



Ontario Centre of Innovation – OVIN Skills, Talent & Workforce Development: Skills & Career Navigator Tool/Platform

Request for Proposals

Amendment

Update: The Request for Proposals has been updated based on the modification to the scope requirement. An amendment has been made to a deliverable and the overall RFP requirement has been further simplified since the posting date.

The updated RFP now requests the following: functional and non-functional quality assurance testing, in addition to user acceptance testing and a user testing insights report.

Deadline for submission of proposals: December 7, 2022

Ontario Centre of Innovation – OVIN Skills, Talent & Workforce Development: Skills & Career Navigator Tool/Platform

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1. Organization Description

The Ontario Centre of Innovation (OCI), established in 1987, is a leading not-for-profit organization that works with industry, academia, and government. OCI focuses on ensuring that the people of Ontario reap the personal and economic benefits of leading-edge research underway at our publicly funded universities, colleges, and research hospitals - research that can be transformed into technologies and services that enhance quality of life and help build a globally competitive, job-creating economy in Ontario.

Specifically, OCI supports the commercialization of academic intellectual property (IP), industry-academic collaborations, and the development and adoption of emerging technologies. This includes overseeing the execution of advanced technology platforms that will equip Ontario companies to compete in a competitive global digital economy. The organization also contributes to the development and retention of talent to ensure that industry has access to personnel with the most advanced skills and knowledge and that highly trained personnel find opportunities to apply their expertise in Ontario.

OCI leads the Ontario Vehicle Innovation Network (OVIN) initiative on behalf of the Government of Ontario. OVIN's mandate is to accelerate the development of the next generation of electric, connected, and autonomous vehicle and mobility technologies, and lead the sector through significant change.

OVIN builds upon Ontario's position as a world-leading automotive manufacturing and supply jurisdiction in addition to the large cluster of information and communication technology companies operating in the province. Ontario's high-quality post-secondary institutions, first class talent, innovative small and medium sized enterprises, and infrastructure to support entrepreneurship ensure that the province is uniquely positioned to capture the economic opportunity of the connected and automated vehicle (C/AV) and mobility technology space and lead the global mobility transformation.

Through resources such as research and development (R&D) funding, talent development, technology acceleration, business and technical supports, and demonstration grounds, OVIN provides a competitive advantage to Ontario-based automotive and mobility companies – allowing Ontario to reinforce its position as a global leader in transformative automotive technologies, as well as transportation and infrastructure systems.

OVIN's five objectives are: to foster the commercialization of Ontario-made advanced automotive technologies and smart mobility solutions; showcase Ontario as the leader in the development, testing, piloting and adoption of the latest transportation and infrastructure technologies; drive innovation and collaboration among the growing network of stakeholders at the convergence of automotive and technology; leverage and retain Ontario's highly skilled talent; harness Ontario's regional strengths and capabilities, and support its automotive and technology clusters.

OVIN is supported by Ontario's Ministry of Economic Development, Job Creation and Trade (MEDJCT), Ministry of Transportation (MTO), and Ministry of Labour, Immigration, Training and Skills Development (MLITSD).

2. Project Overview

The Ontario Vehicle Innovation Network (OVIN) is seeking a service provider to conduct user testing and to update content in the back-end database of its Skills & Career Navigator site. The purpose of these deliverables is to improve user metrics and engagement with different elements of the site through functional and non-functional quality assurance testing in addition to user acceptance testing. User acceptance testing must involve moderated explorative and assessment approaches, and result in the production of a Navigator User Testing Insights and Recommendations report. The selected service provider is also expected to update existing information on the Navigator site. The overall priority of this RFP is the development of an accessible and engaging tool for multiple audience segments that will assist their exploration of career opportunities within the automotive and mobility sector. Respective deliverables associated with this Request for Proposals must be completed by March 30, 2023, and May 31, 2023. Please see the Timelines in Section 6 for more information.

3. Project Objectives

Ontario's automotive and mobility sector is facing significant technological disruptions, driven by the priority to transition to the low carbon economy, as well as improvements in digital and automation technologies. Key drivers contributing to this evolution include factors like environmental sustainability, digitalization, infrastructure demands, increased expectations for safety and concerns over cybersecurity. As a result, the occupational and skills requirements for the sector are shifting to include an increased demand for: technological skills (use of software tools and software development, etc.), data analysis skills (machine learning, AI, etc.), as well as EV and EV infrastructure skills (mechatronics, battery repair, etc.).

