

Technology and Design for the Public Good

Dorothy Eng
Executive Director



CODE for
CANADA

Nice to meet you!



Dorothy Eng (she/her)
Executive Director

Code for Canada is a national nonprofit dedicated to improving life in Canada using technology, data, and design.

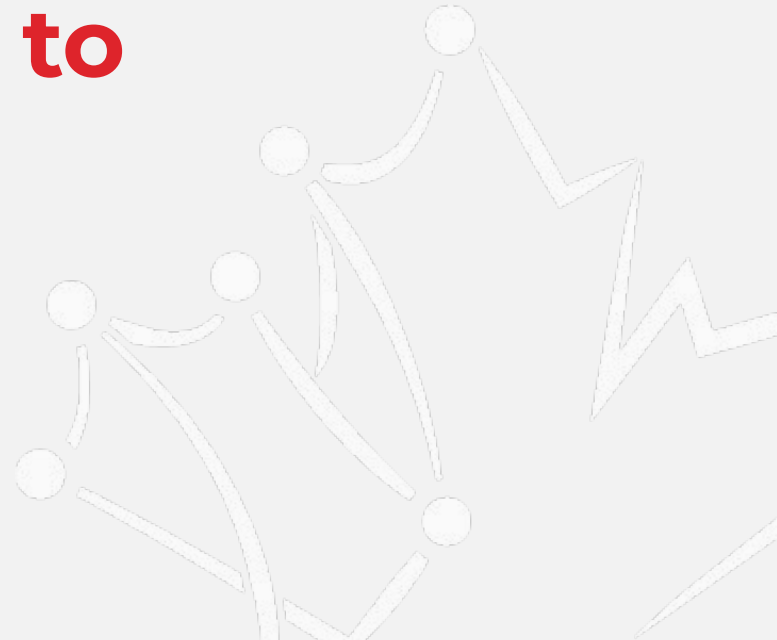




***We believe everyone deserves
access to equitable, inclusive and
responsive public services that meet
them where they are.***



**Government exists to
serve the people**



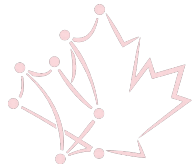
Phoenix 'nightmare' still haunting public servants,
more than 6 years on

Ottawa struggling to deliver benefits to disabled
veterans, vulnerable populations: AG report

**How to fix Canada's broken employment
insurance program**

Passport delays spur some Canadians to game the
system with fake travel plans

Many Americans still aren't coming to Canada. Is
the ArriveCAN app to blame?



**To serve the people,
government needs to
design, develop and
deliver services to
*everyone.***



**To design, develop and
deliver services to
everyone, you need to
build *with everyone*.**



**The answer is
inclusive design &
user testing.**



Inclusive design is

- people-centred
- data-driven
- usable and accessible
- for a variety of needs
- interdisciplinary



So where are we going wrong?



Government
of Canada

Gouvernement
du Canada

MENU ▾

[Canada.ca](#) > [About government](#) > [Government in a digital age](#) > [Digital Ambition](#)

Canada's Digital Ambition 2022

On this page

- [Introducing the Government of Canada's Digital Ambition](#)
- [Document purpose and what's new](#)
- [Message from the Chief Information Officer of Canada](#)
- [Context: a rapidly changing digital landscape](#)
- [Digital government](#)
- [Our strategy: transitioning to a more digital government to improve client service](#)
- [Appendix A: related policy instruments, guidance, plans and strategies](#)
- [Appendix B: Government of Canada Service and Digital Target Enterprise Architecture](#)

