

Putting users first

COVID-19

CONTINUOUS

IMPROVEMENT

For discussion

November 10, 2020



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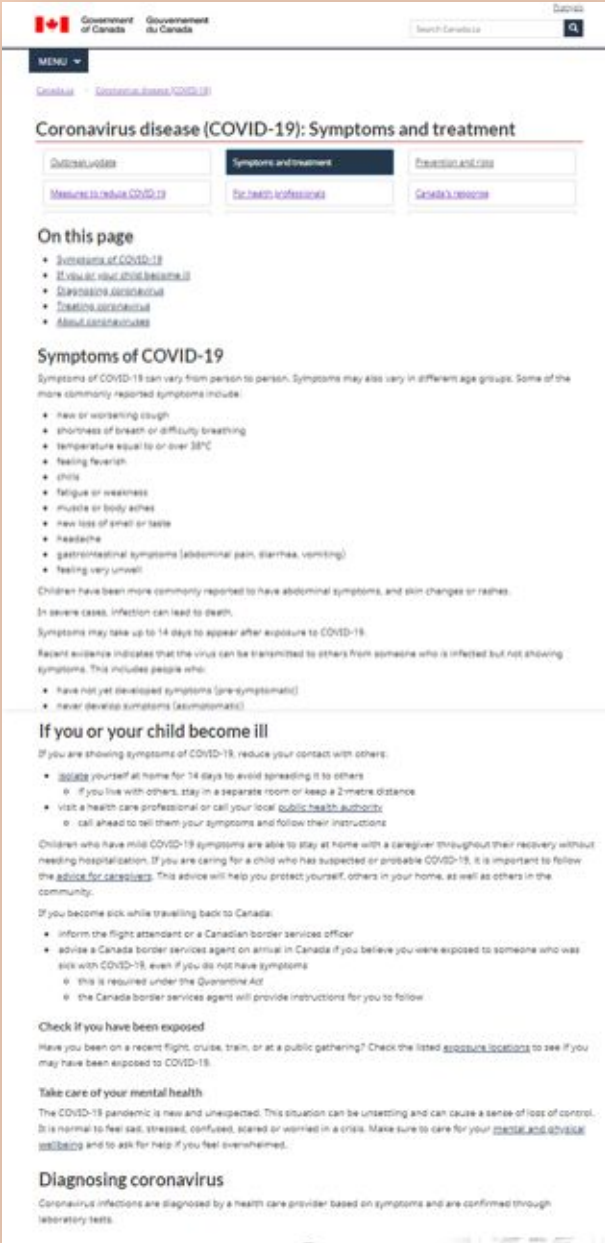
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COVID-19 WEB RESPONSE

