

By attendees at Brigade Congress 2019



User Testing Project Canvas

Use this Project Canvas to help you plan or document a *User Testing Project*, in which you organize volunteers to test and give feedback on an existing service or technology. For example, you might test the website of a local government agency to see if local residents are able to successfully navigate it. Some keys to success in conducting this kind of project are how you recruit testers, structure & collect feedback from tests, and what you do with the synthesized feedback.

When should I use this?

You can use this canvas at any point during your project's life. It can help you plan your project when you first set out, it can help you double check your plans in the middle of your project, and it can help document your work at the end.

What if this doesn't fit my needs or the needs of my brigade?

Talk with your brigade leadership about the needs of your team, your brigade, and your partners. Feel free to borrow from this canvas and adapt it to fit your needs. Please give us feedback in Discourse.

Key resources for user testing projects

- [The CUTGroup at City Tech Collaborative](#), folks in Chicago who are leaders in civic user testing.
- [The CUTGroup Book](#), from City Tech Collaborative.

Examples of other teams who have completed this canvas:

- 2019 California DMV User Testing Project
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Code for America Brigade **User Testing Project Canvas**

Contents

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12. What are your **next steps**?
13. What **help** do you need for your next steps?
14. What are the **key deliverables** for the project?
15. **Who is committed to which roles** for how long? (optional)

What is today's date?

August 29th, 2019

What is the name of your project?

Don't stress on picking a perfect name. You can change it. We just need a way to refer to it.

DMV User Testing

Who is the primary contact for the project?

This should be someone who can be available to answer questions about the project, and who can relay information to project team members.

Zach Antoyan

Who is the secondary contact for the project? (optional)

We will include them on correspondence as a backup in case the primary contact is unavailable.

Tom Dooner

What service are you giving feedback on?

Is it something run by the government or a community organization? Is it a website, technology, or in-person service?

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The California DMV website

Who is affected by the service and how?

Who is it supposed to serve? Who uses it? What does it mean for those people when it works well or poorly?

Anyone who needs a driver's license to drive in CA

Who runs the service and how do they make changes to it?

Who is responsible for managing the service? What methods do they have for changing it?

The DMV runs the service. Currently they are making changes to it through the "DMV Strike Team", which gives a good opportunity to incorporate feedback into improving the site.

Who are your partners and what is their relationship to the organizations that run the service? How did you find them?

Or if you don't have a partner yet, how will you find one? Will you reach out to the administrators of the service? Will you try to work with an organization that represents users of the service?

Our partner was Angie, a member of the Strike Team who works for the California GovOps agency. The governor tasked them with working with the DMV to make improvements to the website.

Angie approached us because she knew that Code for America brigades could be helpful in providing this kind of feedback.

Which tasks that people complete through the service will you test?

For example: submitting a certain form, finding a piece of information

We only tested the instructions and information leading up to the beginning of the forms for each of ten common transactions, but we didn't actually test the forms themselves, which were out of scope for the DMV strike team.

We gave brigade members some personas to think about while they reviewed the web pages.

Instructions tested:

1. Homepage
2. Field Office Appointment Application Landing Page

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3. Vehicle Registration Renewal Application Landing Page
4. REAL ID Checklist
5. Driver License Renewal Application Landing Page
6. Electronic Driver License Application form Landing Page
7. Change of Address Application Landing Page
8. Driver Record Request Application Landing Page
9. DL Replacement, Duplicate, Corrections Information Page
10. Online Services

How will you record the tests?

For example: screen recording, screenshots, notes, recording with a camera

We used notetaking in a shared google doc. We had structured responses for testers to fill out using Survey Monkey.

Who will do the testing and how will you recruit them?

Who will actually give the feedback about the service?

Brigade members and they are recruited via peer pressure from brigade leaders during hack night ;)

How will you share the results of the testing?

Are you looking to write a report? Publish a blog post? A video?

We wrote a report combining all the notes and published a recap blog post. The report was shared with the DMV strike team and incorporated into a future version of the website.

What are your next steps?

The project has wrapped up and now we will continue the engagement by going back to the DMV and investigate what else we can help them with.

What help do you need for your next steps?

More people who want to be involved in a continued engagement with the DMV.

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What are the key deliverables for the project?

What are the key documents, web pages, or presentations your team will make? Is there a document for the research plan? Is there guidance for testers? Is there a document for the final synthesis? An important blog post?

- The [User Testing Plan](#), to share with brigade leaders
- [Flyers to advertise the project](#) to volunteers
- The [Survey Monkey Quiz](#) for brigade members to fill out while testing
- The [report to give to the DMV Strike Team](#)
- The [blog post to recap the work](#)

Who is committed to which roles for how long? (optional)

This can help your team organize and delegate tasks. Making commitments helps a volunteer project keep momentum. Who will be responsible for writing the plan? Who will be responsible for recruiting testers? Who will handle the synthesis?

- Zach (4 months) was responsible for brigade leader outreach and coordinating planning calls
- Tom (4 months) was responsible for writing the user research plan
- Angie (4 months) was responsible for providing input on the research plan and sharing the results with the strike team.
- Zach, Tom, & Angie synthesized all the results together.
- 5-6 Brigade leaders (1 month) organized user feedback sessions with their members during hack nights, and sent results back to Zach & Tom.
- Many Brigade members (1 night) participated in testing and shared their notes.