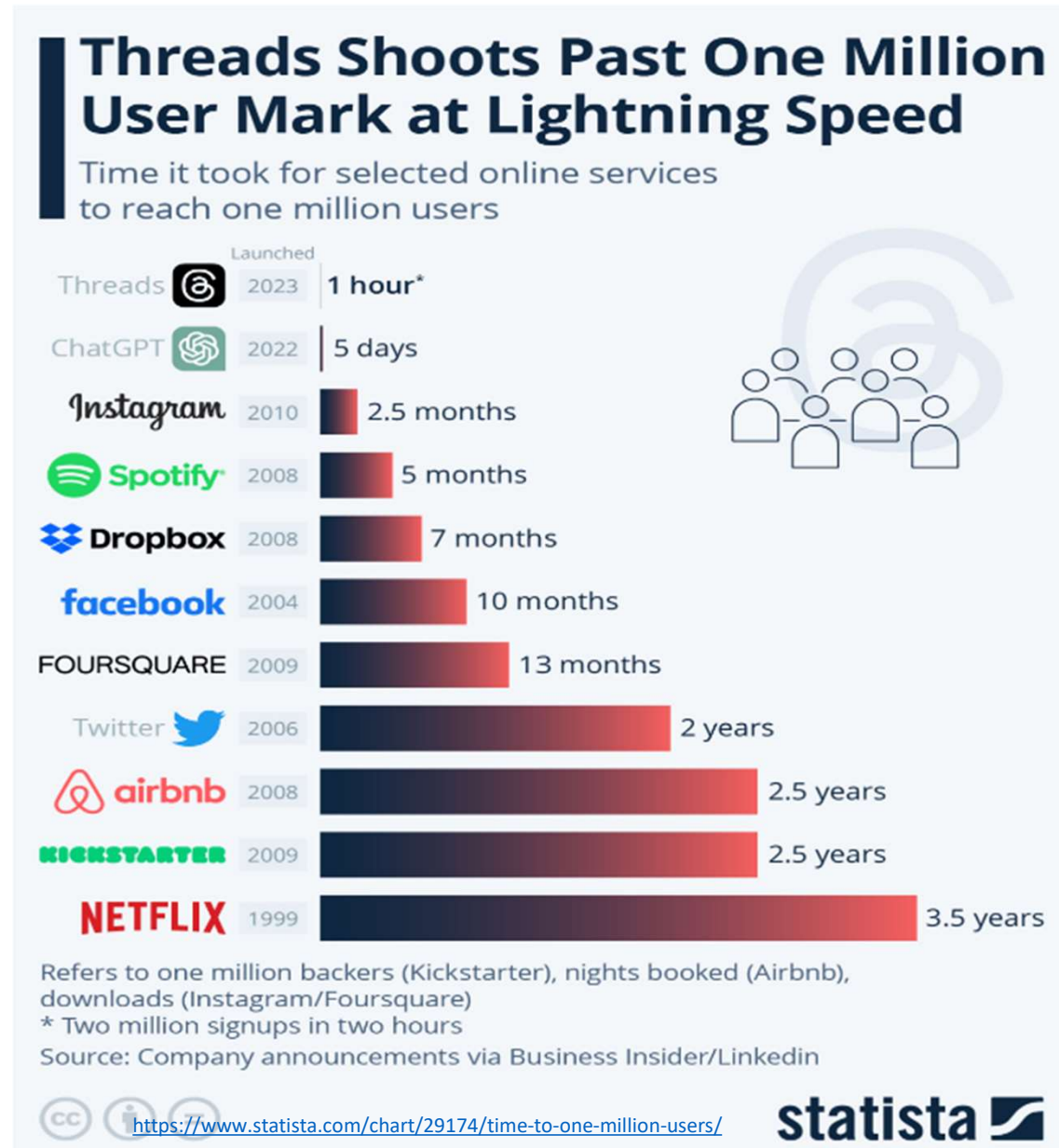
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Understanding the Digital-Culture in Wales

What's changed and where are we now?