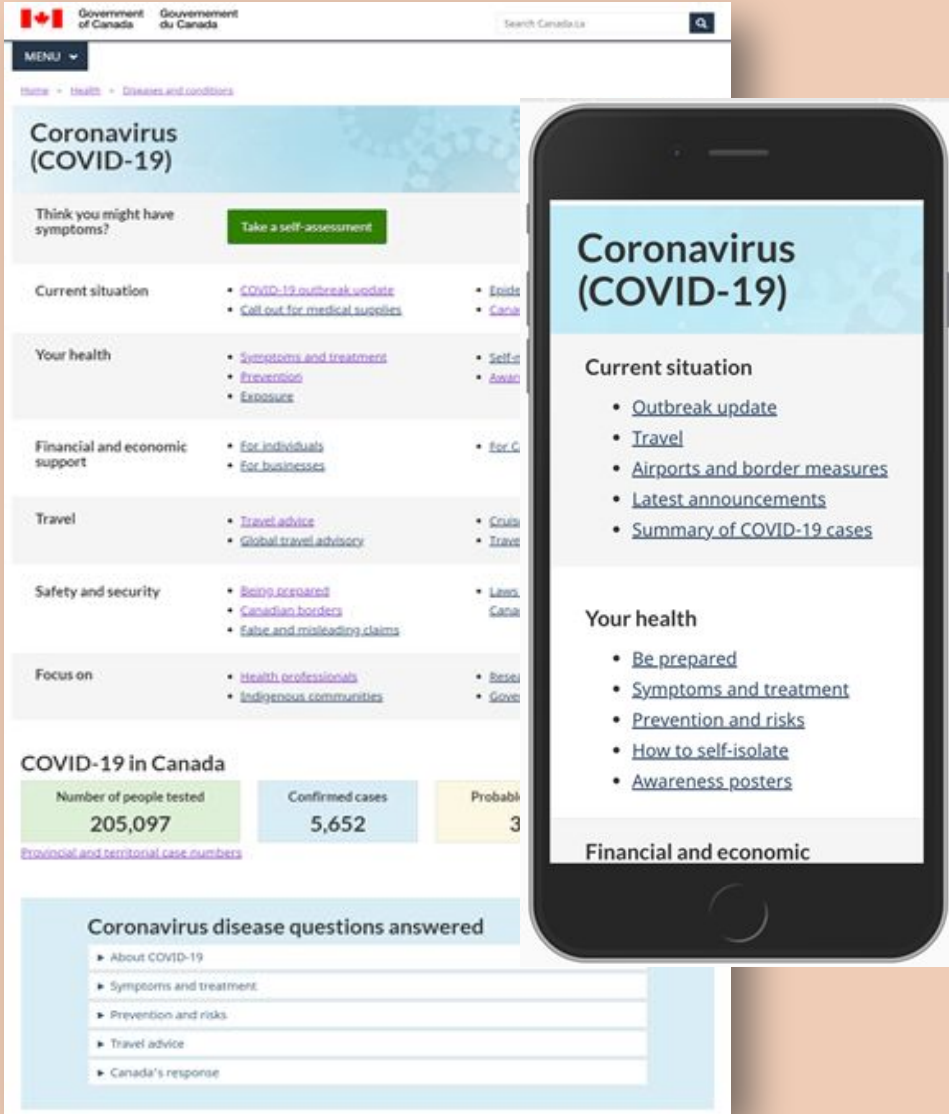
Jan – March

Getting information up



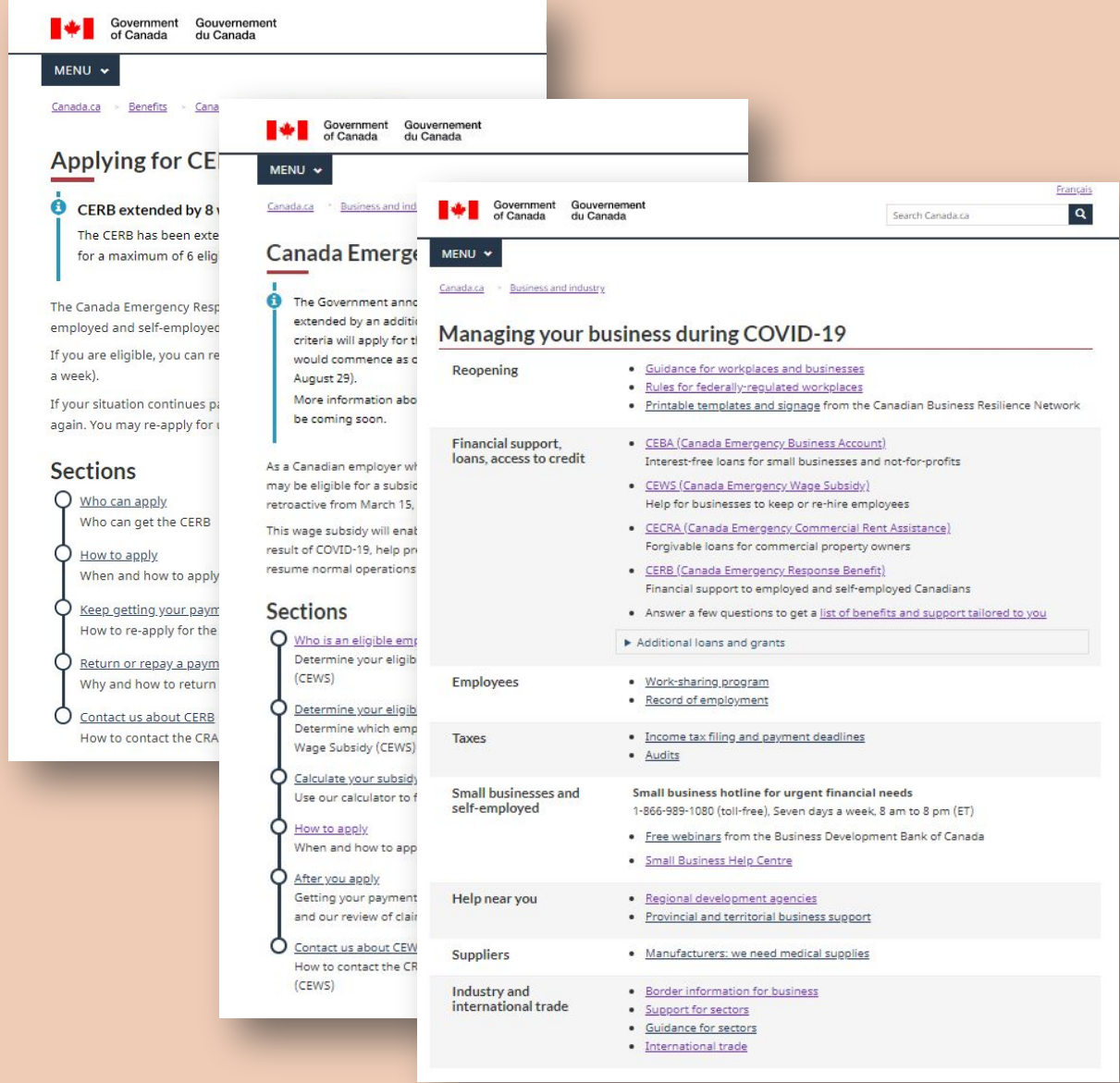
March – June

Launch programs & services (whole-of-government thematic approach)



