



Government  
of Canada

Gouvernement  
du Canada

Canada

# GC Task Success Survey

An introduction

Federal-Provincial-Territorial COVID-19 Web Management Working Group  
February 1, 2022

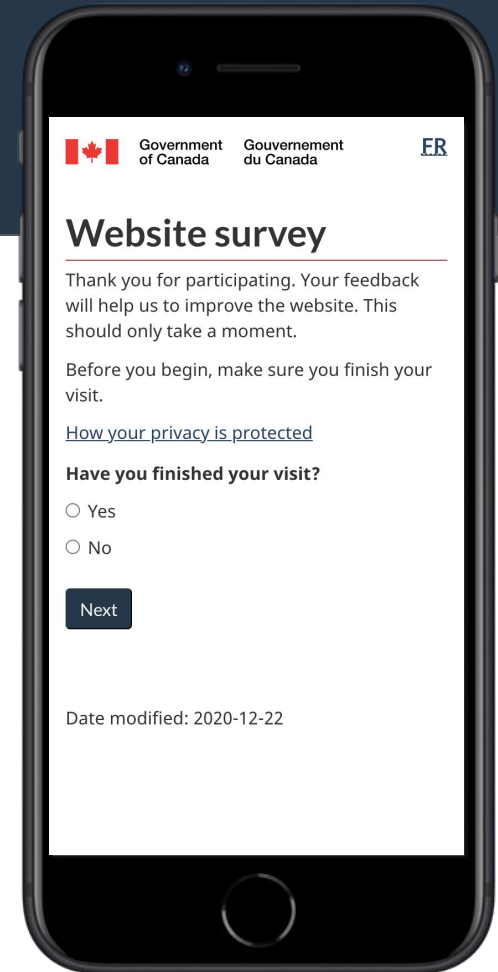
# In a nutshell

## Website exit survey to **identify** **and measure top tasks:**

- Runs continuously
- Self-reported by site visitors
- 1000s to 10,000s of participants
- Evaluates task completion, ease of use and satisfaction

**Survey launched in January 2021**

Partnership between Principal Publisher and  
Digital Transformation Office

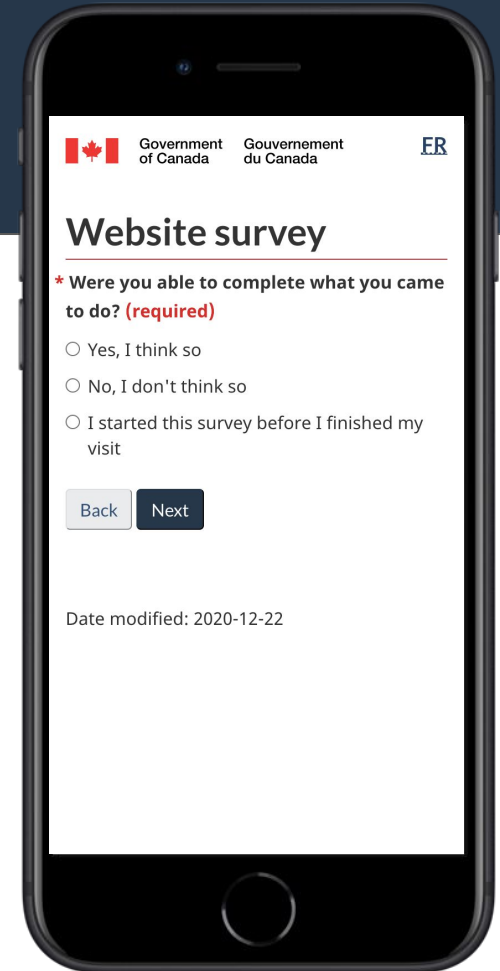


# Why a task success survey?

- Focus on user needs
- Measure current performance
- Identify areas for improvement

**TBS expects institutions to identify, measure and improve top tasks**

GC Task Success Survey is a tool that allows institutions to prioritize improvements



