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,  
Asst.  
Professor,  
University of  
Washington  
iSchool

Candace  
Faber, Civic  
Technology  
Advocate, City  
of Seattle

Leili Slutz,  
Project and UX  
Manager,  
Louis Sweeny  
Consulting

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
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.”
“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...”
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

- Email: seattle.cutgroup@gmail.com
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