



SEATTLE CIVIC USER TESTING GROUP

Presentation to the Community Technology Advisory Board

11/14/17



Agenda

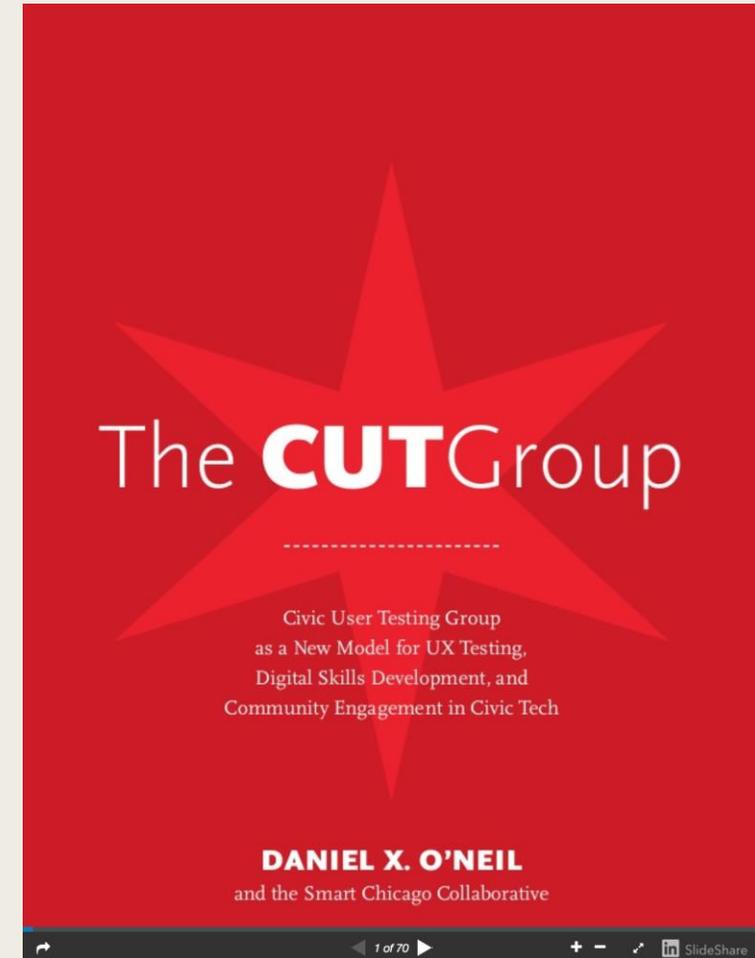
- What is a Civic User Testing Group?
- Pilot Launch
- Test Session Design
- Analysis and Impact
- Community Outreach Plan
- Future Goals
- Questions/Feedback

What is a Civic User Testing Group?

- A community of residents paid to test civic websites and apps
- Builds tech skills for residents
- Engages residents in creation of technology intended to serve them
 - “Because if it doesn’t work for *you*, it doesn’t work”
- Desired result: Technology that can better meet the needs of all residents, thereby driving more adoption & better outcomes

Successful Models

- Smart Chicago Collaborative [literally wrote the book](#) on this
- Has held 30+ test sessions so far
- Has reached residents in all 77 community areas
- Inspired and supports CUTGroups in Miami, Oakland, and Detroit



