It Takes GRIT.

Lessons from the Small but Mighty World of Civic Usability Testing

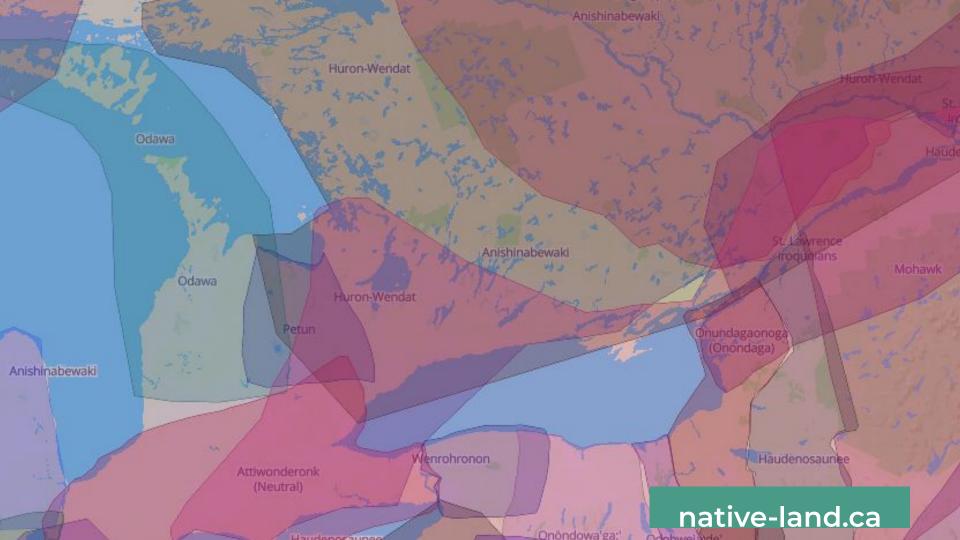December 9, 2021

CODE for
CANADA

Hello!

I'm Marisa Bernstein,

Code for Canada's User Research

Specialist and Manager of GRIT.

Code for Canada

Code for Canada is a national nonprofit on a mission to leverage technology and design for the common good.
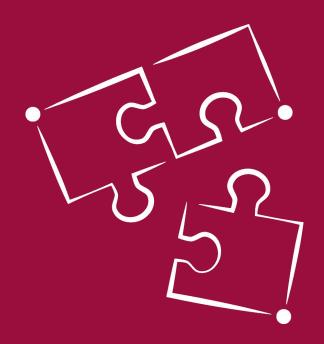
Learn more → codefor.ca

Our programs

Fellowship Program

Civic Tech Community Network

Education Program

Civic Hall Toronto

__GRIT Usability Testing__

GRIT* is an **inclusive** usability testing service that makes it easy for **civic technologists** to gain valuable insights into their products by testing with a **diverse group of everyday people.**

*GRIT stands for Gathering Residents to Improve Technology

Inspired by CUT Group Chicago

A model for:

UX Testing, Digital Skills

Development, & Community

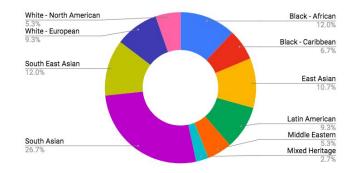Engagement in Civic Tech

Learn more → cutgroupbook.com

Image courtesy of CUTGroup Chicago

Demographics at-a-glance

Genders identified:		Age:		Household income:		Education completed:	
Female	46%	18 - 24	18%	$0 < $20K	21%	University graduate deg	32%
Male	50%	25 - 34	34%	$20K < $40K	17%	College/university undergrad	38%
Non-binary	2%	35 - 44	22%	$40K < $60K	20%	Some College/university	16%
Genderqueer	1%	45 - 64	22%	$60K < $100K	27%	High School	13%
Transgender	1%	65+	4%	> $100K	16%	Grade School or below	1%

Newcomers to Canada 75 participants (21%)

Ethnicities identified:

Black - African
Black - Caribbean
East Asian
Latin American
Middle Eastern

Mixed Heritage
South Asian
South East Asian
White - European
White - North American

White - North American 5.3%
White - European 9.3%
South East Asian 12.0%
South Asian 26.7%
Black - African 12.0%
Black - Caribbean 6.7%
East Asian 10.7%
Latin American 9.3%
Middle Eastern 5.3%
Mixed Heritage 2.7%

Accessibility needs 62 participants (17%)
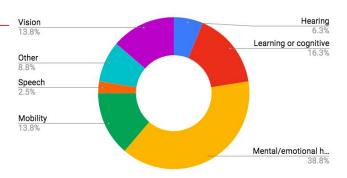
Disabilities identified:

Vision
Hearing
Speech
Mobility
Learning/cognitive
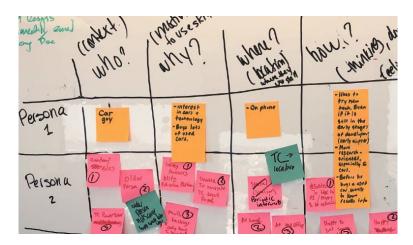
Mental/emotional
Mobility
Other

Vision 13.8%
Other 8.8%
Speech 2.5%
Mobility 13.8%
Hearing 6.3%
Learning or cognitive 16.3%
Mental/emotional h... 38.8%

When you test inclusively, you're learning about your ...

