



Government
of Canada

Gouvernement
du Canada

Canada

Findability health check

State of the Canada.ca IA

GC Web Priorities • March 9, 2022

Findability and the Canada.ca IA

How stuff gets found

- Search
 - Internal and external
- Navigation
 - Topic tree
- Wait... isn't this wayfinding?
 - Wayfinding: **user interface**
 - Design patterns, template evolution
 - Findability: **information architecture**
 - Content organization, categories, relationships

Findability and the Canada.ca IA

DTO perspective and role

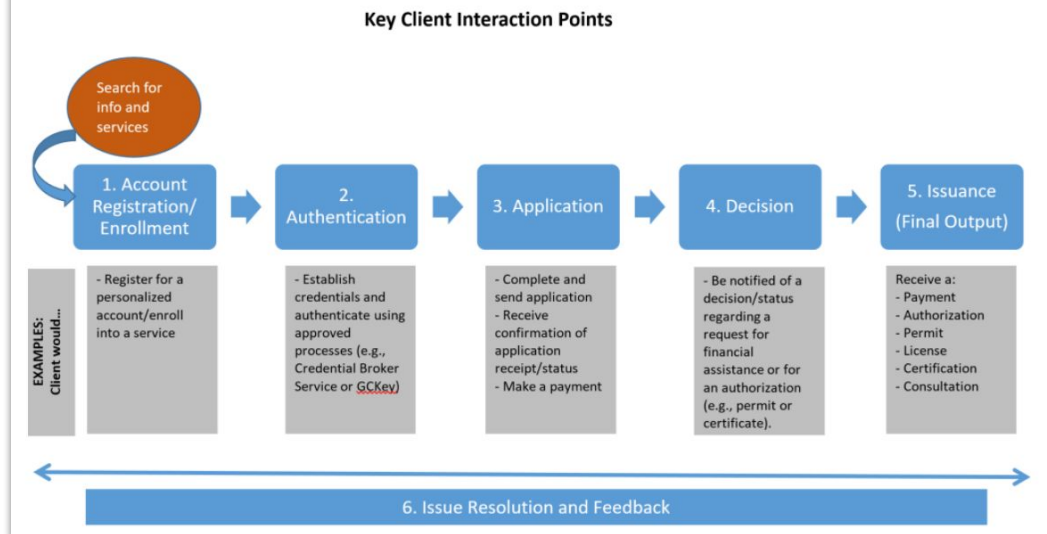
- DTO as Canada.ca product design lead
- Top task success
 - Optimization and continuous improvement support
 - Task success survey
 - Style Guide
 - Content and IA Specification
- Consistent and coherent design for the GC web presence
 - Canada.ca domain and design adoption

Findability and the Canada.ca IA

Service findability

- Findability in the Guideline on Service and Digital
- Related work: mapping services to tasks

Figure 1: Six interaction points between the service provider and the client to determine availability of an online service. Text version below.



Internal search health check

Research questions

- Goals
 - improve search results for top searches, and for top task related searches
 - Improve autocomplete suggestion lists for site search
- All searches (in collaboration with Principal Publisher)
 - What terms and phrases are being searched? (starting with top 100)
- Top task-related searches
 - What search terms and phrases relate to this task?
- In both cases
 - What is the preferred result (target page)?
 - Is the preferred result in the top 3?

Internal search health check

Searches by institution

Institution	Searches in top 96
ESDC/Service Canada	42
Canada Revenue Agency	23
Generic	14
IRCC	12
Health Canada	2
Justice	2
Environment Canada	1

- Generic searches with global support pages in place
 - Sign in, login, account
<https://www.canada.ca/en/government/sign-in-online-account.html>
 - Change of address
<https://www.canada.ca/en/government/change-address.html>
 - Contact
<https://www.canada.ca/en/contact.html>
- Potential new global support pages
 - Direct deposit
 - Forms and publications

