COVID-19 Task Success Survey

Theme Management Committee

Treasury Board of Canada Secretariat
Digital Transformation Office - Canada.ca
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Task success survey for COVID-19 content

Visitors tell us what they came to do and if they could (task success)

Builds off Top task study run with Gerry McGovern in June (identifying tasks)

Phase 1: Survey design assessment - June 25 to June 29, ~8,000 participants
Phase 2: Interim - ongoing from June 30, ~7,500 participants to date - CURRENT
Phase 3: Refined survey - continually run from end of phase 2

In each phase we're collecting crucial metrics:

- Task (selected or write-in)
- Task success
- Comments

Phase 1: Survey assessment - analysis ongoing

We tested 4 variations to validate these hypotheses:

1. H: Asking about **satisfaction** will have no effect on reported task success or ease.
2. H: Reported **satisfaction** is the same whether asked first or after reporting task
3. H: Survey completion rates will be higher if the first question is about **satisfaction** rather than about their **task**.
4. H: Asking about **task completion** on a scale with **ease** will be equivalent to asking task success separately.
5. H: Reported **satisfaction** will be correlated with reported **ease and task completion**.
6. H: Fewer questions in a survey will results in a **higher number** of quality write-in comments

4 different variants

Variant A: Satisfaction at start, completion in ease scale
Variant B: No satisfaction question, completion in ease scale
Variant C: Satisfaction after task, completion in ease scale
Variant D: No satisfaction question, no ease question, completion is a separate question

Satisfaction - Vars A, C

Overall, how satisfied were you with your experience on the website today?
- ○ Very satisfied
- ○ Satisfied
- ○ Neutral
- ○ Dissatisfied
- ○ Very dissatisfied

Ease scale - Vars A, B, C
"Couldn't complete" is an option in the ease question

How easy was it to complete your task?
- ○ Very easy
- ○ Somewhat easy   **Successful completion**
- ○ Neither easy nor difficult
- ○ Somewhat difficult
- ○ Difficult
- ○ I couldn't complete the task   **Unsuccessful**
- ○ I started the survey before I tried to complete the task

Separate completion question - Var D

Were you able to complete what you came to do?
- ○ Yes, I think so   **Successful completion**
- ○ No, I don't think so   **Unsuccessful**
- ○ I started the survey before I tried to complete the task

Results of the experimentation:

- Asking satisfaction first **does affect** reported ease - when asked about satisfaction first, significantly more reported the task as being easy.

- Reported satisfaction **does vary** if asked first rather than later - significantly more reported themselves as satisfied when asked first compared to those asked after responding to questions about their task.

- Survey completion rates are **not higher** if satisfaction is asked first - more did answer the first question when it was about satisfaction rather than their task, but fewer ended up finishing the survey.

- Reported task success on an ease scale is **not equivalent** to asking task success separately - reported task success was significantly higher when asked on a scale with ease.

- Satisfaction **is moderately correlated** with ease and task success - r=.53 if satisfaction is asked first, .61 if satisfaction is asked after task and ease.

- Fewer questions in the survey **doesn't result** in more comments, but we get higher quality comments when asking people who were unsuccessful or found their task difficult.

Feedback received in the Improvement step

An open text box for feedback about the experience was available to both people who were successful and those who weren't.

People who were not able to complete their task were 2.5x more likely to leave feedback.

After 'Yes'	After 'No'
13.4%	32.3%

Quality of feedback after asking about ease

Which of the foll... ▾	A≡ Please provide more details (No - o... ▾
Add missing or inco...	There is little to no information regarding pet care during quarantine and if contactless pickup for dog walking or exercise is allowed.
Add missing or inco...	For awhile I was able to find statistics for each province on deaths, ages etc. Now I can't find that feature.

How was the expe... ▾	A≡ What would have improved the expe... ▾
Very easy	Very happy with the way Prime Minister Trudeau is handling it.
Very easy	The web site was very easy to find what I was looking for.

Feedback from people who were unsuccessful at their task tends to be direct and actionable.

The open text field for people who were successful included many flattering comments - but unfortunately adds extra processing work for comments that generally won't help improve the experience.

