

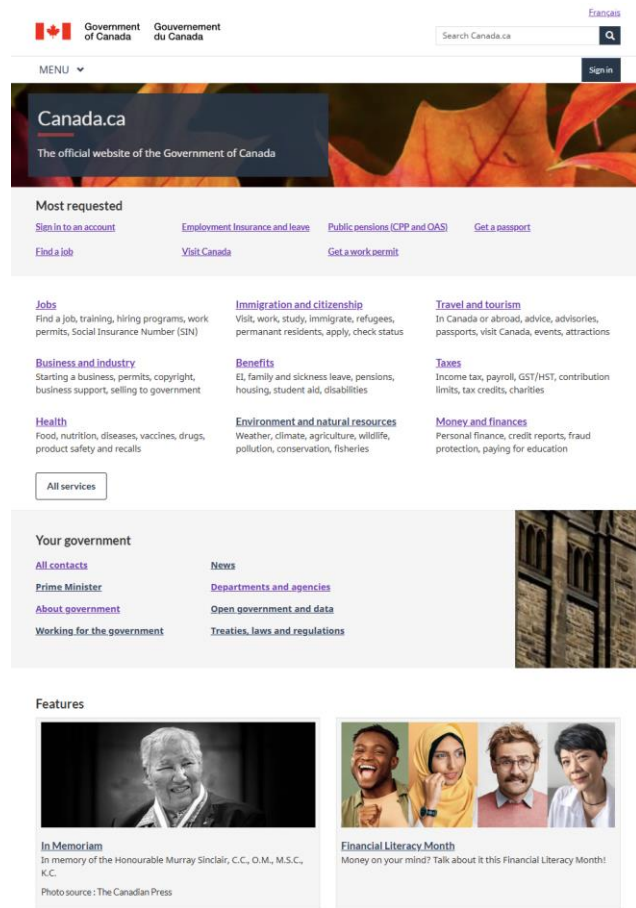


All services page


Canada.ca

Background: Homepage update

- Minister of Citizen Services asked us to explore the concept of adding life events to Canada.ca
 - At the same time, need to ensure continued task success for the 1M visitors weekly on the highly optimized home page
- Ran a series of AB tests on the live page to learn from real visitors and iterate through a design-test-learn process
 - Result = Recommendation to remove some theme doormats from the homepage, but add an all services button leading to a page with all themes
 - But simply putting the doormats of all themes on the All services page wasn't meeting user needs, so we are exploring alternatives



Goal for All Services page



Provide users with a more useful and detailed list of Government of Canada services without creating a page design that will require significant manual maintenance.

Starting with iterative updates to All services page

- October 23 - Link to All services goes live on the homepage
- Changes made to date
 - Removed alert
 - Added sign-in button
 - Added doormats for existing life events:
 - What to do when someone dies
 - Learn and plan for your retirement
- Changes planned for end of November
 - Addition of three bands at the top with:
 - **Top searches** - data based, to be updated regularly
 - **Most requested services** - includes links to cross-department/theme top tasks such as sign-in, change of address, grants and funding, direct deposit
 - **Life events** - heading for this band still being researched

Research to plan additional changes

- Have set up dashboards to monitor search, analytics and feedback to inform overall page design and updates to top bands
- Planning an A/B test (to run after Jobs theme A/B test) to test the effectiveness of a proposed alternate design for the All services page
- Proposal for testing is to:
 - Have bands at top for top searches, common services, life events
 - Use expand-hides to provide access to the most requested and topics within each theme
 - Order of themes is based on analytics
- To minimize maintenance requirements, we plan to use a JSON file to maintain the list of topics and most requested items for each theme for use in the menu system and on the All services page