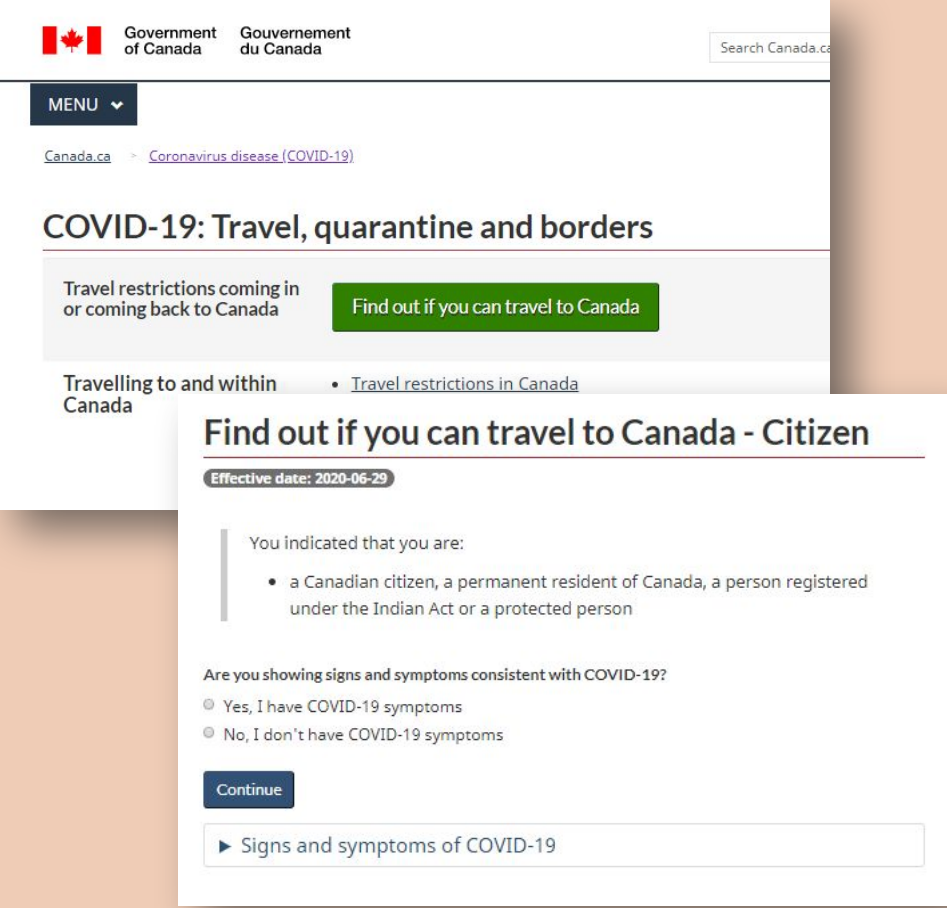
June – Oct

Evolving programs, integration, applications



Oct +

Focus on continuous improvement

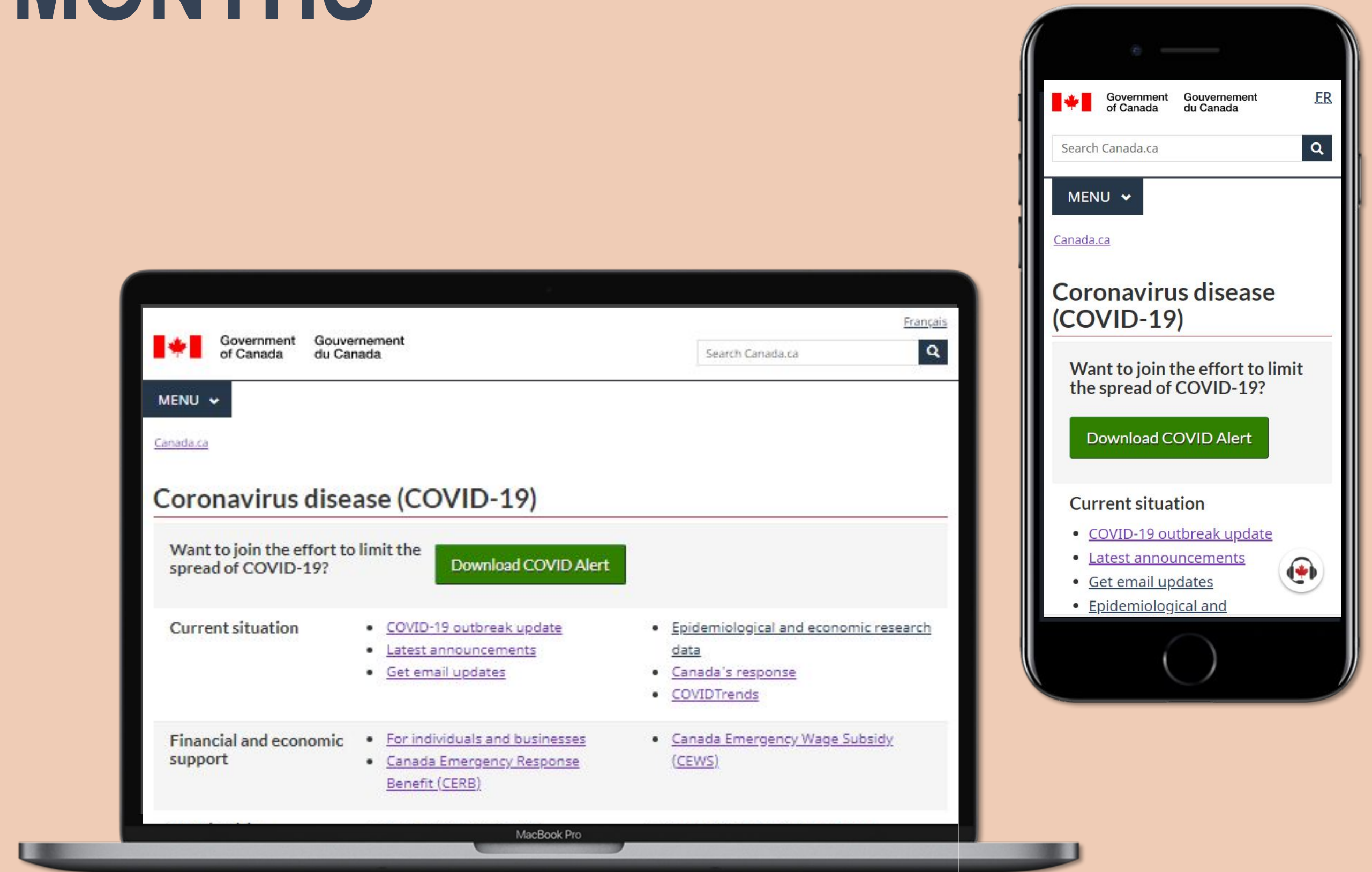


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OBJECTIVES FOR COMING MONTHS

