



Treasury Board of Canada
Secretariat

Secrétariat du Conseil du Trésor
du Canada

Canada

Banded navigation pattern

Digital Transformation Office
Treasury Board of Canada Secretariat
Government of Canada
March 3, 2021

What we'll cover

- What is it? Why did we start using it?
- Where is the pattern being used?
- Testing the pattern - what we've done so far
- Implementation - what to avoid
- Where does this pattern work best?

What the banded navigation pattern looks like...

Government of Canada / Gouvernement du Canada

Search Canada.ca

Franglais

MENU ▾

Canada.ca

Coronavirus disease (COVID-19)

- Current situation**
 - [COVID-19 outbreak update](#)
 - [Latest announcements](#)
 - [Epidemiological and economic research data](#)
 - [Canada's response](#)
- Vaccines**
 - [Vaccines, rollout, safety](#)
 - [Authorized vaccines](#)
- Travel and immigration**
 - [Travel, quarantine and borders](#)
 - [ArriveCAN](#)
 - [Immigration and citizenship](#)
 - [Recent flights with potential COVID-19 exposure](#)
 - [Flights and mandatory testing](#)
- Financial and economic support**
 - [For individuals and businesses](#)
 - [Canada Emergency Rent Subsidy \(CERS\)](#)
 - [Canada Emergency Wage Subsidy \(CEWS\)](#)

Government of Canada / Gouvernement du Canada

Search Canada.ca

ER

MENU ▾

Canada.ca

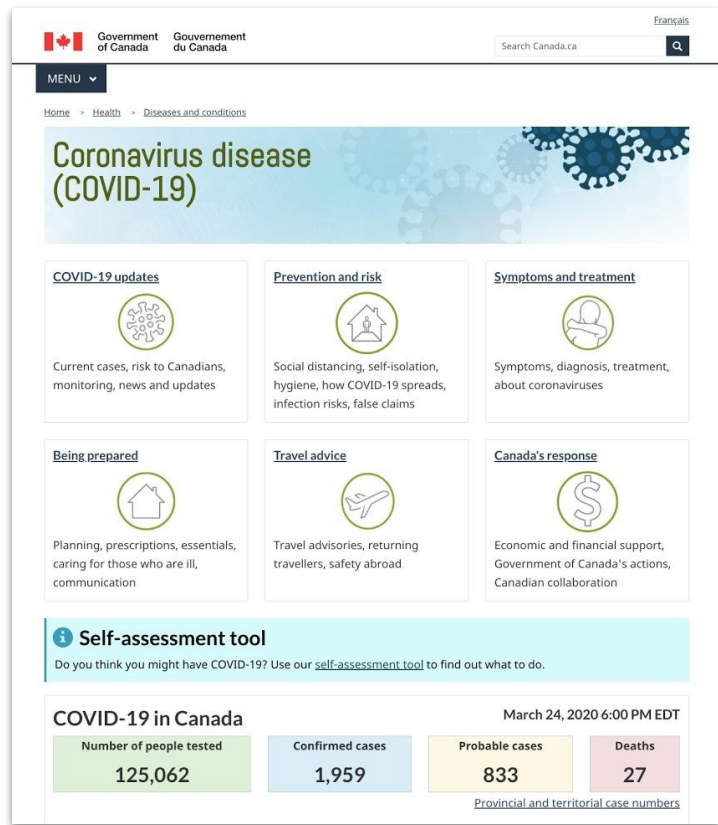
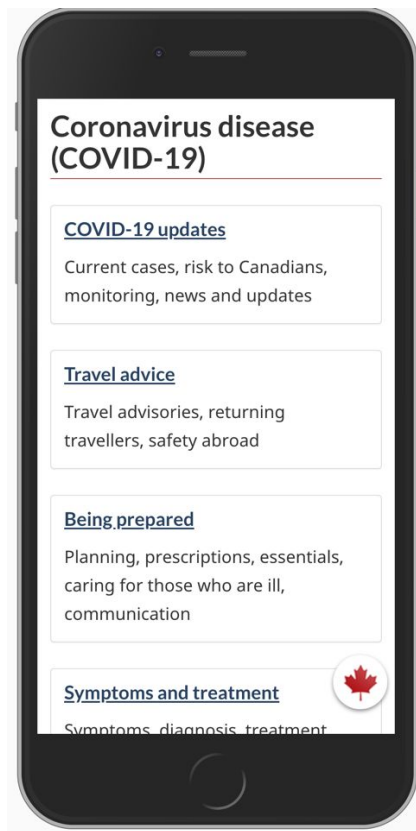
Coronavirus disease (COVID-19)