The intersection of multiple industries (i.e., automotive and mobility, critical minerals, energy, etc.) complicates career pathways, with some jobs expected to become obsolete and others requiring upskilling, flexibility associated with amalgamated pathways, or new skills requirements for entirely new

roles. The skills required by the next generation of workers in the sector will be drastically different than those required today, leading to a skills gap which needs to be addressed in order to ensure that Ontario's ecosystem continues to thrive on the global stage.

To respond to these shifts, OVIN has developed a [Talent Strategy & Roadmap](#) which aims to position the sector globally for long-term success. It outlines a series of objectives and initiatives to help achieve its 2030 vision for Ontario's Automotive and Mobility Workforce:

"Ontario's automotive and mobility sector has a highly skilled, adaptable, and diverse workforce reinforced by a global leading network that provides tailored and responsive initiatives that meet the evolving needs of the workforce."

Released alongside the Talent Strategy and Roadmap, OVIN's Skills & Career Navigator (<https://ovin-navigator.ca/>) is an all-encompassing tool which provides centralized information to Ontarian's interested in or currently working in the sector. The Skills & Career Navigator (henceforth referred to as the Navigator) hosts relevant content pertaining to OVIN's Talent Strategy & Roadmap, including information on the sector and its transformation, highlights of Ontario's ecosystem, skills data representing current and future skills needs, and career and learning pathways within Ontario's automotive and mobility sector across six (6) different segments. The aim of the Navigator is to be accessible to a range of users, including kindergarten to post-secondary students, members of the workforce, and industry.

OVIN is issuing a request for proposals for service providers to conduct assessments and determine user needs which will inform the next iteration of the Navigator site. The initial launch of the Navigator was focused on platform development with the intention of shaping its development according to the needs of various user audience segments. The Navigator currently provides information on the automotive and ecosystem, in addition to career pathways and labour market insights about the sector. Assessments of our user data and feedback from Ontario educators provided areas for improvement in the site's accessibility and usability across age groups. As a result, OVIN requires that the selected service provider complete necessary functional and non-functional testing and conduct primary research to recommend additional improvements to the site. The service provider will also be required to complete updates to existing information on the Navigator. All project deliverables must be completed by the project close date – May 31, 2023.

OVIN is seeking a service provider to conduct primary research and site updates activities and produce the following deliverables in two phases:

1. **TESTING: Conduct Primary Research and provide User Experience Testing Insights and Recommendations Report:** OVIN requires that the service provider conducts primary research by coordinating and facilitating usability testing sessions with various audience segments, outlined in Section 4.1. These sessions will inform an Insights and Recommendations report that the service provider will provide to OVIN by March 30, 2023.
 - a. **Complete Quality Assurance Testing:** OVIN requires the completion of functional and non-functional testing, including but not limited to smoke testing, automation testing, and performance testing. The service provider must produce a project plan that includes a timeline for this testing. Details of expected quality assurance testing can be found under Section 4.5.

2. **UPDATES: Navigator Site Updates:** The service provider is expected to complete the following updates to the Navigator upon receiving OVIN's approval of a project plan. These updates and relevant fixes must be finalized for launch on May 31, 2023. Requested updates are as follows:
 - a. Update the existing Ontario course and program offerings listed within the Navigator's Career Pathway's section. The service provider must conduct research necessary to update this information and complete these updates to the back-end database that houses this information.
 - b. Update the Labour Market insights within the Navigator site. OVIN will provide the data necessary to update this information.

4. Key Components & Technical Requirements

The primary aim of this project is the upgrade of OVIN's Navigator, to determine areas for improvement and ensure suitability for a wider audience.

In addition to functional and non-functional quality assurance testing, the service provider is expected to complete user acceptance testing and construct a user testing insight report as outlined below. Please see Section 4.5 for outlined expectations for quality assurance testing.

The service provider will share proposed methodologies, development approaches and/or design plans for each deliverable. While the service provider is responsible for carrying out the relevant research and website content updates, which must be approved by OVIN prior to implementation. While constructing the report, OVIN invites service providers to exercise creativity and ingenuity, and to suggest approaches to improve the user journey/experience, improve the site look and feel, increase the level of interactivity, and optimize the functionality of the site. For each of the recommendations, OVIN is requesting a breakdown of the associated activities and costs. The current version of the Navigator is built on Wordpress, with an integrated career exploration tool that deploys artificial intelligence. The service provider will not be working with the career exploration tool but is expected to complete site content updates to the back-end database that includes content on the sector's ecosystem and career pathways.

