User feedback pilot - how it's going
Gathering feedback for evidence-based content design

New addition to existing suite of analytics and research tools

Basic

↓

Rich

- Web analytics

- Search (logs, terms, and keywords)

- Reported task success or failure (task success survey)

- **Page level feedback**

- Qualitative usability tests (card sorts, first click tests)

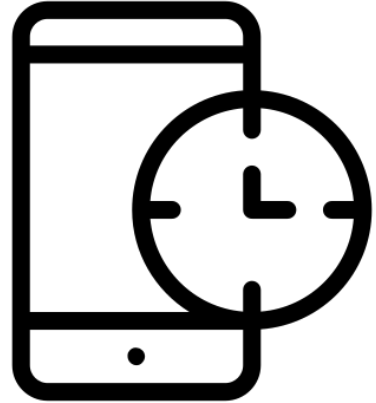- Unmoderated and moderated task performance testing

Page feedback supports continuous improvement

Real time feedback. A source of "always on" design research

- First person feedback captured "in the moment"

Fits into your existing top task work

- Moving away from success only being measured by traffic

- Measuring success through top task surveys

- Feedback is a lens into the page-level issues affecting task performance (content gaps, comprehension, interaction, navigation) and policy issues

Did people find what they were looking for?

The feedback tool invites visitors to:

- indicate if they found what they were looking for (yes / no)

- indicate a reason for why not (information was not clear)

- offer their feedback describing the problem

Privacy and accessibility

- Personal information is removed automatically - including email addresses, phone numbers, and SIN numbers

> If my travel is deemed essential do I need to quarantine? Is there an application for essential travel. Please call me# ### ### ### Mark

> Cannot find how to book a vaccination for a senior of 85 yrs and partner of 79 yrs. email: ####@####.####

- Accessibility considered from the beginning

Tools for capturing and managing the data

Click data for yes / no buttons and radio options:

- **Adobe Analytics**
  Stores everything except comments.
  Leverage analytics for detailed analysis (devices, geographic region, etc)
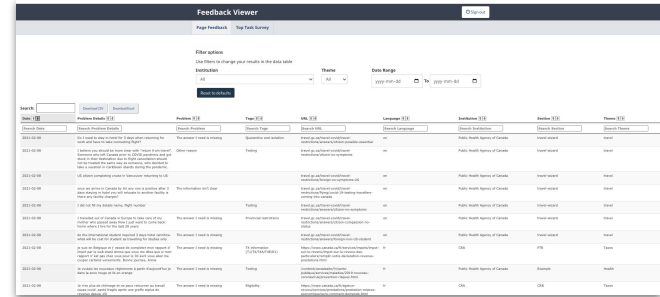
Comments are stored through:

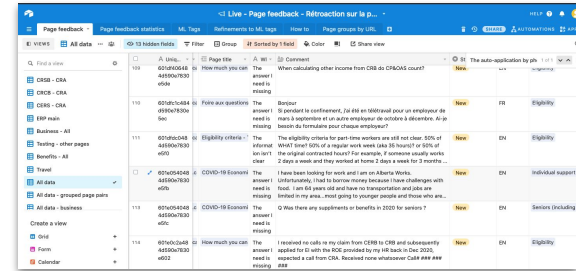- **Feedback database (Azure datastore)**

3 ways to access and manage comments

1. **Feedback database**
Raw feedback from the datastore. Allows search, filter, and export to CSV or Excel. Personal info is stripped (email addresses, phone numbers, SIN)

2. **AirTable:** partner departments have a direct access to the AirTable base. Allows tagging, grouping and analysis.

3. [Feedback by page and by group](#)
Feedback grouped by page and by page group, displayed by tag. No login required.

How it's going so far

By the numbers

- Comments collected to date: over 60K

- Currently collecting on 364 pages

- Average # of daily comments: 600-650

- Departments involved: 5

  - CRA

  - PHAC / HC

  - ISED

  - GAC

  - Finance

2 Types of implementation

1) **With** automatic tagging, through a machine learning algorithm. As tags get corrected and confirmed in AirTable, the classification script trains itself.