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 - [Recent flights with potential COVID-19 exposure](#)
 - [Flights and mandatory testing](#)

COVID-19 Virtual Assistant

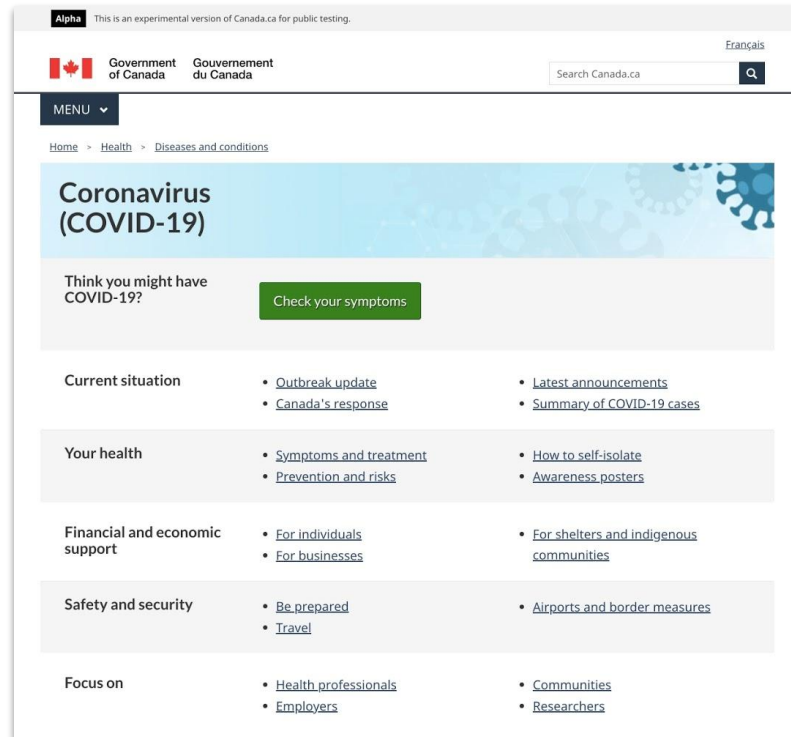
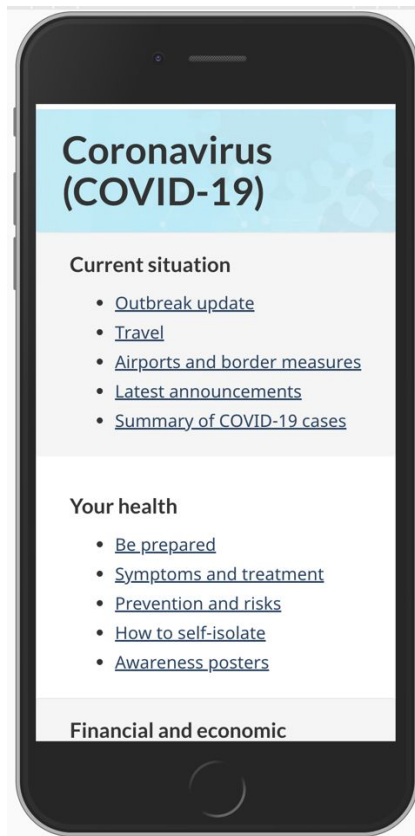
One year ago... early March 2020

- COVID-19 landing page was no longer capable of supporting **surge of new content** coming from across the GC
- Tile design made it difficult for mobile visitors to find right link-**70% were mobile**



Prototyping the new pattern

- Grouping links together into bands
- Easy to add bars and links as content grew and topics expanded
- Designed to support mobile navigation



