



**CODE for  
CANADA**

# Technology and design for the common good



# About Code for Canada

*Code for Canada is a national nonprofit that enables governments to deliver better public services and empowers communities to solve civic challenges using technology and design.*

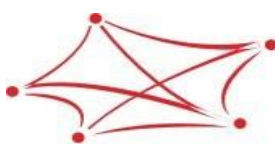
## Accelerating digital transformation in government

In the digital era, Canadians expect government services to be simple, straightforward and accessible, just like the digital products and services they use everyday. With so much at stake, some governments cannot meet these heightened expectations alone. At Code for Canada, we:

- Help governments fulfill their objectives and **deliver the services and solutions** the public expects - and deserve.
- **Build internal digital capacity** so that government teams can continue to succeed at meeting demand for stronger public services.
- Bring digital government and civic tech together, so we can facilitate knowledge sharing, break down silos and **work together towards a better Canada for all.**

## Programs that meet your needs

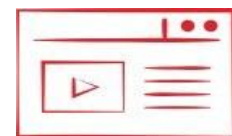
Our programs are designed to deliver tech and design excellence while building digital capacity in government and civic capacity in the private sector.



Civic Tech  
Community  
Network



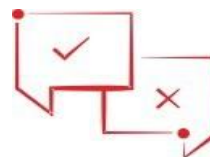
Fellowship



Education &  
Training



Civic Hall Toronto



GRIT



# GRIT TORONTO

## Putting the 'Us' in Usability Testing

August 2019

Usability testing is a crucial step in the process of building inclusive products and services, but unfortunately, most recruitment firms procure a homogenous group of testers, many of whom participate so frequently, they're essentially professionals. This is especially problematic for products and services that are meant to improve the lives of a large, public audience, because a lack of diversity leads to feedback that is less authentic and more biased.

## A new way to test technology

**Gathering Residents to Improve Technology (GRIT) Toronto** is a community-based program with a 'people-first' approach that provides testing services for teams building tech products across Toronto. GRIT Toronto enables usability testing to happen in an inclusionary way by removing barriers to participation for many Torontonians, which leads to a testing group that is more representative of our city.

### 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%

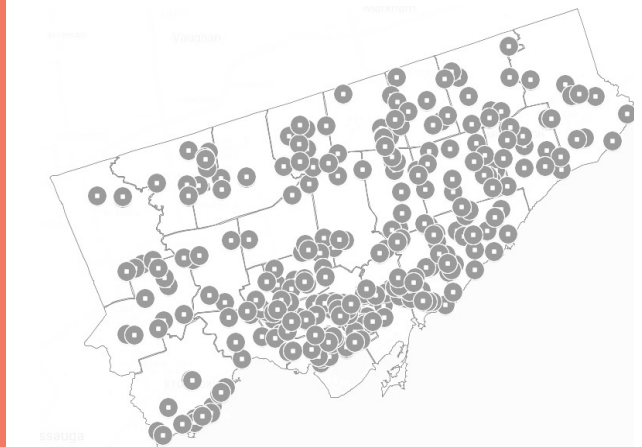
# GRIT TORONTO

## 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)



### Demographics at-a-glance

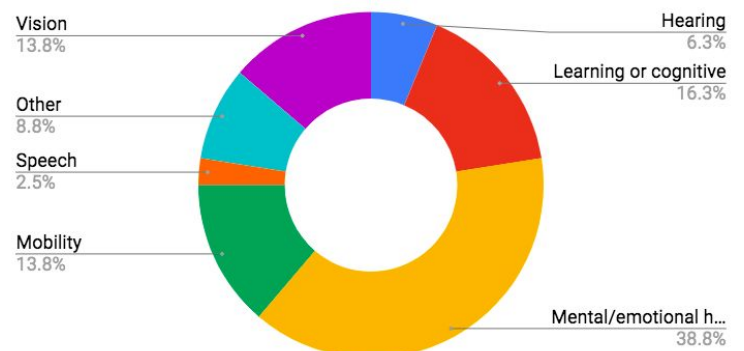
Genders identified:		Age:		Household income:		Education completed:	
Female	46%	18 - 24	18%	\$0 < \$20K	21%	University graduate deg	32%
Male	50%	25 - 34	34%	\$20K < \$40K	17%	College/university undergrad	38%
Non-binary	2%	35 - 44	22%	\$40K < \$60K	20%	Some College/university	16%
Genderqueer	1%	45 - 64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

### Accessibility needs

#### 75 participants (21%)

##### Ethnicities identified:

Black - African	Mixed Heritage
Black - Caribbean	South Asian
East Asian	South East Asian
Latin American	White - European
Middle Eastern	White - North American

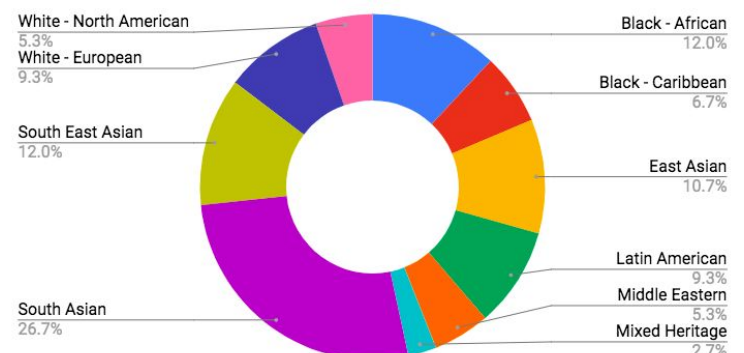


### Newcomers to Canada

#### 62 participants (17%)

##### Disabilities identified:

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



# GRIT TORONTO

Let us help with your next usability test

We aim to deliver authentic and unbiased results for your digital projects at a competitive price. We provide **a spectrum of offerings -- from End-to-End to Recruitment-focused** -- all tailored to your meet your team needs and complement internal capabilities.

## 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

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

\*GRIT Toronto's mission is to make usability testing more inclusive and effective. One of the ways we do that is by working openly. In circumstances where confidentiality may be a concern, we'll work with you to find a suitable solution.

\*\* The per person fee includes incentive, roundtrip travel, refreshments, space and printing costs