



Treasury Board of Canada  
Secretariat

Secrétariat du Conseil du Trésor  
du Canada

The wordmark for Canada, with a small crown over the letter 'a'.

# Canada.ca Design System

Analytics and feedback

September 2021

# What we looked at

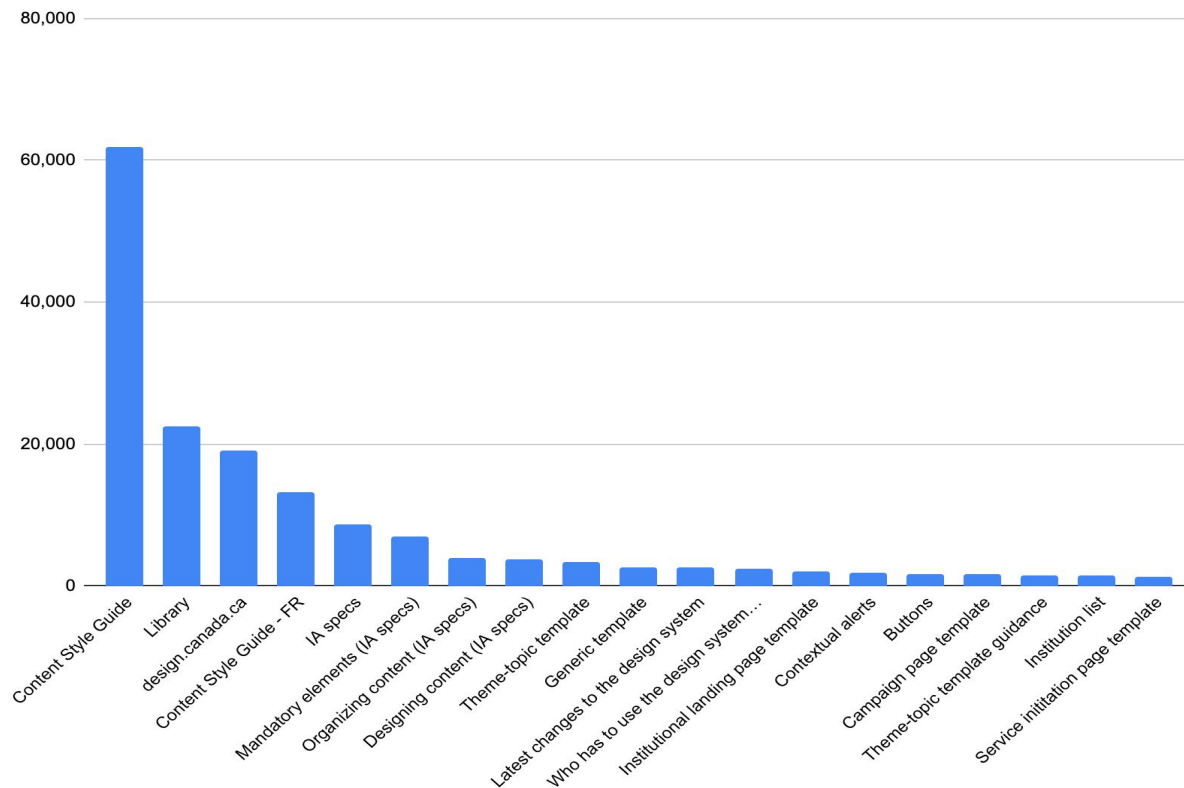
- Web analytics for pages under [design.canada.ca](https://design.canada.ca) and [conception.canada.ca](https://conception.canada.ca) between 2021-01-01 and 2021-09-15
- Feedback gathered on the same pages from when the feedback tool was added (June 2021) to 2021-09-15

# Analytics highlights

- The *Content Style Guide* gets the most traffic by a significant margin
- Within the patterns and template library, templates are getting more views than the components
- Very little traffic to French pages (between 5-10% for most pages)
- Mobile use is low (10-15%)

[Complete analytics](#)

# Analytics highlights



# Feedback highlights

- 31 comments since June
- Most comments are about
  - component guidance
  - style guide
  - Templates
- Most are about things that are actually missing in the design system