First tested this pattern on March 17, 2020

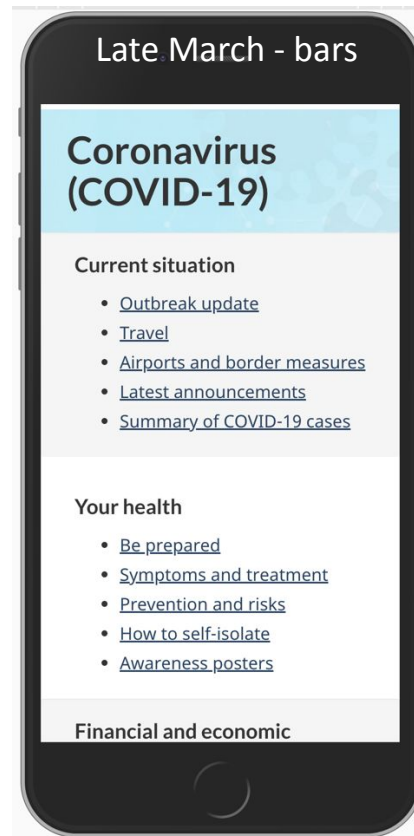
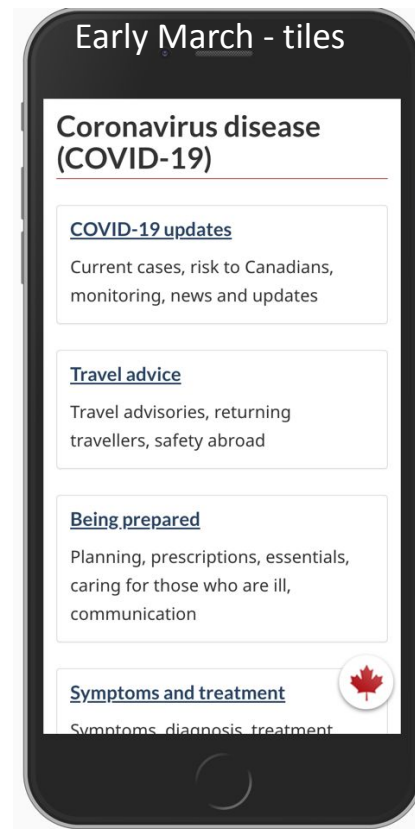
Evidence-based design:

- Tested with Canadians on phones
- 90% success.



Video example:

https://validatey.com/tracker_shares/de76ca86-dbad-455a-a400-409eea282284

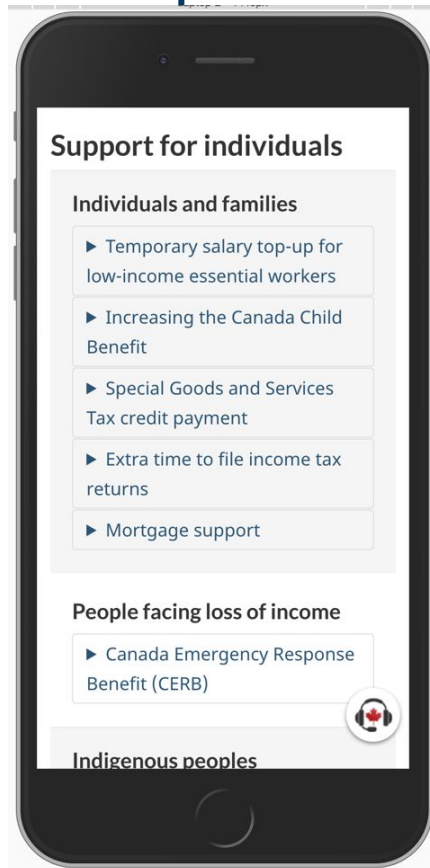
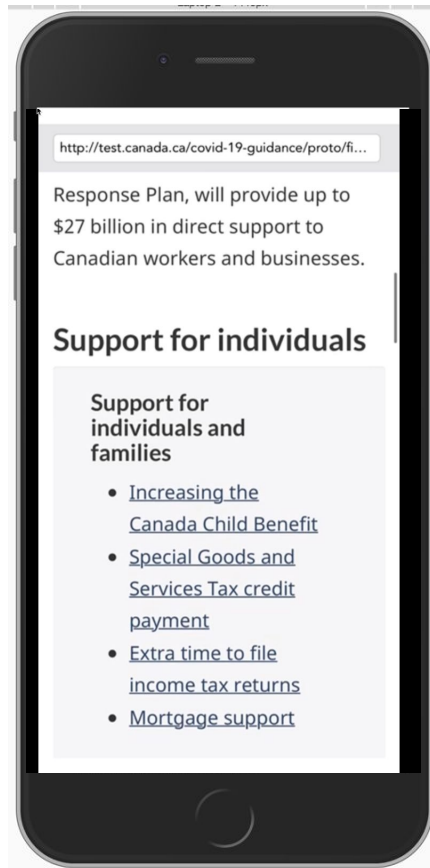


Testing banded navigation for the Economic Response Plan

Original ERP page had lists of links to financial supports

Revised design used expand/collapse - really helped with identifying multiple options that could be relevant and overall scanability of the page

[Website: ERP](#)



Testing banded navigation for Managing your business

We also tested a version of bands where the links included descriptions.

