



Procurement and Contracting Services  
30 Victoria Street  
Gatineau, Quebec K1A 0M6

## REQUEST FOR PROPOSAL AMENDMENT

The Invitation to Qualify is hereby amended; unless otherwise indicated, all other terms and conditions of the Invitation to Qualify remain the same.

<b>ITQ Amendment No.</b>  3	<b>ITQ Amendment Date:</b>  January 19, 2024
<b>Office of the Chief Electoral Officer File No.</b>  ECNF-RFP-2023-2372	
<b>Title:</b>  User Experience for Elections Canada Website	
<b>Invitation to Qualify Closing Date:</b>  January 31, 2024 at 2:00PM (Eastern daylight time)	
<b>ENQUIRIES – address enquiries to the Contracting Authority:</b>  <b>Office of the Chief Electoral Officer of Canada</b> Procurement and Contracting Services 30 Victoria Street Gatineau, Quebec K1A 0M6  <a href="mailto:Proposition-Proposal@elections.ca">Proposition-Proposal@elections.ca</a>	
<b>Attention:</b>  Nicole Fortin	<b>Tel No.</b>  873-416-0676

## **Part 1. Interpretation**

- 1.1** Elections Canada hereby amends in accordance with this amendment the Request for Proposal for User Experience for Elections Canada Website bearing number ECNF-RFP-2023-2372 and dated December 12, 2023 (the “RFP”). This amendment hereby forms part of the RFP.
- 1.2** Unless defined herein or unless the context otherwise requires, all of the words and phrases defined in the RFP and used in this amendment shall have the same meanings assigned to them in the RFP.

## **Part 2. Questions and Answers**

The following question has been asked in response to the Request for Proposal and Elections Canada hereby answers as follows:

### **2.1 Question No. 23**

Question:

Could you let us know what the anticipated spend during a year would be for work of this nature?

Answer:

We estimate 2 rounds of user testing per year.

### **2.2 Question No. 24**

Question:

Would the contract stemming from this procurement process also be annual with an option for renewal?

Answer:

The contract period is from the effective date of contract award to March 31, 2025 with options for renewal.

**2.3 Question No. 25**

Question:

Could you let us know how many vendors you plan to onboard for this work?

Answer:

We will engage one vendor.

**2.4 Question No. 26**

Question:

Could you let us know if you are open to an east coast agency to do this work as we have for numerous other clients across the country for similar engagements or do you have a local preference?

Answer:

All work can be conducted virtually. Vendors can be located anywhere and provide services that meet the requirements of the RFP. Please refer to previous responses in Question No. 5 and 6.

**2.5 Question No. 27**

Question:

We are asking the Crown to amend the pricing schedule to per diem pricing, in addition to an inclusion of an estimated Level of Effort. This amendment will aid vendors in presenting per diem rates that are reflective of additional costs that will be incurred for compensating users as required.

Answer:

Please refer to previous responses:

- Please provide pricing for both types of testing [moderated and unmoderated]. Indicate how your price would increase or decrease, (e.g., number of targets, number of tasks, etc.)
- Bids should include a recommended number of users to include in each type of exercise, which will deliver results that consider the target audiences described in the statement of work.

- Please include a price per hour/per diem for these activities.

## 2.6 Question No. 28

### Question:

Annex A “Statement of Work” under section 6.01.13, indicates that resources will have to compensate users as required for research purposes. Can the Crown confirm if compensation for the user’s research will be reimbursed by the client?

### Answer:

Please refer to previous response:

- The supplier is responsible for the compensation. The supplier will establish the rate of compensation, based on industry standard, if that approach is deemed necessary for the evaluation.

## 2.7 Question No. 29

### Question:

M5 states that “The bidder must demonstrate experience in completing a comparative analysis of other websites in the last five (5) years. Provide evidence that the bidder or proposed resource has experience completing a comparative analysis of other websites in the last 5 years”. This criterion, however, appears to disproportionately favor firms specializing in user experience (UX). It is important to note that expertise in UX may not necessarily correlate with a vendor's capacity to supply qualified resources possessing the requisite skill set for the tasks outlined in this solicitation.

