

IncluCity Calgary

SLIDE DECK

CALGARY
UX

CIVIC
TECH
YYC



CALGARY
FOUNDATION
FOR COMMUNITY, FOREVER

Background on IncluCity



Why Do We Exist?



Our Process



Our Mission, Vision, and Values



Ways to Get Involved



Contents

Land Acknowledgement

In the spirit of Reconciliation, we acknowledge living on the traditional territories of the Blackfoot Confederacy (comprising the Siksika, Kainai and Piikani First Nations), the Tsuut'ina First Nation, the Stoney Nakoda (including the Chiniki, Bearspaw and Wesley First Nations), the Métis Nation (Region 3), and all people who make their homes in the Treaty 7 region of Southern Alberta.



The Community Grants program supports initiatives that engages citizens in building their communities and strengthens all parts of the charitable sector



Place2Give
Helping you help others



IncluCity
Calgary
Inclusive Usability Testing

Place2Give Foundation (P2G) is a registered public charity operating as a Donor Advised Fund

IncluCity Calgary is contracted by P2G to develop and implement this initiative of inclusive usability testing



2019

Inclusive usability testing was discussed at a CivicTechYYC Hackathon event.



January 2021

Thanks to research through Mount Royal University's Vivacity course, we were able to leverage more connections in the community and bring on a student Civic Tech Coordinator.



Fall 2021

IncluCity Calgary becomes registered under the Societies Act as a nonprofit.

July 2022

Our test with Complete Complaints Foundation is a success!

2020

A project team was formed between members of the CivicTechYYC and CalgaryUX communities titled: IncluCity Calgary.



July 2021

We conducted our first pilot usability test with Buoyancy Works!



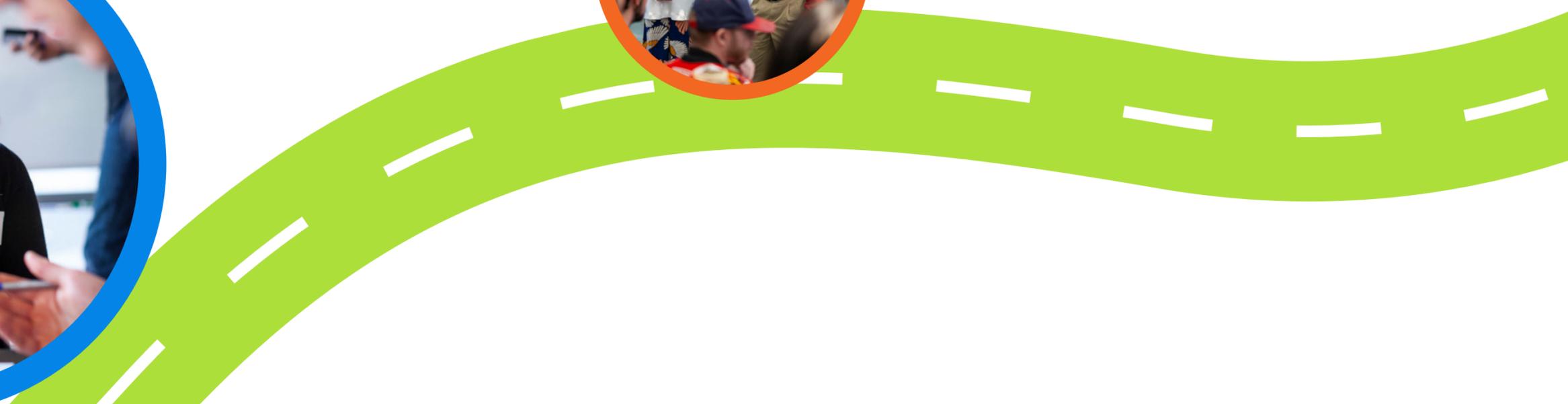
January 2022

We receive funding from Calgary Foundation to grow our capacity and hire a project Coordinator.



Today

IncluCity Calgary is continuing to grow at a rapid rate, with new testers and volunteers joining often! We are supported by many community partners and are continuing to build connections in the community so that we can expand our impact. Our team has plans to run more tests with the help of volunteers and our community supports. We are also currently seeking more funding to continue building up our capacity.

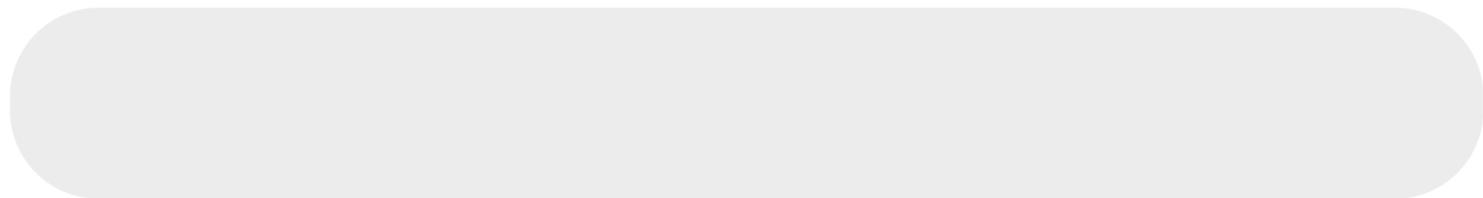
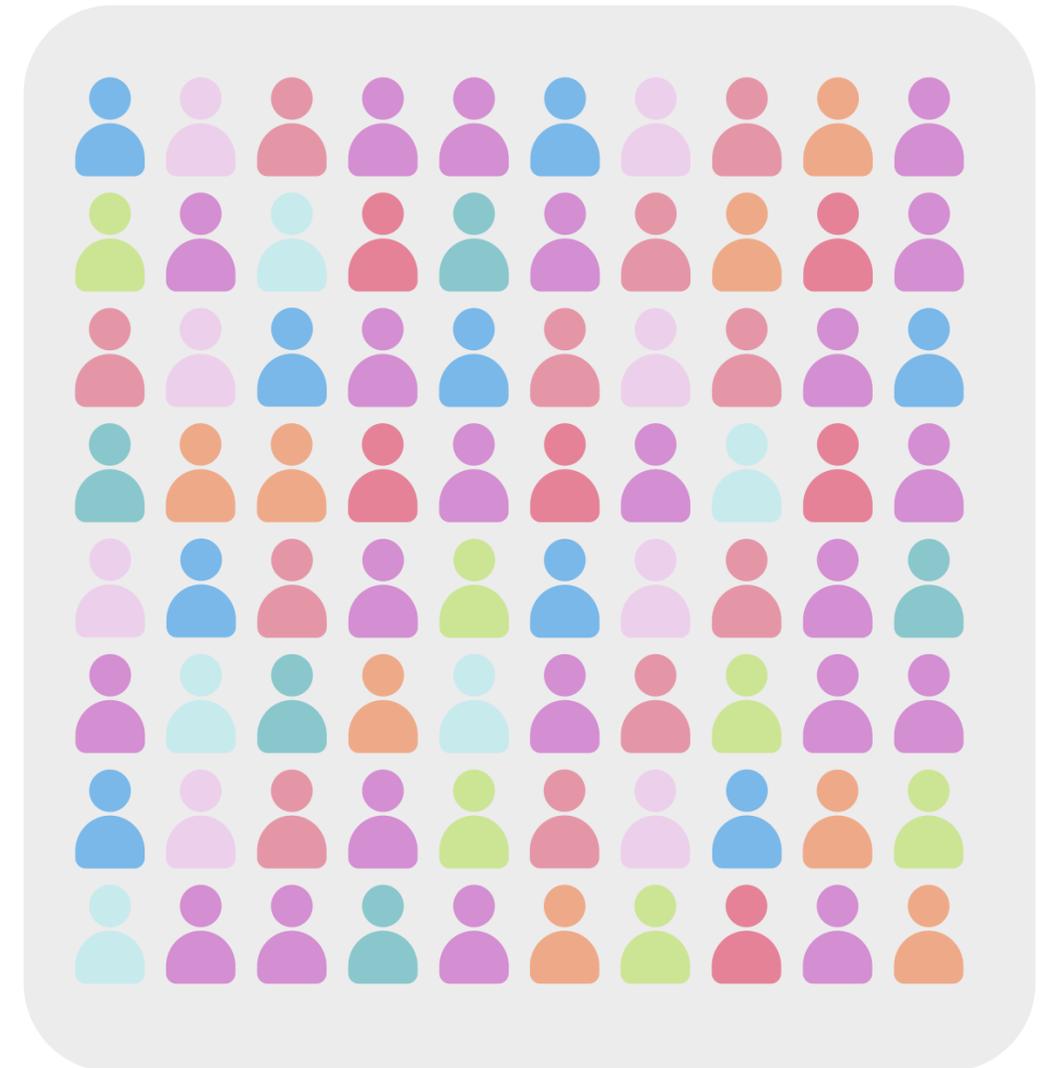