4.1 - PHASE ONE: Research & User Testing Insights Report

This activity informs upcoming versions of the Navigator tool by identifying improvements that will (a) enhance user experience and interface, (b) improve user engagement, (c) equip users with the knowledge, skills, and training to contribute to the sector's evolution, and (d) reinforce Ontario's position as a world-class automotive and mobility jurisdiction.

OVIN is requesting the design and facilitation of usability testing sessions that center on the Navigator.

- These sessions should be designed to determine areas for improvement of the Navigator and gather feedback on the product users' experience. The structure of these sessions can include a combination of moderated assessment and explorative sessions to evaluate the site functionality and determine potential new features. The service provider is encouraged to deliver sessions in-person and remotely.
- Through these sessions, the service provider should gain insight into user journeys through the site, and improvements to the Navigator that can enhance users' engagement with the platform.

- These sessions must be based around participants exploring the Navigator, followed by feedback solicitation (discussion) and a survey that evaluates the users' experience.
- These feedback groups should be designed to get feedback from different audience groups about the Navigator's usability.

OVIN requirements include:

- The service provider must be creative in the design and implementation of these activities.
- The service provider must deliver a detailed project plan for an efficient participant sourcing strategy, the facilitation of feedback group sessions, in addition to an overall workplan for the development of a final Insights and Recommendations report, in addition to site updates.
- The service provider must demonstrate due diligence in the design of these feedback sessions such as a plan including the completion of feedback sessions in a reasonable timeframe to complete the report by March 30, 2023, the number of participants, rationale for session format, a plan to confirm participants' consent to share anonymized findings, and metrics to track participant journeys through the site. It is ideal that feedback sessions end by February 17, 2023, to allow the service provider enough time to produce the Navigator User Testing Insights and Recommendations report.
- Furthermore, the service provider must work with OVIN to design assessments for the usability of the Navigator. This requires the service provider to produce drafts of engagement materials like surveys and questions for feedback groups/sessions.

Each feedback group must contain carefully selected participants from each audience segment below:

- a. Kindergarten to Grade 4 students
- b. Grade 5 to Grade 8 students
- c. Grade 9 to Grade 12 students
- d. Post-secondary students
- e. Working professionals (groups that may be impacted by shifts within the sector)
- f. Parents
- g. Educators (from Ontario-based school boards and post-secondary institutions)

*** NOTE: Participants from audience segments that are under the age of 18 must be accompanied by a parent/guardian or must have written permission from said guardian to participate.

*** NOTE: All data collection and storage will be managed independently by the service provider and must not be facilitated by an external party. This data will be provided to OVIN upon completion of all deliverables. As a result, proposals must demonstrate methods to be employed to protect the integrity of data and the anonymity of participants.

An OVIN representative may attend as an observer of some of these groups. These sessions will inform the development of the service provider's User Testing Insights and Recommendations Report, including an overview of insights learned from the usability testing sessions, qualitative and quantitative data gleaned from the feedback sessions, additional best practice assessments conducted by the service provider, and recommendations for future Navigator enhancements. Recommendations must also include accessibility considerations and assessments, such as Accessibility for Ontarians with Disabilities

Act (AODA) compliance to ensure site elements adhere to the requirements of the Act. Please note, as part of the pricing breakdown for this requirement, pricing for an AODA assessment should be included in the report.

The report should also include a brief executive summary that captures findings and recommendations and can be used as a quick reference for OVIN activities.

The service provider will undertake primary research in addition to the site update activities outlined below.

4.2 - PHASE TWO: Navigator Site Updates

For Phase 2 of this project, the service provider must complete the following updates to the OVIN Navigator's database:

1. Update the existing pool of Ontario-based resources, courses, and programs within each career pathway. These include programs, course-based learning opportunities, and experiential learning opportunities from across Ontario-based institutions. The service provider is expected to complete the research necessary to complete these updates.
2. Update the Labour Market Insights section, including the current state of the automotive and mobility industry, and opportunities within the six (6) segments of the sector. Following project kickoff, OVIN will provide the Labour Market Insights report for the following original six (6) segments of the sector, with the addition of new segments like Electrification and Advanced Air Mobility (AAM):
 - a. Auto & Parts Manufacturing
 - b. Aftermarket Maintenance & Repair
 - c. Freight & Goods Movement
 - d. Mobility, Planning & Infrastructure
 - e. Tool, Die & Mold
 - f. Connected & Autonomous Vehicles

***NOTE: The service provider is expected to complete site content updates for both the English and French versions of the Navigator site. Efforts to do so much be included in the overall project plan.