Internal search health check

Next steps

- Share detailed analysis with institutions
 - Identify target pages (preferred results) for searches
 - Compare what's happening with desired results
 - Update search optimization guidance
 - Optimizing page content
 - Titles, descriptions, keywords
 - Boosting search results
 - How Principal Publisher can help
 - Process for updating autocomplete suggestions

External search

Top task approach

- Goal
 - Support institutions in conducting assessments
 - Analytics sources vary for subdomains, gc.ca domains
 - Improve guidance for external SEO
- Leverage internal search work
 - Identifying target pages (for tasks, for search terms) is key
- Existing external search optimization guidance:
 - [Adding structured data on Canada.ca pages](#)
 - [Optimize your content for voice search](#)

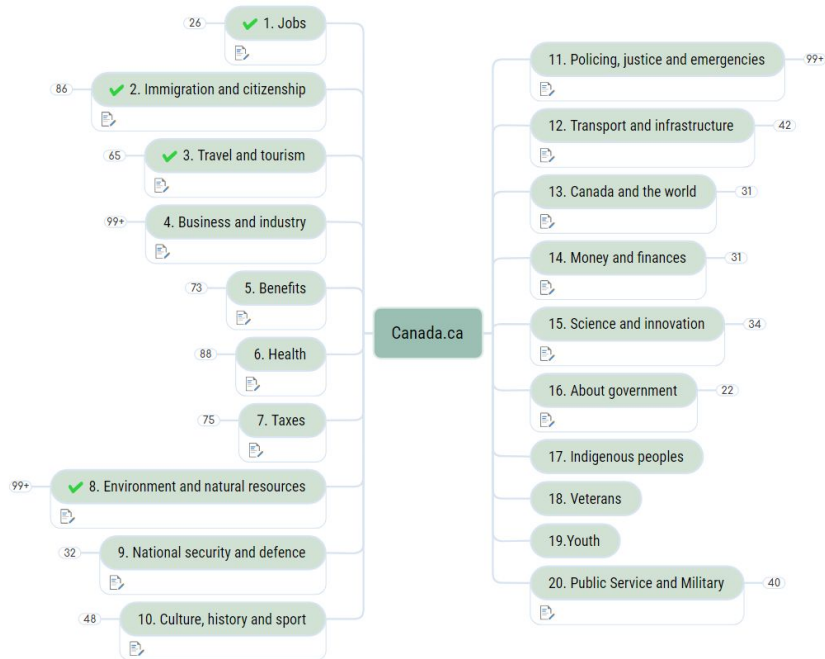
Topic tree health check

Top task usability testing

- Tested a range of tasks from TSS
 - Top tasks with lower than 65% completion rate
- **Overall, high success rate**
- Failures due to known topic tree issues
 - Concepts that fit under multiple themes
 - Fuel-efficient vehicles (Environment, Transport)
 - Pensions (Benefits, Money)
 - Concepts without an obvious theme
 - Canada's economic performance
 - Agricultural industry

