



Government
of Canada

Gouvernement
du Canada

Canada

Helping Businesses find COVID-19 programs

An iterative approach

April 2020



[INNOVATION.CANADA.CA](https://innovation.canada.ca)



A little bit of background


- Innovation.canada.ca went live in January 2018 to help businesses find government support to grow their business
- Over the past two years, we have been making iterative improvements based on user feedback
- When COVID-19 specific programming started to be announced, we moved quickly to incorporate this information into the site

Friday, March 13

Team met to discuss approach to add COVID-19 programs to the site

- Determined the best/fastest/most feasible approach was to add a new category to the site that would display to all users
- Added a banner to point to the main COVID-19 page for businesses
- Content wasn't filtered at first – all programs were displayed to all users

Tuesday, March 17 – Changes went live



Government of Canada
Gouvernement du Canada

[Disclaimer](#) [Français](#)

[Jobs](#) [Immigration](#) [Travel](#) [Business](#) [Benefits](#) [Health](#) [Taxes](#) [More services](#)

[Home](#) → [Business and Industry](#) → [Innovation Canada](#) → [Find help for your business](#)

See Canada's response to the Coronavirus (COVID-19) ×

Based on [your story](#), here's what we can do to help you. [Sign in](#)

Help for businesses affected by COVID-19 (5 Results)

BDC Small Business Loan

Borrow up to \$100K fast

BDC Working Capital Term Loan

Working capital loan

EDC-BDC — Purchase Order Financing

Loans to fulfill large international orders

more

Funding (397 Results)

Big plans?
Let's talk money.

Industrial Research Assistance Program (IRAP) — Financial Assistance

Financial support for technology innovations

Thursday, March 26

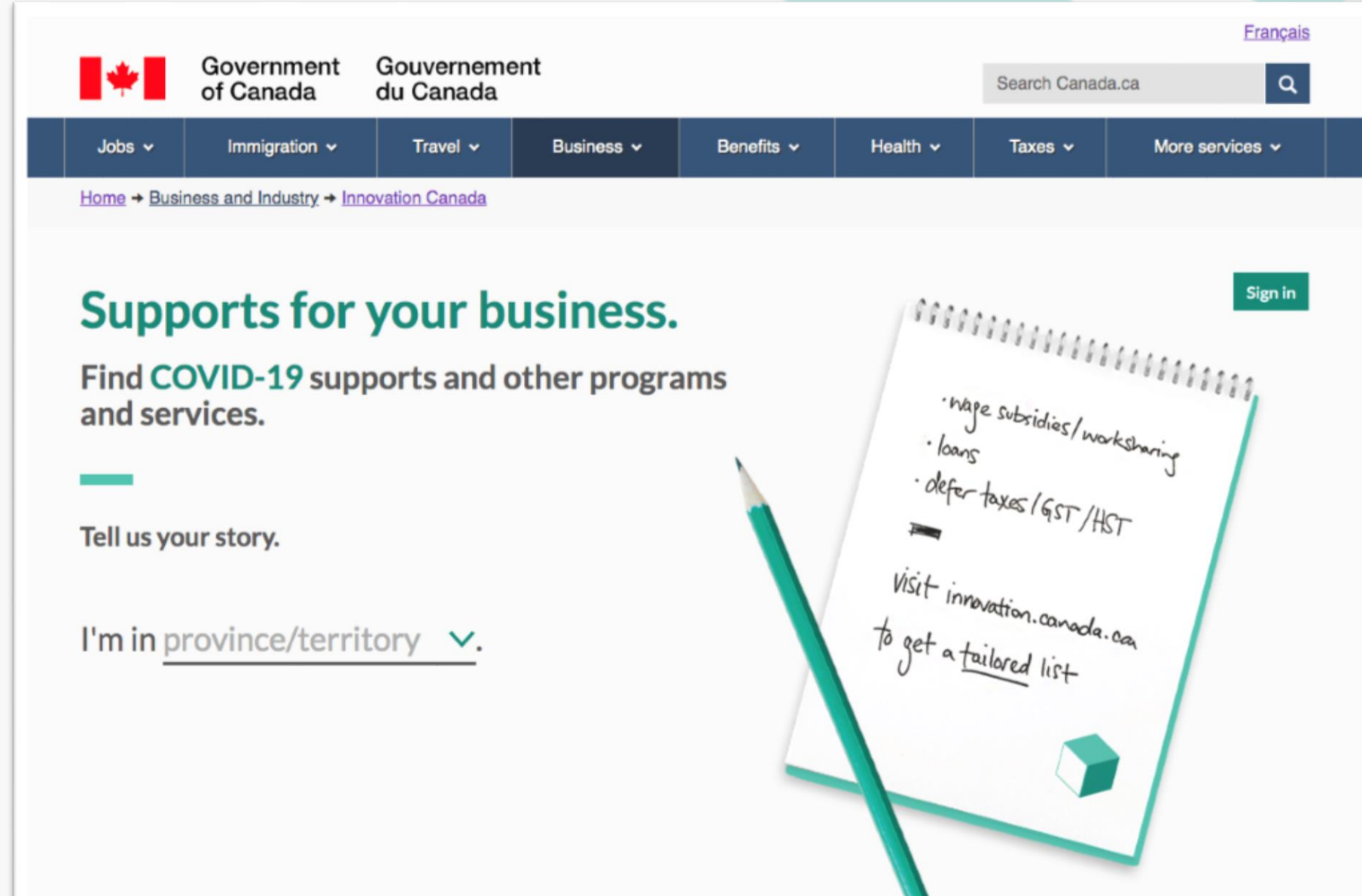
- Added the ability to filter the COVID-19 programs by province as there were more and more becoming available
- Updated the notice on the homepage to take people to the "list view" of our site to be able to quickly filter