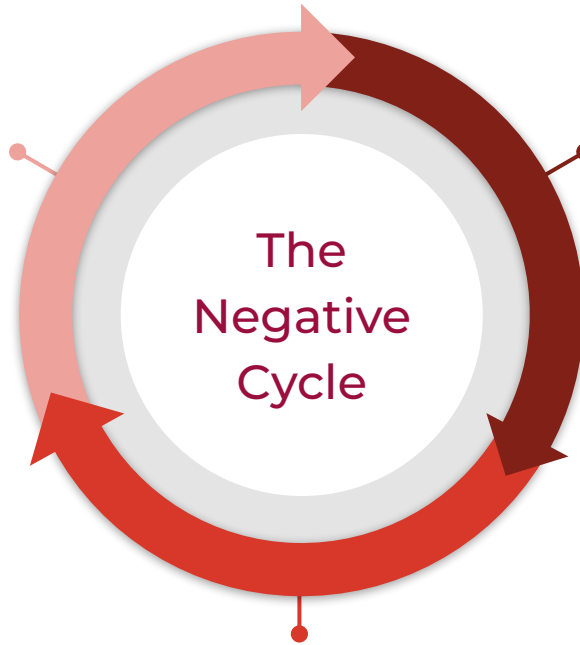
Introducing the Government of Canada's Digital Ambition

Government of Canada Digital Standards: our DNA

- Design with users
- Iterate and improve frequently
- Work in the open by default
- Use open standards and solutions
- Address security and privacy risks
- Build in accessibility from the start
- Empower staff to deliver better services
- Be good data stewards
- Design ethical services
- Collaborate widely



LACK OR LOSS OF PUBLIC
TRUST IN GOVERNMENT



INABILITY TO ENGAGE USERS
/ CONDUCT INCLUSIVE USER
RESEARCH AND USABILITY
TESTING

INSUFFICIENT SERVICE
DESIGN AND DELIVERY



GRIT

Gathering Residents to Improve Technology

- ✓ Inclusive design
- ✓ Civic engagement
- ✗ Professional/homogenous testers
- ✗ Limited insights



MEET THE TESTERS BEHIND GRIT



“Why would I need to test it first?”

“I don’t know how to budget for that.”

“We already test amongst ourselves.”

“We just need to get it out.”

“I don’t know how I’d get that through procurement.”



**But now everyone is
on board the UX train,
so what's the
problem?**



A gov-designer's wishlist

- ✓ Understand the lack of trust + the appropriate ways to address it
- ✓ Less big bang projects; more agile, user-driven service design
- ✓ Demonstrate that we listen and care
- ✓ Choose more inclusive, civic-minded partners



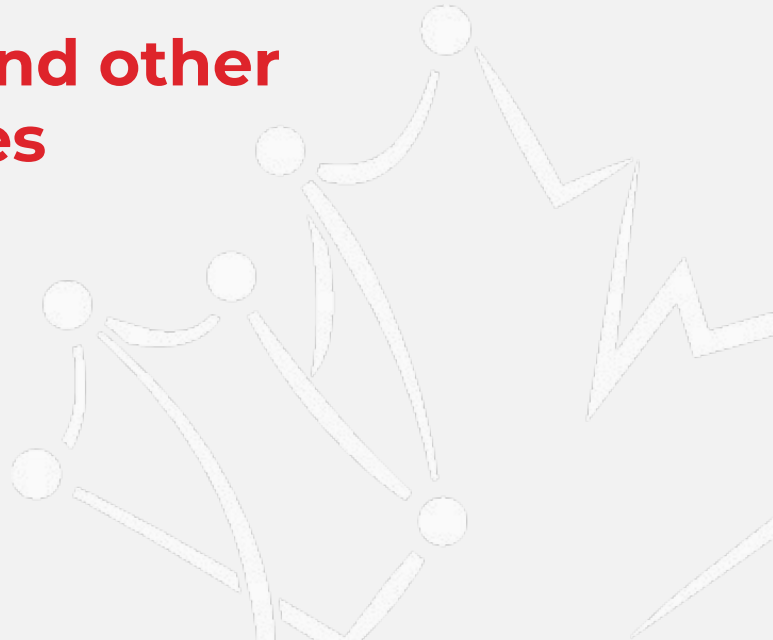
GRIT (2.0)

Gathering Residents to
Improve Technology...

... across Canada!



- ✓ **Rural, northern and remote regions**
- ✓ **Indigenous, newcomer, and other marginalized communities**
- ✓ **Accessibility needs and requirements**



**Your audience is
diverse.**

**Your testing should
reflect that.**



**Together, we can
improve lives across
Canada.**

Thank you.