Why do we exist?

Technology-enabled solutions, services, and processes are too often created **without getting input from the people who actually use them**

Those who use the solution/service

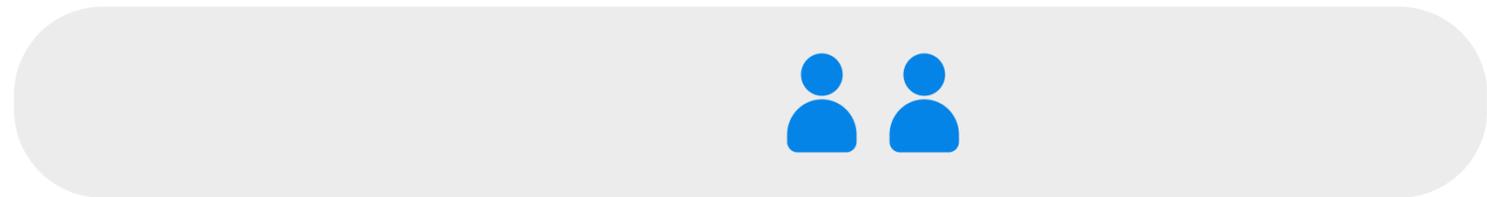


Those who contribute to the design



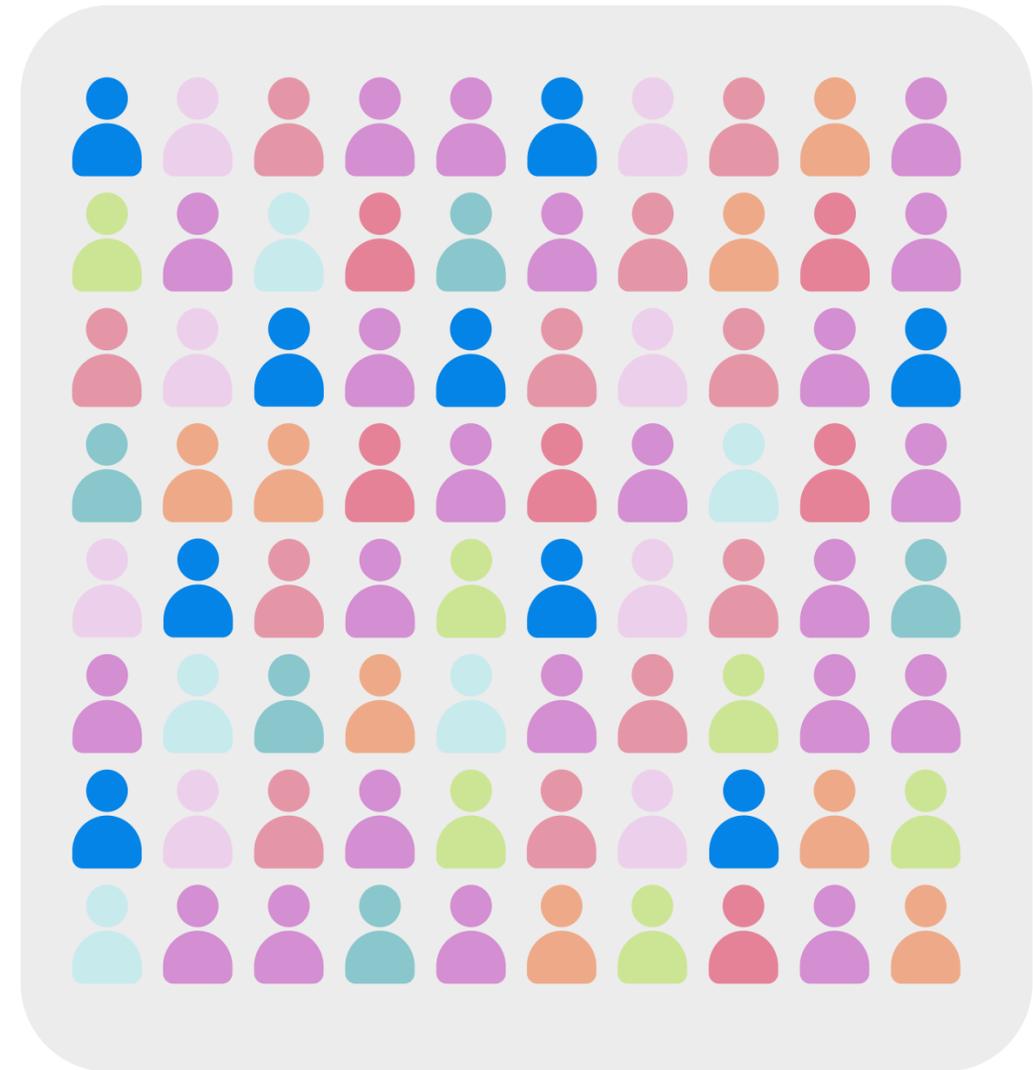
Why do we exist?