Topic tree health check

Documenting current state

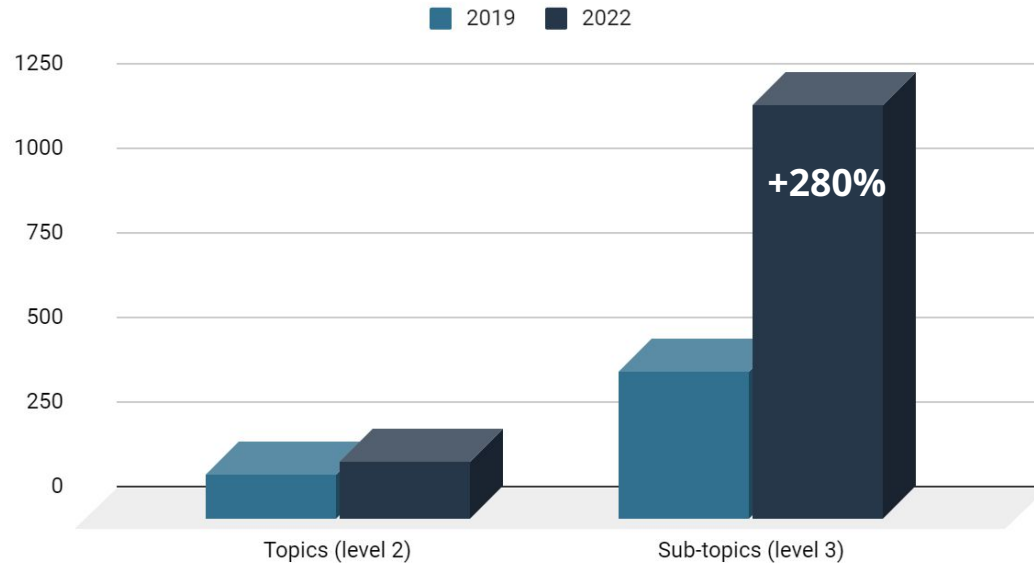


- Mapping completed for top 3 levels
 - Services and information only
 - Capturing cross-references
 - To themes
 - To institutions
 - To other applications
- Mapping continues to destination level

Topic tree health check

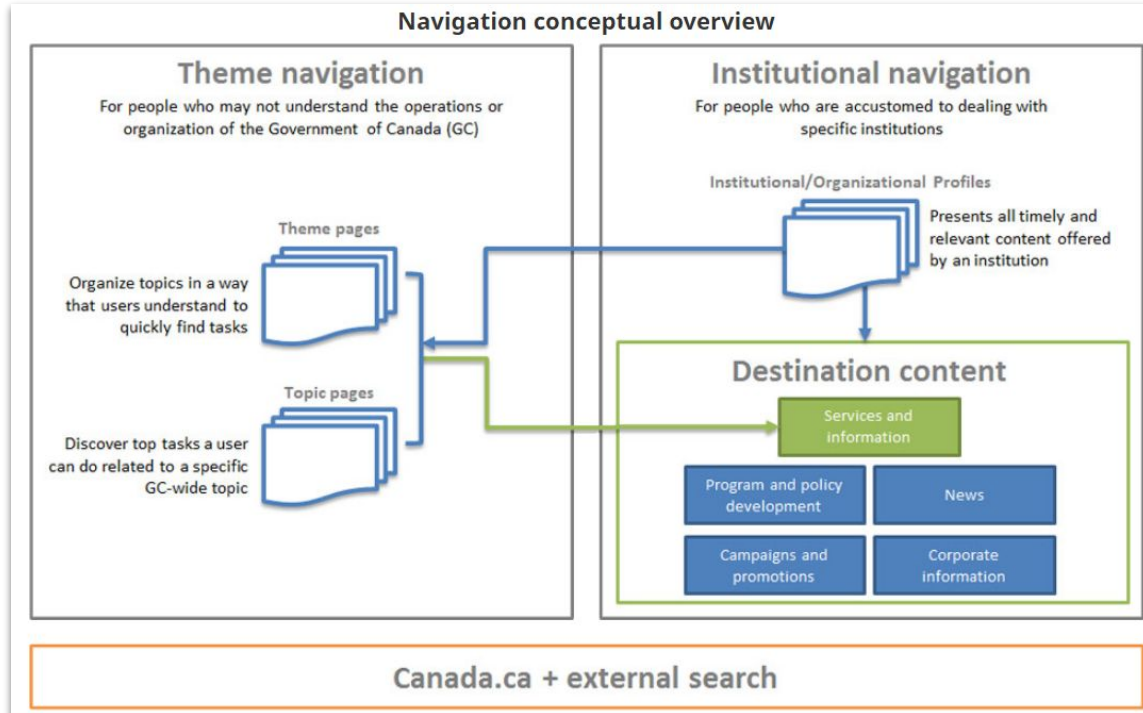
Significant growth

Topic tree expansion



State of the Canada.ca IA

Conceptual foundations: two paths to all destinations



Canada.ca IA evolution

Questions for consideration

- Design questions
 - Is the “two paths to all content” model sustainable?
 - What are the alternatives?
- Operational questions
 - How should the IA design be managed?
 - Global vs. local
 - Central vs. distributed
 - Manual vs. automated
 - How are institutions accommodating new content now?
 - What kind of support is needed?
 - For theme leads
 - For web teams

