



# Facilitator Guide

## Shopping online

# Key information

## Overview

This lesson on Shopping Online is a part of the Using Online Services training programme, designed to give learners practical tips and information to help them access and use a range of online services. This lesson may be delivered together as part of a programme or used as a standalone resource. Learners who have at least participated in lessons 1-3 of the main Essential Digital Skills (EDS) programme (or who have an equivalent level of confidence in the foundation skills covered in these lessons) will get the most out of this content. The goal of this session is for learners to be able to shop online safely and with confidence.

## Duration

20-30 minutes

## Resources you will need

- 1 PowerPoint session deck – EDS Lesson – Shopping online
- Access to a screen or device to share slide content with the learners (not required for one-to-one learning)
- Optional: Your personal device or an additional device

## Resources the learner may need

- Paper/notebooks pens
- A device of their choice
- Wi-Fi access is helpful to share resources and use the links that are included in the session. If Wi-Fi is available, make this information (i.e., network name and password) available / visible to the learners, at the start of the lesson

**This lesson will help your learners to:**


- Understand how to check-out online
- Learn ways to save money on their shop
- Know how to shop more safely online


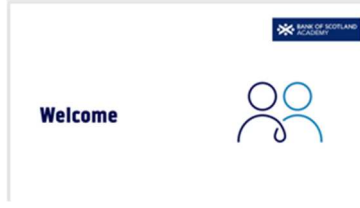
# Lesson plan


This lesson plan gives an overview of the content, approach and estimated timings for the lesson. The PowerPoint deck reflects the content included here. These notes are here to help you prepare for the session with extra detail and help to go alongside the PowerPoint deck.



In both the PowerPoint deck and the facilitator guide italics for a suggested script. This script is there to help you. You can adjust it to what feels comfortable for you. The rest of the guidance below are there for you as the presenter to help you support your learners.

Please note that the times listed alongside the content are estimates. You can change them to work for your learners and the length of the session. If you have a learner who already knows or can do a step or activity, you could suggest they help other learners.

Topic	Suggested format	Script / trainer notes	Slides and resources	Time
Holding slide	While you're waiting for people to come into the session and settle, we suggest having this slide on screen.	<ul style="list-style-type: none"> <li>Check what Wi-Fi network is available, its name and any password required; write up / make available to the learners</li> <li>Welcome people into the room</li> <li>Introduce yourself</li> <li>Make sure everyone is comfortable</li> <li>Go to the next slide when you're ready to start the lesson</li> </ul>		N/A


Pre-session survey	Self-assessment survey of learners' skills at the start of a session	<p>TRAINER NOTE - Encourage learners to scan the QR code here and complete our short pre-session survey around levels of confidence in the session's topics today, plus what they would like to get out of the session.</p>		5 mins
Welcome	This slide will be the start of the lesson once everyone is settled and everything is set up.	<p>TRAINER NOTES -</p> <ul style="list-style-type: none"> <li>• If this lesson marks the start of a programme, welcome people to the programme</li> <li>• If it is not, then welcome people to the lesson</li> <li>• <i>Welcome to today's lesson on shopping online</i></li> <li>• <i>My name is _ and I'm here to help you today</i></li> <li>• <i>We're excited to be here with you as you start to shop online</i></li> <li>• <i>Before we get started, it's worth noting that you don't have to replace your in-person shop with online shopping. Online shopping can be a helpful addition to the way you shop, or you can choose to do almost every type of shop you do online</i></li> <li>• <i>We want to make today's learning experience practical, relatable, and, most importantly, helpful to you</i></li> <li>• <i>In the room (or virtually) we also have [Any Co-Presenter's Name] who is here to help you during this session</i></li> </ul> <p>TRAINER NOTE - For small groups / virtual sessions, learners could introduce themselves at this point</p>		2-3 mins