Speed of change - living with the reality

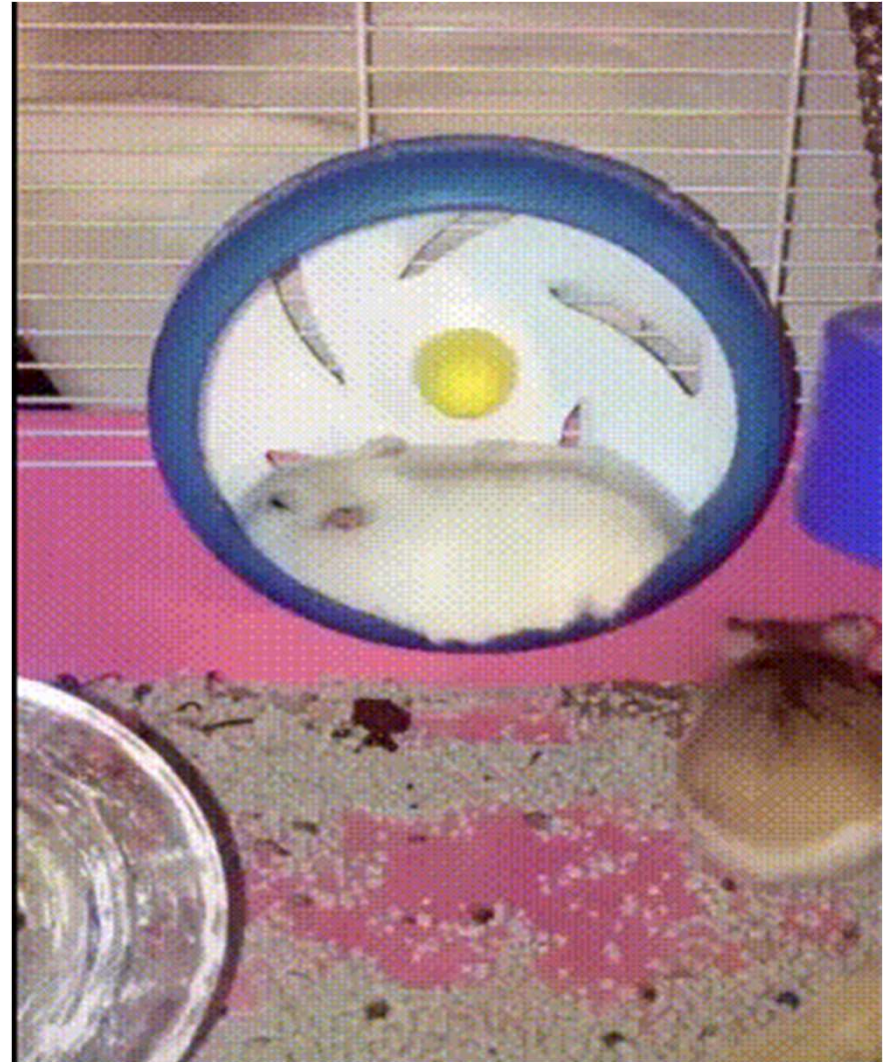


People's concerns
Keeping up.....
Technology waits for no-one.

 Brown Hamster = 'Tech'



White hamster = some of us
here today ?



Where can you Add 'Value' ?

Digital

Transformation



Generation Z

1997 - 2012

Tech-Savvy Toby
Age: 17

A true 'Digital Native', Toby has several digital devices and primarily uses social media to communicate. A big fan of YouTube, he also uses digital to problem-solve, network, learn, make buying decisions and purchases. He's not one to miss a trend.



Millennials

1981 - 1996

Selfie Sophie
Age: 27

Part of the 'Gen Y' Selfie Generation, Sophie posts a snap wherever she goes - using tech to connect with those closest to her but prefers face-to-face interaction. She likes to spend time offline reading a book but loves her fitness tracker.