Page:

[Managing your business](#)

Government of Canada / Gouvernement du Canada

Search Canada.ca

MENU

Canada.ca > Business and industry

Managing your business during COVID-19

Reopening

- [Guidance for workplaces and businesses](#)
- [Rules for federally-regulated workplaces](#)
- [Printable templates and signage](#) from the Canadian Business Resilience Network

Financial support, loans, access to credit

- [CEBA \(Canada Emergency Business Account\)](#)
Interest-free loans for small businesses and not-for-profits
- [CEWS \(Canada Emergency Wage Subsidy\)](#)
75% wage subsidy to keep or re-hire employees
- [CECRA \(Canada Emergency Commercial Rent Assistance\)](#)
Forgivable loans for commercial property owners
- [CERB \(Canada Emergency Response Benefit\)](#)
Financial support to employed and self-employed Canadians

Adding descriptions for the financial support programs helped describe who the program was for - since it wasn't always clear from the program name alone.

Support for businesses

[CEBA \(Canada Emergency Business Account\)](#)

Open Interest-free loans for small businesses and not-for-profits

[HASCAP \(Highly Affected Sectors Credit Availability Program\)](#)

Open Low-interest loans to cover operational needs for hard-hit businesses

Accessibility testing - works with assistive technologies

- COVID landing page and ERP page included in accessibility testing in May
- **6 people using:** 2x -NVDA, Jaws 2000, Jaws braille display, Magnified text, Jaws

Current situation

- [COVID-19 outbreak update](#)
- [Get email updates](#)
- [Epidemiological summary](#)
- [Digital tools](#)
- [Canada's response](#)
- [Call out for medical supplies](#)
- [How you can help](#)
- [Tell us how COVID-19 has affected you](#)

Financial and economic support

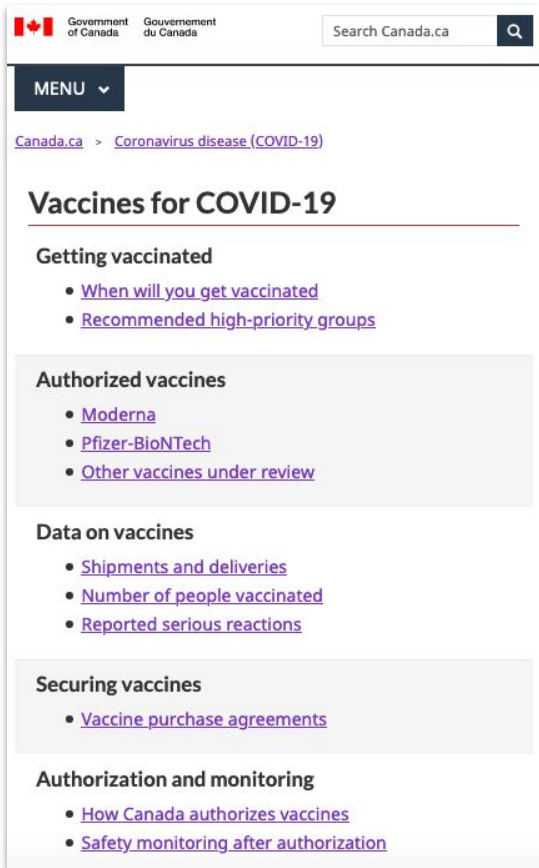
- [For individuals](#)
- [For businesses](#)
- [For Canadians abroad](#)
- [Canada Emergency Response Benefit \(CERB\)](#)
- [Canadian Emergency Wage Subsidy \(CEWS\)](#)



Participant with screen reader easily tabbing through links:

<https://youtu.be/prdg9zTo5sg?t=185>

Why use it for vaccines?



