

Handing off visitors to PT sites for PT tasks

Canada.ca/coronavirus

Evidence-based design to reflect the
changing needs of Canadians

January 2021 - Digital Transformation Office



Government
of Canada

Gouvernement
du Canada

Canada 

Goal: improve user success at hand-off to P/T

Challenge: hundreds of user feedback questions on interprovincial travel and vaccine roll-out page that users can/should answer on P/T sites.

Pages need to better convey that answer is ONLY on P/T site

1. **Explore content design on Travel page** - removed all advice about restrictions to encourage click-through
2. **Explore design pattern** - compare picker with Go button (shorter, interactive) **vs** list of provinces (see P/Ts but longer)

Content design results: Interprovincial prototype much more successful

- **25/26(96%) clicked through** to province on prototype vs 3/10 on live

Interaction design results: list was slightly more effective than picker

- Same rates of use but a bit faster and preferred to use the list for P/T

Study: 18 Canadians on phones split across tasks

4 tasks informed by most frequent page feedback questions

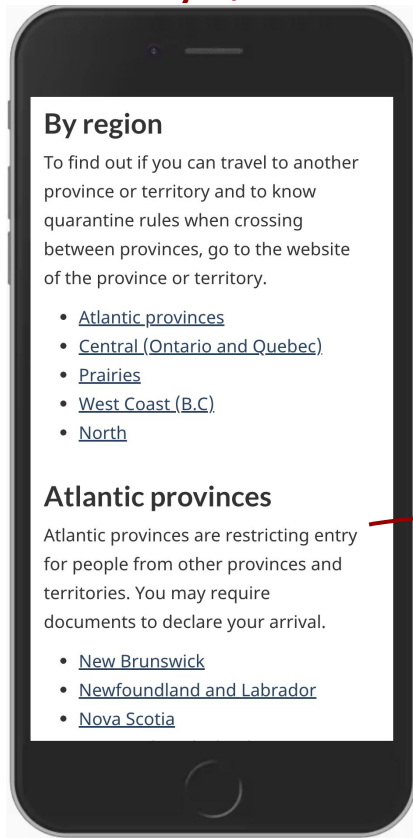
- Travel T1: allowed to drive from QC to ON
- Travel T3: quarantine if move from AB to BC
- Vaccines T2: when is 80 year old likely to get vaccinated in NS
- Vaccines T4: when is vaccine available to general public in AB

Participants split across 2 studies did tasks on live and prototype pages

- 10 people in Study 55, 8 in study 55B - range of ages & education
- Questions after tasks
- Studies ran on UserZoom Go on Jan 20 and Jan 21

Travel: Interprovincial clarifies 'must click' for answer

Live: only 3/10 clicked province link

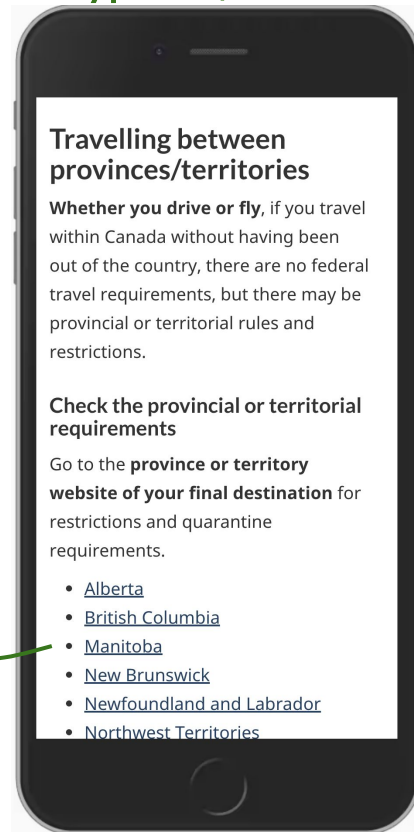


Live page has some advice about restrictions - prototype has none at all

- Providing some advice suggests to people that it's the answer, or that the answer is known but not provided
- Providing no advice at all clarifies that all answers are on the provincial sites

<http://test.canada.ca/covid-19-guidance/prototype/travel/jan-15/group/provinces-list.html>

Prototype: 25/26 clicked province



Conveying the subtleties of jurisdiction

After the tasks, questions probed if people now understood jurisdictions. Majority did, but also an expectation that Canada.ca will get them there.