Based on initial assessments and user testing sessions, the service provider must also provide a project plan for the above OVIN-prescribed Navigator site updates they intend to complete by the project closing date. Site enhancements recommended in the Insights and Recommendations report can include design updates and the added use of interactive elements and functional tools to improve the site's look and increase the users' engagement with site content.

4.3 - Project Management

As part of the project management activities, the service provider will prepare for a kick-off meeting, develop workplans with detailed timelines for all project deliverables, and deliver a weekly status/update meeting for the OVIN team. OVIN requires the submission of a stakeholder engagement plan separate from the overall work plan. The stakeholder plan must include the

service provider's strategy to source and engage participants, contingency plans in the event they are unable to engage representative members of audience segments, and draft versions of engagement materials. Such materials include but are not limited to surveys and question lists for feedback groups/sessions. The service provider will work closely with and provide updates to the OVIN Project Lead, Strategic Partnerships in addition to the wider OVIN team as needed.

4.4 - Methodology

The service provider will share proposed methodologies, development approaches, timelines and/or design plans for each deliverable. OVIN requires the submission of a stakeholder engagement plan separate from the overall work plan. Each of these plans must be approved by OVIN prior to development and implementation stages.

4.5 - Quality Assurance & Testing

Throughout site updates, all enhancements to site functionalities must include quality assurance checks and testing/reviews prior to being finalized to ensure enhancements and upgrades align to the intended objectives.

Once updates are complete, testing of the site and its functionalities may include user group testing to provide additional feedback. All quality assurance and testing activities must be included as part of the service provider's project plan. Review phases must be included in the service provider's overall project plan and reported in weekly project updates. Any quality assurance and testing outcomes must be reported back to OVIN prior to close out of each deliverable

- Quality assurance testing must include the following functional and non-functional tests:
 - Integration Testing
 - Regression Testing
 - End-to-end Testing
 - UI-UX Design Testing
 - Performance testing
 - Smoke Testing
 - Unit Testing
 - Automation Testing
 - Load Testing

Activities requiring functional testing include but are not limited to:

- Data visualization dashboards and representations
- Site compatibility across browsers and devices
- Site search functionality

4.6 - Site Maintenance and Support

The service provider's project plan must include the transfer/delivery of the site to the internal OVIN site management team. The site content updates must be completed and transferred over to OVIN's

internal site management team by May 24, 2023, for a launch on May 31, 2023. The service provider will assist OVIN in troubleshooting and resolving site issues and technical problems and will be available to respond to questions as applicable.

5. Summary of Deliverables

The deliverables for this scope are summarized in the table below:

Section	Specific Deliverable	Format	Timeline
Deadline for proposal submissions	1. Proponents will submit proposals to OCI	PDF	December 7, 2022
Project Management	2. Project kick-off meeting	PowerPoint	Contract award: Week 1
	3. Overall project plan including schedule for feedback sessions and implementing updates	PowerPoint and/or PDF	Week 1 to 2
	4. Stakeholder engagement plan	PowerPoint and/or PDF	
	5. Weekly project status updates	PowerPoint and/or PDF	
Phase One: Primary Research	6. Proposed research methodology outline (detailing assumptions and approach)	Microsoft Word	Week 1 to 2
	7. Project status updates	PowerPoint and/or PDF	Weekly, following project kick-off meeting
	8. User Experience Testing Insights and Recommendations report	PDF	TBD Draft: February 17, 2023 Final: March 22, 2023
Phase Two: Navigator Site Updates	9. Final presentation of Navigator site	Site Demonstration	May 17, 2023

	based on OVIN-prescribed updates (English and French)	Summary PowerPoint and/or PDF with an overview of changes	
	10. Transfer of site to OCI/OVIN's internal site operators	Site demonstration	May 24, 2023
Project Close	N/A	N/A	May 31, 2023

6. Timelines

The following timeline must be considered when developing the project workplan as part of the service provider's response to this RFP. The service provider must further identify the overall approach to the project, work details, and schedule to complete all the required project tasks detailed in Section 4. It should be noted that the selected service provider will work with the internal project team to finalize the work plan and confirm the timeline.