Monday, March 30

- Started planning to further integrate COVID-19 programs into the site as the list of programs kept growing and the impact will endure
- Decided on a two-phased approach to be able to release some initial changes and then following up with larger changes to the site
- These changes would:
 - Adjust the tone – no longer about "growing", now about "supporting"
 - Add COVID-19 as a specific selection in the story
 - Apply the rest of the filters to the COVID-19 programs to provide more accurate results

Wednesday, April 8

- Phase 1 launched
- This included:
 - Updated text and image on the homepage
 - New category for "COVID-19 support" displayed in the dropdown
 - Ability to filter COVID-19 programs by all existing criteria (e.g. sector, number of employees, audience, incorporation status, for profit)
 - Updates to email notification messages to adjust tone
 - Small round of usability testing – 4 participants + 3 by DTO-TBS



Tell us your story.

I'm in British Columbia ✓.

What I need most is ✓ and my main goal is to ✓.

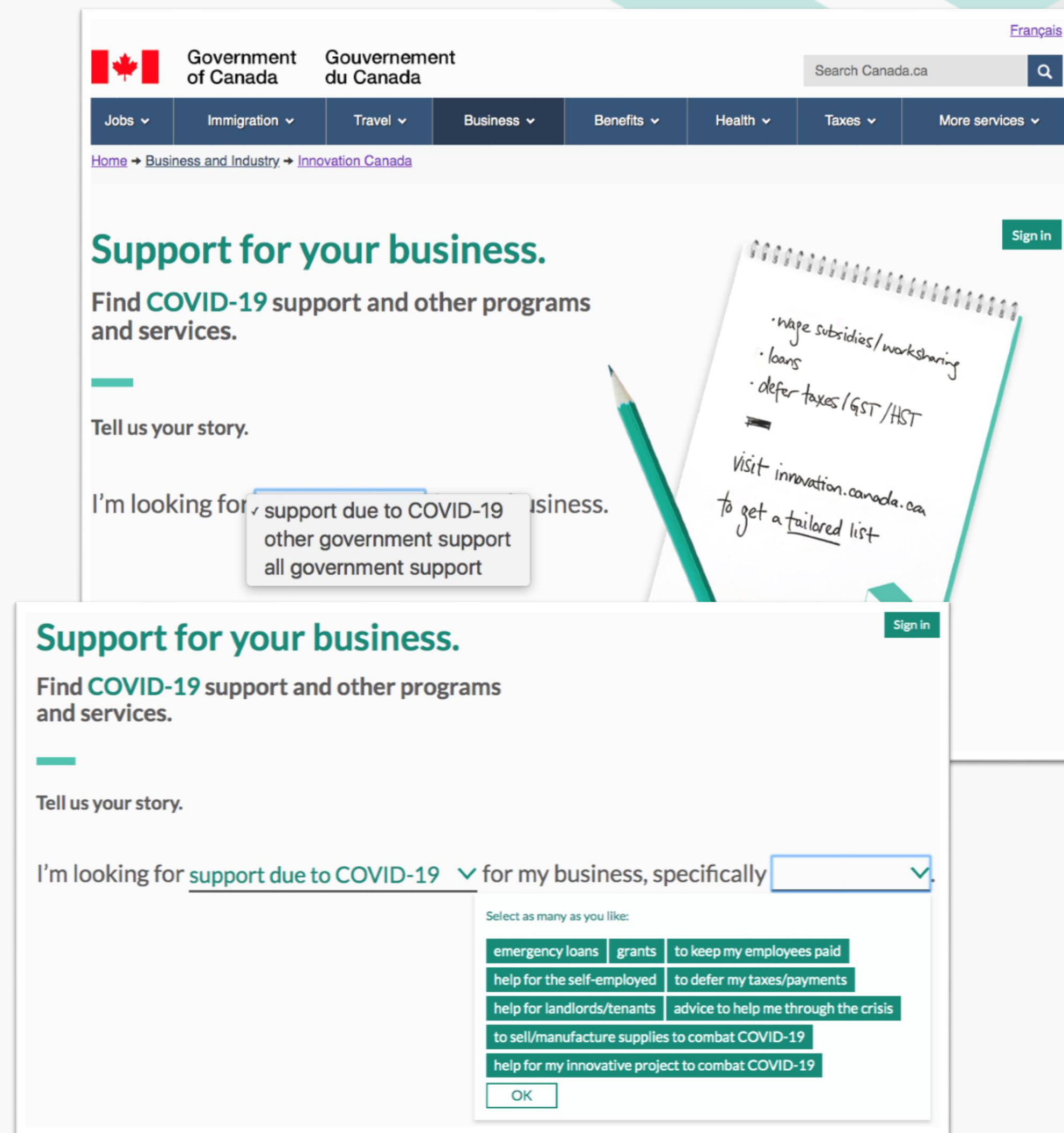
Select as many as you like:

COVID-19 support funding loans and capital investments
tax credits wage subsidies and interns expert advice
partnering and collaboration

OK

Friday, April 17

- Phase 2 launched
- Updates included:
 - Specific selection up front for COVID-19 support vs other support
 - Ability to filter COVID-19 support using a COVID-19 specific list
 - Small adjustments to language
 - Larger round of usability testing – 10 participants



April 24/27

- Planned updates include:
 - Hiding "other" programs when "COVID-19 support" was selected
 - Continuing to update tone