



Government
of Canada

Gouvernement
du Canada

Canada

Report 1A: Trust in Canada.ca

Trust of brand design elements of Canada.ca

Digital Transformation Office •
#CanadaDotCa • July 2022



Report 1B will cover polarized trust of imagery

The Canada.ca brand identity

Using design elements to
build on brand
awareness & trust of
Canada.ca

Consistent designs improve trust

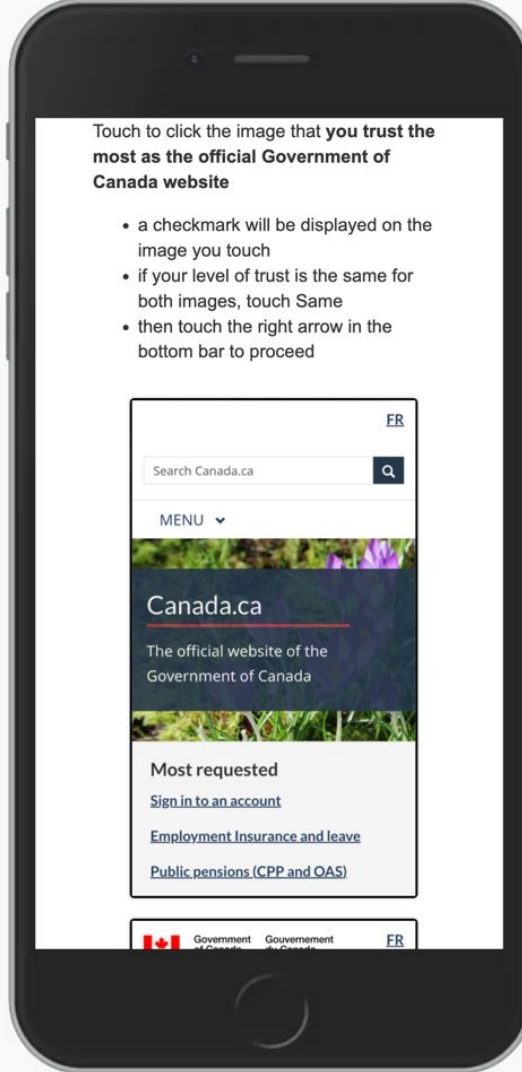
Measured and compared trust of:

- **FIP Flag** symbol with Government of Canada in both languages
 - Essential, highly trusted, must be in color, not replaceable
- **Canada.ca URL** vs urls with gc.ca
 - important to essential to some who trust it more than design
- **Menu button** not essential
- **Most familiar sign-in** is most trusted

Update guidance to reflect role of brand identity elements on Canada.ca

New method: click-an-image study via Canada.ca

Plus
explain-your-answers
study with video



2,726
quantitative
respondents to
study via
invitation on
Canada.ca

35 qualitative
video
respondents

[Example](#) video (39sec)