## Style guide

*It's not clear how to format bullet lists in French. In the style guide, there are some areas where capitalization is used, others it isn't. In some areas, the semi-colon is used, in others it's not. Some have full sentences in the bullets with a period, but no capitalization others have a cap.*

## Template

*I want the template*

## Template

*I'm looking for a sub topic page template. I can't find it. The jargon keeps changing and what we used to call things, isn't what we call them anymore.*

## App

*No samples for public facing applications*

## Code

*I know what a breadcrumb is.. What I wanted was how to implement it within the .NET page*

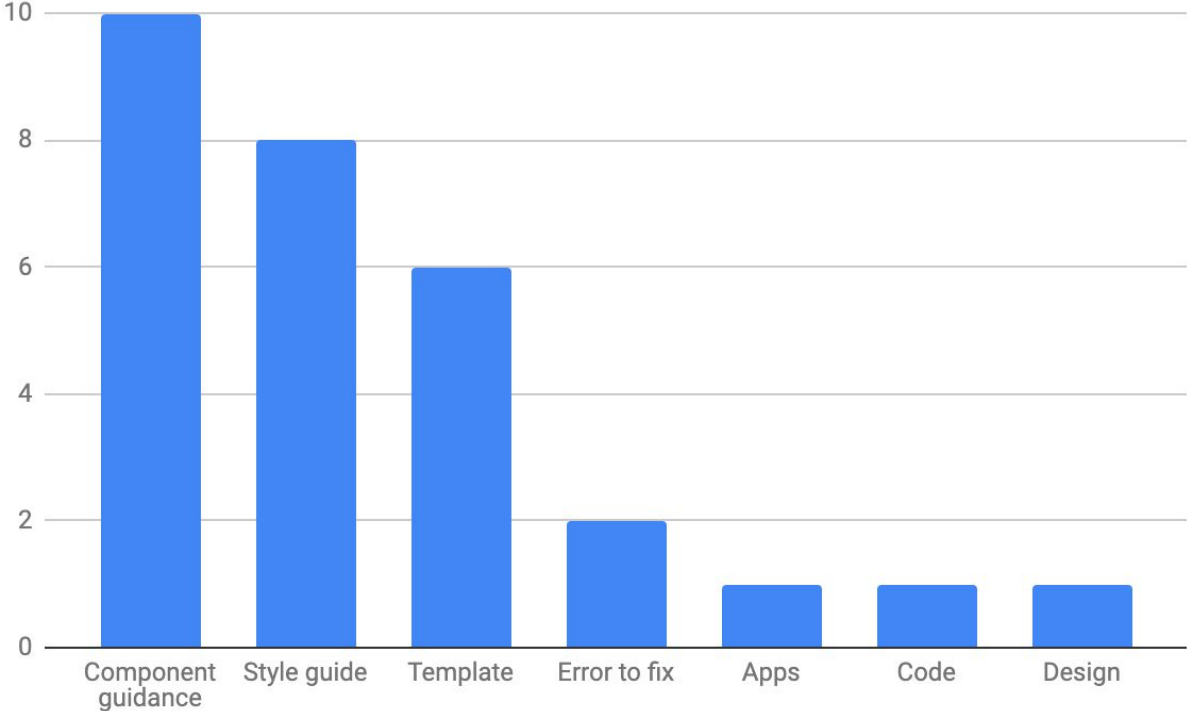
## Component

*I was trying to find out if "Reference Material" Training Material" and/or "Committees" could be added at the bottom of a page, after the Related Links heading and hyperlinks. Is ok to do this? My client wants to add these headings with links to content but I'm not sure if Canada.ca allows it.*

## Component

*No specific size required for carousel images? I doubt as Web also ask for a specific size carousel.*

# Feedback highlights



# Key takeaways

- The analytics and feedback reflect the fact that the Canada.ca design system is mostly used by people from the web comms community - designers and developers are probably using other sources
- The Web comms community are still very much looking for guidance: pre-made templates, guidance on which component to use, clarification on what they can do or cannot do
- The Canada.ca design system elements have low traffic (compared to the number of people who should be using it)