Pilot Launch: Key Contacts



Megan Bruce
Co-Organizer,
Open Seattle



Nic Weber,
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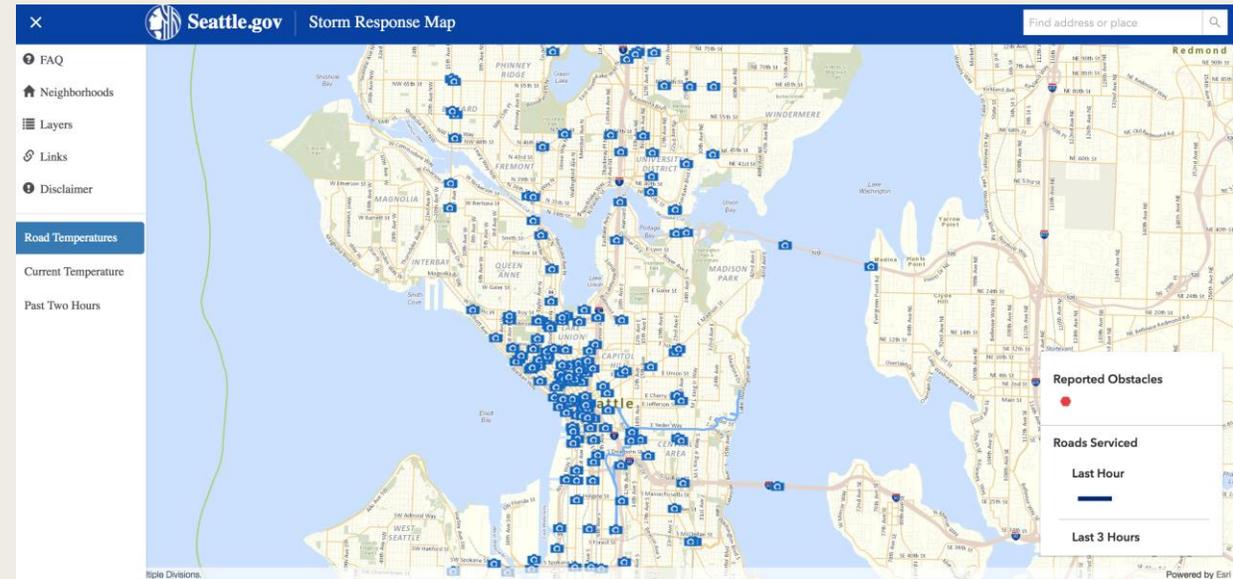


Emily Keller,
Co-Organizer,
Open Seattle



Pilot Launch: Scope and Timeline

- 3 test sessions from now to May
- Session 1: SDOT's Winter Weather Map
- Beginning resident, facilitator recruiting now
- Working with Candace to identify additional test session opportunities



Test Session Design and Reporting

- “Train the trainers” model: Core group of facilitators with background in UX design, research help train other facilitators
- Ratio of 2-3 residents/facilitator
- Facilitators work with tech leads to design sessions
- Sessions held in local library branches, community centers
- Test results gathered, analyzed, delivered to stakeholder in form of report, published publicly online



Image via Smart Chicago Collaborative

Analysis and Impact

Ease of Use in Tasks

How easy was it to find open 311 service requests in your neighborhood?

5 – Very Easy	4% (1)
4 – Easy	8% (2)
3 – Neutral	23% (5)
2 – Difficult	32% (7)
1 – Very Difficult	32% (7)



How easy was it to find crime data from last year?

5 – Very Easy	0%
4 – Easy	27% (6)
3 – Neutral	32% (7)
2 – Difficult	8% (2)
1 – Very Difficult	32% (7)



“Once the CUTGroup test was completed, we updated the City of Chicago’s GitHub repository with all pertinent issues that represented the top challenges our CUTGroup testers faced ... The recent OpenGrid v.1.2.0 release addressed issues that directly came from our CUTGroup testers.

While a lot of testers found OpenGrid difficult to use, out of 11 testers who said “Yes,” they liked OpenGrid, appreciated that they were able to access new information and data that they were not aware of before this test.”

Analysis and Impact

“Based on this CUTGroup test, work is already in progress to make changes that respond directly to our CUTGroup testers’ feedback. DoIT and Socrata are considering changing the Open Data portal’s layout...”

Datasets ⇒

**The main function of the Open Data Portal is access to data.
How can we better help testers find and use data?**

Testers who searched for data did not always find what they were looking for because the categories were unclear. **Better, clearer categorization and hover-over help text would residents find what they are looking for.** Re-think categories such as “Events,” and “Community,” and what those mean to residents. Make sure hover-over text is really giving necessary information.

Distinctions between types of data were not as clear to testers. **Clearer use of filters and data types (dataset, data lens, maps) could help testers find relevant data faster.**

Testers were expecting this site to have some functions of the City website. **Identifying opportunities to connect residents to relevant City resources could be helpful to residents.**

Community Outreach Plan

- Meeting with Seattle Public Library this week
- Flyers in library branches, community centers
 - *Referencing City's list of community centers*
- Proactive outreach to community groups to help spread the word
 - *Referencing RSJI's Racial Equity [Community Survey Partners](#)*
- Work with Dept. of Neighborhoods' Community Engagement Coordinators
- Goal: Recruit at least 100 residents for pilot
- Track resident locations to ensure representative coverage

Future Goals

- CUTGroup as a service to the broader civic technology community, part of civic tech development process
- Sustained funding, incl. funding for transportation for CUTGroup members
- Continued recruitment to ensure group is representative of greater Seattle community

Contact Information

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