Case study

Applying for benefits



Simone, 81, lives alone and values her independence.

Having previously fallen victim to an online scam, she experiences high anxiety around digital services and fears making costly financial errors. She received a letter from HMRC regarding Pension Credit. It required her to complete an online application, including uploading a photo of a document.

"I thought technology was leaving me behind. Now, AI helps me do things for myself, step by step."

Spotting the opportunity

Look for learners who:

- Bring in official letters (eg DWP, HMRC, Council) and are unsure what to do.
- Don't want to engage with government websites due to fears of scam or of making irreversible mistakes.
- Need step-by-step reassurance, or apologise repeatedly for asking questions.

How AI can help

- Breaks down complex HMRC wording into everyday English.
- Explains how to spot legitimate GOV.UK addresses.
- Provides simple tips on taking and uploading photos of documents using a tablet

Example AI prompts

- Explain what Pension Credit is in simple, plain English without any complicated jargon.
- What steps do I need to follow to apply for a benefit on the official GOV.UK website, and what documents will I need to have ready?
- How do I take a clear photo or scan of a document so it meets the requirements for an online benefits application?

For more examples of writing effective prompts for this scenario, visit the "**Applying for benefits**" topic, on the **AI Gateway**.

Case study

Lowering household bills



Mark and Sarah are busy parents managing a tight household budget on Universal Credit.

With utility costs rising, they urgently need cheaper broadband and energy deals. However, they struggle with limited time, shared family devices, and worries about online scams. They want to lower their monthly outgoings without getting locked into misleading contracts or exit fees.

"We didn't have time to shop around for cheaper deals, and we were worried about online scams. AI showed us how to find a cheaper tariff safely in just a few minutes."

Spotting the opportunity

Look for learners who:

- Mention struggling with household utility bills, expensive broadband, or running out of mobile data.
- Are unaware of discounted tariffs available to benefit recipients.
- Avoid comparison websites due to worries about scams, or making mistakes.

How AI can help

- Explains what social tariffs are and who is eligible, in plain English.
- Highlights hidden fees, and questions to ask providers before switching.
- Offers simple checklists on how to safely verify comparison sites and switch providers online.

Example AI prompts

- Are there any cheaper energy deals for gas and electricity for people on Universal Credit?
- What hidden costs, setup fees, or contract terms should a family on a tight budget look out for when comparing broadband deals online?
- Write a short list of questions I can ask my energy provider to find out if I am on their cheapest rate.

For more examples of writing effective prompts for this scenario, visit the "**Lowering household bills**" topic, on the **AI Gateway**.

Case study

Job hunting



Darren is a single father moving from warehouse work into an office-based role with more sociable hours.

He needs to build a digital CV and apply for jobs online, but he lacks confidence with computers and websites. He also wants to complete online training courses to upskill, but finds the technical language and instructions confusing.

"I was nervous about writing emails for office jobs. AI showed me where to start."

Spotting the opportunity
Look for learners who:

- Want to move from practical or manual work into administrative or customer service roles.
- Struggle with written questions on online forms or building a digital CV.
- Find online learning websites or technical words overwhelming and need step-by-step guidance.

How AI can help

- Translates practical and manual work experience into clear CV bullet points.
- Helps structure simple answers for difficult online application form questions.
- Explains confusing digital terms and website instructions in plain English.

Example AI prompts

- I have worked in a warehouse for 10 years and I am applying for an entry-level office job online. Help me turn my experience into bullet points for my CV.
- An online job application asks: "Give an example of when you handled a difficult situation at work." Help me outline a simple answer using my experience resolving a delivery issue.
- I am trying to complete an online computer skills course, but I don't understand terms like 'uploading an attachment' and 'browser extension'. Explain these simply, step by step.

For more examples of writing effective prompts for this scenario, visit the "**Applying for jobs online**" topic, on the **AI Gateway**.

Case study

Learning English



Yusuf is a new arrival in the UK who wants to learn English to gain independence and connect with his local community.

He wants to register for free college courses, but he struggles with online application forms and unfamiliar education systems. He also finds formal letters, course levels, and terms like 'eligibility criteria' and 'course funding' hard to understand.

"When I arrived, I felt lost and struggled with hard words. AI helped me translate letters and find free English classes."

Spotting the opportunity

Look for learners who:

- Want to find local English classes to improve their everyday language skills.
- Feel overwhelmed by online registration forms or checking if they qualify for free courses.
- Bring in formal college letters or emails and need confusing requirements explained in simple words.

How AI can help

- Explains how to find and register for local adult education courses.
- Translates complex application terms and funding rules into simple language.
- Helps draft short, polite emails to colleges asking about class times and required documents.

Example AI prompts

- I want to learn English. How can I find and register for a free beginner ESOL class at a local adult education college in plain English?
- Translate and explain technical college application words like 'eligibility criteria', 'residency status', and 'course funding' into simple language.
- Help me write a short, polite email to a local college asking if they have daytime English classes and what identification documents I need to bring.

For more examples of writing effective prompts for this scenario, visit the "**Learning English**" topic, on the **AI Gateway**.

Case study

Bidding for council housing



Jay is currently sofa surfing and looking for secure social housing to rebuild stability.

He needs to register and bid for council housing online, but he lacks confidence using computers and websites. He also struggles to understand complex terms like 'priority bands' and worries about missing bidding deadlines.

"I had no fixed address and the council housing rules felt impossible to understand. AI helped me make sense of the bidding system step by step."

Spotting the opportunity

Look for learners who:

- Are in temporary accommodation or have no fixed address.
- Feel confused or overwhelmed by council housing websites and online bidding processes.
- Bring in council letters or housing policies and need confusing rules explained in plain English.

How AI can help

- Explains how social housing allocation and online bidding work step by step.
- Translates complex housing terms and bidding rules into simple, everyday language.
- Provides clear checklists to help learners log into housing websites and place bids.

Example AI prompts

- Explain how council housing online bidding works step by step, assuming I have limited experience using computers and websites.
- Explain confusing housing terms like 'bidding cycle', 'priority band', 'under-occupation', and 'direct let' in simple, everyday language.
- Create a straightforward, step-by-step checklist to follow when logging onto a council housing website to place a bid.

For more examples of writing effective prompts for this scenario, visit the "**Bidding for council housing**" topic, on the **AI Gateway**.