Unusable - Very easy	Unusable - Somewhat easy
63.4% (71)	26.9% (18)

Changes made for phase 2

- Removed satisfaction (later added after the task question)
- Left ease, but only for those who accomplished their task
- Separated task completion from ease
- Updated and added tasks (based on "Other" choices)
- Encouraged people to complete their task first if they chose "I started the survey before I completed"

Possible future changes:

- Other task modifications - as needed (removing little-used tasks)
- Wider deployment

Survey phase 2 - 1 variant

Tasks and success

High-level tasks: Traffic and success

Task	Chosen	Success
Financial advice and support (CERB, CEWS, CESB, other)	36.2%	76.0%
Other:	18.7%	64.6%
Outbreak status, statistics, deaths and cases	12.3%	76.2%
Travel and immigration during the pandemic	10.2%	59.7%
Employment Insurance (EI)	6.9%	86.8%
Government of Canada COVID-19 strategy	4.3%	79.3%
Workplaces and businesses during the pandemic	3.0%	79.8%
Guidelines about COVID (public spaces, health professionals)	2.3%	74.7%
Prevention, transmission and treatment of COVID	1.6%	83.3%
Symptoms of COVID and wellbeing	1.5%	85.0%
Testing for COVID	1.3%	51.1%
Myths, scams and reporting misleading information about COVID	1.1%	75.0%

High-level tasks compared to Gerry McGovern survey

Task	Gerry McGovern	Top task survey
Financial advice and support (CERB, CEWS, CESB, other)	40%	36.2%
Other:	n/a	18.7%
Outbreak status, statistics, deaths and cases	17%	12.3%
Travel and immigration during the pandemic	13%	10.2%
Employment Insurance (EI)	n/a	6.9%
Government of Canada COVID-19 strategy	14%	4.3%
Workplaces and businesses during the pandemic	12%	3.0%
Guidelines about COVID (public spaces, health professionals)	13%	2.3%
Prevention, transmission and treatment of COVID (includes vaccines)	23%	1.6%
Symptoms of COVID and wellbeing	4%	1.5%
Testing for COVID	6%	1.3%
Myths, scams and reporting misleading information about COVID	4%	1.1%

Finance: Breakdown

Task	Chosen	Success
Canada Emergency Response Benefit (CERB)	58.7%	80.1%
Employment Insurance (EI)	15.0%	83.2%
Canada Emergency Student Benefit (CESB)	7.2%	66.7%
Canada Emergency Wage Subsidy (CEWS)	5.9%	67.5%
Support for individuals	4.1%	64.0%
Support for self-employed	3.2%	63.4%
Support for seniors	2.2%	60.7%
Support for people with disabilities	2.0%	37.9%
Support for businesses	1.4%	11/17
Managing personal finances (savings, pensions, retirement)	0.3%	2/4
Support for specific industry and sectors	0.1%	2/3

Top frustrations

- Confusion between CERB/EI
- Many clicks needed to re-apply for CERB/EI
- Issues with logging in to an account

"Difficult to find the application page, and specifically which government page to go through (CRA vs. Service Canada)."

"It became unclear as to whether I was actually applying for CERB because it looked like I was applying for EI. I had exhausted EI benefits on a recent claim."

CERB, CESB, CEWS

Task	Chosen	Success
Submit CERB / EI internet report through Service Canada	30.30%	93.8%
Re-apply for CERB through CRA	28.00%	82.3%
Apply for CERB	24.50%	75.7%
Check eligibility for CERB	9.90%	78.4%
Missing CERB/EI payment	3.30%	34.6%
Find out how much money you can get	2.10%	12/16
Contact someone about my case	1.50%	2/13
Repay some or all of the CERB	0.50%	2/3

Task	Chosen	Success
Apply for CESB	43.0%	57.9%
Re-apply for CESB	39.4%	73.2%
Check eligibility for CESB	14.8%	11/15
Find out how much money you can get	1.4%	1/1
Missing CESB payment	0.7%	1/1