Idea: two distinct vocabularies

“Taskonomy” + exhaustive taxonomy

Mainstream browse

Topics

“essential processes in people’s lives”

Benefits

Includes eligibility, appeals, tax credits and Universal Credit

Births, deaths, marriages and care

Parenting, civil partnerships, divorce and Lasting Power of Attorney

Business and self-employed

Tools and guidance for businesses

Childcare and parenting

Includes giving birth, fostering, adopting, benefits for children, childcare and schools

Citizenship and living in the UK

Voting, community participation, life in the UK, international projects

Crime, justice and the law

Legal processes, courts and the police

Disabled people

Includes carers, your rights, benefits and the Equality Act

Driving and transport

Includes vehicle tax, MOT and driving licences

Education and learning

Includes student loans, admissions and apprenticeships

Employing people

Includes pay, contracts, hiring and redundancies

Environment and countryside

Includes flooding, recycling and wildlife

Housing and local services

Owning or renting and council services

Money and tax

Includes debt and Self Assessment

Passports, travel and living abroad

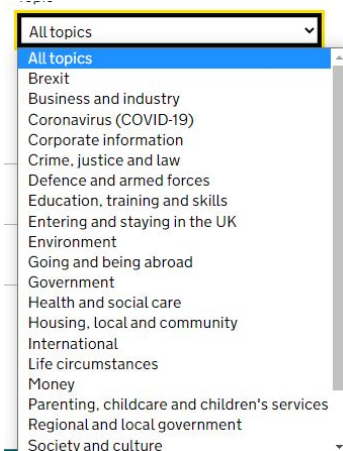
Includes renewing passports and travel advice by country

Visas and immigration

Apply to visit, work, study, settle or seek asylum in the UK

Working, jobs and pensions

Includes holidays, finding a job and redundancy



Specialist sectors

Topic

Crime, justice and law

Sub-topic

All sub-topics

- Administrative justice reform
- Attorney General guidance to the legal profession
- Byelaws
- Civil justice reform
- Counter-extremism
- Counter-terrorism
- Courts, sentencing and tribunals
- Crime prevention
- Criminal justice reform
- Criminal record disclosure
- Data protection
- Domestic violence
- Family justice system
- Forced marriage
- Justice system transparency
- Knife, gun and gang crime
- Law and practice
- Legal aid
- Legal aid reform

Idea: topic tree as managed vocabulary

Stricter, but scalable and continuously improving

- For each topic
 - Hierarchical relationships (parents and children)
 - Support for multiple parents (polyhierarchy)
 - Capture synonyms, alternate labels
 - Identify related concepts
- Helpful for search engines
- More future-proof
- Machine-consumable
 - Support for automation

Idea: compile richer task data

Enhancing what we know about tasks

- Tasks in TSS
 - Task, institution, theme
 - Users measures for completion, ease of use, satisfaction
- Additional data per task
 - Related service(s)
 - Mapping to service inventory
 - Target page(s)
 - Task type classification scheme
 - Differentiating answer tasks from process tasks
 - Search keywords per task

Findability focus

Next steps

- By end of March, we will share...
 - Topic tree testing results & issues observed
 - Navigable topic tree map
 - Lists of search terms that need target pages identified
- We need your input
 - Canada.ca's conceptual IA
 - Design observations
 - Operational observations
 - Usefulness of improved guidance
 - For search optimization
 - For IA decision-making

Findability focus

Next steps cont'd

- Opportunities for providing input
 - Structured discussion at upcoming GCWP
 - Slack channels
 - Proposing new channel for findability
 - Topics to include IA, SEO (internal and external)

Thank you!

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