



Government
of Canada

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Canada

Using data sources to understand traveller needs

Travel Working Group

#CanadaDotCa

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Overview of how we improve traveller experience

- Most Travel content is hosted on Travel.gc.ca, with other pages like ArriveCAN hosted on Canada.ca
- Vaccinated travellers is top page with another 300 web pages plus media products
 - 2 interactive wizards: Find out if you can enter Canada & Assess your quarantine plan
- Travel Working Group consists of approximately 20 subject matter experts from various government departments (CBSA, IRCC, GAC, TBS, TC, PCO, ISC, ESDC, PHAC)
- Meet weekly on Tuesdays to provide updates and review:
 - Analytics for pages and groups of pages
 - Feedback from travellers using the pages
 - User experience research and testing
 - Call centre data
- We have co-editing sessions on a monthly basis to make OIC updates as well as other updates to the travel content as needed

Web Analytics

COVID-19 Travel, testing, quarantine and border

Prepared and presented by GAC, data collected in Adobe Analytics

Purpose: Highlight changes in visitor behavior to help focus our efforts

Period (twice a week)

- **every Thursday** the full report is distributed by e-mail, includes an executive summary (3-5h to analyse and to write the summary)
- **every Tuesday**, a quick update is compiled and presented, usually includes **new findings** since last report + quick review of the previous week findings (1-2h to prepare, 10-20 minutes to present)

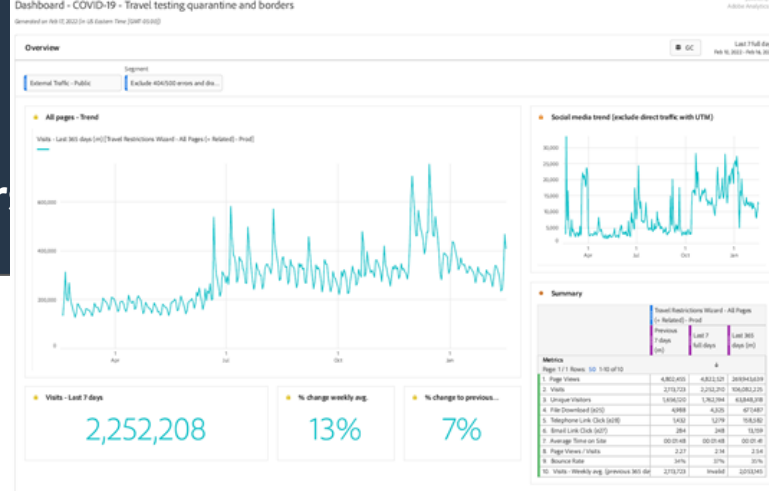
Content (the full PDF report is 40+ pages long!)

- **300 web pages** (mostly Travel.gc.ca and Canada.ca), **regrouped by topic/task**, providing **at-a-glance highlights** for key areas
- Contains historical data presented as **trend charts** and **color coded** tables with **average/previous week comparison**
- Close monitoring of **new pages** and **major updates** following new announcements (media products)
- Continuously updating the report to **keep an eye on new trends**

A **top search terms analysis** is usually included in the summary highlighting any new search trends.

Ongoing **follow-ups activities** are conducted to **address any new concerns** raised by the working group (in-page analysis, metadata tweaks, search optimization, etc.).

Link to [Summary email](#), [Report](#) and [Talking points](#)



User experience research and testing

- Design prototypes to solve significant problems or when big changes occur
- Run studies with mobile participants around the world using the prototypes
 - Give participants tasks to perform to address the particular issues to solve
 - Often have to revise prototype and run the study again after 1st pass identifies new problems
 - Analyze data & share video clips of participants to focus in on final content designs
- Give demos of prototyped solutions & results to senior approver community
 - Word docs don't cut it as pages are interactive - there are hide/shows, wizards, checklists etc.
- Work with Travel Working Group team to integrate approved content into prototypes and then to take it live
 - GAC team uses prototype for actual code or to guide code changes

Page feedback

“Can a Canadian citizen return home to Canada if they have tested positive prior to arrival?”

“What test do I need to enter Canada on March 3rd. I am fully vaccinated.”

“Do we need a pcr/ antigen test if crossing the border for one or two days?”

Did you find what you were looking for?

Yes

No

- First person feedback captured “in the moment”
- Includes an open text box to describe their problem
- 164 travel pages using the feedback widget
- 3k comments on average per week
- Machine learning to help tag and triage feedback
- Summary shared weekly, informs co-edit sessions
- Feedback reveals issues such as:
 - Technical errors, navigation and findability
 - Comprehension of content, content gaps
 - Reactions to changes in policy
- Measure if content improvements reduced feedback

Call centre data

- Coronavirus Information Service is the Government of Canada's main call centre for questions about COVID-19. The service distributes daily reports of calls it has received.
- Travel Working Group produces and distributes a weekly summary of the call reports every Tuesday.
- Weekly summaries track the daily data and average daily data of call centre service levels, top five categories of questions and the top 10 question topics.
- Weekly summaries also compile comments recorded by the call centre and identifies the comments that relate to the website
- Summaries are used to identify call drivers and they are compared to other data to look for potential solutions

Taking action with the data

It's a process of continuous improvement. We also connect through Slack and emails, to discuss issues as needed throughout the week.

Looking at the analytics, feedback, research and call centre data on a weekly basis allows us to:

- identify trends and emerging issues
- make quick fixes
- helps us validate suggested content changes and also push back when needed
- improve the information architecture
- update web page metadata to improve search engine optimisation
- flag problematic content and terminology to senior management to update the web and communications products
- plan future co-editing sessions where we work on updating content as a group

Questions?