Proponent information session	November 14, 2022
Deadline for proposal submissions	December 7, 2022
Decision by OCI – Proposal awarded	December 22, 2022
Project kick-off	January 10, 2023
Project workplans due: - Overall workplan - Stakeholder engagement	January 10, 2023
Methodology and/or design approach for each requirement	January 10, 2023
Focus groups end date	February 17, 2023
Insights and Recommendations Report Draft	March 3, 2023
Final report presented	March 17, 2023
Project deliverable due: User Experience Testing Insights and Recommendations Report	March 30, 2023

Draft website updates for review	April 17, 2023
Site ready for re-launch (English and French)	May 17, 2023
Final website presented	May 24, 2023
Project deliverable due: site content updates, including Labour Market Insights and Course Offerings	May 31, 2023
Project close	May 31, 2023

7. Bidding Requirements

- a. **Financial.** Daily rate for the project including any estimated expenses is to be provided.
- b. **Proposal.** Descriptions of the approach and methodology. Detailed timelines and deliverables are to be provided. 30-minute interviews including a presentation on approach and methodology and Q&A may be scheduled with short-listed candidates.
- c. **Collaborative Bids.** Proponents are welcome to submit collaborative bids in partnership with other vendors.
- d. **Service Level.** Delivery of milestones on time and of a quality acceptable to OCI.
- e. **Expertise.** CVs and a brief overview of relevant experience and qualifications of the project team are to be provided.
- f. **Terms and Conditions.**
 - Any information provided by OCI either in this RFP or in subsequent verbal or written communications shall be considered confidential and for express use in the preparation of this proposal.
 - All proposals submitted become the property of OCI and are to be received and held in confidence.
 - All data collected and all resulting reports and publications prepared by the successful bidder will be the exclusive property of OCI.
 - This RFP does not create an employment relationship. Individuals performing the services required by the contract are not employees of OCI.
 - Any changes to scope of services and associated costs following execution of contract must be submitted in writing and are subject to approval by OCI.
 - Travel and travel reimbursement are not authorized for this acquisition.
 - The successful bidder will be paid upon submission of proper invoices to OCI at the prices stipulated on the contract.
 - Invoices will contain the contract number and reference number.
- g. **Conflict of Interest.** Arms-Length relationship or disclosure of potential conflict of interest is required.

- h. **References.** References with details of work completed are to be provided.
- i. **Evaluation Criteria.** Proposals will be evaluated based on:

Expertise & Diversity (40%)

- Demonstration of a diverse team of qualified individuals who each have an active and intentional role in the project.
- Understanding of the project objectives and context, including a clear ability to incorporate EDI considerations in all aspects of work.
- Qualifications and expertise.
- Relevant experience and references in primary research, webpage development and associated functionalities.

Methodology (40%)

- Proposed approach and methodology to the project.
- How well the proposal addresses RFP requirements.
- Proposed management and organization of the assignment.
- Commitment to assignment timelines, deadlines, and overall terms and conditions.

Cost (20%)

- The service provider must provide a breakdown of costs by activity, including rationale, within the proposal.

- j. **Submission Format.** Proposals are to be submitted in free form electronically in Word and PDF format. Please have proposals named as "Company Name Submission_OVIN_Navigator_Update RFP_DD- MM-YYYY". The receipt will be confirmed via e-mail.
- k. **Contact.** Send proposals submissions and any questions and additional information requests to Shannon Miller at smiller@oc-innovation.ca. Please note that any responses may be shared with all potential bidders.
- l. **Bidding Process and Schedule.**

1. There will be one Proponent Information session scheduled on Monday, November 14, 2022, from 9:00am EDT. The session will take place via Zoom, with details found below:

Monday November 14, 2022 (9:00am to 11:00am)

- a. [Link to register](#)
- b. Meeting ID: 896 5059 2569

2. The application deadline is Wednesday December 7, 2022, **by 12:00pm EDT**. Short-listed candidates may be invited for an interview.
3. Final selection will be announced by Thursday December 22, 2022. We reserve the right not to award the contract to any of those submitting proposals, and we may seek further responses.