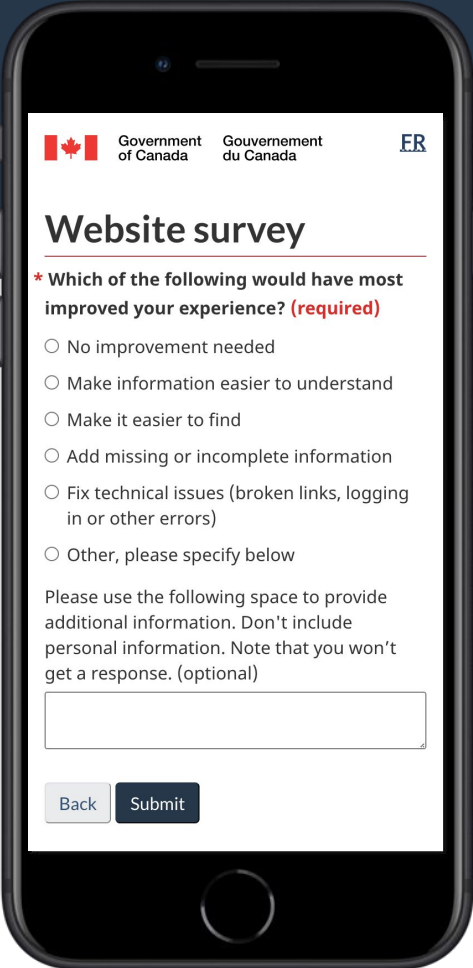
# Survey invitation

- Visitors invited at beginning of visit
- Asked to complete survey at end of visit
- 10% minimum invite rate, extra optional
- Uses the GC Invitation Manager

The screenshot displays a website with a navigation bar at the top. On the left, there is a 'Jobs' section with the text 'Find a job or contract, explore skills and training, and find out about workplace standards and labour mobility.' Below this is a 'Follow:' button with icons for Twitter and YouTube. The main content area is titled 'Services and information' and includes links for 'Find a job' and 'Training'. On the right, there is a 'Help shape Canada's transportation system!' banner with a background image of a woman and various transportation icons. Below the banner is a progress indicator showing 'Item 3 of 3' and a 'Pause' button. A 'Website Survey' overlay is visible in the bottom right corner, containing the text: 'You are one of the few visitors who have been selected to share your feedback. Please take less than 5 minutes at the end of your visit to answer 6 questions about your experience online.' The overlay has two buttons: 'Yes, after my visit' and 'No, thank you'.

# Survey questions

1. What was the main reason for your visit today?
2. How satisfied were you with your experience on the website?
3. How easy or difficult was it to use the website?
4. Were you able to complete what you came to do?
  - a. If no, why weren't you able to complete what you came to do?
  - b. If yes, how can we further improve things?



Government of Canada / Gouvernement du Canada ER

## Website survey

\* Which of the following would have most improved your experience? (required)

- No improvement needed
- Make information easier to understand
- Make it easier to find
- Add missing or incomplete information
- Fix technical issues (broken links, logging in or other errors)
- Other, please specify below

Please use the following space to provide additional information. Don't include personal information. Note that you won't get a response. (optional)

Back Submit

# Continuous improvements to survey design

---

## Implemented this fall:

- Sept: **Optimized survey invitation**, based on results of experiments aimed at improving participation rate
- Oct: **Increased minimum invite rate** from 5% to 10%

## Currently working on:

- Dec-Jan: Experiments to optimize and increase **survey completion rate**
- Jan-Feb: Experiments aimed at encouraging **more participant feedback** in open text fields
- Jan-Mar: **Task list clean up** with institutions, to ensure task labels are relevant to participants

# Roll-out

## Implemented by 35 institutions

- Complete coverage across MWS + 27 non-MWS websites

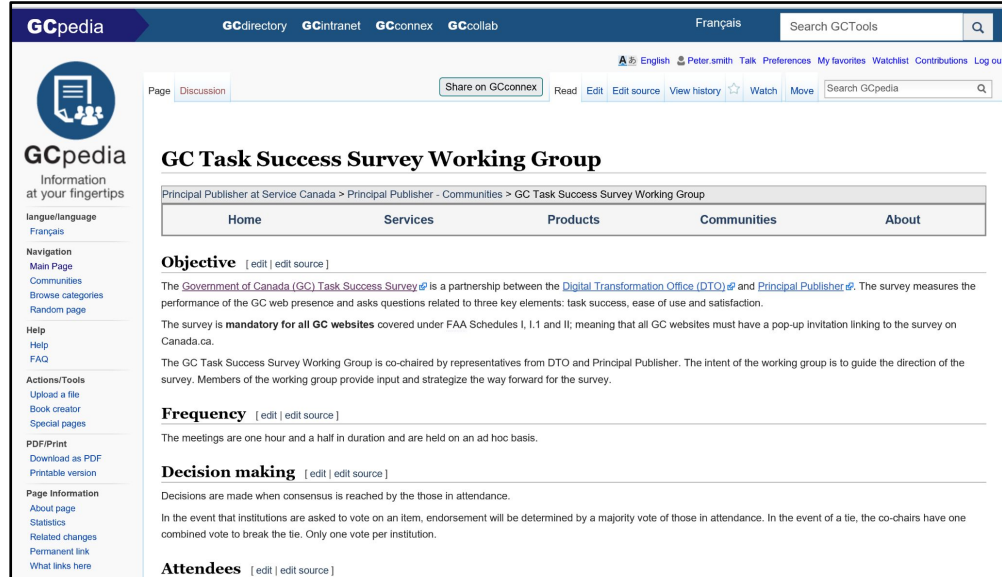
## Several large institutions still to come