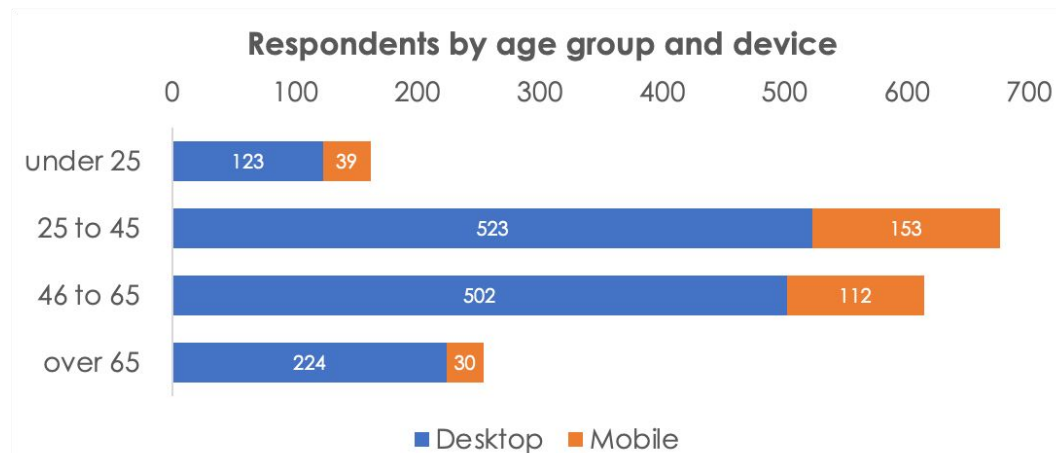
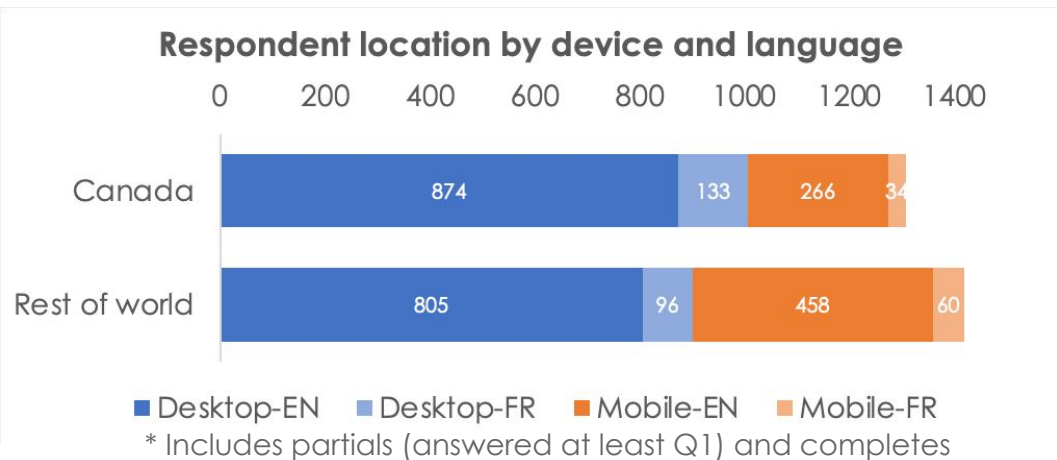
2,726 Quantitative Respondents

Invitation displayed to small
random selection on Canada.ca
June 9 - 22

1,307 (48%) in Canada

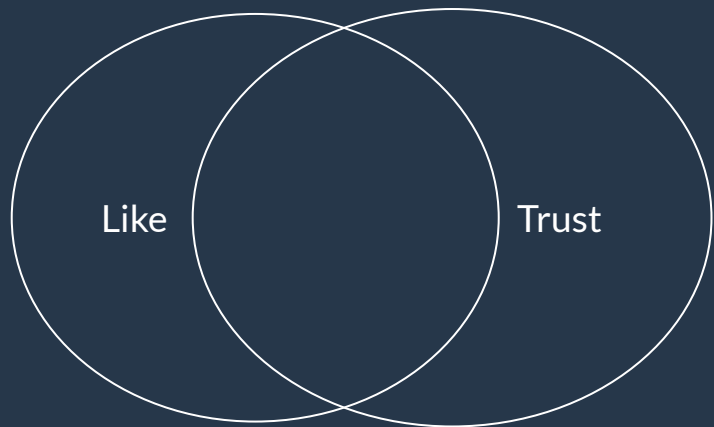
78% responded in English

73% completed all questions



Wide range of respondents including individuals, businesses, First Nations, immigrants
No screen-reader users responded to the study invitation

How people characterize trust vs preference



Some were explicit about trust/preference relation:

- *I may trust two choices equally but would prefer to see one rather than the other*
- *I like that one better but do I trust it more? No. I'm going to click Same*
- *NEVER TRUST WEB DESIGN ELEMENTS! Only the URL matters.*

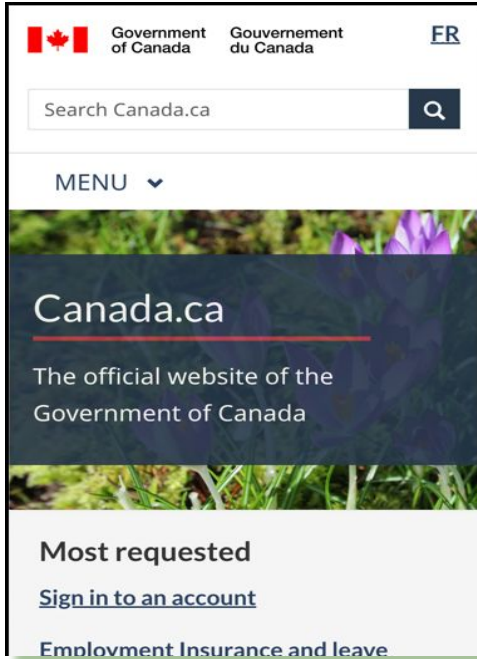
Trust characterizations:

- *I like this one more because of this flag. It makes me feel as if it's more **safe***
- *Flag looks more **official****
- *Trust this more because it looks more **professional***
- *I would still trust this - it looks **friendlier***
- *this one looks more like what I'd **expect** from a government site*
- *This is what I'm **used to seeing***

*Question on screen said: "Click the image you trust the most as the official Government of Canada website"

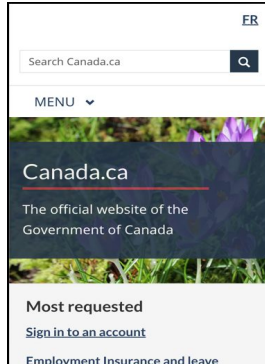
FIP Flag in top left is essential to Canada.ca brand

64% selected as 'trust more'



28% chose 'Same'

8%



Q1 Flag and GC vs no logo

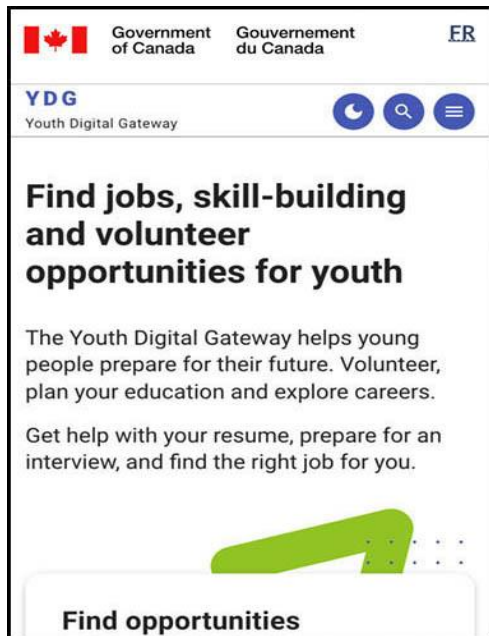
- The flag and government logo make me trust it more
- It has the icon at the top which is what I usually see
- Government of Canada logo up there looks more official
- as long as there is a Canadian Flag in left top corner, I feel confident this is the true web site

Many mentions in final open-ended comments:

- Keep "The Government of Canada" with the flag in the top LEFT corner. This enhances authenticity, authority, and credibility on the internet.
- I look at the banner with text Government of Canada and the color illustration of the flag

FIP flag must be in colour - few trust black & white

74% trust coloured flag more



21% chose 'Same'

5%



Q5 FIP in red vs black & white version

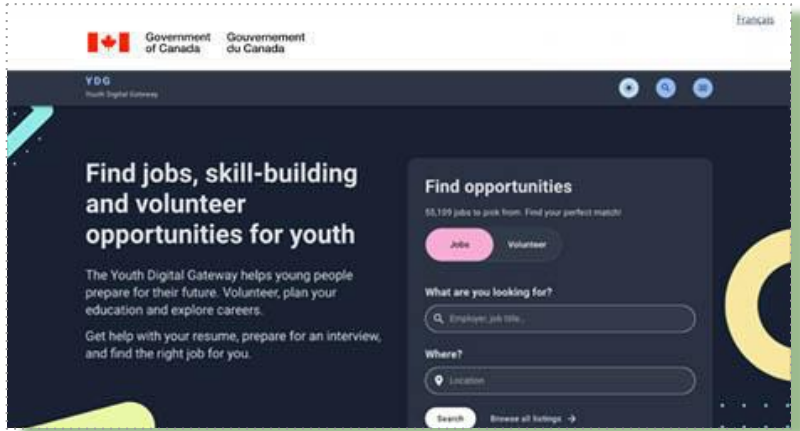
- *the first one with the red flag*
- *I'm used to the red Canadian flag*
- *Why is the flag in black? Absolutely don't like that*
- *this goes with the page (points to black & white FIP) but I actually prefer this one (red flag). There's something weird there..*

Hit a nerve - many mentions in final comments:

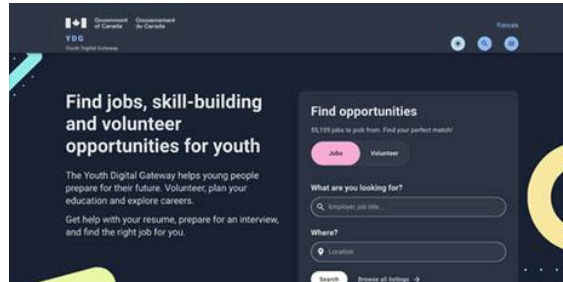
- *The flag should be in color, & not small*
- *The flag in upper left should be in colour*
- *The red leaf flag is most trusted*
- *Also, the flag should have red and white colour and never black and white.*

Dark mode had similar results in video sessions

14 of 18 video respondents trusted red flag on white more



2 of 18



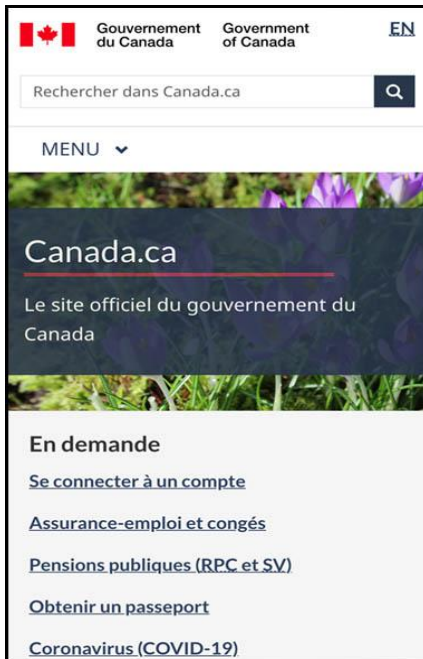
Asked in initial video studies only - removed as responses were same as for Q5 black on white

- *I would trust this one more. Too much black makes it look confusing*
- *Canada symbol stands out more on this*
- *this one is hard to see the actual icon because it's blending into the black background. I definitely feel like I trust this one (red and white) the most.*
- *this one red and white, the other is hidden*
- *this one is very visible that its Government of Canada - its not very readable on other*
- *it makes the government logo look really bad so I prefer having top part white*

2/18 chose 'Same'

Flag is significantly more trusted as logo than wordmark

66% in rest of world trust more
54% in Canada



11% in rest of world
14% in Canada

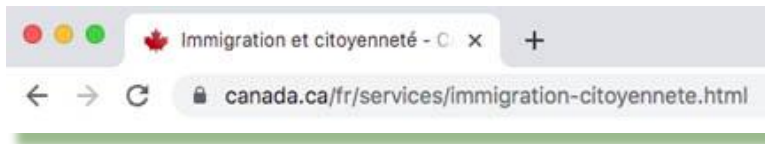


Q2 FIP vs wordmark video comments

- *the one with Government of Canada in both languages with the flag - I trust more*
- *The flag makes more sense, the other doesn't feel official*
- *the one that says Government of Canada is more trustworthy to me*
- *this is a tough one. That's a recognized symbol but this is the one I'm more used to seeing*
- *it has Government of Canada in both official languages with the flag so I trust this one more*

URL of Canada.ca most trusted, in Canada & world

60% trust Canada.ca url more



19%



21% chose 'Same'

Q4 URL familiarity, simplicity - video comments

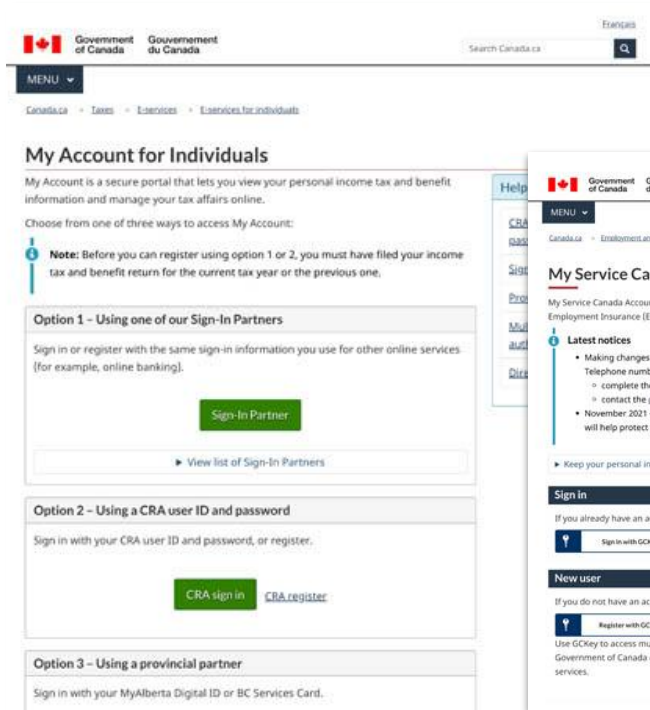
- *Canada.ca seems the most authentic*
- *mentions Canada in the URL*
- *I trust Canada.ca because I know for sure that's the government*
- *If you see Canada.ca you know it's more legit, more trustworthy*