...and in the cases when that input is gathered, **it is often only done with a limited group of people** that is not representative of the diversity of individuals in a city

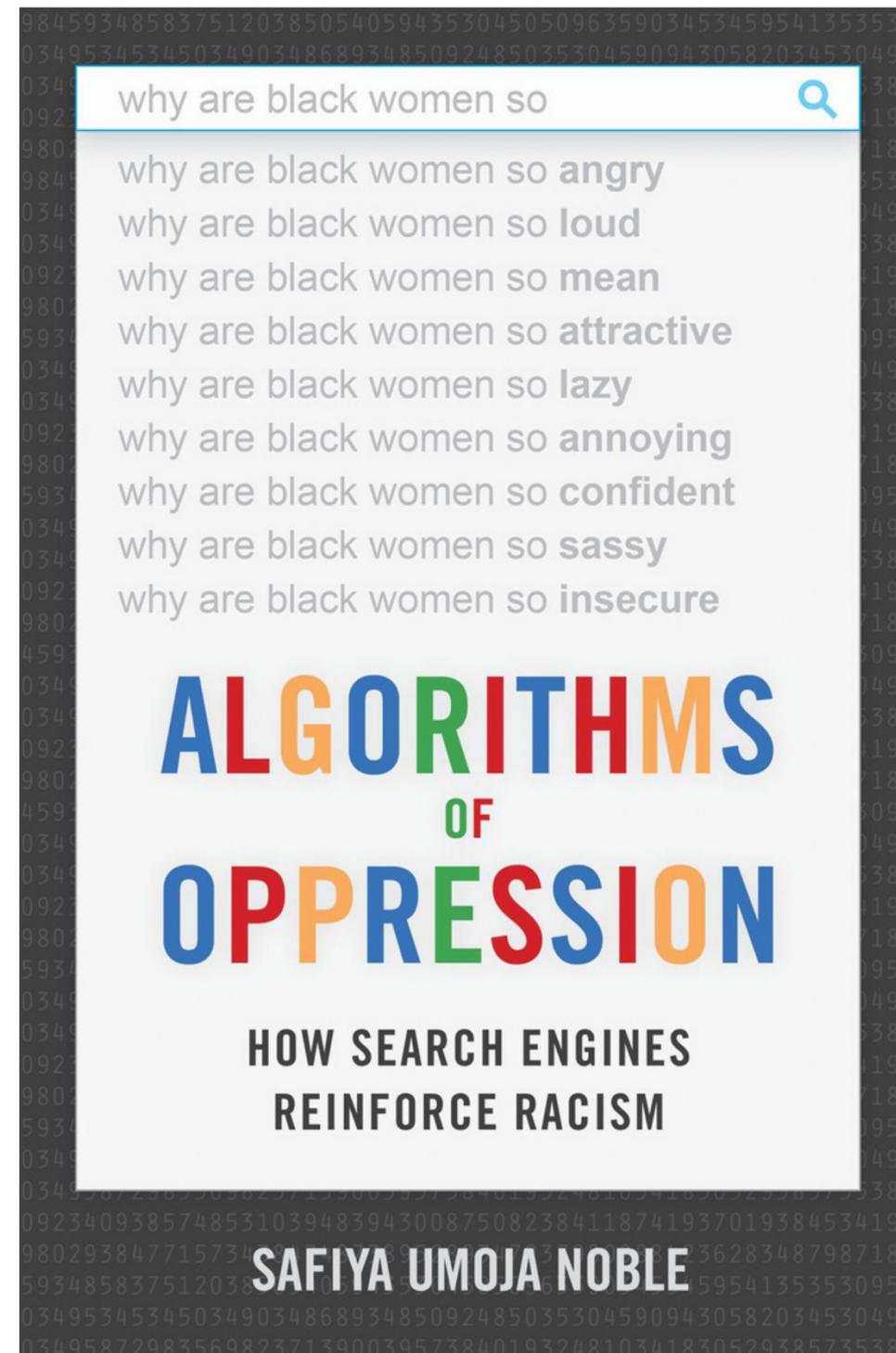


Those who contribute to the design

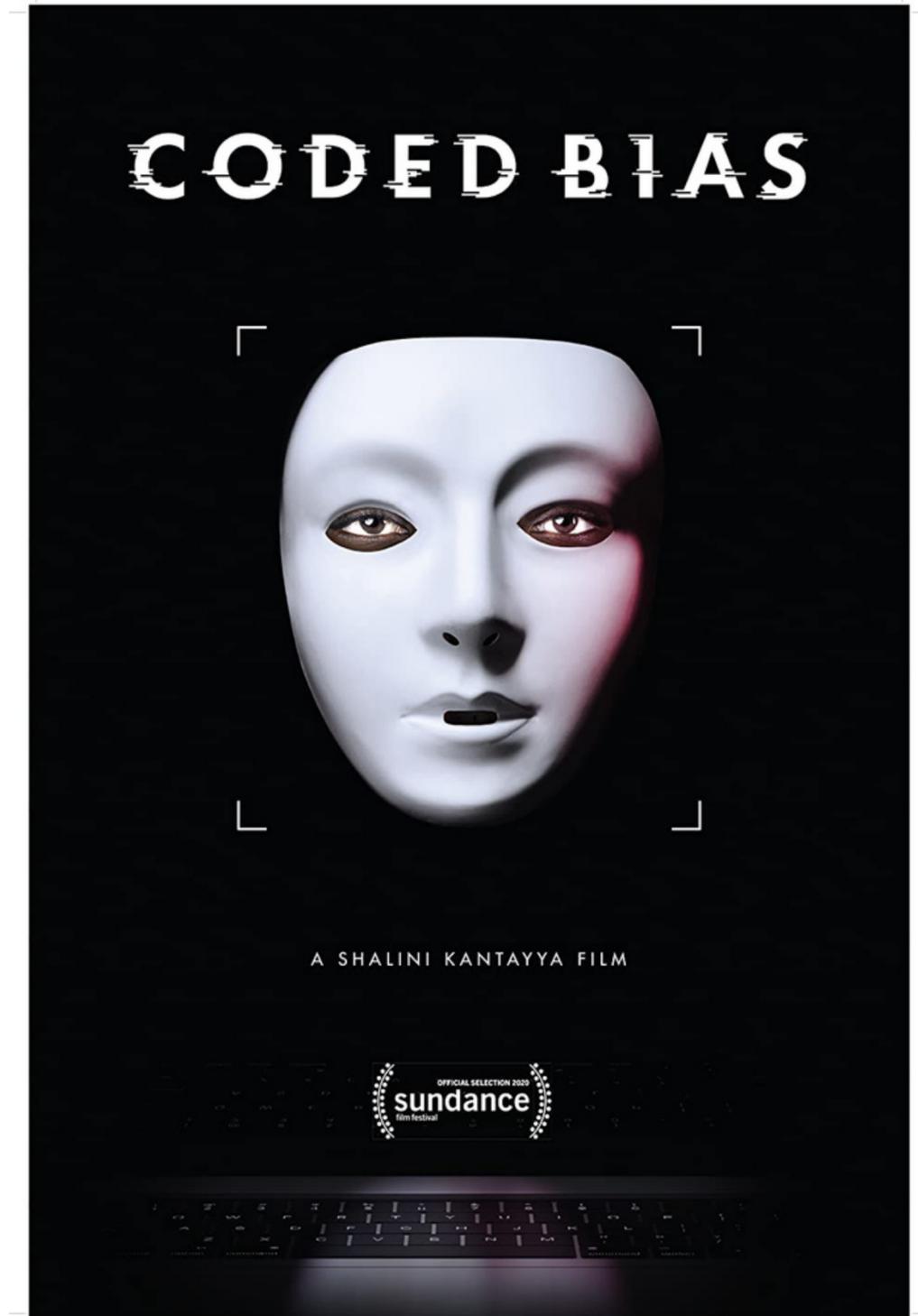
Those who use the solution/service



The Societal Impact



Algorithms of Oppression – Dr. Safiya Noble



Coded Bias – Documentary on Netflix
Directed by Shalini Kantayya



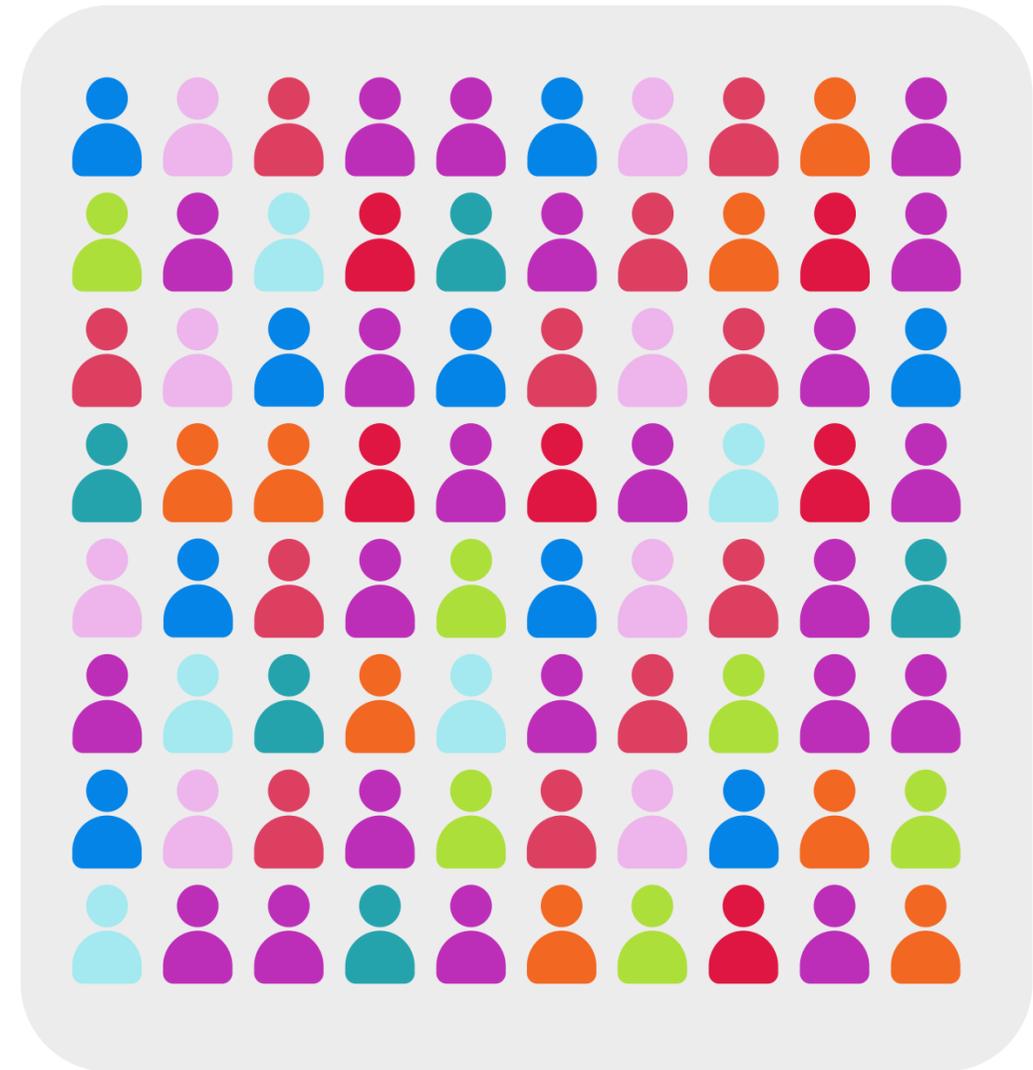
Why do we exist?