- Keep apprised of and **adapt to evolving needs** of Canadians
- Support further **evidence-based optimization** of Canada.ca COVID content
- Provide **feedback to inform** program and other communication activities
- Enhance **performance measurement approach and capacity** in GC digital



WHAT WE ARE SEEING

1. A continued coordinated, GC-wide approach is required because the COVID response is so interconnected
2. Limitations in the data makes ongoing improvements difficult
3. Resources are stretched thin and we can't do everything
4. Small improvements take too much time to develop and implement
5. Inconsistent measurement and reporting of success

We need a more user-centred and data-driven way to focus and prioritize improvement efforts on the web

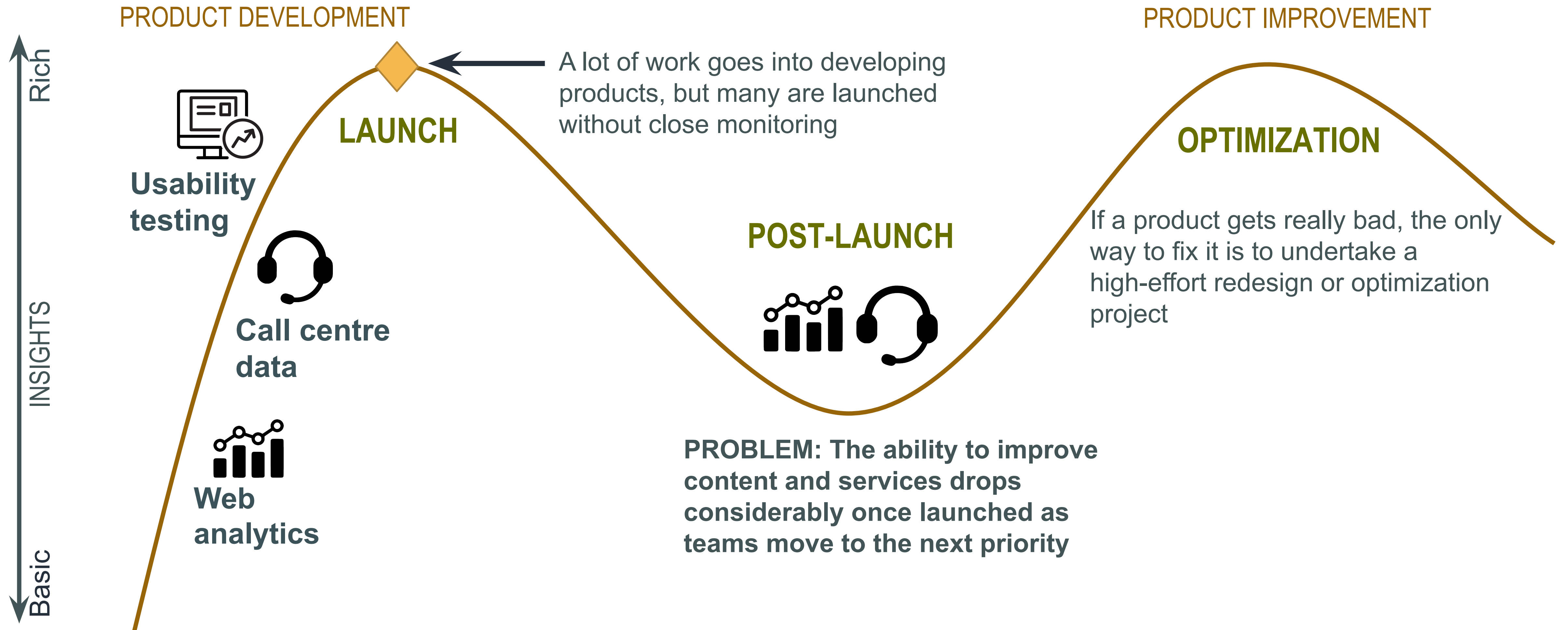