Many emphasized importance of URL in final comments

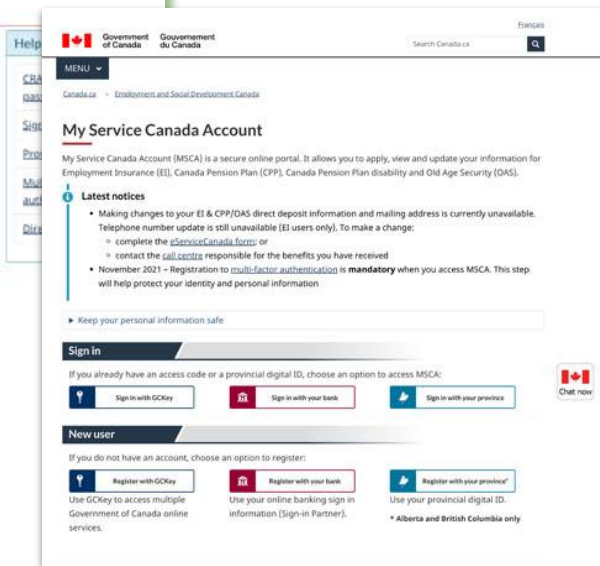
- *the url address, canada.ca, is a guarantee*
- *URL not only includes but starts with canada.ca, any other worries me that the site is not official or being spoofed*
- *Stick with one URL*
- *Relying on design is a terrible practice - Teach people what the right URLs are and don't change them!*

Familiarity improves trust, inconsistency risks trust

43% trust CRA sign in more



37% MSCA



Q11 CRA vs MSCA Sign in
Many Canadians use both accounts, so trusting one familiar design more risks decreasing trust of the other:

- *Aiee yi yi yi ... the right (CRA) looks more like what I'm used to seeing.*
- *it's more visible here (CRA) but maybe I'm more used to the look*

Like previous Canada.ca research, final comments mention consistency & warnings:

- *it is important to be **consistent***
- *DON'T CHANGE TOO MUCH, PEOPLE GET USED TO ONE AND IF DIFFERENT, THEY ASSUME IT IS FRAUD*
- ***Consistency** - different layout makes me question the content*
- ***CONSISTENCY.** Announcement for change in design as quick confirmation it's not a phishing site.*

20% Same (Canadians on desktop, n = 899)

Menu button not essential to Canada.ca brand

41% selected 'Same' - didn't notice difference

38% menu button

20% no menu button



Q6 only question where 'Same' selected more than either image

- *Menu on the right hand side but yeah, they look the same to me*
- *They look the same, other than the menu thing*
- *Having a menu seems more user friendly so I trust this one more*
- *Without it, it looks more professional and trustworthy*

Study respondents remind us that SERVICE matters most

Many mentions of user experience in respondent's final open-ended comments:

- *Please design from a user experience perspective vs a department perspective.*
- *Ease of use is most important. Better UX/UI. Larger font please.*
- *Always try to make it simple. Include UX UI design.*
- *Only the federal government would need this kind of input to design their website - GET ON WITH IT!! Focus on improving FUNCTIONALITY*
- *A well laid out web page that gives clear guidance is trustworthy. Convolutd instructions with multiple esoteric options or difficult to locate links to pages is not trustworthy.*
- *I'm looking for clarity and ease of use and this is a useful exercise. thanks*

Passport service situation is clearly top of mind:

- *Make passport renewals easier to get.*
- *Ability to renew passport should be online. It's 2022 for f** sake. Unacceptable to have to wait in line.*
- *Passport renewal online now!*