Government of Canada / Gouvernement du Canada

Search Canada.ca

MENU

Canada.ca > Coronavirus disease (COVID-19)

Vaccines for COVID-19

Getting vaccinated

- [When will you get vaccinated](#)
- [Recommended high-priority groups](#)

Authorized vaccines

- [Moderna](#)
- [Pfizer-BioNTech](#)
- [Other vaccines under review](#)

Data on vaccines

- [Shipments and deliveries](#)
- [Number of people vaccinated](#)
- [Reported serious reactions](#)

Securing vaccines

- [Vaccine purchase agreements](#)

Authorization and monitoring

- [How Canada authorizes vaccines](#)
- [Safety monitoring after authorization](#)

“Here we can see the categorization are separated from each other and that’s pretty nice”

- Unstable / Evolving content
- Many top tasks
- High mobile use
- Lesson learned from COVID landing page, ERP, travel, managing your business
- Comparison **tested** with standard topic page

What to avoid: Too many links that aren't top tasks



Bands need to focus on top tasks

- Crowded - too many links that aren't top tasks
- Being used as a promotion band - not intended purpose

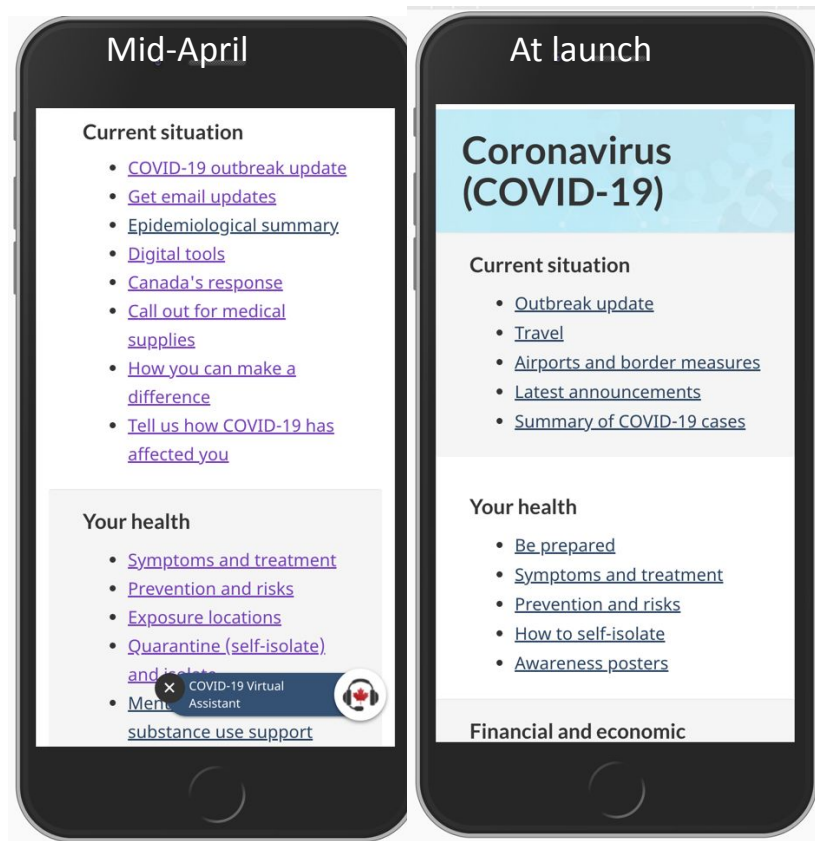
What to avoid: Links that aren't top tasks



Participant scrolling down the landing page on mobile:

<https://drive.google.com/open?id=1sj3sUyz0UIs1Oo48M8DIkFqyDwy-tWx>

*“Too many things on this page...
It's CRAZY to find anything here...!”*



What to avoid: Ambiguous link labels

With no descriptive text to assist with comprehension, labels need to be clear. Use research to get the words right.

- First click testing, Usability testing
- User feedback can help identify common vocabulary
- Analytics, Google Trends

Before

Your health

- [Symptoms and treatment](#)
- [Prevention](#)
- [Exposure locations](#)
- [Quarantine \(self-isolate\) and isolate](#)
- [Wellness together Canada](#)

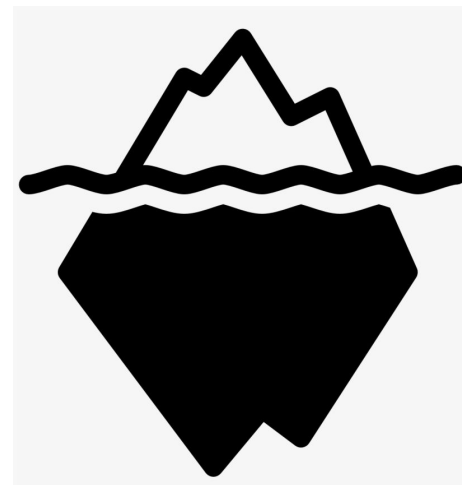
After

Your health

- [Take a self-assessment](#)
- [Symptoms and treatment](#)
- [Prevention and risks](#)
- [Mental health and substance use support](#)
- [Non-medical masks and face](#)