Task	Chosen	Success
Apply for CEWS	33.3%	72.0%
Check your eligibility for CEWS	27.5%	57.1%
Re-apply for CEWS	13.7%	10/10
Check if your employees are eligible for CEWS	11.8%	4/8
Calculate how much money you can get	10.8%	4/5
Missing CEWS payment	1.0%	0/1
Contact someone about my case	1.0%	0/1

Outbreak status, statistics, deaths and cases

Task	Chosen	Success
Statistics on COVID-19 cases (location, hospitalizations, recoveries, deaths)	40.7%	79.7%
Number of COVID-19 cases in Canada	34.4%	85.9%
Latest news (alerts, daily briefings, updates)	17.1%	63.8%
Modelling of disease spread and possible end date	3.6%	15/18
Number of tests completed	1.6%	5/6
COVID notification mobile app	1.5%	5/10
COVID-19 virus mutation or new strains	1.0%	3/4

Top frustrations

- Looking for local data
- Find daily case updates
- Be able to compare the data (recent last week, yesterday)
- Be able to download data

"Map does not provide enough options to get the information wanted."

"It would be nice to see how specific areas/cities in each province are affected/at high risk."

Travel and immigration during the pandemic

Task	Chosen	Success
Restrictions on travel to Canada	24.8%	62.6%
Immigration (study, work, visiting, applications, status)	22.4%	60.2%
Travel inside Canada	14.6%	60.0%
Quarantine when entering Canada	13.2%	58.8%
Canada-U.S. border restrictions	11.0%	60.5%
Travel outside Canada	8.6%	59.3%
Exemptions for essential workers (border, quarantine)	2.0%	8/8
Support for Canadians abroad	1.8%	4/4
Apply for a passport	1.6%	3/5

Top frustrations

- Clear information on restrictions for travelling to Canada
- Delays and status of immigration applications and processing
- When and how to quarantine
- Travel between provinces

"I don't have a home in Canada. I want to know which Hotel is approved by the Quarantine Office (or the Chief Public Health Officer of Canada) so I don't get a rejection when I land."

Workplaces and businesses during the pandemic

| Task	Chosen	Success
Workplace and business reopening guidance, signage, tools	28.5%	81.5%
Employee rights (return to work policy, protocols, unsafe conditions)	23.6%	90.5%
Training and retraining	10.6%	8/9
Ways to retain employees	9.8%	8/11
Essential services / key / critical workers	8.1%	4/6
Income tax filing and payment	8.1%	4/5
Access and use of personal protective equipment	6.5%	4/4
Guidance for specific industry and sectors	4.9%	2/3

Top frustrations

- Fewer write-in comments on these topics.
- Questions on CEWS (extension and eligibility)
- What is mandatory for employers to do?

"There should be concrete, practical guidelines with examples, scenarios. I can't distinguish between misinformation and recommendations and mandatory guidelines. for example, is it masks are mandatory at ALL times, or when distancing is not possible?"