		<ul style="list-style-type: none"> <li>• So, in today's session, we will walk you through the general steps to help you shop online. We'll also cover delivery options and how to stay safe and save money while you shop</li> <li>• If you have your device with you, we'll help you through the steps as you go</li> <li>• If you don't have a device with you today, you can still learn what you can do when you use it next</li> <li>• As we go through today's lesson, please do ask questions, and let us know if you need anything. If we can't help today, we'll make sure you get the help you need after the session</li> <li>• Let us know if we're going too quickly, too slowly, or if you need a break. We want you to get the most out of today, so I'll be guided by you</li> </ul>		
Today we want to help you:	This slide will be used to explain what they will learn today.	<ul style="list-style-type: none"> <li>• Here's what we'd like you to get out of today. By the time we finish, you should feel able to shop online safely and confidently. We want to help you: <ul style="list-style-type: none"> <li>○ Find and buy things online - from searching for products and services through to paying for and getting them</li> <li>○ Compare prices - just like shopping around, but from the comfort of your sofa. You can then decide the app or site you'll use to shop for a particular item</li> <li>○ Know how to shop more safely online</li> </ul> </li> </ul>		2 mins


		<ul style="list-style-type: none"> <li>• <i>Now, every device is slightly different, so today we'll share general steps, tips and what to look for</i></li> <li>• <i>If you want more help doing any of the steps on your device as we go through, just let us know and we'll give you a hand</i></li> <li>• <i>If you need more help with your type of device, we'll share some useful resources at the end of the session</i></li> </ul>		
What can you buy online?	This is a discussion/chat-based activity where participants share their thoughts on what can be bought online. The slide encourages engagement and interaction	<ul style="list-style-type: none"> <li>• <i>Let's discuss: What can you buy online?</i></li> <li>• <i>Share your ideas and experiences</i></li> </ul> <p>TRAINER NOTE - Run a short discussion/chat-based activity</p>		3-4 mins
Some examples	This slide follows the discussion activity and showcases a variety of goods and services that	<ul style="list-style-type: none"> <li>• <i>Let's explore some examples of things you can buy online. Keep in mind you can find a wide range of goods and services online. Most of what you need is just a click (or tap) away. Here are just a few examples:</i></li> </ul>		1-2 mins

	can be bought online	<ul style="list-style-type: none"> <li>• <i>Clothes – Explore endless options in size, colour, and style. Whether it's comfy casual wear, clothes for work, or fun costumes, you'll find it online. Many high street clothing shops (like <a href="#">Matalan</a>, <a href="#">Next</a>, and <a href="#">New Look</a>) also have websites and apps, and you may find there's a wider range online compared with their high street stores. So if your local store doesn't have those shoes in your size, try their website! There are also online only options such as <a href="#">Asos</a> and <a href="#">boohoo.com</a></i></li> <li>• <i>Electronics – Upgrade the technology in your home with online purchases. From televisions to game consoles and 'smart' devices, both high street retailers with online platforms and online-only stores offer a range of options. Sites like <a href="#">Currys</a>, <a href="#">Amazon</a>, and <a href="#">AO</a> all sell electronics</i></li> <li>• <i>Books – Immerse yourself in the world of literature. Whether you prefer physical copies or digital versions, there's something for every book lover. There are online-only options like <a href="#">Bookshop.org</a> alongside well-known high street choices such as <a href="#">WHSmiths</a> or <a href="#">Waterstones</a></i></li> <li>• <i>Groceries – Simplify your life by ordering groceries online. Choose between in-store pickup or convenient home delivery. These include big supermarkets like <a href="#">Tesco</a> and <a href="#">Sainsbury's</a>, and the online-only <a href="#">Ocado</a></i></li> <li>• <i>Holidays and mini breaks – Plan your getaway from the comfort of your home. Book flights, accommodations, or appointments</i></li> </ul>		
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		<p>online. Examples include <a href="https://www.booking.com">booking.com</a>, <a href="https://www.lastminute.com">lastminute.com</a>, and the <a href="#">AirBnB</a> app</p> <ul style="list-style-type: none"> <li>• Entertainment – You can spend your leisure time with online options. Enjoy streaming subscriptions like <a href="#">Netflix</a>, <a href="#">Disney+</a> or <a href="#">Amazon Prime</a>. Additionally, explore music streaming services like <a href="#">Spotify</a> and <a href="#">Apple Music</a>. Don't forget, you can also buy cinema, theatre, or event tickets online, either directly from the venue or through official ticket sellers like <a href="#">Ticketmaster</a> or <a href="#">SeeTickets</a></li> <li>• Now, let's hear from you. What's on your (online) shopping list? Feel free to share. We'll look at how to buy online shortly</li> </ul> <p>TRAINER NOTES –</p> <ul style="list-style-type: none"> <li>• Ask learners what kind of thing they want to buy online, and use their answers to show how much of this can be done online</li> <li>• Encourage people to ask if they have specific items or questions about certain products</li> </ul>		
How you buy online	This slide covers the various channels for online shopping. It explains the options such as websites, apps,	<ul style="list-style-type: none"> <li>• <i>Let's explore some of the various ways you can dive into the world of online shopping. Knowing your options can boost your confidence and make your online shopping experience even more enjoyable</i></li> <li>• <i>Here are some of the ways you can buy goods and services online:</i></li> </ul>		3-4 mins