Information architecture can't be ignored

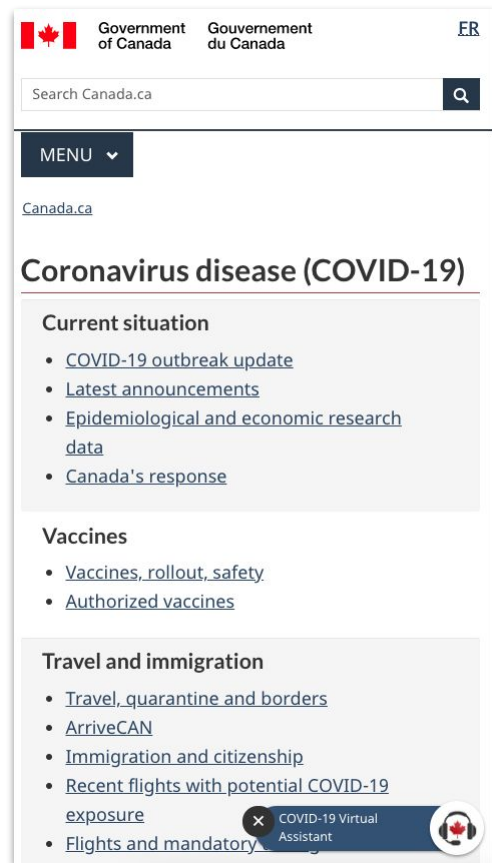
- Flexibility of "groups" makes it easy to ignore underlying IA issues.
- Banded navigation can "hide" some of the issues
- As content grows, address content governance, duplication early on
- Make an IA plan when a group's content covers more than what is directly linked from the bands



Where and when does the pattern work best?

A more forgiving solution to navigation when:

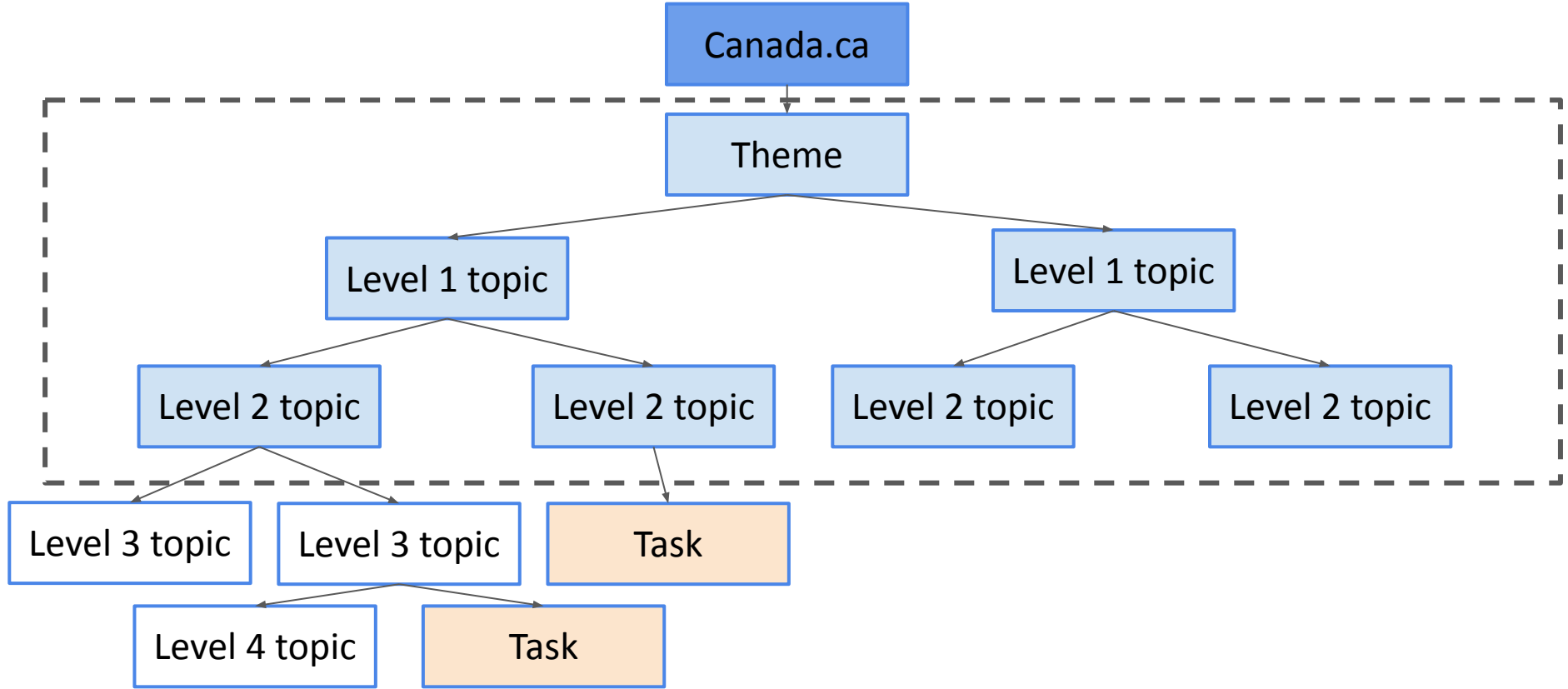
- content and priorities are changing quickly
- there are multiple top tasks within different topics of content
- mobile use is > 50%