2) **Without** automatic tagging: tagging is done fully manually in AirTable. No machine learning involved.

```python
#create English model¬
model_en = {}¬
for cat in categories_en:¬
····model_en[cat] = {}¬
····for category in categories_en[cat]:¬
········NB_pipeline = Pipeline([¬
············('clf', OneVsRestClassifier(MultinomialNB(alpha=0.3, fit_prior=True, class_prior=None))),¬
············])¬
········NB_pipeline.fit(all_x_en[cat], cats_en[cat][category])¬
········model_en[cat][category] = NB_pipeline¬
¬
#create French model¬
model_fr = {}¬
for cat in categories_fr:¬
····model_fr[cat] = {}¬
····for category in categories_fr[cat]:¬
········NB_pipeline = Pipeline([¬
············('clf', OneVsRestClassifier(MultinomialNB(alpha=0.3, fit_prior=True, class_prior=None))),¬
············])¬
········NB_pipeline.fit(all_x_fr[cat], cats_fr[cat][category])¬
········model_fr[cat][category] = NB_pipeline¬
```

Examples of insights
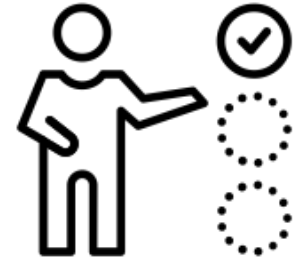
Types of evidence we expected from user feedback

Issue	Type	What to do
Can't find or use answer	Navigation/Interaction	Reconsider IA, information scent, design patterns and interaction
Can't understand answer	Writing	Rewrite, plain language edit, use words people use, etc.
Answer not on page	Content gap	Include the answer in the content
Doesn't like the answer	Program/Policy	Share feedback with appropriate program/policy channels

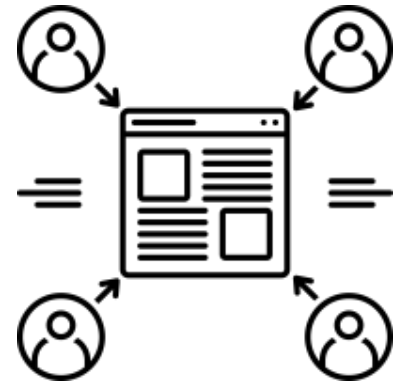# Other ways to use feedback for continuous improvement

- **Planning and prioritizing work**
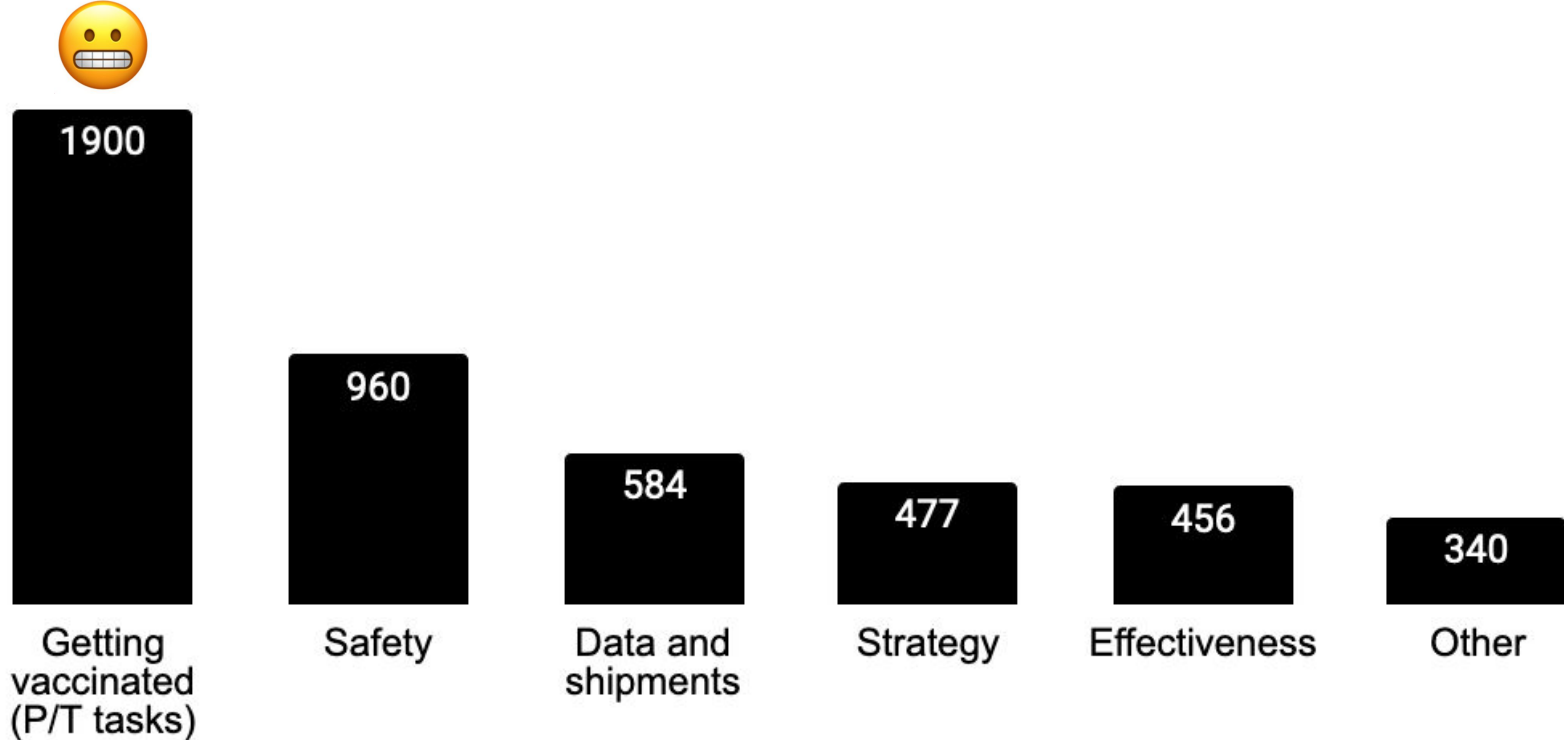 Identifying the tasks / pages causing the most negative feedback