The screenshot displays the Government of Canada website's 'Travel' section. At the top, there is a navigation bar with the Canadian flag, the text 'Government of Canada' and 'Gouvernement du Canada', a search bar for 'Travel.gc.ca', and a 'Français' language option. Below the navigation is a 'MENU' dropdown and a breadcrumb trail: 'Canada.ca > Travel'. The main content area features a section titled 'Travel abroad' with a red underline. The text below reads: 'It is important to be prepared and to expect the unexpected wherever in the world you may be. Here is helpful information on health and safety, travel documents, Canada-U.S border wait times, travelling with children and more.' To the right of this text is an image of a person's legs and a blue suitcase on a luggage carousel. Below the text are social media icons for Twitter, Facebook, and Instagram, with the text 'Follow:'. Underneath is a section titled 'Services and information' with two links: 'Travel Advice and Advisories' (Official Government of Canada travel information) and 'Travel health and safety' (Essential information on travel safety risks and how to prevent them). A 'Website Survey' pop-up is overlaid on the bottom right, containing the text: 'You are one of the few visitors who have been selected to share your feedback. Please take less than 5 minutes at the end of your visit to answer 6 questions about your experience online.' The pop-up has two buttons: 'Yes, after my visit' and 'No, thank you'.

# Community

## Support and engagement

- Support channels set up
- Processes for ongoing updates implemented
- Working group and office hours established
- Guidance documentation developed



The screenshot shows the GCpedia interface for the 'GC Task Success Survey Working Group'. The page includes a navigation bar with 'GCpedia' and various utility links like 'GCdirectory', 'GCintranet', 'GCconnex', and 'GCcollab'. A search bar is present in the top right. The main content area features a title 'GC Task Success Survey Working Group' and a breadcrumb trail: 'Principal Publisher at Service Canada > Principal Publisher - Communities > GC Task Success Survey Working Group'. Below this is a navigation menu with 'Home', 'Services', 'Products', 'Communities', and 'About'. The page is divided into sections: 'Objective', 'Frequency', 'Decision making', and 'Attendees', each with a brief description and edit links. The left sidebar contains a 'GCpedia' logo and various utility links such as 'Information at your fingertips', 'langue/language', 'Navigation', 'Help', 'Actions/Tools', 'PDF/Print', and 'Page Information'.

[GC Task Success Survey on GCpedia](#)



# Policy work

---

Collaborating with TBS policy centres to facilitate culture change

- **Service and Digital:**
  - Mapping top tasks to service inventory dashboards
  - Incorporating top task performance in the GC Digital Operations Strategic Plan
- **Results:**
  - Reporting on top task performance in the results framework for TBS
- **Communications:**
  - Exploring possibility of including top task performance in policy instruments

# Reporting and data

## Pilot reporting spreadsheet

- Sent quarterly to institutional analytics reps, their manager, and their director
- Reports on performance at the theme, department and task level
- Provides top areas to focus on to improve results
- Exploring web-based reporting

**Pilot on GC Task Success Survey Results**  
January 14th to October 31st, 2021

Overall site	Responses	Task success	Ease	Satisfaction	Margin of Error	Data reliability
GC	179,303	63.4%	56.8%	49.9%	0.2%	Low margin of error/Reliable data
Canada.ca	161,984	63.7%	56.1%	50.1%	0.2%	Low margin of error/Reliable data

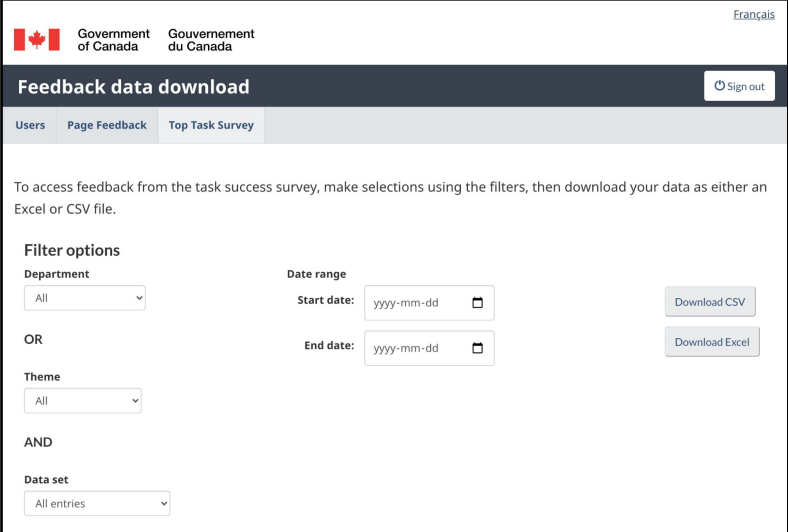
Find out which tasks to focus on to improve your theme's score