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CONTINUOUS IMPROVEMENT NOW

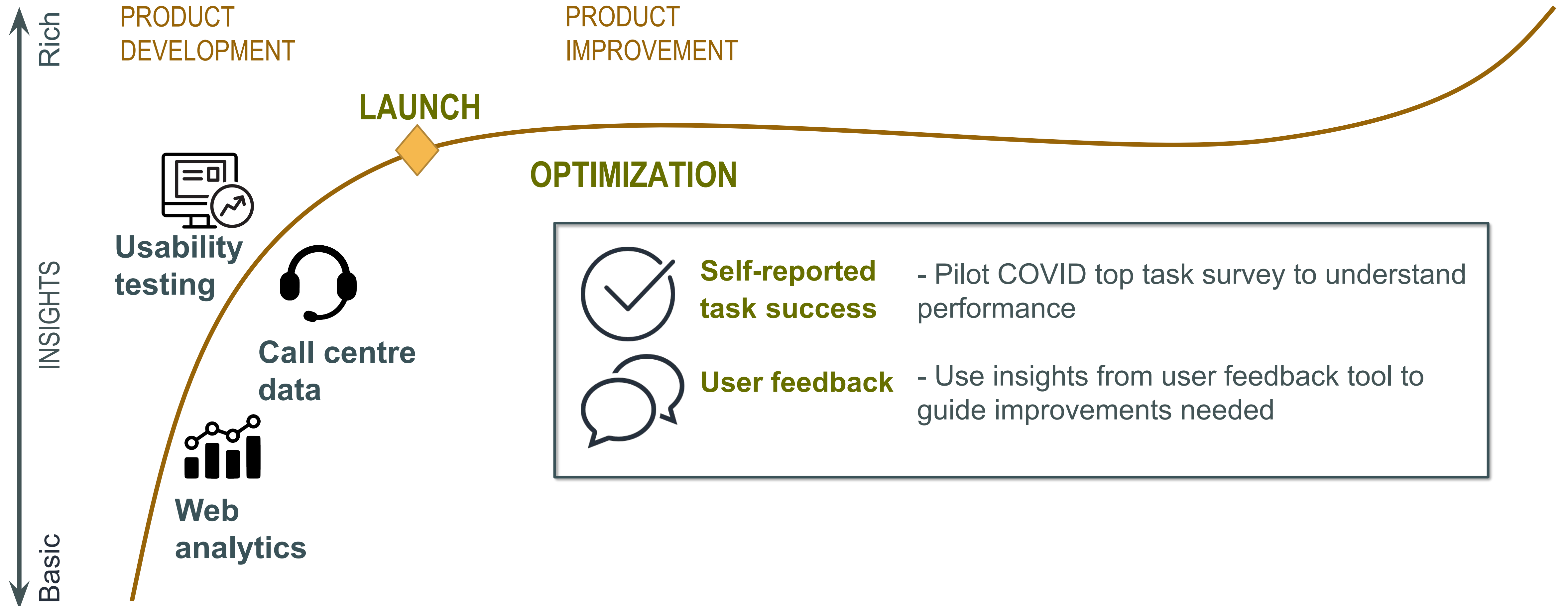


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EVIDENCE-BASED CONTINUOUS IMPROVEMENT



TOP TASKS ON CANADA.CA FOR COVID-19*

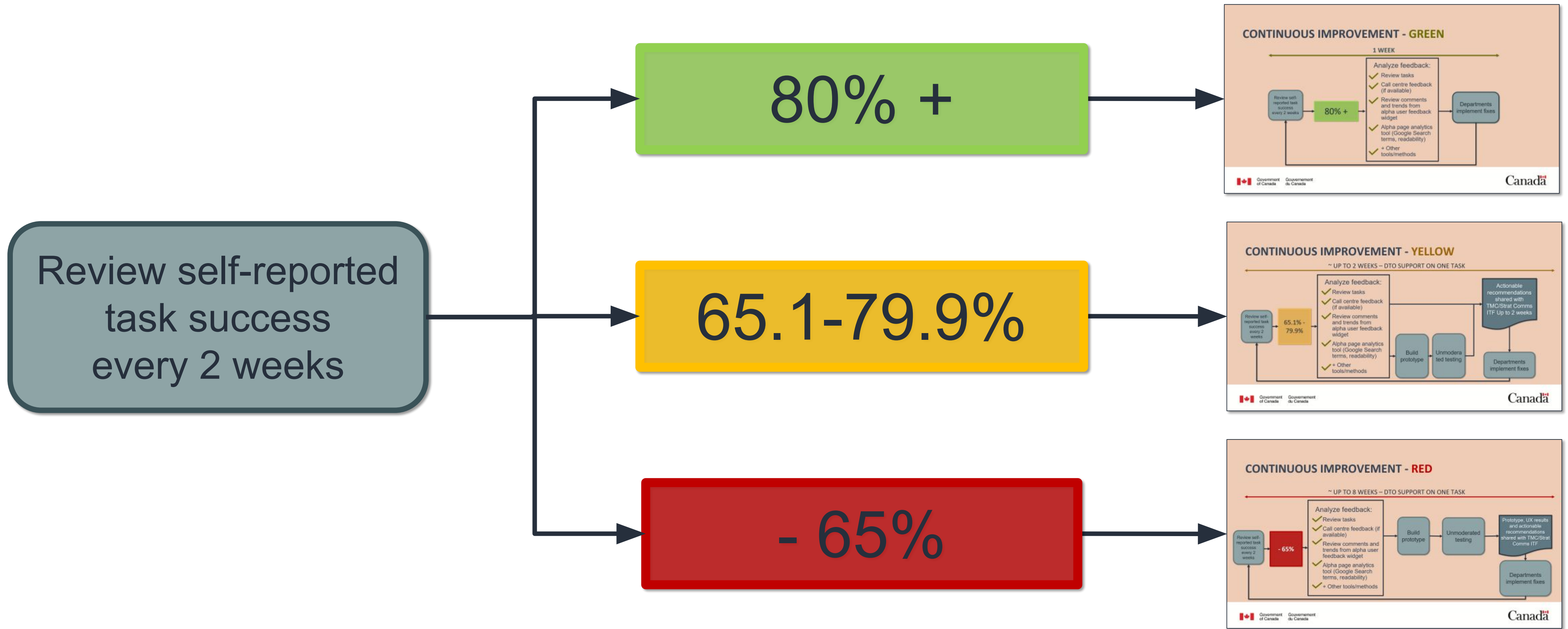
1. Financial advice and support
2. Outbreak status, statistics, deaths and cases
3. Travel, quarantine, and immigration during the pandemic
4. Employment insurance
5. Government of Canada COVID-19 strategy
6. Guidelines about COVID (public spaces, for health professionals)
7. Prevention, COVID alert app, transmission risk
8. Symptoms and treatment of COVID
9. Testing for COVID

These top tasks include a subset of lower level tasks

(e.g. financial advice and support includes CERB, CESB, etc.)

