

# Building a single point of access: Business need statements

Discovery Research - CDS + PSPC

# Target user

Canadian businesses who...

- Are not familiar with the government procurement process
- Are interested in securing a public sector contract

# Statement format

**“I need...”**

A core user need we found in our research findings.

**“Which means that...”**

The implications for the service. What should and should not happen when they're interacting with the SPA.

**“This is important because...”**

The research insights and findings that the user need is based in - why it's an important need that should be designed for.

# **I need to be able to narrow down opportunities to find ones relevant for me**

## **Which means**

- No false positives and no false negatives in the results
- I need to know that there aren't more opportunities out there that I'm missing
- Filtering and results have to be reliable
- Data needs to be complete, accurate and consistent
- If fields I'm filtering on are not available, there are no surprises in the results

## **This is important because**

- Time and resources are limited.
- If businesses lose confidence that they're seeing all the relevant opportunities, they'll stop searching or using this site or stop considering the public sector as a potential client
- They might not have the privilege of receiving direct requests from buyer organizations, so this might be their only way of finding potential contracts.
- Businesses unfamiliar with Canadian public sector procurement start with a Google search
- If they can't find the SPA, they will try other websites that may not actually be as useful, comprehensive or time-saving for them.

# **I need to know if an opportunity is worth pursuing**

## **Which means**

- I need to be able to filter by eligibility requirements or conditions to be met so I can rule out opportunities with requirements I can't meet
- Requirements are clearly described in terms I understand
- I need to know if it's worth my time to inquire about more information
- I need to know if a limited number of businesses are invited to bid on a specific contract quickly, such as a standing offer list, or supply arrangement.
- I need to know if the buyer organization favours suppliers from its specific jurisdiction.

## **This is important because**

- Businesses can't afford to invest time if they don't meet the eligibility requirements
- It takes a lot of time to prepare a bid without the promise of payout

# **I need to find the platform on my search engine**

## **Which means**

- I need to see it in the top results on my search engine
- I need to know that I can use it to search for government tenders

## **This is important because**

- Time and resources are limited.
- Businesses unfamiliar with Canadian public sector procurement start with a Google search.
- If they can't find the SPA, they will try other websites that may not actually be as useful, comprehensive or time-saving for them.
- They might not have the privilege of receiving direct requests from buyer organizations, so this might be their only way of finding potential contracts.

# **I need to understand the information**

## **Which means**

- Information must be jargon-free
- No or very few acronyms
- I can scan the information to learn what I need to know (I don't need to read every single word)
- The language should be consistent across government

## **This is important because**

- If businesses can't understand it, they'll give up
- If it even looks too hard, they'll stop considering the Canadian public sector as a potential client
- Different buyer orgs use similar terms to mean different things, which is confusing and ambiguous
- Unfamiliar businesses haven't yet learned all the terminology of Canadian procurement
- Business owners or employees could have varying disabilities and literacy skills.

# **I need to pick up where I left off with no interruption**

## **Which means**

- No time-outs
- I need to be notified when opportunities that meet my criteria are posted
- The system remembers where I was (broader need)
  - I need to be able to save my searches
- Any links out of the SPA take me directly where I need/expect to go

## **This is important because**

- Businesses may be extremely busy juggling both work and family-life
- Time spent looking for opportunities is unpaid and it takes time and attention away from their paid work - might not result in anything
- Businesses may be interrupted in the middle of searching, and it's inconvenient and time-consuming to restart
- Often businesses are searching for RFP's in addition to the rest of their work and so the process can be very fragmented and sporadic.