- **Usability testing scenarios**
  Ready to use scenarios for usability testing based on real-life examples

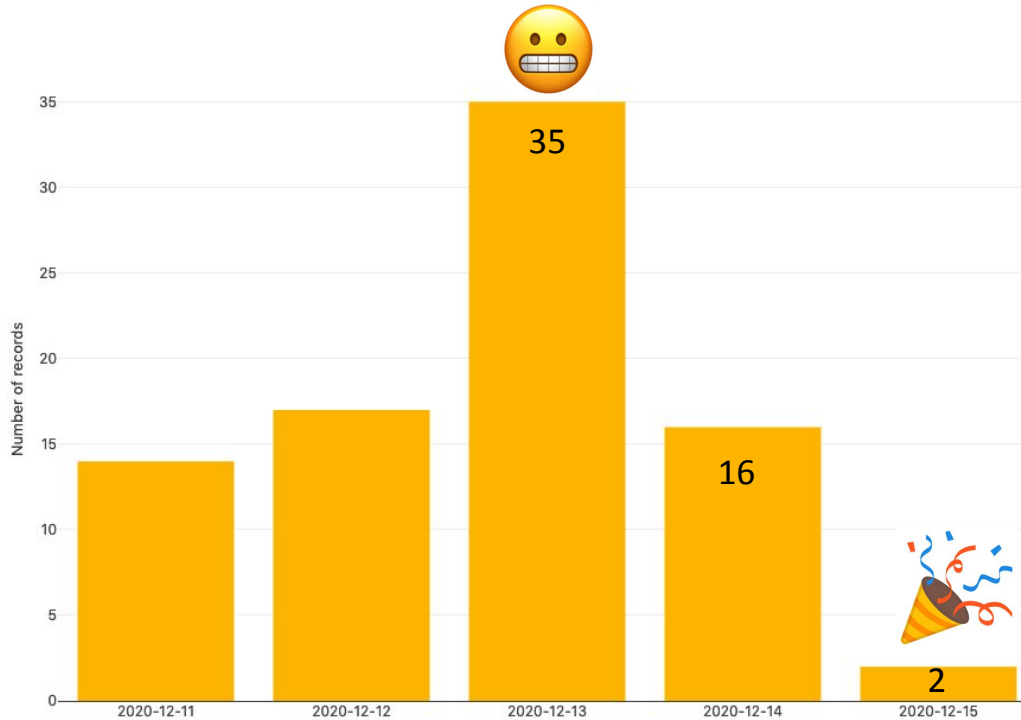# Planning: Identifying and prioritizing top tasks