*Based on analytics for October

TRIAGE BASED ON TASK SUCCESS RATIO



HOW ARE THE COVID TOP TASKS PERFORMING?*

1	86.18%	Prevention, COVID-19 alert app, transmission risk (#7)
2	80.18%	Outbreak status, statistics, deaths and cases (#2)
3	78.44%	Symptoms and treatment of COVID-19 (#8)
4	73.33%	Government of Canada COVID-19 strategy (#5)
5	69.88%	Guidelines about COVID (public spaces, for health professionals) (#6)
6	67.33%	Testing for COVID (#9)
7	66.20%	Employment insurance (#4)
8	63.85%	Travel, quarantine, and immigration during the pandemic (#3)
9	59.11%	Financial advice and support (#1)

* Based on October data
(See Annex for September data)



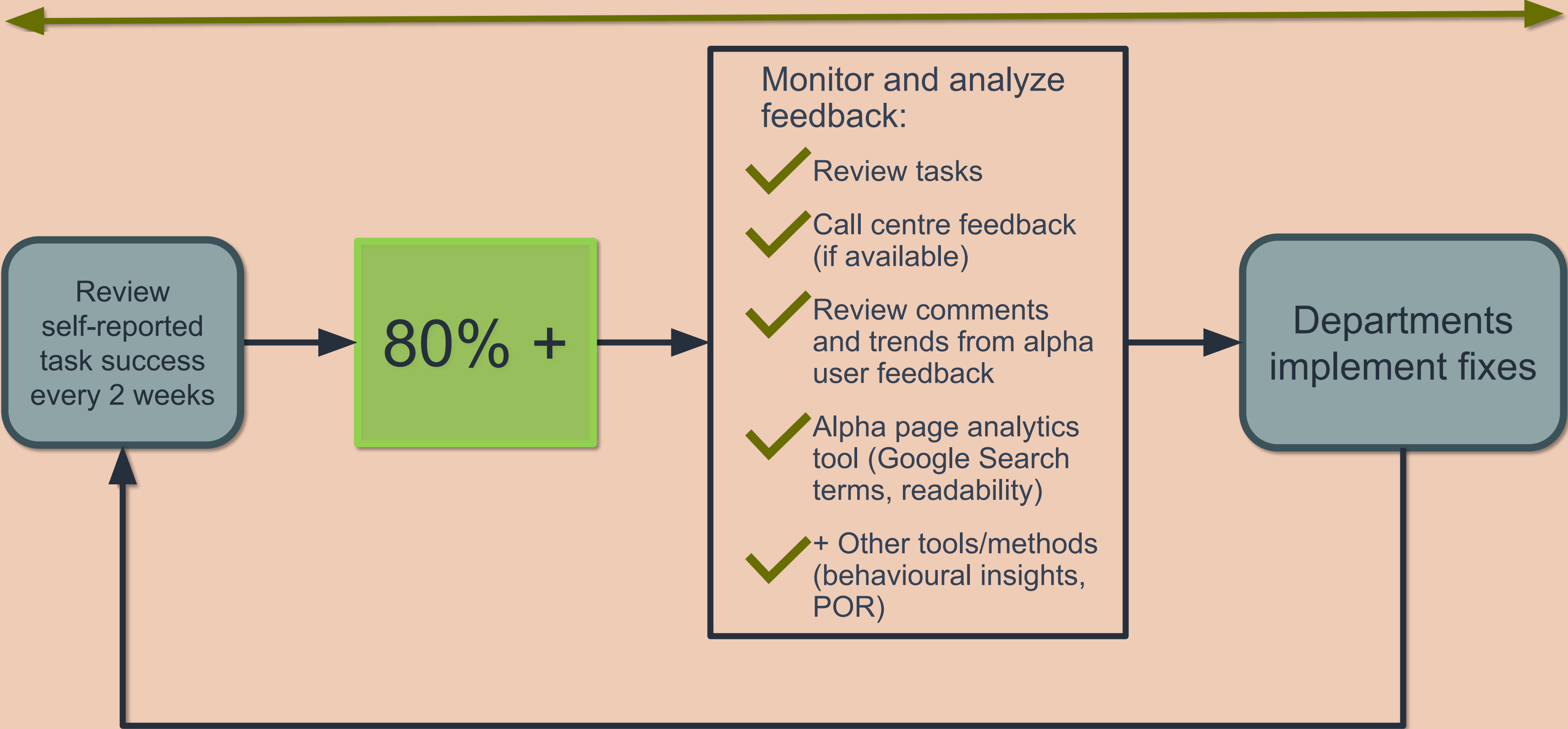
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CONTINUOUS IMPROVEMENT - GREEN