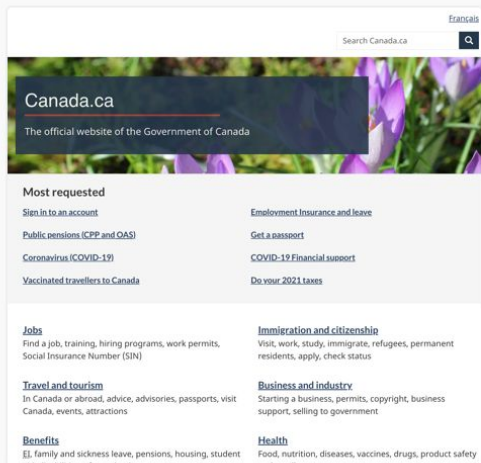
Next steps:

- Update Canada.ca brand identity guidance to require FIP flag symbol in colour with logo
 - Guidance for dark mode
- Continue Canada.ca adoption and URL usage
- Co-develop Sign in design pattern building on 2018 study towards future single digital identity
- Improve service through task success survey results & page feedback data
- More study needed on polarizing role of imagery with trust - Report 1B coming

Survey experience for respondents

Click the image that you trust the most as the official Government of Canada website

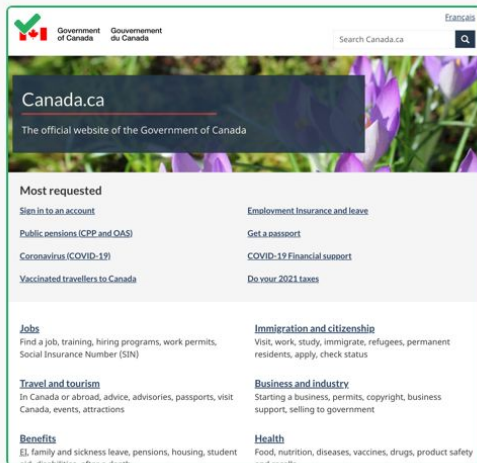
- a checkmark will be displayed on the image you click
- if your level of trust is the same for both images, click Same
- then click the Next button below



Same

Back

Next



Later questions are randomized & counter-balanced, demographics asked at the end so don't include all participants

EN Desktop: <https://survey.alchemer-ca.com/s3/50148696/04bc9bdf5264>

EN Mobile: <https://survey.alchemer-ca.com/s3/50147849/3cf498efadf7>

FR: <https://survey.alchemer-ca.com/s3/50148697/0dba46085312>

FR: <https://survey.alchemer-ca.com/s3/50148688/6fd28860fb2d>

Types of respondents

Using Canada.ca as:	Canada	Rest of World	
Individual / family	735	492	Personne/famille
First Nations, Inuit and Métis	15	6	Premières Nations, des Inuit et des Métis
Immigration seeker	37	196	Demandeur d'immigration
Job seeker	27	77	Demandeur d'emploi
Academic / researcher / student	32	81	Universitaire/chercheur/étudiant
Federal government employee	22	8	Employé du gouvernement fédéral
Provincial/municipal government employee	8	3	Employé du gouvernement provincial ou municipal
Non-governmental organization (NGO)	9	3	Organisation non gouvernementale
Business	74	22	Entreprise
Media	3	3	Médias
Other - Write In	27	31	Autre – Inscrivez-le

* Not all respondents completed all questions, including these demographic questions displayed at the end of the study

Screen reader survey & accessibility

22 people accidentally used the link to the screen reader version of the survey but not one answered with any screen reader context.

- Their data was not analyzed

Next time: make 1st question in screen reader version of study ask which type of screen reader or assistive device they are using. That way if a real screen reader user responds, it's clear.

Screenreader version had two simple questions - original intent was to use 'hidden' links for screenreader users in the invitation posted on Canada.ca but this turned out to not be possible. Instead the link was added to the survey instruction page

Screenreader EN

<https://survey.alchemer-ca.com/s3/50147012/68fc8d5fcdf1>

Screenreader FR

<https://survey.alchemer-ca.com/s3/50147012/b131649259d9>

Links to detailed data, video clips and images

[Video links and transcripts from qualitative sessions](#)

[Demographic data](#)

[Detailed data by question across Canada and Rest of world](#)