In light of these considerations, we recommend the removal of M4, as it is perceived to unduly restrict vendors and could potentially impede a fair and open solicitation process. Eliminating this criterion would allow for a broader pool of qualified vendors, fostering a more inclusive and competitive bidding environment.

### Answer:

This contract requires expertise in evaluating the usability of websites. A comparative analysis of other websites is a part of that. The mandatory requirement stands.

**2.8 Question No. 30**

Question:

What kinds of work will be required in the option periods?

Answer:

The option periods are an extension of the time period to complete the contract requirements, therefore continued work on testing the user experience of the website, or components within it.

**2.9 Question No. 31**

Question:

We are assuming you need one round of usability testing. Is that your expectation, or are option periods necessary in the event that contact with voters might need to be delayed until after elections?

Answer:

We are seeking a supplier to conduct testing on a variety of websites, applications, etc. There is no set number of rounds of usability testing. The option periods are necessary if work is required to continue beyond the original contract date.

**2.10 Question No. 32**

Question:

Has Elections Canada done any prior relevant usability testing or research into user tasks?

Answer:

Yes. The successful bidder will receive reports/results from previous usability testing.

**2.11 Question No. 33**

Question:

The additional services you may need widely vary in cost, and need more scoping details before we quote firm pricing. Our proposal will describe our methods for each and provide quotations once the need for those services arises. Is that okay?

Answer:

That is perfect.

**2.12 Question No. 34**

Question:

The Mandatory and Rated grids Part 8 pages 4 through 8 ask for 'Brief description of the work performed' (250 words), and 'Description of the role of the resource(s) on the project' no word limit indicated.

Answer:

For consistency, please use the 400-word maximum for the project description, and 400 words for the role of the resources.

**2.13 Question No. 35**

Question:

Can you confirm that 'Project Description' and 'Brief description of the work performed' mean the same thing?

Answer:

It is not the same thing. The project description should include the purpose and scope of the project. The brief description of the work performed should itemize the approach/tasks performed to successfully complete the work.

**2.14 Question No. 36**

Question:

Can you explain what information is expected for 'Description of role of the resource on the project' as distinct from "Brief description of the work performed"?

Answer:

If there were more than one person performing the work, please indicate the tasks performed by each of them.

**2.15 Question No. 37**

Question:

The RFP references websites, plural. Aside from <https://www.elections.ca/> what are the other URLs in scope for testing?

Answer:

EC maintains several internal- and external-facing websites, applications, presences, assets. In addition to elections.ca, examples include: general election website (temporary), website program areas, Civic Education and Inspire Democracy websites; and internal Intranets for employees and for returning officers. There might be a requirement for usability testing on any of them during the contract period.

URLs for external-facing websites:

<https://www.elections.ca>  
<https://inspirerlademocratie-inspiredemocracy.ca>  
<https://electionsanddemocracy.ca>

**2.16 Question No. 38**

Question:

A testing scope of work can be customized to suit your budget, and there is a large scope of options available. Is there a budget identified for year 1 of this contract, and if so, can you disclose it?

Answer:

No, Elections Canada cannot disclose the estimated spend value. You could submit a list of options available with pricing for each (approach, number of contacts, etc.) For year one, assume an initial round of testing and one other.

### **Part 3. Amendments**

#### **3.1 Amendment to Request for Proposal of Page 1**

Page 1 of the Request for Proposal is hereby amended as follows:

Delete:

**Invitation to Qualify Closing Date:**

January 23, 2024 at 2:00PM (Eastern daylight time)

Insert:

**Invitation to Qualify Closing Date:**

January 31, 2024 at 2:00PM (Eastern daylight time)