Q1: After this experience, which website are you more likely to use to find out if you can travel to another province in Canada?

Q2: After this experience, which website are you more likely to use to find out when and where to get vaccinated?

Government of Canada site

6

"Government of Canada. It's the website I'm more familiar with. I check if I have benefits there."

"First to government (selects), and then provincial - that has more information"

4

"Canada.ca has the information for all Canada."

"Government of Canada. All the provincial information is there too"

Provincial website

12

"I think the provincial one because it's more specific to the requirements."

"Provincial has more details. Gov is a portal to where to find more details"

14

"Each province has their own situation, they have the most up to date information."

"Provincial. Lot more details and they explain the phases."

Hypothesis & goals for test of picker vs list

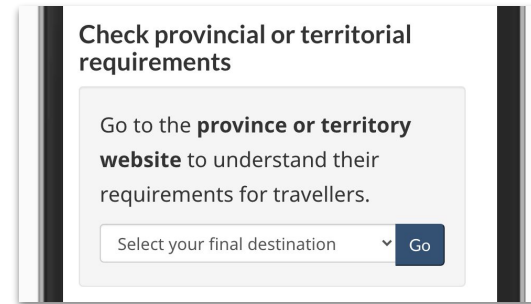
Existing design pattern: Travel site successfully uses a picker with Go button to get to country pages

Hypothesis: Using a picker for province/territory lists could be more effective since it is interactive, takes less space and might be more noticeable

- Could create a design pattern for all P/T link lists
- Challenge: we couldn't change the size of the picker! Font size still set to 2019 size - update later this year.

Participants performed tasks on either live site, the prototype with picker, or the prototype with list of links.

Go-picker of P/T sites:

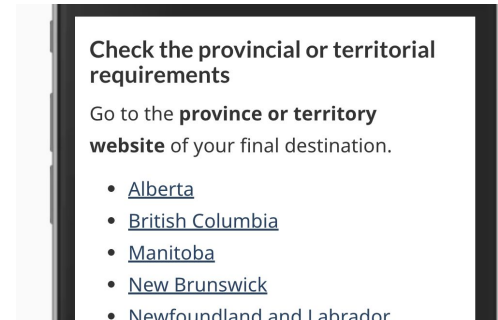


Check provincial or territorial requirements

Go to the **province or territory website** to understand their requirements for travellers.

Select your final destination Go

List of links to P/T sites:



Check the provincial or territorial requirements

Go to the **province or territory website** of your final destination.

- [Alberta](#)
- [British Columbia](#)
- [Manitoba](#)
- [New Brunswick](#)
- Newfoundland and Labrador

Picker & links both worked but lists slightly better

	Clicked province	Total	Median time	Clicked Province	Total	Median time	Click Ratio
TRAVEL TASKS	T1	T1	T1	T3	T3	T3	
Live	3	10	-				3/10
Proto picker	7	8	0:41	10	10	0:52	17/18
Proto link				8	8	0:22	8/8
VACCINE TASKS	T2	T2	T2	T4	T4	T4	
Live picker				9	10	0:34	9/10
Proto picker	8	8	0:42				8/8
Proto link	10	10	0:53	8	8	0:26	18/18

For T3, click-throughs were faster on list of links on short travel page.

For T4 - links were slightly faster because it was the second time they used the page.

Post-task questions: Of the 8 participants who used both prototypes (2 tasks on list, 2 tasks on picker) 4 preferred the list of links, 4 selected that it made no difference.

Vaccines: Design patterns -picker vs lists

People failed the task whether the page used the picker or the list for the same reasons:

- most did not use the On this page pattern (15/18)
- they scrolled past the list and picker
- they looked in the distribution tables where provinces were listed by name

Like the 'some advice' issue on the travel page, 2 people answered based on Priority groups content on the page, instead of clicking through to the province

Long page with entire context of rollout contributed to the reasons for failure. Plan is to break up page.