	and marketplaces	<ul style="list-style-type: none"> <li>○ Websites on any device – Accessing online stores through the websites of your favourite retailers is an option that gives you a lot of options. Whether you're using a computer, laptop, or any device with internet access, this method offers direct links through search engines, plus you don't need to download anything</li> <li>○ Mobile apps on your smartphone or tablet – For a more tailored and mobile-friendly experience, many online stores have an app to help you shop. These are designed specifically for smartphones or tablets, providing a user-friendly interface. Not all retailers have apps, but for those that do, it can make the shopping process a lot easier</li> <li>○ Online marketplaces – Imagine an online market with various stalls, each run by different sellers. That's essentially how online marketplaces like <u>Amazon</u>, <u>eBay</u>, <u>Etsy</u> and <u>Vinted</u> work. They are one-stop-shops where many different sellers offer their products.</li> </ul> <ul style="list-style-type: none"> <li>• Each of these methods has its own advantages, and the best choice might depend on what it is you are buying</li> <li>• Knowing where and how to shop online will make it easier and more useful for you</li> </ul>		
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		<ul style="list-style-type: none"> <li><i>If you have a specific device or platform you're interested in, please feel free to ask. Your online shopping journey is about to get even more exciting!</i></li> </ul>		
The buying process	These slides provide a visual guide to the steps involved in the online buying process. Participants can see the process in a diagram format.	<p>TRAINER NOTE - Demo the buying process on a commonly used site such as <a href="#">Amazon</a>. Encourage learners to follow along (if they can)</p> <ul style="list-style-type: none"> <li><i>Now, let's look at the buying process when shopping online</i></li> <li><i>The first thing you'll need to do is find the things you want to buy. You can do this by searching on a website or app. How do you think you'd search? What would you look for on the screen?</i></li> </ul> <p>TRAINER NOTE - Question/prompt the learners into thinking about how they'd search for what they need</p> <ul style="list-style-type: none"> <li><i>Look out for the search icon - it's often an easily recognisable magnifying glass</i></li> <li><i>Once you've found the items you want, add them to your basket</i></li> <li><i>You can repeat these two steps - searching for what you want then adding to your basket - until you've found everything you want to buy</i></li> <li><i>Once you've finished adding items, check your basket to make sure you've put the right items and quantities in there.</i></li> </ul>		2-3 mins

- *At this stage, if something's not quite right, you can change it. So if you can see quantity is two but you only want one of this item, you can change it. Or if you decide you don't want to buy something, you can clear it out of your basket completely*
- *Just like in a physical store, head to the checkout when you're ready. If you've changed your mind on something you have already added to your basket, no problem, you can make changes at this stage. Whether it's adjusting quantities or removing an item, you have flexibility*
- *At the check-out stage, you'll need to provide your details for the purchase. This will include things like your delivery address and payment information.*
- *During the checkout, you'll often be able to choose a delivery option. This could include standard, next-day, or named day delivery, as well as options for collection from a store or an alternative pickup point. Bear in mind that the delivery costs may vary depending on which option you pick*
- *Choose your preferred payment method. Depending on the site, you may see different payment options available. These include credit or debit cards, payment services like PayPal, GooglePay, ApplePay, and 'buy now, pay later' or pay-in-instalments options. Keep in mind that some options may come with additional costs, so it's good to be aware of them*

