

ADVANCE CONTRACT AWARD NOTICE (ACAN)

1. Advance Contract Award Notice (ACAN)

An ACAN is a public notice indicating to the supplier community that a department or agency intends to award a contract for goods, services or construction to a pre-identified supplier, thereby allowing other suppliers to signal their interest in bidding, by submitting a statement of capabilities. If no supplier submits a statement of capabilities that meets the requirements set out in the ACAN, on or before the closing date stated in the ACAN, the contracting officer may then proceed with the award to the pre-identified supplier.

2. Definition of the requirement

The Canadian Food Inspection Agency (CFIA) has a requirement for the supply of a User Experience (UX) Testing Software solution. The solution will be used principally to improve the usability of the CFIA website and of the Agency's other web-based tools. The solution must be tailored specifically towards usability testing – including recruitment, surveys, recordings, feedback, analysis, presentation, and other necessary functions such as:

- Recruit and manage a panel
 - Recruit participants through email to a custom UX panel or a specific testing scenario
 - Store contact and other information (e.g. sector, job title, demographic information, etc.) that can be used to create and maintain segmented participant lists
 - Handle rescheduling, follow-ups, cancellations, no shows
 - Track how often panel members have been tested and on which subjects they have been tested already, refreshing or reorganizing participants as necessary
 - Conduct follow-up testing with participants if needed
- Collect data on usage of participants
 - Provide a quality video & voice communication channel to properly communicate the testing protocol to the participant
 - Track and record usage and feedback from participants in both a live (synchronous) and a CFIA test (asynchronous) environment
 - Record visual, verbal, written, and any other applicable user feedback: automated video recording and transcription, as well as timestamping, commenting, editing, and clipping of these recordings

- If needed, deploy a survey or similar quantitative instrument after the test to gather quantitative data to complement the qualitative data recorded during the session
 - Analyze the collected data
 - Automated flagging of the areas of potential interest in asynchronous recordings (e.g. text and voice-based sentiment analysis)
 - Create heat maps and similar visual displays of mouse movements or clicks on individual webpages and across web pathways
 - Analyze both qualitative and quantitative data received from participants, as well as interview metadata, handling multiple response variables and reclassification of variables
 - Conduct advanced statistical analysis in a user-friendly manner (t-tests, ANOVA, linear regression, Pearson's correlation)
 - Integrate both structured and unstructured data to create a coherent and clear story about issues that users encounter while using Agency tools or resources
 - Facilitate presentation of results to stakeholders
 - Output presentable, understandable data visualizations and data summaries for reports on UX research findings
 - Facilitate the drafting and presentation of specific, clear recommendations to the web team to improve the user experience
 - Integrate with other data visualization platforms such as Excel and PowerPoint to easily present results to senior management and other stakeholders
3. Criteria for assessment of the Statement of Capabilities (Minimum Essential Requirements)

Any interested supplier must demonstrate by way of a statement of capabilities that its solution meets the following requirements:

No.	Mandatory Criteria	Required Supporting Information	Substantiation <i>(Supplier to cross-reference technical documentation)</i>
M1	The application must be capable of identifying potential participants and recruit/manage panel as necessary: <ul style="list-style-type: none"> ● Recruit participants through email to a custom user experience (“UX”) testing 	The supplier must provide evidence that its application has these capabilities, including: <ul style="list-style-type: none"> ● its own UX panel, as well as capacity to host custom panels (i.e. panels imported by the CFIA). 	

	<p>panel or specific testing scenario</p> <ul style="list-style-type: none"> • Tools to keep track of the panel members, their profile information, participation history, and other metadata. • Functionality for recruitment, as well as cancellations, rescheduling, follow-ups, etc. 	<ul style="list-style-type: none"> • store contact and other information, such as business sector, job title, demographics, and participation information (i.e. tracking how often panel members have been tested and on which subjects they have been tested already) • use this contact information to create and maintain segmented participant lists within the tool • handle recruitment, rescheduling, follow-ups, cancellations, no shows for synchronous and asynchronous testing • contact participants for follow-up testing where necessary • refresh and reorganize panel members or participants as necessary 	
<p>M2</p>	<p>The application must be capable of collecting data on usage of participants:</p> <ul style="list-style-type: none"> • Provides a quality videoconferencing channel for live interviews • Track and record usage and feedback from participants in both a live (synchronous) and a CFIA test environment (asynchronous) • Record visual, verbal, written, and any other applicable user feedback • Mouse click/movement tracking for heat map visualizations • Deploy a survey or similar quantitative instrument after the test to gather quantitative data to complement the qualitative data recorded during the session 	<p>The supplier must provide evidence that its application has these capabilities, including:</p> <ul style="list-style-type: none"> • has design tools for both live (synchronous) and recorded (asynchronous) UX testing paradigms, such as written, audio, and video question templates, as well as programmable questions (e.g. skip logic, changing the text of a question based on previous answers, etc.) • has an intuitive UI for both paradigm design and subsequent testing • has survey design tools to conduct quantitative research, or to gaining quantitative support for existing qualitative UX findings. • provides a quality videoconferencing or similar video & voice communication channel to properly communicate with participants • records targeted user actions on their device such as mouse clicks, as well as verbal, visual, written, and other participant feedback. 	