Our goal is to create a **diverse community of testers** to improve the usability of solutions and services for **everyone**.



Those who contribute to the design

Those who use the solution/service



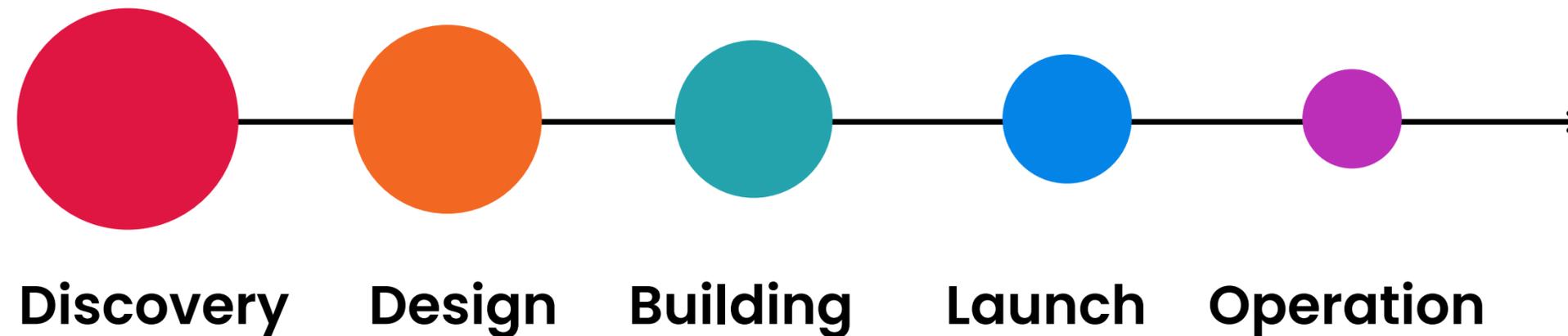


How we Improve Usability

Knowing more about people's different contexts and needs:

- Avoids issues that can become barriers or problems to fix
- Allows for innovation by uncovering previously unseen alternatives and connections

Often earlier is better (but there is value in testing at any stage):





