

PRESS RELEASE

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CALGARY, AB

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Inclusive Usability Testing



**CALGARY
FOUNDATION**
FOR COMMUNITY, FOREVER

IncluCity Calgary Hosts Public Launch Event with Workshops on Inclusion and Accessibility

IncluCity Calgary is launching western Canada's first Inclusive Usability Testing Service. We aim to make Calgary's tech-enabled solutions more accessible and user friendly by including diverse and underrepresented voices in the development of technology.

An in-person public launch event will take place:

DATE/TIME: 4:30-6:30 PM on Wednesday, May 18, 2022

LOCATION: Platform Innovation Centre, 407 9th Ave SE, Calgary, AB

INTERVIEWS: 5:00 PM with members of the IncluCity Calgary team

IncluCity Calgary will be hosting a public launch event open to all Calgarians interested in digital equity and the impact of inclusive testing services. The purpose of the event is to bring in the community to learn more about how inclusive usability testing can improve the inclusion and accessibility of Calgary's technology-enabled solutions and services.

All Calgarians invited to attend by registering at this link:

<https://www.eventbrite.ca/e/inclucity-calgary-public-launch-event-tickets-332064512897>

4:30-4:45 - Doors open (15 minutes)

4:45-5:00 - Brief introductory presentation (15 minutes)

5:05-6:05 - Attendees will have the chance to attend one of two workshops (1 hour)

1. Usability Testing Workshop

Demonstrate usability testing and the many components involved in evaluating tech-enabled solutions, services or processes using testers. You'll get to see what usability testing looks like from every angle. This workshop will be led by: Murray Thompson (He/Him) a User Experience Architect.

2. Inclusion and Access Workshop

Explore the necessary components of inclusion, accessibility and diversity. What does inclusive and accessible tech look like and how does usability testing play a role in creating digital equity? This workshop is for people who already know about usability testing but wish to better understand the role of diversity, equity, inclusion and accessibility in

developing novel solutions. This workshop will feature Scott Herron (He/Him) Accessibility Program Manager at Benevity and Ross Platell (They/Them) Project Administrator at IncluCity Calgary.

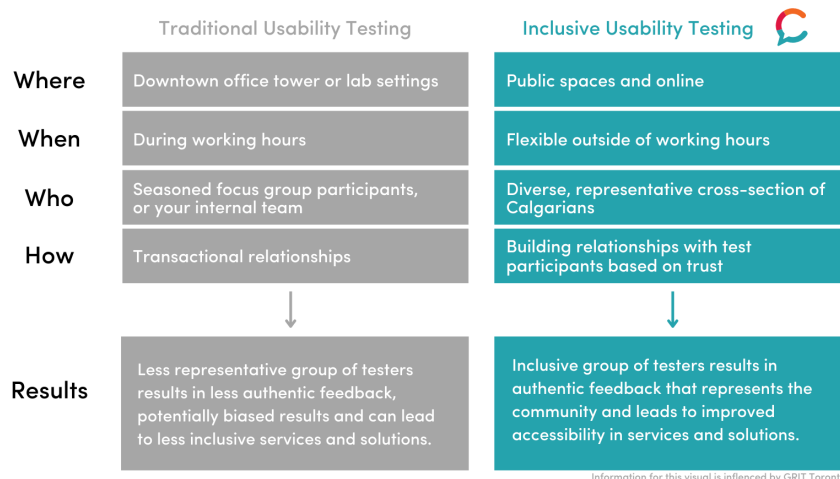
- For those who choose to not attend the workshops, the IncluCity Calgary team will be available for interviews, information, and general discussions about how to get involved.

6:05-6:30 - Networking (30 minutes)

Background on IncluCity Calgary:

Technology-enabled solutions, services, and processes are too often created without the input from the people who will be using them. Our initiatives at IncluCity Calgary seek to improve the usability of technology for everyone by listening to diverse and often under-represented Calgarians through usability testing. IncluCity Calgary's approach to usability testing is different and focuses on making usability testing centred around the community and individuals' circumstances within the community.

Figure 1: IncluCity Calgary's approach to usability testing



This creates a positive impact in the community by:

- Recruiting a diverse and inclusive cross-section of Calgarians as testers
- Improving the usability of solutions, services, and processes for clients
- Building trusted relationships with testers and community organisations
- Promoting digital literacy, skill development, and technology capacity

In partnership with the [Place2Give Foundation](https://place2give.com/), IncluCity Calgary will develop inclusive usability testing for technology with support from the [Calgary Foundation](https://calgaryfoundation.org/)'s Community Grants Program (place2give.com; calgaryfoundation.org). This funding will allow the IncluCity Calgary team to expand their community engagement to:

- **Recruit testers:** seeking a diverse group of Calgarians that would be paid to test products and services. Sign up at inlucitycalgary.ca/become-a-tester.
- **Build partnerships:** identifying client organizations who would like to test their solutions. Sign up at inlucitycalgary.ca/test-with-us.
- **Attract volunteers:** finding passionate individuals interested in UX design and share our vision of making Calgary more accessible and inclusive for all. Sign up at inlucitycalgary.ca/join-our-team.