Testing task

4. What specifically were you trying to find or do?
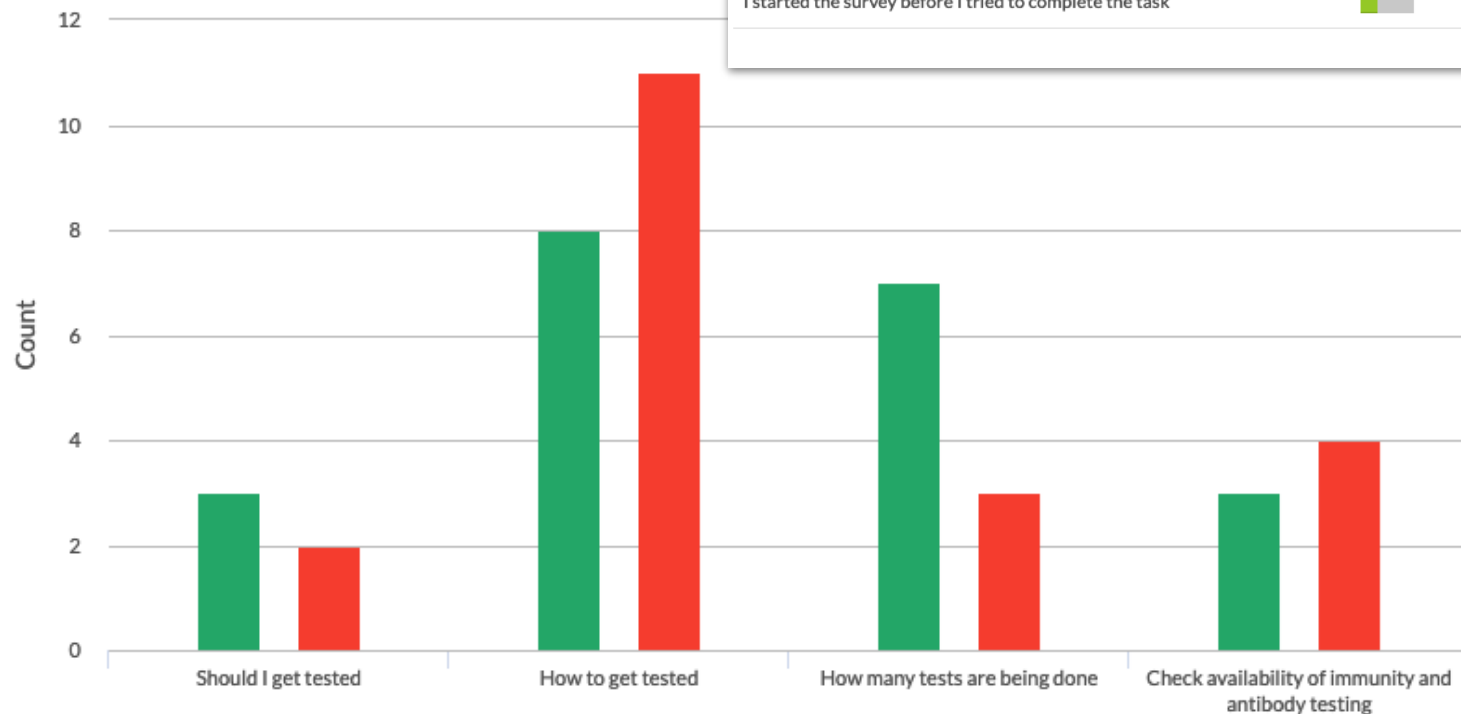
Value		Percent	Responses
Yes, I think so		34.8%	23
No, I don't think so		34.8%	23
I started the survey before I tried to complete the task		30.3%	20
			Totals: 66

Success over time

Task	June 25 - 29 1,265	July 1 - 7 2,019	July 8 - 14 1,269	July 15 - 19 728
Financial advice and support (CERB, CEWS, CESB, other)	77.2%	77.0%	75.6%	73.4%
Other	70.9%	66.2%	69.6%	43.2%
Outbreak status, statistics, deaths and cases	75.7%	76.8%	77.0%	75.0%
Travel and immigration during the pandemic	57.1%	59.0%	63.0%	54.8%
Employment insurance				87.3%
Government of Canada COVID-19 strategy	76.8%	77.9%	87.2%	66.7%
Workplaces and businesses during the pandemic	70.3%	73.3%	88.9%	92.3%
Guidelines about COVID (public spaces, health professionals)	63.6%	69.4%	82.4%	83.3%
Prevention, transmission and treatment of COVID	73.9%	91.4%	81.3%	71.4%
Symptoms of COVID and wellbeing	82.4%	84.0%	84.0%	90.0%
Myths, scams and reporting misleading information about COVID	81.3%	77.3%	63.6%	85.7%
Testing for COVID	63.2%	52.0%	46.2%	57.1%
Medical supplies for use against COVID	38.5%	61.1%	80.0%	50.0%

Current plans

Sharing the COVID-19 top task survey data

The dataset will be exported as CSV files and published to the GC Wiki:

https://wiki.gccollab.ca/Covid_19_DTO-BTN/User_research

Future plans - Task success surveys

- Continual refinement of tasks and process
- Principal Publisher building new survey tool (departmental tasks)
- Eventual deployment across institutions
- Streamline processing by:
  - Leveraging Adobe Analytics
  - Developing tools to store, process, and present written-comments
  - Machine learning for tagging
  - interface to review comments and adjust tags

Thank you