



Treasury Board of Canada  
Secrétariat

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Canada

# Design system working group

## Experimental and innovation plan

# Experimental and innovation plan

## Scope of design system

- Brand and style
- **Design library**
- Content style
- Information architecture
- Sandbox

## Phases of experimentation

- Discovery (design gaps, ideas and suggestions, etc): uncover user needs
- Alpha: test assumptions
- Beta: limited public release with regular improvements
- Stable: full release

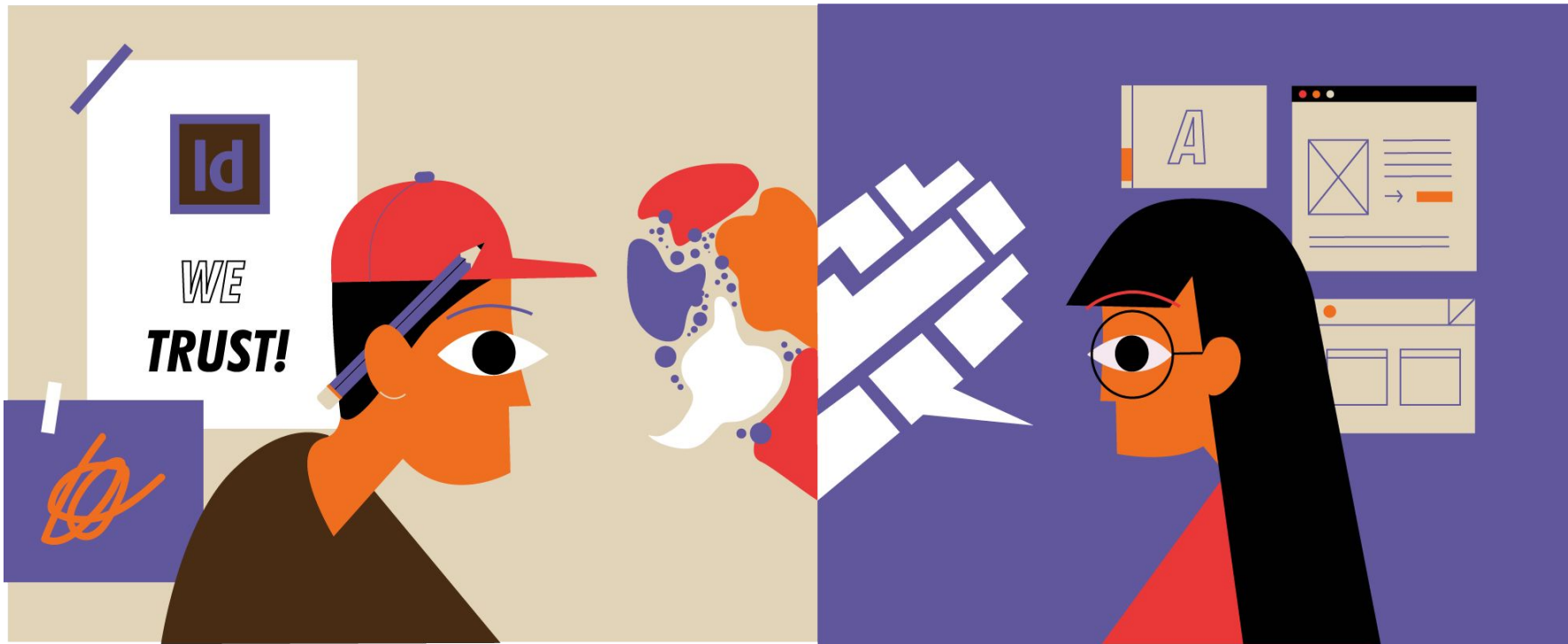
# Experimental and innovation plan

## Three key focus

1. Easy to enter into any stage of the experimental platform
2. A way to checkout and use an experiment that doesn't convey approval
3. Want to start with the digital product design part first



# Experimental and innovation plan



The main challenge with experimentation on the GC design system

# Experimental and innovation plan

## Common set of benefits

- Find out what works
- Iterate and improve
- Get support from the community
- Access to tools whitelisted by CIO
- Promotion on the platform experiments listing
- Opportunity to influence mandatory elements
- Funding opportunities

# Experimental and innovation plan

## Research methods

### Discovery phase

- Ethnography
- Decision point mapping
- Baseline task performance testing
- Top task analysis

### Alpha phases

- Field experiment
- Prototype task performance testing

### Beta phases

- Randomized controlled trial (RCT)
- A/B testing
- Feedbacks

# Experimental and innovation plan

## Next steps?

### Departmental scan (continued)

- GC Experimentation
- Open Resource Exchange
- WxT experimental feature
- Canadian Digital Service
- Aurora design system
- Clone design system
- Government of Canada Digital Playbook (draft)