Go-picker of P/T sites:

Go to the vaccine page on your province or territory website to find out when and where you might be vaccinated.

Alberta

List of links to P/T sites:

Find your local vaccination plans

Provinces and territories are producing detailed vaccination plans and schedules for their residents. Go to the vaccine page of your province or territory website to find out when and where you might be vaccinated.

- [Alberta](#)
- [British Columbia](#)
- [Manitoba](#)

Next steps

Travel

Sent prototype for 'no advice' interprovincial travel page to PHAC & travel team for implementation

- Expected outcome: decrease feedback questions from current level of 14% of all travel feedback to 10% or below
- Page launched evening of Jan 29 - [Provincial and territorial restrictions](#)

Vaccines

Break up vaccines roll-out page - people struggled to find provincial links for where & when amidst priority groups and shipment tables for provinces

- Prototypes in progress

Guidance

Develop picker design pattern with advice to use for long lists and any lists > 6 links where using the links is not the main task of the page

- For pages where sending to provincial links is main task of page, guidance will recommend using a list of links with P/T names

Video clips of participants performing
tasks on Ontario, Nova Scotia,
Alberta and BC sites

Ontario site video clips - Travel

Task 1: Jean lives in Quebec and wants to drive into Ontario to pick up some equipment. Is Jean allowed to travel to Ontario right now?

Goes to Province at	Video Link
2:07	Video 3744913
2:01	Video 3744918
1:19	Video 3744955
0:43	Video 3744964
2:24	Video 3744966
1:17	Video 3744967
1:36	Video 3744986
1:20	Video 3745013
1:13	Video 3745108
3:19	Video 3745037

Nova Scotia site video clips - Vaccines

Task 2: Rita is 80 years old and lives in Nova Scotia. When is she likely to get vaccinated for COVID-19?

Goes to Province at	Video Link
4:01	Video 3742302
2:35	Video 3742441
5:05	Video 3744913
2:44	Video 3744914
5:19	Video 3744915
9:00	Video 3744916
11:40	Video 3744917
3:57	Video 3744918
3:53	Video 3744955

Goes to Province at	Video Link
2:34	Video 3744964
6:11	Video 3744966
2:56	Video 3744967
3:07	Video 3744981
3:31	Video 3744986
3:07	Video 3745013
2:17	Video 3745022
10:22	Video 3745037
3:30	Video 3745108

British Columbia site video clips- Travel

Task 3: Kai lives in Alberta and got a job as an essential worker in British Columbia. Is Kai allowed to go to work the day after arriving in BC?

Goes to Province at	Video Link
3:54	Video 3742302
3:50	Video 3742441
7:48	Video 3744913
5:27	Video 3744914
9:10	Video 3744915
12:05	Video 3744916
17:30	Video 3744917
7:13	Video 3744918
5:40	Video 3744955

Goes to Province at	Video Link
3:25	Video 3744964
8:08	Video 3744966
5:46	Video 3744967
5:35	Video 3744981
6:09	Video 3744986
5:02	Video 3745013
5:08	Video 3745108
5:23	Video 3745022
12:47	Video 3745037

Alberta site video clips - Vaccines

Task 4: When will the COVID-19 vaccine be available to the general public in Alberta?

Goes to Province at	Video Link
11:34	Video 3742302
5:59	Video 3742441
10:36	Video 3744913
7:18	Video 3744914
14:03	Video 3744915
14:27	Video 3744916
21:59	Video 3744917
12:52	Video 3744918
9:33	Video 3744955

Goes to Province at	Video Link
3:54	Video 3744964
11:28	Video 3744966
8:25	Video 3744967
8:19	Video 3744986
7:03	Video 3745013
8:16	Video 3745108
7:31	Video 3745022
15:06	Video 3745037