#### The buying process



#### The buying process





#### The buying process







#### The buying process





		<ul style="list-style-type: none"> <li>Finally, once you've made your choices, confirm the purchase. After this step, you'll can usually expect to receive a confirmation email</li> </ul>		
Using comparison sites	This slide explains how to use comparison websites.	<p>TRAINER NOTE - Demo how to use a comparison site. Encourage learners to follow along</p> <ul style="list-style-type: none"> <li>Now, let's take advantage of the power of comparison sites to ensure we're getting the best value for our money when shopping online. Comparison sites are a great tool to help you find the best deals</li> </ul> <ol style="list-style-type: none"> <li>1. Visit a comparison site of your choice - Choose a comparison site that suits your needs. Some general examples include <u>Google Shopping</u>, <u>PriceRunner</u>, and <u>Kelkoo</u>. Plus, there are sites that focus on certain things like insurance, travel, and holidays</li> <li>2. Enter the product or service you want to compare - Type in what you're looking for; for example, 'air fryer' or 'mobile phone'. The more specific you are, the more relevant your results will be. For instance, you might say 'iPhone 14' instead of 'mobile phone.' If you have a certain make or model in mind, naming it can give you more relevant results quicker</li> <li>3. Browse through the options and filter by your preferences - Explore the options presented to you and use filters to narrow your search. Most comparison sites allow you to set preferences like price range, helping you stick to your budget, or sorting by customer reviews to check what you're buying is of the quality you'd expect. Some comparison sites let you sort results by 'base price' (excludes postage) or 'total price' (includes</li> </ol>		2-3 mins

		<p><i>postage) - this can help you decide whether you want to buy online or in-store</i></p> <p>TRAINER NOTE - Demo how filtering works, such as setting a minimum and maximum price, or searching by brand</p> <ol style="list-style-type: none"> <li><i>4. Compare prices, features, and customer reviews - Take your time to compare the options you are shown. Look for details about the product, prices, and what other customers have to say. This helps you make an informed decision</i></li> <li><i>5. Select the best option for your needs - Once you've compared, choose the option that best meets your needs</i></li> <li><i>6. Follow the link to the seller - Comparison sites usually provide direct links to the seller's website, making it easy to go and buy what you were looking for.</i></li> </ol> <p>TRAINER NOTE - Demo clicking through to the seller's website</p>		
Keeping safe when you shop online	This slide focuses on online safety. It highlights key safety messages, including checking site validity, keeping credentials secure, and avoiding public	<ul style="list-style-type: none"> <li><i>Now, let's look at how to keep yourself safe when shopping online. It's important to protect your information for a secure shopping experience</i></li> <li><i>Use safe websites - Make sure you're using a known site with a good reputation. Look for the padlock symbol in the browser's address bar. This indicates a secure connection. Plus, check for 'https' in the URL, and verify the site's address and reviews on platforms like <u>TrustPilot</u> or Google</i></li> </ul>		2 mins