Total feedback to vaccine pages since December 7

Content design: Identifying a content gap - Vaccine ingredients

Pfizer-BioNTech COVID-19 vaccine: What you should know page

December 14
Ingredient list published

December 13
Feedback spiked
35 comments for ingredients

December 11
User feedback tool added
to the Pfizer vaccine page

Content design: Page usability - Economic Response Plan

Support for individuals

Individuals and families
- ▸ Employment Insurance (EI) program
- ▸ Canada Recovery Benefit (CRB)
- ▸ Canada Recovery Sickness Benefit (CRSB)
- ▸ Canada Recovery Caregiving Benefit (CRCB)
- ▸ Mortgage payment deferral

Persons with disabilities
- ▸ Special one-time, tax-free, non-reportable payment

Post-secondary students and recent graduates
- ▸ Helping student loan borrowers

Seniors
- ▸ Temporarily extending the Guaranteed Income Supplement and Allowance payments
- ▸ Reduced minimum withdrawals for Registered Retirement Income Funds

Indigenous peoples
- ▸ Supporting Indigenous communities
- ▸ Boosting the On-Reserve Income Assistance Program
- ▸ Funding for additional health care resources for Indigenous communities
- ▸ Expanding and improving access to mental wellness services
- ▸ Making personal hygiene products and nutritious food more affordable

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- ▸ Canada Recovery Caregiving Benefit (CRCB)
- ▸ Mortgage payment deferral
- ▸ Provincial and territorial support

Find the support you need

Answer a few questions to get a list of benefits and support tailored to you

- Feedback indicated people were looking for individual support

- Removed programs that were not open for applications

- Made it easier to find the benefits finder

Design / Interaction: CRA Home Office Expenses Calculator

- Feedback indicated that people were having issues finding the calculator.

- The "calculate your expenses" page, did not make clear that what users were looking at was the actual calculator itself.

After

Home office expenses for employees
Calculate your expenses

▶ This form does not collect or store your information

🖩 Answer a few questions to begin calculating your home office expenses.

You are claiming

◉ A temporary flat rate of $2 for each day you worked from home in 2020 due to the COVID-19 pandemic, up to a maximum of $400 to cover all your home office expenses

Added calculator icon & clarifying text.

* **How many days did you work from home during the COVID-19 pandemic in 2020 (required)**

What is considered a work day from home ⓘ

60

Calculate the flat rate

Allowed users to conduct even the simplest calculations .

Flat rate result

$120.00 is the total amount you can claim for the temporary flat rate.

$2.00 × 60 days worked at home

This amount will go on **line 9939** on the **T777S form**, which will also go on **line 22900** of your return.

Before

Work space in the home - Employment expenses
Calculate your expenses

▶ This calculator does not collect or store your information

Reminder: You must meet the eligibility criteria to make a claim.

You would like to claim

◉ A rate of $2 for each day you worked from home within the eligible period (up to $400 a year) because of the COVID-19 pandemic to cover all your work space and office supply expenses (Temporary flat rate claim)

○ Work space at home and office supply expenses due to the COVID-19 pandemic, and you have your receipts (Simplified expenses based claim)

○ Work space expenses and other employment expenses, such as vehicle costs, equipment, and fees, and you have your receipts (Standard expenses based claim)

ⓘ Simplified option: Temporary flat rate method

To simplify the claim for your work space and office supply expenses, you can claim $2 per day you worked from home within the eligibile period (up to a maximum of $400). This option is for your 2020 tax return.

Content design: Navigation

Additional support

Other supports for your business may be available to you in your province or territory

▼ Find your province or territory

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

ISED added an additional support section to the Managing your business during COVID-19 landing page.

This helps people who are looking for provincial/territorial supports like CEAP in Ontario.

Since adding it on December 23, 2020, they have seen a reduction of comments and search terms about provincial and territorial support.

Measuring: Ready-to-use scenarios for usability studies

Task groups (ML tags)	Specific user tasks	Examples
Vaccine safety (Task: Is the vaccine		
	Vaccine Ingredients / allergies to ingredients	What are the ingredients? Are there other ingredients not listed? Is it safe if I have [common allergen]? Is it a live vaccine?
	Vaccine side effects / adverse reactions	What are the side effects? What adverse reactions have been recorded? How do I report an adverse reaction?