Generation X

1965 - 1980

Essentials Edith
Age: 49

Part of the MTV generation, Edith is used to and enjoys traditional TV but prefers to call her friends rather than use social media - which she also keeps very private and she is concerned about being secure.



Boomers

1946 - 1964

New Necessities Nerys
Age: 62

Nerys got used to online delivery services and 'telehealth' medical appointments during Covid and has no intention of reverting back now. However, she still regularly writes letters to friends.



Silent Generation

1928 - 1945

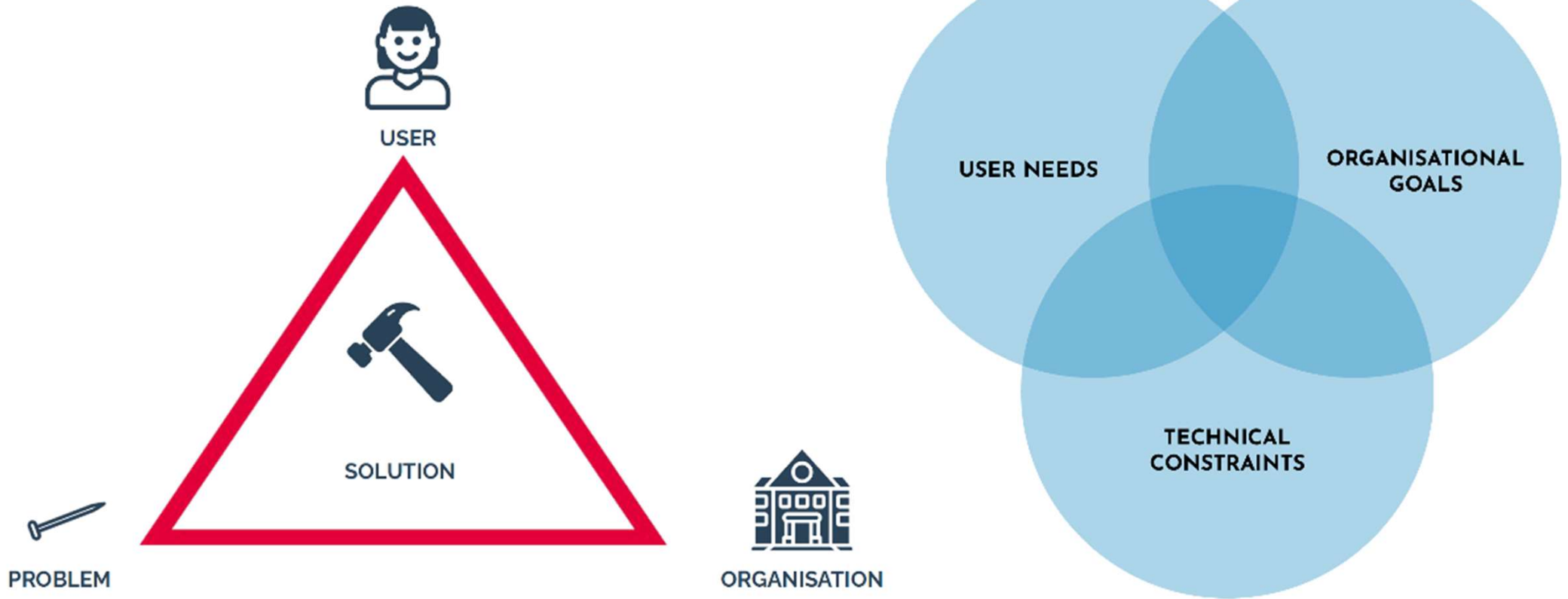
Traditional Ted
Age: 78

Edward thinks email is a great way to send regular updates to family but is generally very cautious about digital and does not use social media. He will often call his loyal bowling club friends on the home phone.

