



Secrétariat du Conseil du Trésor du Canada



# Using data to optimize performance



# Project collaboration between CRA, TBS and Service Canada

## FOR DISCUSSION

#### Vanity versus actionable metrics



#### Number of visits

% of visitors who report success or failure

### Performance considerations for web optimization

- Over reliance on vanity metrics because they are easy to gather and understand
  - Vanity metrics do little to help improve information and services
- Better integration of data from other channels (call centres and in-person)
- Moving to actionable metrics means addressing the following issues:
  - a. Developing a more complete picture of user behaviours and points of failure
  - b. Increasing the level of automation for unstructured feedback
  - c. Increasing awareness and understanding of performance metrics eg. Click-through rates (CTRs) on top search terms

## Data driven optimization of digital content and services

- 1. Help product owners continually improve information and services by providing actionable insights
  - a. Significant changes in behaviour
  - b. Self-service failures
  - c. Evolving mental models
  - d. Reported issues and failures
- 2. Build richer insights by continuously integrating data from additional sources:
  - a. Adobe, Google or other analytics platforms
  - b. Page success widget
  - c. Google Search Console
  - d. Task success exit survey
  - e. Call centres
  - f. Task performance testing (Moderated and unmoderated)
- 3. Streamline performance reporting
  - a. Reduce performance reporting overhead and effort
  - b. Improve access for product teams across the GC

## Building a more complete picture of user behaviour

- Web analytics (navigation)
  - Relevance of key links
  - Failures through off-ramps next page click to contact or search
- Search (navigation)
  - Relevancy relevant result appears in first 3 results on SERP page
  - Intent Words or phrases used
  - Failures Low click-through rates

#### Reported problems

- Couldn't find
- Content gaps
- Content not understandable
- Reported task success or failure
- Unmoderated and moderated task performance testing

Basic

Rich

Insights

### Performance measurement concept



### Proposed plan and timeline



### CRA's web and search analytic concept

Government Gouvernement ef Canada du Canada		
Page Performance Measurement Tool (PPMT)		
	🗮 Select date 👻	
Enter the page URL		
https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19.htm	a q	

#### Coronavirus disease (COVID-19) Language Toggle

https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19.html

Period: 7 days - Monday June 22, 2020 to Sunday June 28, 2020

Unique visitors 51,824 average per day

362,772 total

#### Report a problem

1 average per week 1 total Searches started from this page 251 average per day 1,763 total

#### Phrases searched from this page

<u>cerb</u> (26) <u>Ceba</u> (21) <u>hand sanitizer</u> (16) <u>Quarantine</u> (15)

#### Referring types

Туре	Visits
Search Engines	148,497
Typed / Bookmarked	117,879
Social Networks	111,979
Other Web Sites	48,285

#### Where users came from

- Direct traffic / Bookmark
- https://www.google.com/
- <u>Canada.ca</u>
- <u>http://m.facebook.com</u>
- https://www.google.ca

Focused on data that helps improve digital self-service:

- Is there significant off-ramping to contact pages or to search?

- Do searches phrases suggest poor information scent?

- Is this page receiving a higher % of mobile usage

### Page feedback widget

- Added to key pages in partnership with responsible departments
- Asks: "Did you find what you were looking for" Answers: Yes, No and why not
- Metrics trackable across time and pages
- "Why not" comment data processed manually and automatically (PII, sentiment, category)
- Working on easier processing for web teams and programs



### Notional plan 1-4 months

1. Complete alpha (performance.tbs.alpha.canada.ca) to support COVID

Objective: Validate preliminary concept

- a. Date scope: Adobe Analytics (AA), page feedback data, COVID task success survey
- b. Page scope: Top COVID pages
- c. Users: Available to health, business, travel and tracking leads for COVID
- 1. Beta (performance.cra.alpha.canada.ca or cra.canada.ca)

#### Objective: Confirm that the solution can scale

- a. Data scope: AA, page feedback & Google
- b. Reporting scope: Service lines
- c. Page scope: All CRA pages
- d. Users: CRA

### Questions?