Study details

Tasks and links

		Live Vs Proto				Proto 1 vs. Proto 2			
#	Task Description	Start Page 55	Variables			Start Page 55B	Variables		
1	Jean lives in Quebec and wants to drive into Ontario to pick up some equipment. Is Jean allowed to travel to Ontario right now? (Spend no more than 3 to 4 minutes on this task)	https://travel.gc.ca/travel-covid/travel-restrictions/provinces	Travel	Live	Link	http://test.canada.ca/covid-19-guidance/proto/travel/jan-15/group/provinces.html	Travel	Proto	Picker
2	Rita is 80 years old and lives in Nova Scotia. When is she likely to get vaccinated for COVID-19? (Spend no more than 3 to 4 minutes on this task)	http://test.canada.ca/covid-19-guidance/proto/vaccines/prevention-risks/covid-19-vaccine-treatment/vaccine-rollout_Jan15-list.html	Vaccines	Proto	Link	http://test.canada.ca/covid-19-guidance/proto/vaccines/prevention-risks/covid-19-vaccine-treatment/vaccine-rollout_Jan15.html	Vaccines	Proto	Picker
3	Kai lives in Alberta and got a job as an essential worker in British Columbia. Is Kai allowed to go to work the day after arriving in BC? (Spend no more than 3 to 4 minutes on this task)	http://test.canada.ca/covid-19-guidance/proto/travel/jan-15/group/provinces.html	Travel	Proto	Picker	http://test.canada.ca/covid-19-guidance/proto/travel/jan-15/group/provinces-list.html	Travel	Proto	Link
4	When will the COVID-19 vaccine be available to the general public in Alberta? (Spend no more than 3 to 4 minutes on this task)	https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/prevention-risks/covid-19-vaccine-treatment/vaccine-rollout.html	Vaccines	Live	Picker	http://test.canada.ca/covid-19-guidance/proto/vaccines/prevention-risks/covid-19-vaccine-treatment/vaccine-rollout_Jan15-list.html	Vaccines	Proto	Link

Live Vaccine rollout page during study - Jan 21

Vaccines and treatments for COVID-19: Vaccine rollout

Progress

Clinical trials

Vaccine rollout

Safety after authorization

On this page

- [Producing a vaccine](#)
- [Securing enough vaccine](#)
- [Vaccination for COVID-19](#)
- [Groups that will get the vaccine first](#)
- [Distributing vaccines](#)
 - [Total COVID-19 vaccine distribution](#)
 - [Pfizer vaccine forecasted allocation](#)
 - [Moderna vaccine forecasted allocation](#)
- [Videos, posters and infographics to share](#)

Producing a vaccine

Producing a vaccine is complex. It requires significant investments to ensure it can be produced on a large scale with good quality and consistency. Our [investments in research](#) will help make sure Canada has faster access to safe and effective vaccines.

Manufacturers manage the process for vaccine production.

Both private and large public investments from governments around the world are being put toward research and development of COVID-19 vaccines.

This partnership between private industry and the public can lead to more affordable and ground-breaking health products for Canada.

Groups that will get the vaccine first

Priority for early COVID-19 vaccination will be given to the following populations:

- residents and staff of shared living settings who provide care for seniors
- adults 70 years of age and older, with order of priority:
 1. beginning with adults 80 years of age and older
 2. decreasing the age limit by 5-year increments to age 70 years as supply becomes available
- health care workers who have direct contact with patients, including:
 - those who work in health care settings
 - personal support workers
- adults in [Indigenous communities](#)

As additional COVID-19 vaccine(s) and supplies become available, the following populations should be offered vaccinations:

- health care workers not included in the initial rollout.
- residents and staff of all other shared living settings, such as:
 - homeless shelters
 - correctional facilities
 - housing for migrant workers
- [essential workers](#) who face additional risks to maintain services for the functioning of society

Local vaccination rollout plans

Provinces and territories have developed detailed vaccination rollout plans for their residents.

Vaccinations in your province or territory

Go to the vaccine page for your province or territory

Make your selection...

Go!