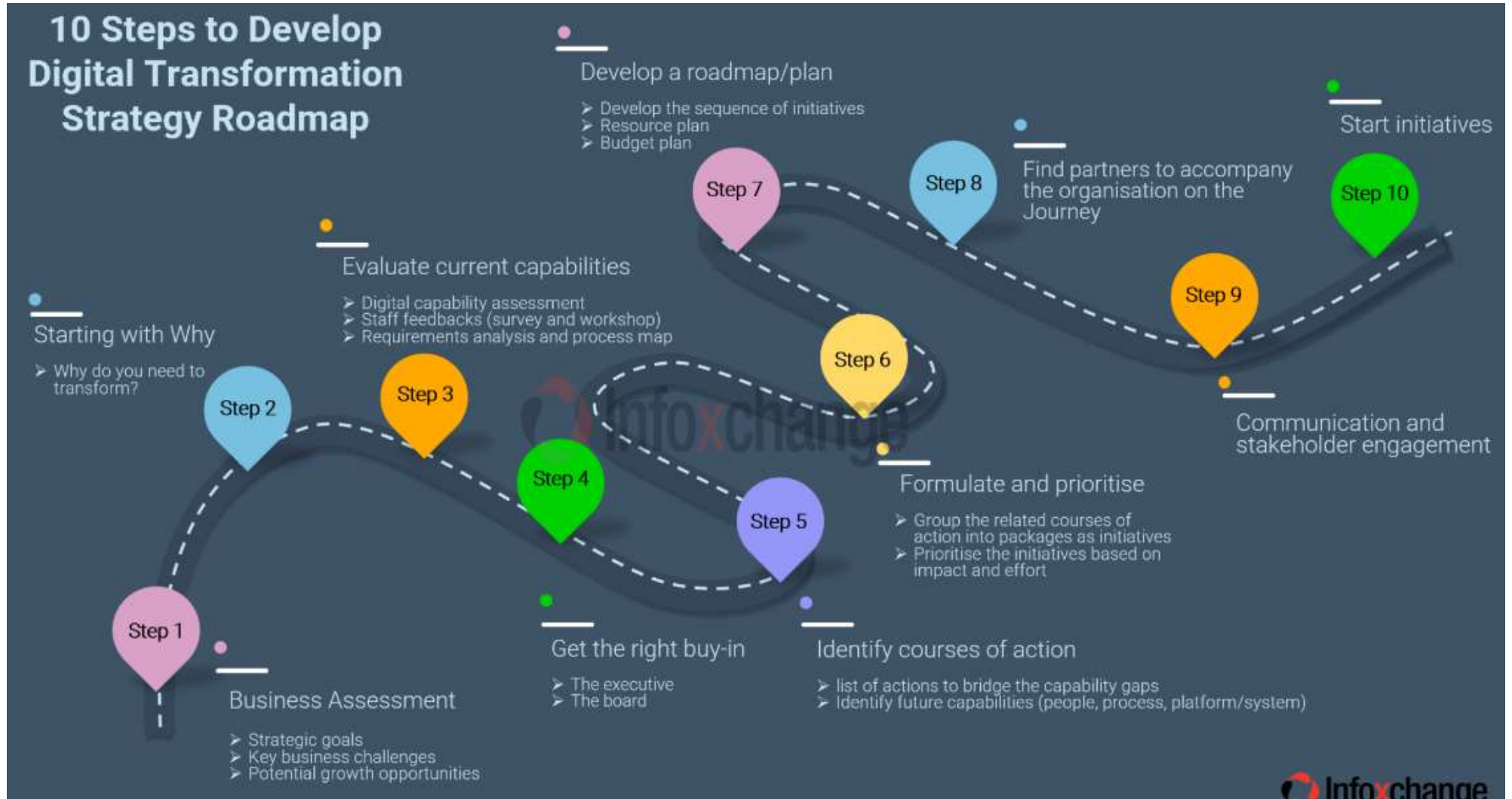
Digital Consumers

Warning!

Finding your digital 'sweet-spot' is easier said than done.



Visualise the journey





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