Traditional Usability Testing

Inclusive Usability Testing

Where

Downtown office tower or lab settings

Public spaces and online

When

During working hours

Flexible outside of working hours

Who

Seasoned focus group participants,
or your internal team

Diverse, representative cross-section of
Calgarians

How

Transactional relationships

Building relationships with test
participants based on trust

Results

↓

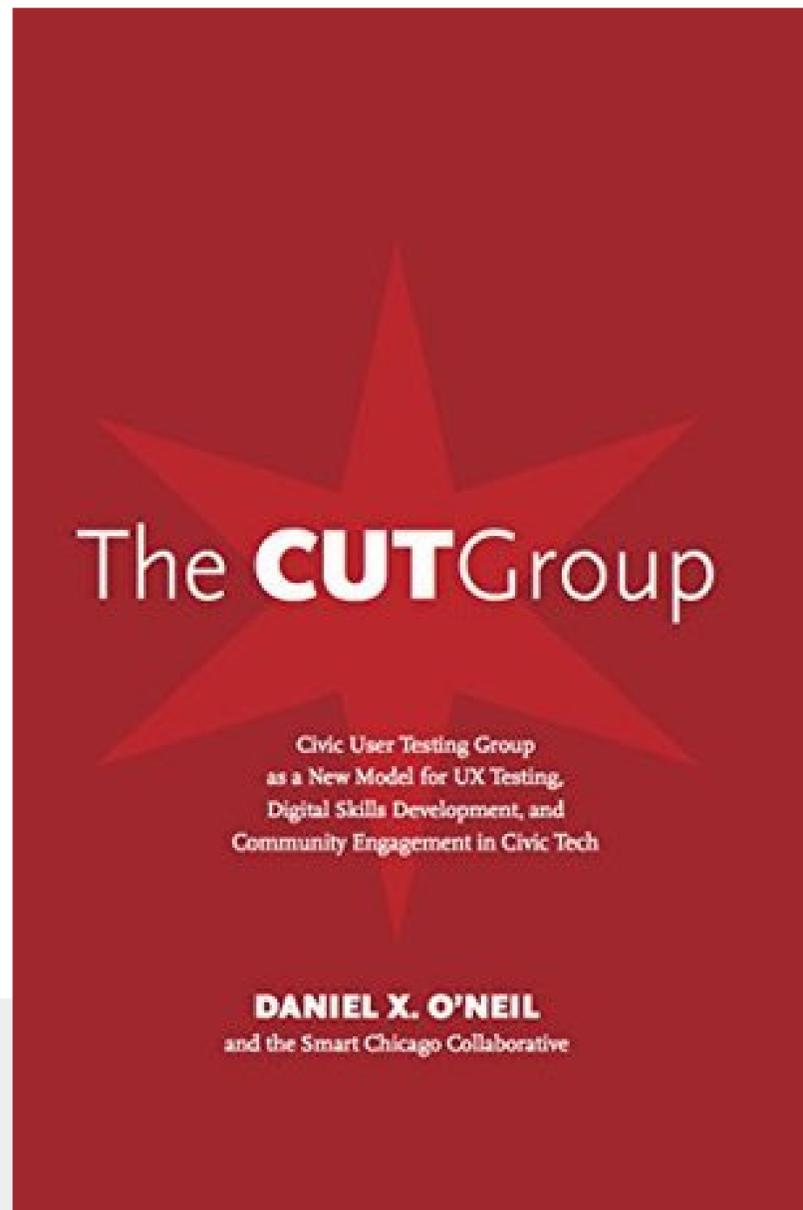
Less representative group of testers
results in less authentic feedback,
potentially biased results and can lead
to less inclusive services and solutions.

↓

Inclusive group of testers results in
authentic feedback that represents the
community and leads to improved
accessibility in services and solutions.



Inclusive Usability Testing in Other Cities: Chicago

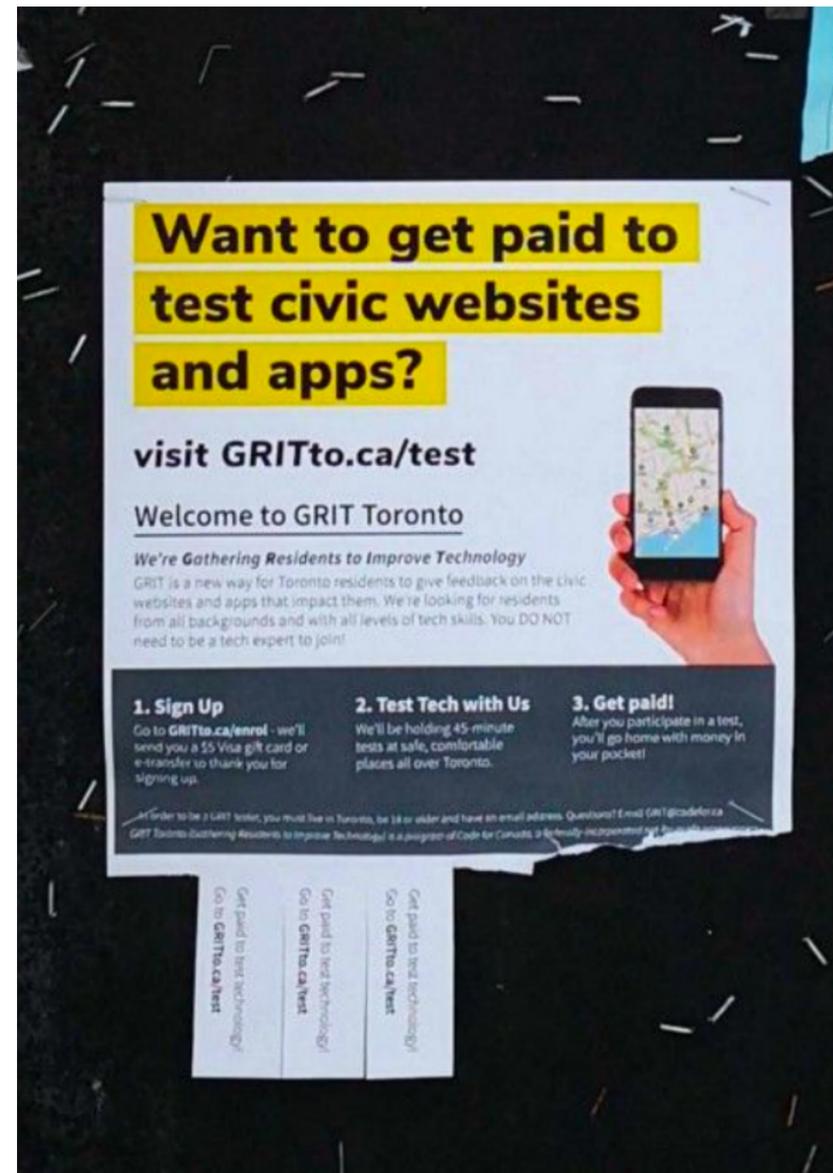


A civic-focused testing method of inclusive usability testing was introduced as part of the Smart City Collaborative (now the City Tech Collaborative) in Chicago in 2014 under the name CUTgroup (Civic User Testing) Chicago to integrate the voices of the users with the technologies that would shape their lives. These groups run 'programs that facilitate better, more inclusive and accessible usability testing that engages residents in the creation of the technology that's meant to serve them.' CUTgroup's model combines User Experience (UX) testing, civic engagement, and digital skills training to provide a unique perspective for technological solutions. Usability test participants get paid to give input on products and develop technical skills in the process.

City Tech Collaborative now coordinates the national Civic User Testing Network. The mission of the Network is to bring together current and future Civic User Testing groups to share resources and develop best practices, building a more robust framework to make local technology more user-friendly, accessible, and relevant. Cities across the United States such as Seattle, Detroit, Seattle, St. Louis, Cleveland, Oakland, Miami, Chattanooga, and San Jose have become part of the Civic User Testing Network. We have noticed overlapping themes of these CUTgroups in the realm of tackling socioeconomic inequities and exclusion that exists within products, processes and services by engaging with communities and providing organizations with representative feedback.



Inclusive Usability Testing in Other Cities: Toronto



In 2018, Code for Canada began piloting a civic usability testing program in Toronto. Inspired by the work in Chicago, GRIT (Gathering Residents to Improve Technology) Toronto enables residents to weigh in on new technology products that impact them and provide non-profits, governments and civic tech practitioners with access to usability testing that is more inclusive and representative of the city's diversity. GRIT Toronto has executed 18 tests and recruited more than 350 testers in the city of Toronto, including several tests for the City of Toronto and is on the Province of Ontario's vendor of record for recruitment services. Earlier this year, GRIT Toronto worked with the City of Toronto's Shelter, Support and Housing Administration (SSHA) team to conduct usability testing on an updated version of the intake form for their Shelter Management Information System, a centralized information management system that is used throughout Toronto's emergency shelter system. As a result, SSHA has made iterations to their intake form and will continue to conduct user research and release as part of their development roadmap.