		<ul style="list-style-type: none"> has automated video recording and transcription, as well as timestamping, commenting, editing, and clipping of these recordings 	
M3	<p>The application must be capable of data analysis:</p> <ul style="list-style-type: none"> Transcription and timestamping of recording content Automated flagging of the areas of potential interest Analyze both qualitative and quantitative data received from user Integrate both structured and unstructured data to create a coherent and clear story about issues the user encounters while using Agency tools or resources Metadata collection and analysis 	<p>The supplier must provide evidence that its application has these capabilities, including:</p> <ul style="list-style-type: none"> has video recording as well as automatic transcription capabilities, with options for manual timestamping and clipping automated flagging of the areas of potential interest, especially for asynchronous recordings (e.g. text and voice-based sentiment analysis) has tools to help with the generation of reports on both qualitative and quantitative research findings, including data storage, organization, and analysis functions can analyze both qualitative and quantitative data received from participants, as well as interview metadata, handling multiple response variables and reclassification of variables can conduct advanced statistical analysis in a user-friendly manner: t-tests, ANOVA, linear regression, Pearson's correlation, etc. can create heat maps and similar visual displays of mouse movements or clicks, both on individual webpages and across web pathways 	
M4	<p>The application must be capable of presenting results of UX testing:</p> <ul style="list-style-type: none"> Create data visualizations Integrate with other data visualization platforms, such as Excel and PowerPoint, to easily present results to senior management and other stakeholders 	<p>The supplier must provide evidence that its application has these capabilities, including:</p> <ul style="list-style-type: none"> ability to output presentable and intuitive data visualizations for reports and presentations on UX research findings has tools to produce reports on the findings of both qualitative and quantitative 	

	<ul style="list-style-type: none"> • Generate heat maps and similar visual displays of web usage patterns • Easily generate reports on various metrics of interest with clear and consistent formatting 	<p>research: charts, tables, heat maps, report templates, etc.</p> <ul style="list-style-type: none"> • can facilitate the drafting and presentation of specific, clear recommendations to the web team to improve the user experience: auto-generated recommendations, a searchable database of UX best practises, information on common mistakes and how to fix them, etc. 	
M5	Bilingual requirement	All communication to participants, performance of testing paradigms with participants, and presentation of results to stakeholders (including written or auditory surveys, instructions, reports, charts, videos, etc.), must be able to be done in both English and French .	

4. Applicability of the trade agreement(s) to the procurement

Not applicable.

5. Justification for the Pre-Identified Supplier

The CFIA technical authorities compiled a list of potential options and communicated with various companies to determine their capabilities. After which, the technical authorities determined that UserTesting was the only option on the market that met CFIA user experience testing needs. The other options had important limitations and were of higher price.

6. Government Contracts Regulations Exception(s)

The following exception(s) to the *Government Contracts Regulations* is invoked for this procurement under subsection 6(d) - only one person is capable of performing the work.

7. Ownership of Intellectual Property

- Ownership of any Foreground Intellectual Property arising out of the proposed contract will vest in the Contractor.

8. Period of the proposed contract or delivery date

The proposed contract is for a period of 1 year, from February 1, 2022 to January 31, 2023.

9. Cost estimate of the proposed contract

The estimated value of the contract, including option(s), is \$36,470.00 USD.

10. Name and address of the pre-identified supplier

UserTesting
144 Townsend St. San Francisco,
CA 94107 USA

11. Suppliers' right to submit a statement of capabilities

Suppliers who consider themselves fully qualified and available to provide the goods, services or construction services described in the ACAN may submit a statement of capabilities in writing to the contact person identified in this notice on or before the closing date of this notice. The statement of capabilities must clearly demonstrate how the supplier meets the advertised requirements.

12. Closing date for a submission of a statement of capabilities

The closing date and time for accepting statements of capabilities is January 24, 2022 at 5:00 PM EST.

13. Inquiries and submission of statements of capabilities

Inquiries and statements of capabilities are to be directed to:

Peter Vinh
Procurement & Contracting Officer
peter.vinh@inspection.gc.ca