☑ **design**

Image courtesy of Transport Canada

When you test inclusively, you're learning about your ...

☑ **design**

Image courtesy of Transport Canada

☑ **users**
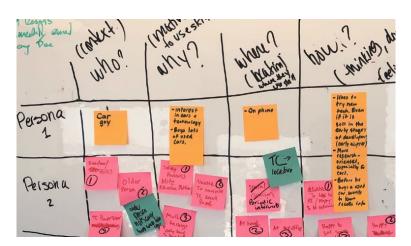
If this is a no-brainer, why are so many teams not doing it?

Testing inclusively is hard.

Have you ever asked yourself...

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Have you ever asked yourself…

- *How do I find the right testers?*

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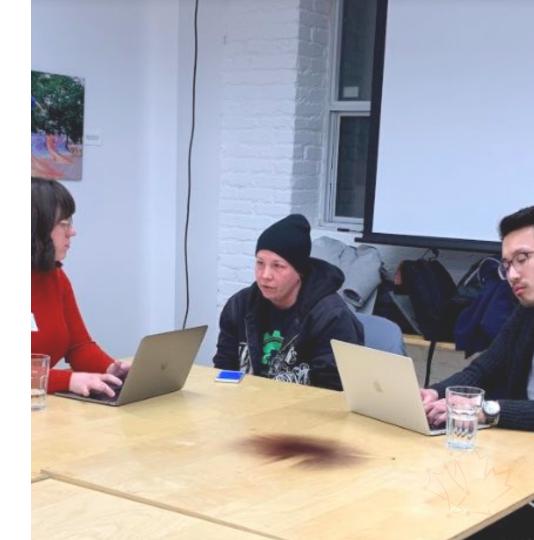
Have you ever asked yourself...

- *How do I find the right testers?*

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- *How do I do all of this on a tight **timeline**?*

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- *How do I find the right testers?*

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- *How do I **compensate** them?*

- *How do I manage **consent**?*

- *How do I do all of this on a tight **timeline**?*

- ***And oh yeah**, with practically no **budget**?*

You also have to think about...

When testing happens

You also have to think about...

Where testing happens

Where testing happens

You also have to think about...

Where testing happens

When it happens

How it happens

Ready to up your inclusive testing game?

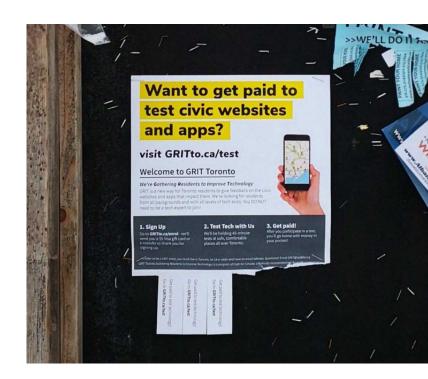## Here's how you can get it done.

#1 Building trust

Participant experience is everything.

❏ Identify one point-of-contact

❏ No surprises

❏ Use plain language in all correspondence
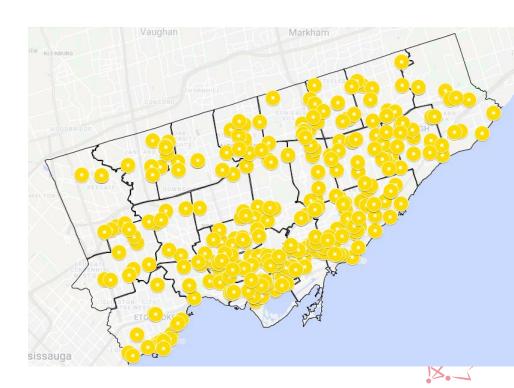
❏ Close the feedback loop

❏ Be human!

#2 Recruiting:
It's all about who's in the (zoom) room

❏ Aim for diversity across demographics and behaviours

❏ Partner with relevant local organizations to get the word out if you're tight on time

❏ Start working on this *before* you need it

#3 Build your pool, build your practice

- ❏ Provide a great experience
- ❏ Leverage referrals
- ❏ Create a database
- ❏ Keep them updated

#4 Compensation

- ❏ $1 - $1.25/minute
- ❏ Reimburse travel if in-person
- ❏ Aim for 24 hrs post-engagement
- ❏ E-transfers are best
- ❏ Record receipt

Thank you!

marisa@codefor.ca