Inclusive Usability Testing in Other Cities: Toronto



GRIT TORONTO

Highlights of our participant pool

A diverse community of Torontonians to meet your unique product testing needs

Our participants hail from every ward in Toronto and represent a diversity of backgrounds, lived experiences and technical skill levels. We recruit **real people to give you real feedback** on your products.

361 Total participants
(as of August 2019)

Gain access to a representative sample of Torontonians

We work hard to build trusting relationships with testers, and their enthusiasm to participate tells us we've hit on something big. Our group of over 350 testers hail from **every ward in Toronto** and represent a diversity of backgrounds, lived experiences and technical skill levels.

Who are our testers?

Ethnicities include: First Nations, Métis, Black, East Asian, South Asian, Latin American, Middle Eastern and Caucasian

Identities include: female, male, genderqueer, non-binary and transgender

Highest education completed includes: grade school, high school, some college/university, college/university, graduate

21% of testers identify as **newcomers**

17% of testers identify as having a **disability**

Age	% of testers
8 - 34	47%
35 - 54	38%
55 +	15%

Income	% of testers
0 - \$39k	41%
\$40k - 79k	34%
\$80k +	25%



Our Values

Promoting digital equity for all

Commitment to learning

Increasing DEI across sectors

Fostering Digital Talent

Diversity, Equity and Inclusion

IncluCity's most important value that integrates into the rest of our values and guides all activities and operations.



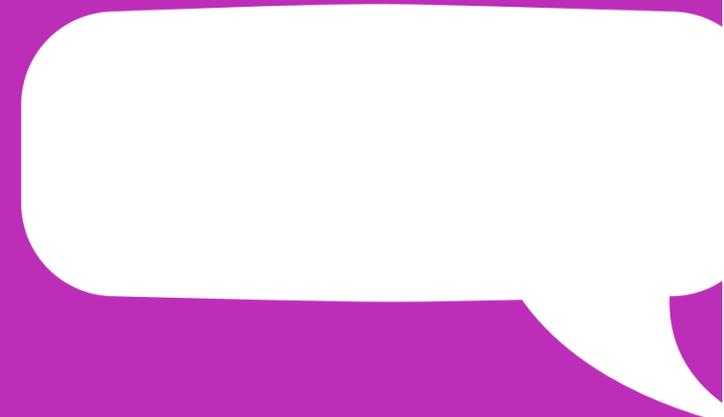
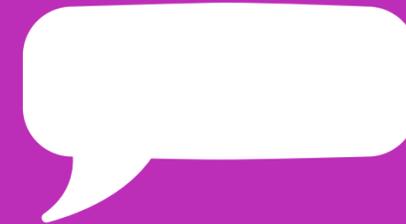
Our Commitment to Diversity, Equity and Inclusion

Diversity is having a seat at the table



Inclusion is having a voice

Belonging is having that voice be heard





How We Commit to Diversity, Equity and Inclusion

Engaging traditionally
underrepresented citizens

Deepening understanding of
community needs

Meeting people where they are

Supporting individual and
community well being

Promoting Digital Equity for All

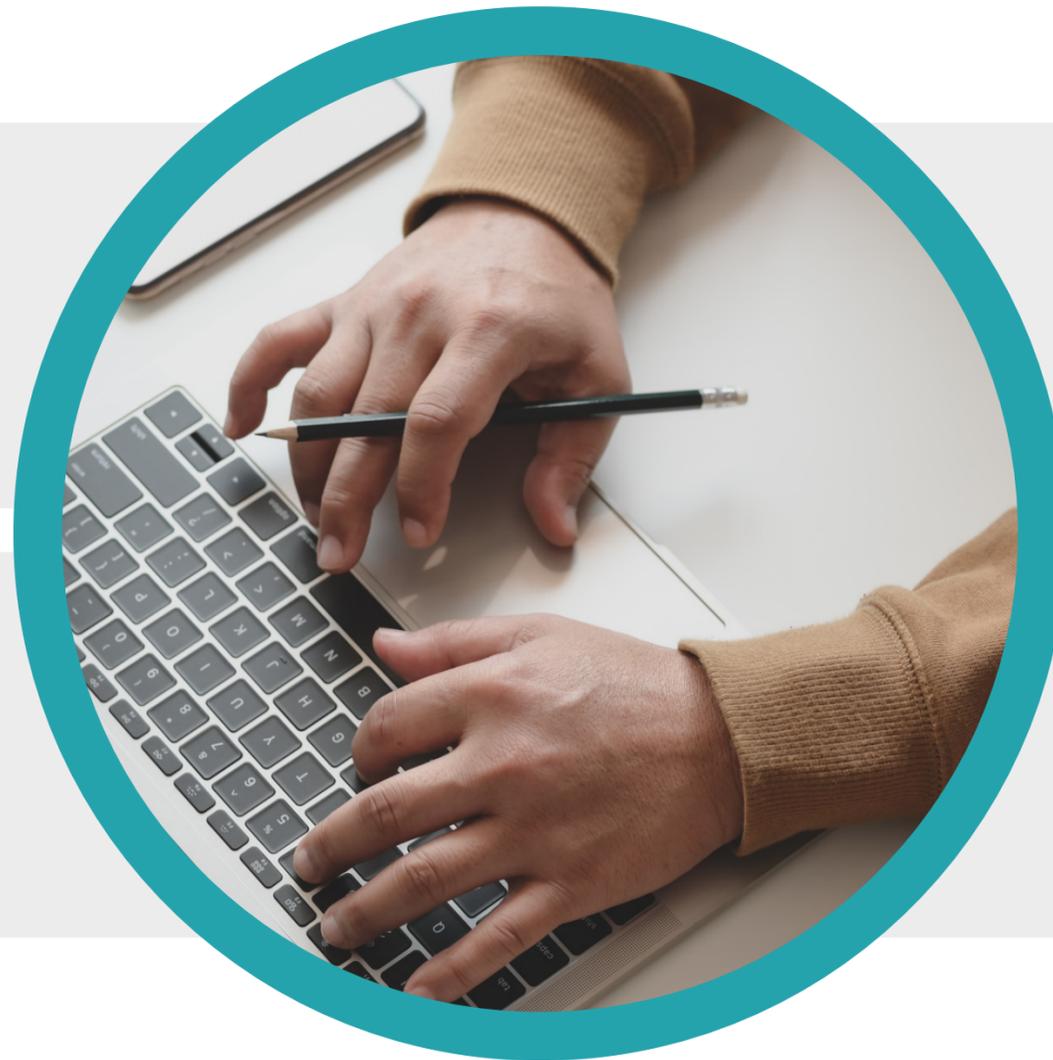


Identifying the impacts gaps that the digital divide can have on underrepresented communities

Fostering conversations about increasing digital equity

Providing opportunities for individuals to increase their digital literacy skills and comfort-level using technology

Collaborating with community initiatives and projects that are increasing digital literacy





Commitment to Learning

How can we continually improve our processes to be more inclusive?