Theme	Responses	Task success	Ease	Satisfaction	Margin of Error	Data reliability
Immigration	53,985	63.6%	56.5%	49.5%	0.4%	Low margin of error/Reliable data
Other reason of visit	30,387	53.1%	48.5%	42.1%	0.6%	Low margin of error/Reliable data
COVID-19	20,529	66.5%	60.2%	52.3%	0.7%	Low margin of error/Reliable data
Taxes	20,207	64.8%	56.8%	52.0%	0.7%	Low margin of error/Reliable data
Benefits	18,414	68.7%	58.9%	53.8%	0.7%	Low margin of error/Reliable data
Travel	13,673	63.6%	53.9%	50.1%	0.8%	Low margin of error/Reliable data
Jobs	6,666	75.7%	65.5%	58.9%	1.1%	Low margin of error/Reliable data
Environment	1,451	73.9%	63.1%	57.5%	2.4%	Low margin of error/Reliable data
Health	1,324	76.3%	66.1%	61.6%	2.5%	Low margin of error/Reliable data
PublicService	975	65.8%	54.8%	50.3%	3.1%	Low margin of error/Reliable data
Finance	787	55.7%	51.2%	43.8%	3.5%	Low margin of error/Reliable data
Business	677	61.7%	61.6%	49.3%	3.7%	Low margin of error/Reliable data
Culture	636	79.6%	65.6%	62.9%	3.5%	Low margin of error/Reliable data
Security	374	74.3%	66.0%	58.8%	4.7%	Low margin of error/Reliable data
AboutGov	374	73.5%	55.6%	54.8%	4.9%	Low margin of error/Reliable data
World	316	79.1%	62.7%	54.7%	5.1%	igher margin of error/Use data with caution
Science	248	72.6%	64.1%	64.1%	5.8%	igher margin of error/Use data with caution
Policing	135	60.7%	45.9%	54.1%	8.4%	igher margin of error/Use data with caution
Transport	114	71.9%	57.9%	52.6%	8.8%	igher margin of error/Use data with caution

# Reporting and data

## Qualitative feedback

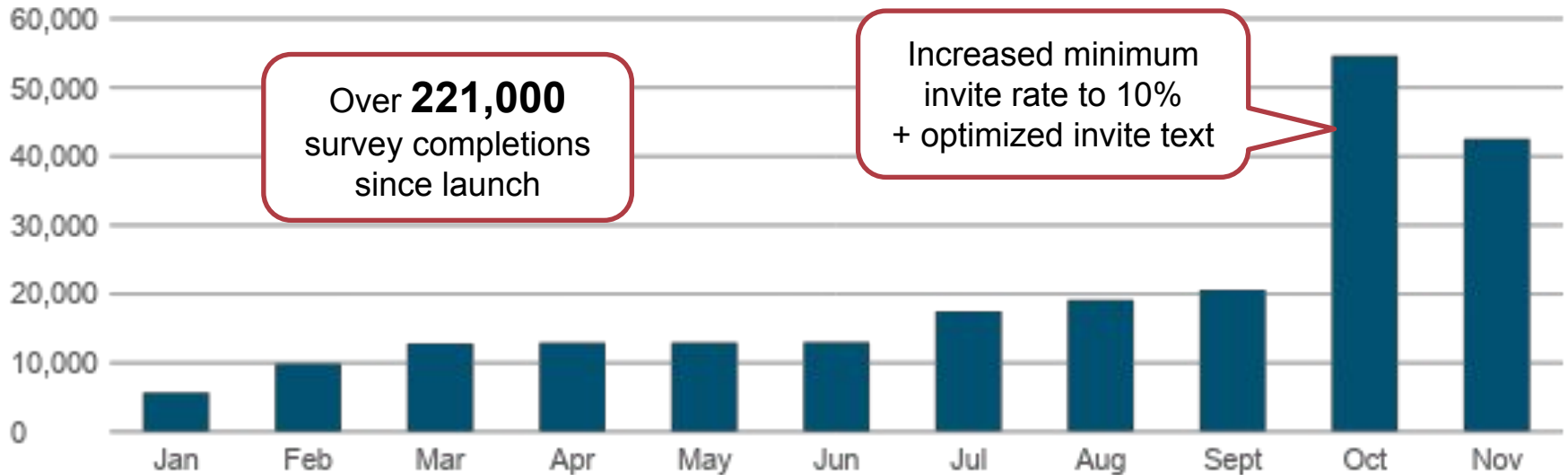
- Comments from survey respondents captured in the feedback viewer
- Guidance on accessing and analyzing feedback available on GCpedia
- Collaborating with ESDC's Chief Data Office to use machine learning and natural language processing to automate analysis