1 WEEK – SELF-SERVICE MODEL FOR DEPARTMENTS*



*DTO can provide workshops on methodology and tools



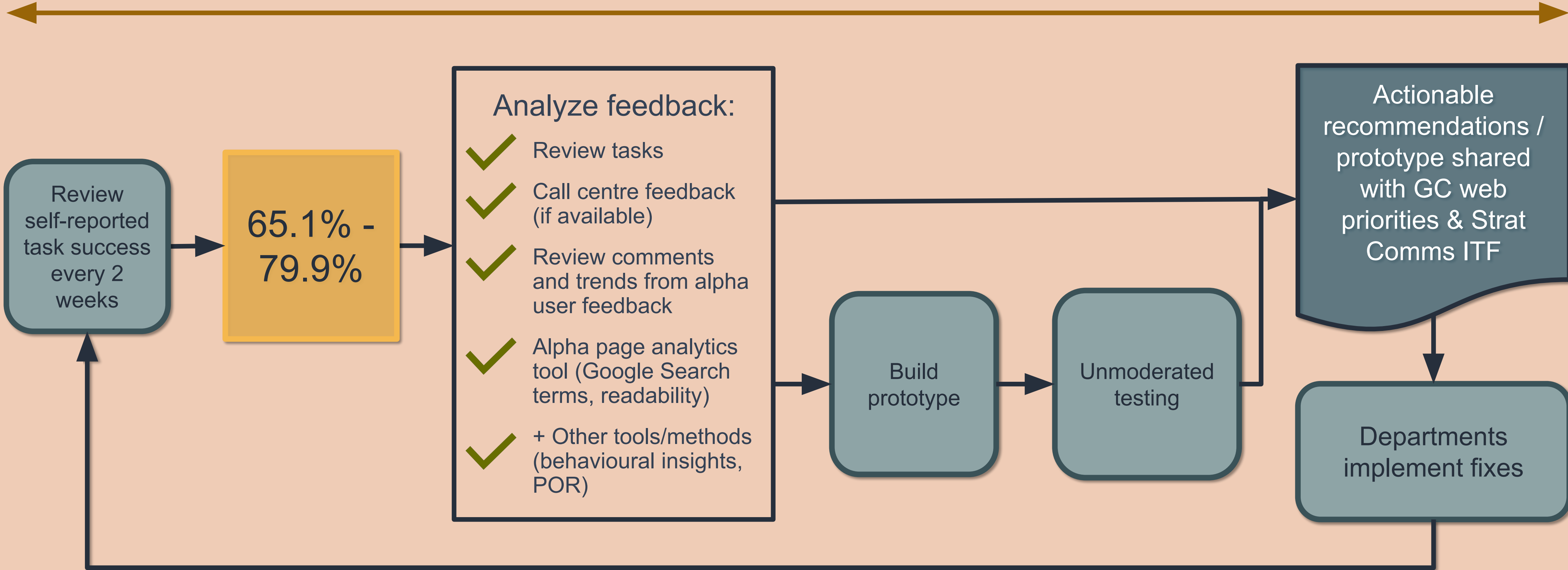
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CONTINUOUS IMPROVEMENT - YELLOW

~ UP TO 2 WEEKS – DTO SUPPORT ON ONE TASK



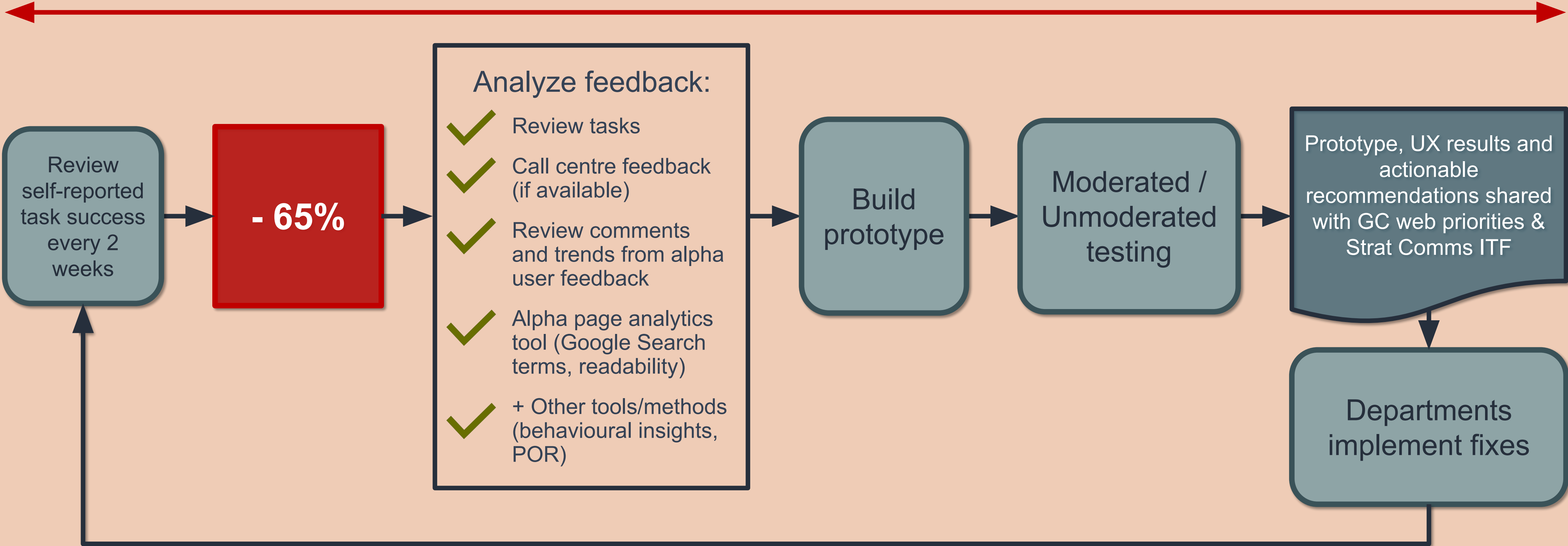
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CONTINUOUS IMPROVEMENT - RED