The screenshot shows the Government of Canada website interface. At the top, there is a header with the Canadian flag, the text "Government of Canada" and "Gouvernement du Canada", and a language selector "FR". Below the header is a search bar with the text "Search Canada.ca" and a magnifying glass icon. A dark blue "MENU" button with a downward arrow is positioned below the search bar. The main content area displays the URL "Canada.ca" and a section titled "Coronavirus disease (COVID-19)". Under this section, there are three main categories: "Current situation", "Vaccines", and "Travel and immigration". Each category contains a list of links. The "Current situation" category includes links for "COVID-19 outbreak update", "Latest announcements", "Epidemiological and economic research data", and "Canada's response". The "Vaccines" category includes links for "Vaccines, rollout, safety" and "Authorized vaccines". The "Travel and immigration" category includes links for "Travel, quarantine and borders", "ArriveCAN", "Immigration and citizenship", "Recent flights with potential COVID-19 exposure", and "Flights and mandatory...". At the bottom right, there is a "COVID-19 Virtual Assistant" chat icon with a red cross and a Canadian flag.

Banded navigation pattern in the design system

First 2 levels of the topic tree



First 2 levels of the topic tree

The [Theme and topic template](#) is a **mandatory** template.

But it's only mandatory for the **first 2 levels** of the [Canada.ca topic tree](#).

The goal is to:

- provide a **consistent top-level** theme-based navigation
- **surface top tasks** (through the most requested band)
- give **access to ALL** services and information from the GC

The screenshot displays a web page template for a theme and topic. At the top, there is a breadcrumb trail: [Canada.ca](#) > [Theme](#) > [Topic](#). Below this is a header section with the title **[Theme - Topic title]** and a sub-header **1-2 sentences that describe the topics and top tasks that can be accessed on this page.** To the right of the header is a large black box with the text **825 x 200** and a small icon labeled "Without image".

Below the header is a section titled **Most requested**, which contains two columns of three bullet points each. Each bullet point is a **[Top task hyperlink]**.

