

Broadband Assistance Advisory Council (BAAC)
Adoption Workgroup
State of Hawaii
Department of Commerce and Consumer Affairs

Report to BAAC
by
Ian Kitajima, Chair
Jan. 14, 2014

The Adoption Work Group met three times in 2013.

- April 5
- August 22
- December 5

The activities of this working group are summarized here:

I. Broadband Survey Research conducted by SMS

The Work Group agreed with a DCCA recommendation to conduct a state-wide market research project of current broadband subscribers to gather information about their current experience and to attempt to gain insight on what factors and possible incentives would cause them to consider upgrading to higher speed services.

DCCA contracted SMS to develop and conduct the broadband market research. Telephone based surveys of residential consumers and small business decision makers were developed based on the analysis of focus groups discussions and comments and recommendations from members of the Work Group to the DCCA during the development of the telephone market research instruments.

The market research was conducted during the fourth quarter of 2013 and the first week of 2014. SMS will provide an analysis of the market research in January 2014. The BAAC Adoption Workgroup and the DCCA will review the analysis and use the information in 2014 broadband adoption projects.

II. Design Thinking broadband adoption prototype

Work Group Chair Kitajima recommended the use of the Design Thinking process to develop a broadband adoption tool prototype to assist in promoting higher speed broadband services.

DCCA contracted the Inovi Group manage the Design Thinking team. The Design Thinking Team met several times during 2013 and developed four prototypes presented at the August 22 BAAC Adoption Work Group meeting.

1. Tetris-style game to exemplify the speed and quality of applications at different broadband speed levels
2. "What? Too fast for you?" kiosks to let consumers experience the qualitative difference of very high speed broadband service faster than what typical home wireline broadband consumers currently have.
3. Spin the Wheel Game to quiz people on broadband issues.
4. Educational Kiosk that provides a series of panels (poster boards) to educate the public on broadband usage ranging from basic to advanced activities.

The Design Thinking team is in the process of finalizing the prototype design.

III. Hawaii State Public Library System (HSPLS) Mobile Netbook Loan Program

The Work Group supported the DCCA's proposal to provide additional resources to the Hawaii State Public Library System (HSPLS) Mobile Netbook Loan Program. The HSPLS' program allows library patrons to borrow a netbook with 3G mobile data services for free as they would a library book. These netbooks can be borrowed from 37 library branches. The 3G service enabled for each netbook lets patrons without broadband access at home to experience broadband connectivity free of charge. The DCCA contracted a content developer to create learning modules that can be both delivered by a branch librarian to a patron in one-on-one sessions or individually by the patron. These modules were developed and delivered to HSPLS during the third and fourth calendar quarters of 2013. HSPLS launched the Mobile Netbook Loan Program in 37 library branches in December 2013.

The DCCA is continuing its support of the HSPLS Mobile Netbook Loan Program in 2014 by providing additional learning modules as well as creating and delivering a set of audio/video modules focusing on cyber-safety. These cyber-safety modules will be developed with the assistance of a cyber-crime expert from the Honolulu Prosecutor's office.