~ UP TO 8 WEEKS – DTO SUPPORT ON ONE TASK

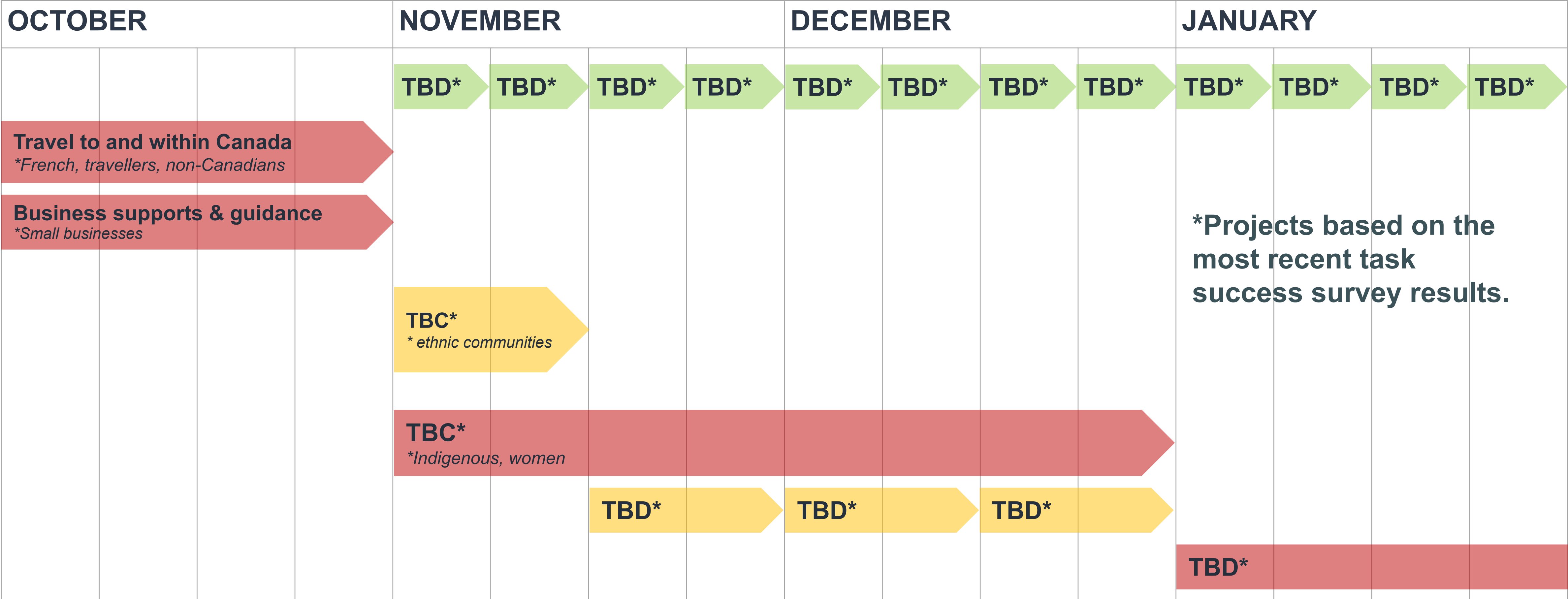


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SEQUENCING TESTING AND MEASUREMENT



PRIORITY FOCUS

- Continue **whole-of-government** approach for COVID-19 content
- Model focuses on **existing COVID-19 content**, not new content
- Prioritize based on COVID-19 top-task **performance**
- Assess and **share feedback** on methodology and findings with all departments

Driving outcomes towards GC digital maturity

Improve our **collective capacity** to measure, iterate,
and improve key content **quickly**



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DEPARTMENTAL ENGAGEMENT

Concentrate on enhancing priority COVID-19 content for Canadians

- **Add user feedback tool** to priority pages
- Implement recommended improvements **within a week**
- Complete content approvals **within 2 days**
- Share **feedback** with DTO on the methodology and tools

NEXT STEPS (DTO TEAM)

- Finalize measurement and feedback intake framework and tools
- Confirm triage thresholds and priority sequencing
- Broaden scope of user feedback data to more COVID-19 top tasks
- Initiate GC-wide reporting



ANNEX



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SAMPLE REPORT TEMPLATE – PAGE TITLE

Page summary:

- Page url:
- COVID top task ranking: Y (up/down from previous)
- Success rate: X (up/down from previous)
- CTR from previous page:
- Unique visits:
- Top search terms:
- Referrers:
- Devices used:

Top feedback topics:

-
-
-

What's working:

- 1.
- 2.
- 3.

Actionable recommendations:

- 1.
- 2.
- 3.



HOW ARE THE COVID TOP TASKS PERFORMING?*

1	86.67%	Prevention, transmission risk (#9)
2	83.02%	COVID symptoms and treatment (#10)
3	82.87%	Outbreak status, statistics, deaths and cases (#3)
4	81.03%	Guidelines about COVID (public spaces, for health professionals) (#8)
5	76.01%	Employment insurance (#5)
6	74.74%	Government of Canada COVID-19 strategy (#6)
7	72.09%	Workplaces and businesses during the pandemic (#7)
8	67.92%	Financial advice and support (#1)
9	63.76%	Travel and immigration during the pandemic (#4)
10	53.73%	Testing for COVID (#11)

* Based on September data



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