Actively learning from different communities and organizations

Contributing and developing standards/expectations

Supporting community initiatives and collaborating when possible

Researching and deep-dives

Working with individuals from diverse communities 1-on-1

Developing a community that will share each others learnings

Creating safe spaces to ask questions and to challenge convention



Commitment to Learning

Sharing Key Learnings

Compile key learnings
from testing that are
widely applicable



Help foster a community
that naturally shares and
amplifies its knowledge for
greater impact and deeper
understanding

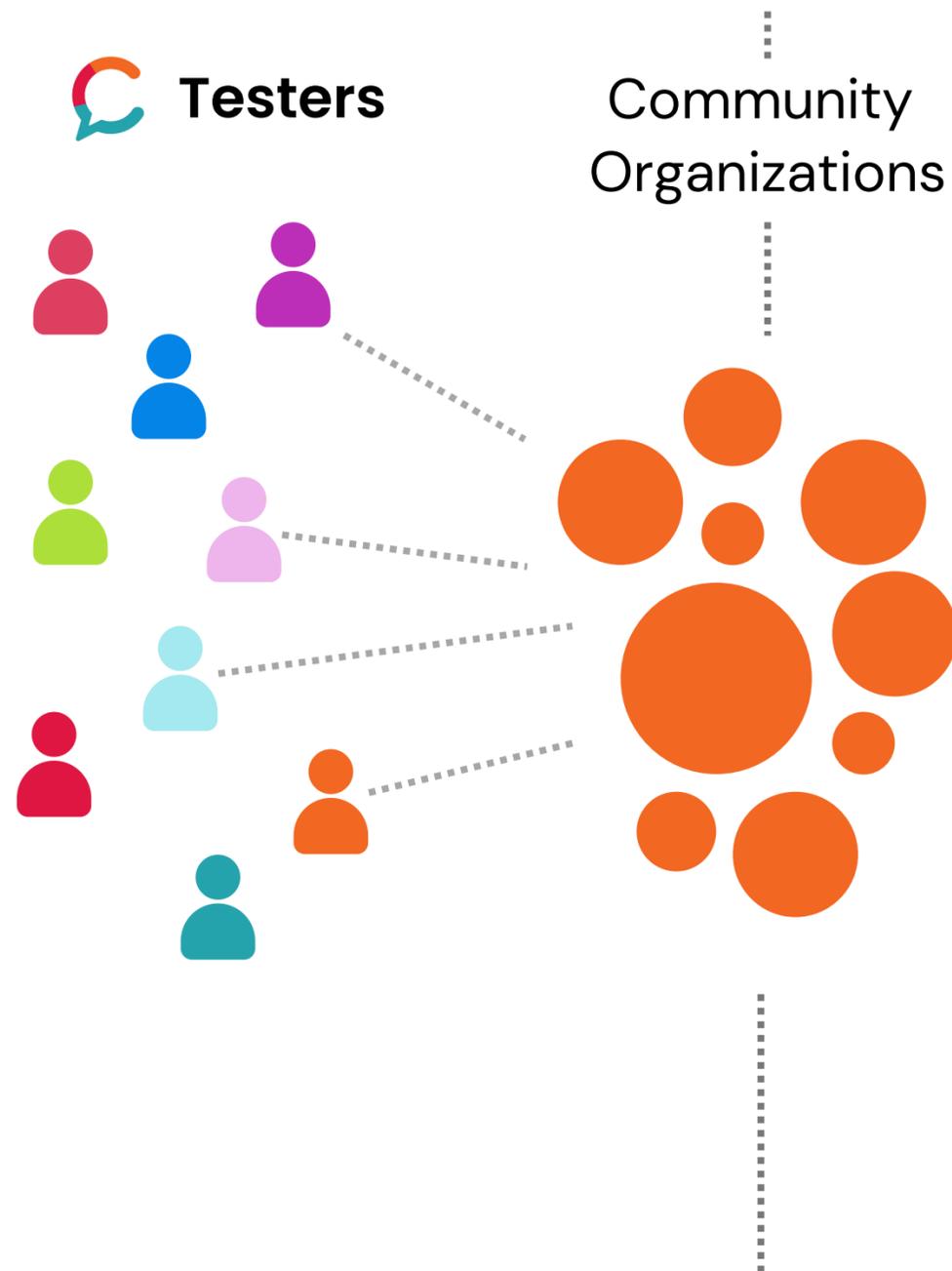
Publish key learnings
and provide case studies

Share knowledge
on inclusive design with
organizations

Initiate education
sessions with Calgarians
across all sectors



Increasing DEI across sectors



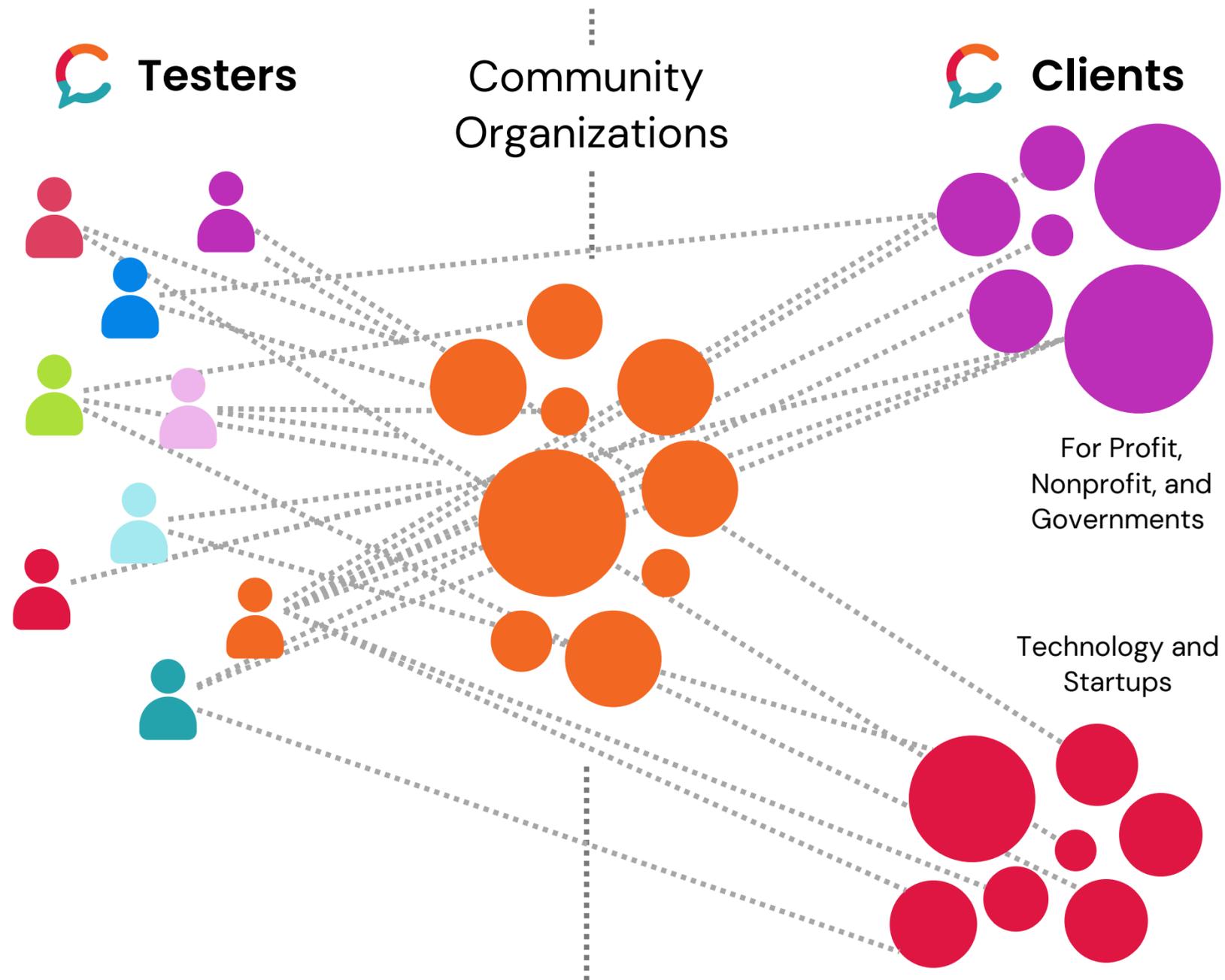
Growing our relationships, starting with:

- Vecova
- Kerby Centre
- The Social Impact Lab at United Way
- Urban Society for Aboriginal Youth
- And more!

