

# CUTGROUP ENGAGEMENT WEBSITE TEST

## EXAMPLE SCOPE OF WORK

***Prepared <date>***

### OVERVIEW

This document sets forth the scope, effort, and costs of City Tech Collaborative's services associated with leveraging City Tech's program, the Civic User Testing Group (CUTgroup), through the development stages of a web tool.

The information presented in this document is based on several meetings between the City Tech and <Client> teams to discuss goals and a potential collaboration.

### BACKGROUND

**CUTGROUP** is a civic engagement and user research program that includes residents throughout the technology discovery and development process for civic and government products.

Through programs like the CUTgroup, City Tech supports our members and partners to learn and execute human-centered methodology by designing engagements that meet their goals. Our experience over the last five years, has supported government projects such as the Cook County website, Ventra app, Chicago Early Learning portal, as well as civic projects like mRelief, Kennedy Forum Connect App, and Illinois Sunshine website.

City Tech's goal is to engage diverse individuals in our program. With a growing community of ~2000 residents in Cook County, City Tech can use CUTgroup test engagements to gather and understand feedback on different types of technology ideas and solutions.

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### <INSERT CLIENT BACKGROUND INFORMATION>

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### DISCOVERY

During this phase <Client> will engage community stakeholders and residents to learn about current initiatives and issues around sustainability and test assumptions about the product they want to build. This work will allow the team to better understand how different users would relate to the content and how this tool could be useful for residents.

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## WIREFRAMES

The information collected during the discovery phase will be used by <Client> to design wireframes of the new web tool. Wireframes provide a simple visual representation of an interface. Testing wireframes offers feedback early in the design and development process that define recommendations for development.

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## BETA WEBSITE

By incorporating user feedback on the wireframes, this last phase will focus on the development of the web tool and creating a beta version of the website. Testing a beta version with end-users would ensure that it is accessible and user-friendly.

## ENGAGEMENT

City Tech will design and execute two rounds of usability testing designed to create recommendations to improve the client website tool throughout its development to be user-friendly, accessible, and meet the defined goals of the program.

## TIMELINE

The following timeline is provided as an example and will be dependent on City Tech's availability and <Client's> needs

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## PLANNING & TEST DESIGN

### Late Month 1 through mid-Month 2

In this period, City Tech will:

- Work with <Client> to identify priorities and goals to be incorporated into the test design
- Review of community and stakeholder feedback to understand product goals
- Outline task scenarios for usability test questions
- Confirm testing logistics such as test date, space, etc.
- Identify screening questions for the test recruitment phase
- Recruit to ensure the inclusion of users with disabilities

**Client dependency:** Approval of City Tech scope of work; community feedback sessions completed and results shared with City Tech

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## RECRUITMENT

### Early- to Mid-Month 2

- City Tech will begin screening recruitment for usability testing sessions

**Client dependency:** Approval of usability test plan; completion of wireframe designs to allow recruitment of CUTgroup participants

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#### TESTING | WIREFRAMES

##### Mid-Month 2

- City Tech will facilitate moderated usability tests of the wireframe designs with approximately 10 participants

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#### ANALYSIS | WIREFRAMES

##### Mid-to Late-Month 2

- City Tech will provide user feedback and recommendation summary based on testing for <Client> to take immediate action

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#### TESTING | BETA VERSION

##### TBD: Mid-to Late-Month 4

- City Tech will facilitate moderated usability tests of a beta version of the website with approximately 15 participants

**Client dependency:** This phase of beta usability testing will be dependent on Client's development cycle and ability to produce a beta version to be tested

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#### ANALYSIS | BETA VERSION

##### TBD: Late-Month 4 to early Month 5

- City Tech will provide user feedback recommendations based on user testing of beta version.

#### FINAL DELIVERABLES

As final deliverables of this engagement, City Tech will have designed and executed two phases of moderated usability testing with a total of approximately 25 CUTgroup participants. In addition, for each of the two phases of usability testing, City Tech will provide a high-level summary of the user feedback and a list of actionable recommendations. Additional analysis of this information is out of scope for this proposed engagement

#### COSTS

This cost of this CUTgroup engagement includes the following activities:

- Collaboratively defined goals and metrics of success with <Client> and stakeholders



- Formalize format and setting of moderated usability test sessions
- Test plan to conduct usability test task scenarios to match goal of study
- Recruitment of ~25 CUTgroup participants who meet targeted user criteria
- Documentation and facilitation of usability test sessions by CUTgroup proctors
- Development of user feedback summary and key recommendations
- Project management services to report updates to <Client> throughout engagement
- General program overhead

EXAMPLE