Live Interprovincial travel page - Jan 21

[Canada.ca](#) > [Travel](#) > [Travel, quarantine and borders](#) > [Travel restrictions in Canada](#)

Travel restrictions in Canada

Provincial and territorial restrictions

There are currently travel restrictions and exemptions when moving between some provinces and territories.

On this page

- [By region](#)
- [When federal and provincial or territorial requirements are different](#)
- [Connecting flights within Canada](#)

By region

To find out if you can travel to another province or territory and to know quarantine rules when crossing between provinces, go to the website of the province or territory.

- [Atlantic provinces](#)
- [Central \(Ontario and Quebec\)](#)
- [Prairies](#)
- [West Coast \(B.C.\)](#)
- [North](#)

Atlantic provinces

Atlantic provinces are restricting entry for people from other provinces and territories. You may require documents to declare your arrival.

- [New Brunswick](#)
- [Newfoundland and Labrador](#)
- [Nova Scotia](#)

Sections

- [Find out if you can travel to Canada](#)
- [Mandatory quarantine or isolation](#)
- [Visitors, foreign workers and students](#)
- [Foreign nationals reuniting with family](#)
- [Caring for others, funerals and support](#)
- [Provincial and territorial restrictions](#)
- [Flying to and within Canada](#)
- [Entry, borders and transit](#)

- [British Columbia](#)

North

Travel is being limited to prevent the spread of COVID-19. You may require documents, and may be required to quarantine before reaching your final destination.

Find current travel guidance in the North:

- [Northwest Territories](#)
- [Nunavut](#)
- [Yukon](#)

When federal and provincial or territorial requirements are different

In the event of conflicting requirements between federal restrictions to enter Canada and provincial or territorial travel restrictions, you must comply with the regulation that is the most stringent.

If a province or territory has no additional requirements, you will only be subject to the federal requirements. Requirements are subject to change.

Always verify with the province or territory before travelling to or within Canada.

Connecting flights within Canada

If you are cleared to fly, you may board a connecting flight to reach your final destination. You do not need to quarantine (self-isolate) before connecting, unless your **final destination** requires you to quarantine at a designated location first.

[Flying in Canada](#) →

Subway pattern links uses - Travel

The navigation problems on the subway were:

- Looking for quarantine provincial guidelines on the subway navigation that only has information for entering Canada (5/18)
- Clicking “Find out if you can travel to Canada”(4/36)
- Not realizing they were already on the provincial page (3/36)

Mistake	Task	Total
Clicked on “Find out if you can travel to Canada”	1	3/18
	3	1/18
Clicked on “Mandatory quarantine or isolation”	3	5/18
Clicked on Provincial and territorial restrictions without noticing they are already there	1	2/18
	3	1/18

Travel restrictions in Canada

- [Find out if you can travel to Canada](#)
- [Mandatory quarantine or isolation](#)
- [Visitors, foreign workers and students](#)
- [Foreign nationals reuniting with family](#)
- [Caring for others, funerals and support](#)
- Provincial and territorial restrictions
- [Flying to and within Canada](#)
- [Entry, borders and transit](#)

Multi-page navigation buttons uses - Vaccines

The main navigation problem was participants not realising they were already on the right page (4/36)

Mistake	Task	Total
Clicked on Vaccine Rollout without realising they are already there	2	3/18
	4	1/18

The screenshot shows a dark blue 'MENU' button with a downward arrow. Below it, the text 'Canada.ca' is displayed. A list of navigation items follows: '> Coronavirus disease (COVID-19)' and '> Prevention and risks'. A large heading reads 'Vaccines and treatments for COVID-19: Vaccine rollout'. Below this heading is a list of sub-items: 'Progress', 'Clinical trials', 'Vaccine rollout' (highlighted in dark blue), and 'Safety after authorization'.

MENU ▾

[Canada.ca](#)

- > [Coronavirus disease \(COVID-19\)](#)
- > [Prevention and risks](#)

Vaccines and treatments for COVID-19: Vaccine rollout

- [Progress](#)
- [Clinical trials](#)
- Vaccine rollout**
- [Safety after authorization](#)