The screenshot shows a web interface for downloading feedback data. At the top, there is a header with the Government of Canada logo and the text "Government of Canada" and "Gouvernement du Canada". On the right side of the header, there is a "Français" link and a "Sign out" button. Below the header, the main title is "Feedback data download". Underneath, there are three tabs: "Users", "Page Feedback", and "Top Task Survey". The "Page Feedback" tab is currently selected. The main content area contains the following text: "To access feedback from the task success survey, make selections using the filters, then download your data as either an Excel or CSV file." Below this text, there are several filter options: "Department" (a dropdown menu with "All" selected), "Date range" (with "Start date" and "End date" fields, each containing "yyyy-mm-dd" and a calendar icon), "Theme" (a dropdown menu with "All" selected), and "Data set" (a dropdown menu with "All entries" selected). To the right of the "Date range" filters, there are two buttons: "Download CSV" and "Download Excel".

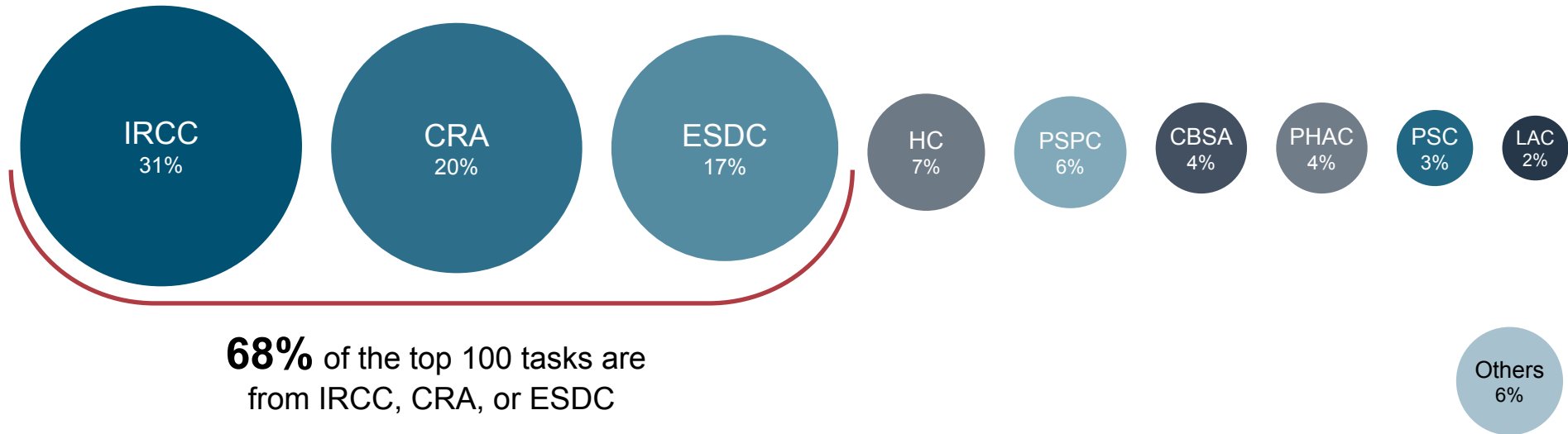
# Preliminary results

## Uptake



# Preliminary results

Distribution of top 100 tasks by institution



# Continuous improvement

---

Turning data into  
insights into change

## The GC task success survey...

- gives institutions a common starting point
- should be combined with additional data sources and user research

# Thank you for your time

---

Reach out if you  
have questions,  
comments, ideas,  
etc.

[GC Task Success Survey  
on GCpedia](#)

## **Peter Smith**

Chief, Canada.ca Product Design  
Digital Transformation Office  
Treasury Board of Canada Secretariat  
Peter.Smith@tbs-sct.gc.ca  
613-979-0525

## **Nicolas Pjontek**

Manager, Analytics Services  
Principal Publisher  
Service Canada  
Nicolas.Pjontek@servicecanada.gc.ca  
613-915-6425