	<p>Wi-Fi for payments</p>	<p>TRAINER NOTE – Point out the padlock symbol in the browsers address bar – mention that a padlock you see elsewhere on the retailers screen may not mean anything at all</p> <ul style="list-style-type: none"> <li>• <i>Keep your account details a secret –and avoid using the same usernames and passwords across different sites</i></li> </ul> <p>TRAINER NOTE – Check whether learners know/remember what makes a strong password. If the answers are vague, quickly run through the following</p> <ul style="list-style-type: none"> <li>• <i>Where possible, use strong (but different) passwords for each of your online accounts.</i></li> <li>• <i>Choose a unique combination of letters, numbers, and symbols and remember to change it from time to time to keep your account extra safe</i></li> <li>• <i>Here’s a tip for strong passwords: ‘Think of three short words, string them together and pop in some numbers</i></li> <li>• <i>Avoid sharing payment information when you’re on public Wi-Fi. When shopping online, use secure, private connections or your phone’s data.</i></li> <li>• <i>Pick a secure payment option – Different payment methods offer various levels of security. Be aware of options like ‘Verified by Visa’ or ‘Secure Code’ for extra checks. If given a choice, some methods may be more secure than others. Platforms like <u>PayPal</u> provide additional security compared to direct money transfers</i></li> </ul>		
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<p>Today you've seen how to:</p>	<p>This slide is used to recap. Take this as a chance to answer any questions and make sure the learners feel like they can comfortably do the learning outcomes.</p>	<ul style="list-style-type: none"> <li>• <i>Let's take a moment to reflect on what you've accomplished today</i></li> <li>• <i>We've explored various online services, from booking local appointments to accessing health information</i></li> <li>• <i>You should now be able to</i> <ul style="list-style-type: none"> <li>○ <i>Start shopping online - from finding products and services, to adding them to your basket, and how to check out and pay</i></li> <li>○ <i>Compare prices to choose where your shop</i></li> <li>○ <i>Stay safe when shopping online</i></li> </ul> </li> <li>• <i>The best way to learn is by doing. Try out what you've learned in this lesson</i></li> <li>• <i>If you need further assistance or want to explore more, visit our Academy site. Specifically, check out '<u>Shopping online</u>' lesson</i></li> </ul> <p>MODERATOR NOTE - Share in chat: <a href="http://www.bankofscotlandacademy.co.uk/learn-for-life/get-started-online">www.bankofscotlandacademy.co.uk/learn-for-life/get-started-online</a></p>	<p><b>Today you've seen how to:</b> </p> <ul style="list-style-type: none"> <li>✓ Find and buy things online</li> <li>✓ Compare prices to choose where you shop</li> <li>✓ Shop safely online</li> </ul> 	<p>2-3 mins</p>
<p>Any questions?</p>		<p>TRAINER NOTE - Prompt for any questions or feedback. Check their level of confidence in doing these in future, ask what they found most useful, anything they'd like to know more about (or to go through again before the lesson ends) and where they think they'll need more practice</p>	<p></p> <p><b>Any questions?</b> </p>	



Post-session survey	Self-assessment survey of learners' skills at the end of the session	<p>TRAINER NOTE - Encourage learners to scan the QR code here and complete our short post-session survey around levels of confidence now they have completed the training, plus any other comments or feedback about the session</p>		5 mins
What's next	This slide is to help signpost the Academy website or any future sessions where applicable.	<ul style="list-style-type: none"> <li>• <i>Thank you all for your active participation today. I hope you feel more confident about managing your bills online</i></li> <li>• <i>Explore our online resources to continue learning</i></li> <li>• <i>Explore our <a href="http://www.bankofscotlandacademy.co.uk/learn-for-life/get-started-online">www.bankofscotlandacademy.co.uk/learn-for-life/get-started-online</a> to continue learning</i> <ul style="list-style-type: none"> <li>◦ <i>Save our website as a favourite for easy access</i></li> <li>◦ <i>Scan the QR code for a digital shortcut</i></li> </ul> </li> <li>• <i>Remember, support is always available. We have a Digital Helpline ready to assist you. And if you're looking for the best deals, don't forget to look at those comparison review sites we mentioned earlier</i></li> <li>• <i>Happy exploring. Keep mastering those digital skills!</i></li> </ul> <p>MODERATOR NOTE - copy the following into chat:</p> <ul style="list-style-type: none"> <li>• Academy website: <a href="http://www.bankofscotlandacademy.co.uk/learn-for-life/get-started-online">www.bankofscotlandacademy.co.uk/learn-for-life/get-started-online</a></li> </ul>		5 mins