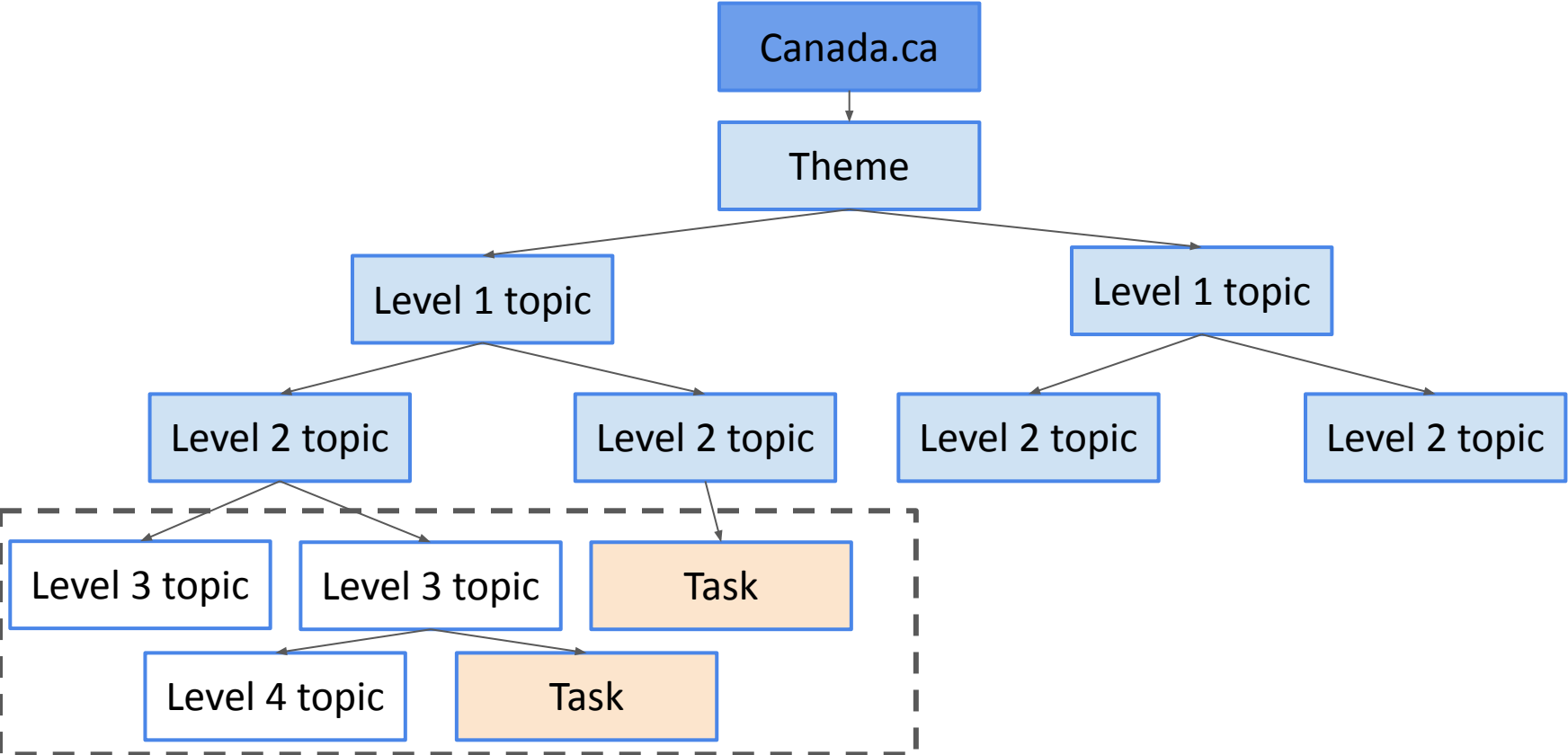
The main content area consists of a grid of six boxes, each starting with a **[Topic hyperlink text]** and followed by the text: "Use action verbs, or simply list keywords to summarize the information or tasks that can be accomplished on the page it links to." The grid is arranged in two rows and three columns.

Below the grid is a section titled **Without social media**, which contains a large black box with the text **360 x 203** and a small icon labeled "Without social media".

To the right of this section is a **On social media** section, which includes a **[Feature hyperlink text]** and a brief description of the feature being promoted. Below this are four social media icons with their respective labels: Facebook (FacebookPageName), Twitter (@TwitterAccount), YouTube (YouTubeName), and Instagram (InstagramName).

At the bottom of the page, there is a footer that reads: "From: [Treasury Board of Canada Secretariat](#) • [\[Department or agency\]](#)".

Below level 2 topics



Level 3 and down and other topic-like pages

The [Theme and topic template](#) is **optional** for anything that is not the first 2 levels of the official topic tree.

This means you can use all or part of the theme and topic template on these pages, but you don't have to.

Use the patterns that help people find or complete their tasks, based on what people are looking for on that page

Possible patterns:

- Doormats
- Most requested
- Lists
- Filterable tables
- Buttons
- Subway pattern
- Multi-page navigation
- Tabs
- etc...

Banded navigation: a new possible pattern

We are not planning on replacing the theme and topic template with the banded navigation pattern at the moment.

We'll start by adding it in the design system as a new navigation pattern available, with specific guidance on when to use and what to avoid.

If there's evidence that this new pattern could improve some of the first 2 levels of topic, we'll consider adding it as an option on the theme and topic template.

Not sure if you should use it? Reach out! (or test!)

If you are unsure whether the banded navigation pattern could be useful for a specific page:

- Reach out to the DTO: we can help you determine if it seems to match what we've seen so far
- Test the pattern: the only to know if the pattern works well for your needs is to test it - no matter how good the guidance is, it'll depend on the content. Even just a few participants in unmoderated testing can help you determine if it works