9:29 📧   🔲 ⊖ ❤️◢ 🔋 63%

http://test.canada.ca/covid-19-guidance/proto
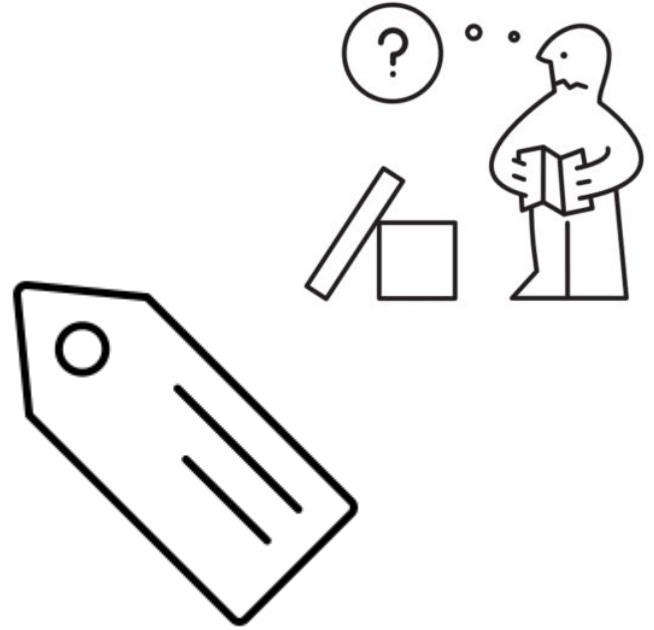
📢 Remember to think out loud

Task 2

Now, try the same task starting on a prototype site.

Penny wants to get a COVID-19 vaccine, but she is allergic to polyethylene glycol. Are any of the approved vaccines made with it?

Challenges

Tagging challenges

- Keeping on top of tagging: can't let it slide for long before it gets overwhelming

- Choosing a tagging strategy is crucial

- Tagging by multiple people is tricky

Technical challenges

- **Limit of 50K entries per AirTable base** with our account

- Classification models (for autotagging) are very resource intensive

- Datastore is robust enough to scale - but AirTable and auto-tagging processes are less robust

Current and upcoming experiments

Experimenting with the what's wrong options

What was wrong?

○ The answer I need is missing

○ The information isn't clear

○ I'm not in the right place

○ Something is broken or incorrect

○ Other reason not in this list

Please provide more details
(Don't include any personal information. Note that you will not receive a reply.)

What was wrong?

○ I can't **find** the information

○ There was an error or something **didn't work**

○ The information is hard to **understand**

Please provide more details
Telephone numbers and email addresses will be blocked. You will not receive a reply.

Version 1
- People tended to select the first option or none

Version 2: ArriveCan
- Fewer options: Find / use / understand
- Stronger language about personal information

Contact option

Please provide more details
(Don't include any personal information. Note that you will not receive a reply.)

What was wrong?
- ○ The answer I need is missing
- ○ The information isn't clear
- ○ I'm not in the right place
- ○ Something is broken or incorrect
- ○ Other reason
- ● I need to contact someone

To contact someone:
- Government of Canada contacts

Some pages / services will still attract feedback with phone numbers or email addresses where people are trying to follow-up on their case.

This was seen on ArriveCan despite a warning that they would not receive a reply.

Currently working on a variation that includes an option to add a link to a contact page.

Vision and next steps

Improve the Report a Problem pattern

Current situation

▶ Report a problem on this page

- **Mandatory** on all pages
- AEM implementation doesn't allow free-text comments

Changes envisioned

Did you find what you were looking for?   Yes   No

- **Optional:** only implement when you plan on using the incoming data
- Yes vs No gets recorded in Adobe Analytics
- Optional free-text comment gets recorded in the centralized datastore

Exploring 3 types of implementation

Adding the feedback tool will be optional. Only add it if you intend to look at the feedback and use it to improve the content.

- **Type 1:** only collecting the yes vs no. Could be useful to track trends.

- **Type 2:** collect yes vs no AND free-text feedback. The text gets recorded in our datastore, and raw feedback available through the Feedback database. Analysis is done locally by departments (no AirTable, no Feedback by page and by group, no machine learning process)

- **Type 3:** data gets written to an AirTable database for manipulation and analysis, and machine learning can be used to add automatic tagging. Data is available in [Feedback by page and by group](). Reserved to Canada.ca top tasks.

Questions?