Recruiting testers from groups we work with and the general public

Establishing trust before testing occurs

Increasing DEI across sectors



We are building our connections over time with both testers and organizations

This increases our impact by sharing understanding and needs of diverse voices with a greater variety of clients



Fostering Digital Talent

Providing impactful volunteer opportunities to our team



Volunteers are able to:

- Gain employable skills by participating in projects
- Engage in community/network building

IncluCity is awarded the 2022 Digital Talent Champion by Start Alberta



Our Testing Process



Planning

Meet with client organizations to understand their needs and design the usability test.



Recruitment

We recruit a diverse group from the community as testers.



Testing

We conduct usability testing sessions.

Testers receive compensation for sharing insights + gain experience with technology.



Reporting

Learnings from tests are anonymized and reported to the client.

Changes to the solution made by client organization are shared with test participants.



Ongoing Activities



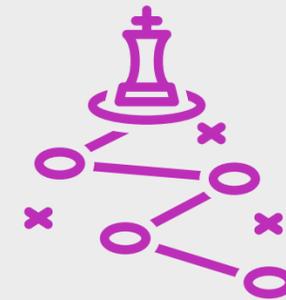
Tester Recruitment

We are continually recruiting individuals from across Calgary to join our tester pool.



Community Engagement

We initiate and join in conversations about diversity, equity and inclusion to identify opportunities and support other initiatives when possible.



Big Picture Research

We research grant funding on a continual basis to continue our operations and expand our capacity.

We participate in courses and seek mentorship related to building a sustainable business model.



Volunteer Engagement

We coordinate a large team of volunteers that are looking for opportunities to grow their skills, build a network, and contribute to a positive impact in Calgary.

Our Community



Clients

Organizations that have run tests with us, or have a plan to run tests with us in the future

Funding

Organizations that have provided grant funding for IncluCity

Community Connector

Organizations that have helped IncluCity to build out our connections to other organizations, funders, or clients

Tester Recruitment

Organizations that have shared test participant opportunities with their community on behalf of IncluCity

Our Community



Clients

Buoyancy Works
YWCA

Funding

Calgary Foundation
Place2Give Foundation
Private Funder

Community Connector

CLIP: Calgary Local Immigration Partnership
Social Impact Lab at United Way Calgary + Alberta
Alberta Disabilities Pride Foundation
Included by Design / Krooshl
Platform Calgary Volley
City of Calgary PLATO Testing
Kerby Centre

Tester Recruitment

Social Impact Lab at United Way Calgary
Jumpstart Refugee Talent
Urban Society for Aboriginal Youth

Rainforest Alberta

Complete Complaints Foundation

Chic Geek

Immigrant Services Calgary
MRU Institute for Community Prosperity
Vecova

Comparing Approaches

GRIT TORONTO

END-TO-END

For teams who don't have time or expertise to undertake inclusive usability testing

RECRUITMENT-FOCUSED

For teams who primarily need help recruiting and managing logistics

END-TO-END

RECRUITMENT-FOCUSED

Activities:	GRIT Toronto will:	GRIT Toronto will:
Planning	<ul style="list-style-type: none"> Meet with your team to review testing needs Design a detailed testing plan Prepare a custom proctor plan Book test date & time Book a space 	<ul style="list-style-type: none"> Meet with your team to review testing needs Book test date & time Book a space
Recruiting	<ul style="list-style-type: none"> Customize screener Send call-outs, confirmation, rejection and reminder emails to our testers 	<ul style="list-style-type: none"> Customize screener Send call-outs, confirmation, rejection and reminder emails to our testers
Test day	<ul style="list-style-type: none"> Provide a greeter Provide proctors and notetakers Get consent forms signed Distribute incentives Provide light refreshments Arrange travel reimbursement 	<ul style="list-style-type: none"> Provide a greeter Get consent forms signed Distribute incentives Provide light refreshments Arrange travel reimbursement
After test	<ul style="list-style-type: none"> Synthesize data De-brief your team after test Conduct post-test participant survey Create a detailed report with recommended actions to take to improve product Publish brief, anonymized blog posts with key findings* 	<ul style="list-style-type: none"> Conduct post-test participant survey Publish brief, anonymized blog posts with key findings*
Est. price	\$4300 + \$150 per person** plus HST <i>4 weeks lead time</i>	\$2800 + \$150 per person** plus HST <i>2 weeks lead time</i>



Our Organizational Structure

BOARD OF DIRECTORS



SUSANNAH TAWSE

Board Member



GEOFF ZAKAIB

President



STEPHEN YUEN

*Secretary
Treasurer*



MURRAY THOMPSON

Vice President



LUIS BERUMEN

Board Member

STAFF



SYDNEY HARDER

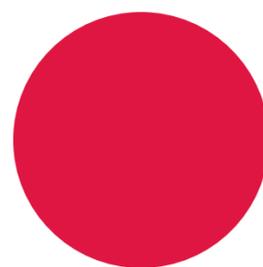
*Communications
Coordinator*



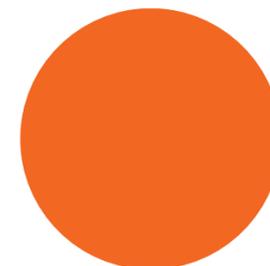
URIEL KARERWA

*Project
Coordinator*

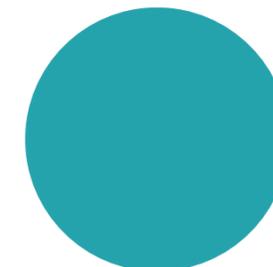
VOLUNTEER TEAMS



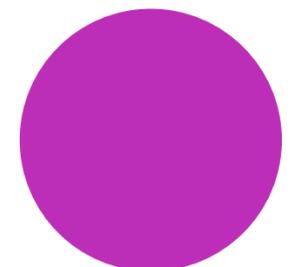
**COMMUNICATIONS
TEAM**



**TESTER ENGAGEMENT
TEAM**



**OPERATIONS
TEAM**



**USABILITY TESTING
TEAM**



How to Get Involved

Become a Tester

Register to join our pool of diverse group of Calgarians that would be paid to participate in tests.

<https://www.inclucitycalgary.ca/become-a-tester>

Put Your Solution/Service to the Test

Contact us to talk about doing a usability test with your solution, service or process.

<https://www.inclucitycalgary.ca/test-with-us>

Become a Volunteer

Join our team of passionate individuals who share our vision of making Calgary more inclusive and accessible for all.

<https://www.inclucitycalgary.ca/join-our-team>