# Putting users first COVID-19 CONTINUOUS IMPROVEMENT

For discussion November 10, 2020

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### **COVID-19 WEB RESPONSE**

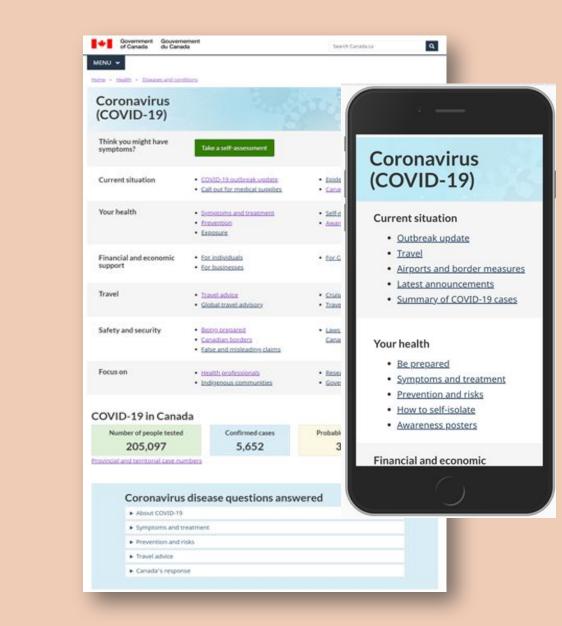
### Jan – March **Getting information up**



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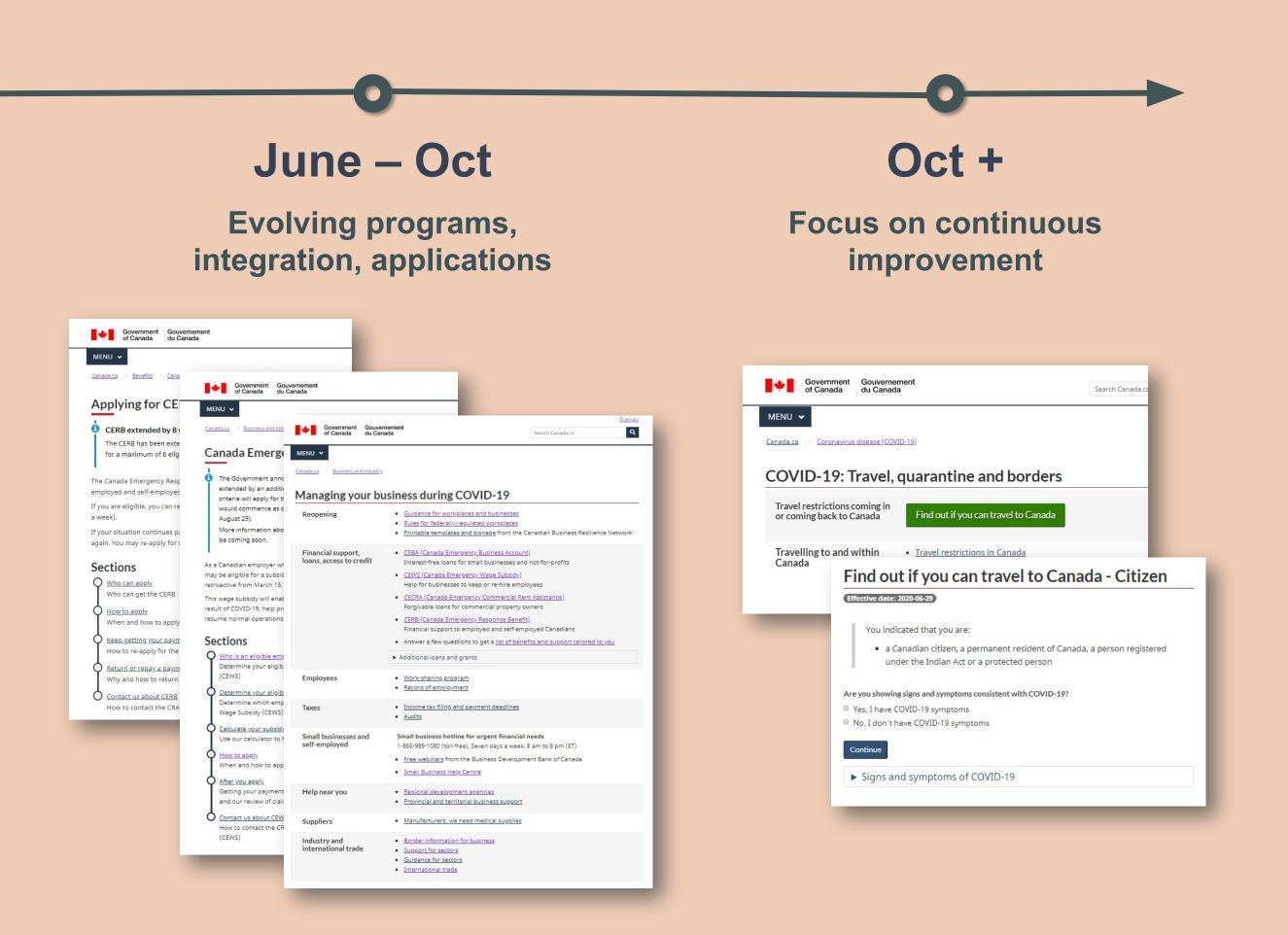
### March – June

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





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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



			<u>Canada.ca</u>
Government Gouverner	nent	<u>Français</u>	Coronavirus disease (COVID-19)
MENU V		Search Canada.ca	Want to join the effort to limit the spread of COVID-19?
Canada.ca			Download COVID Alert
Coronavirus diseas	e (COVID-19)		Current situation
Want to join the effort to lin spread of COVID-19?	Download COVID Alert		<ul> <li><u>COVID-19 outbreak update</u></li> <li><u>Latest announcements</u></li> <li><u>Get email updates</u></li> <li><u>Epidemiological and</u></li> </ul>
Current situation	COVID-19 outbreak update Latest announcements Get email updates	<ul> <li>Epidemiological and economic research data</li> <li><u>Canada's response</u></li> <li><u>COVIDTrends</u></li> </ul>	
	For individuals and businesses Canada Emergency Response Benefit (CERB)	<u>Canada Emergency Wage Subsidy</u> ( <u>CEWS)</u>	
	MacBook Pro		





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Search Canada ca

MENU 🗸

## WHAT WE ARE SEEING

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

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



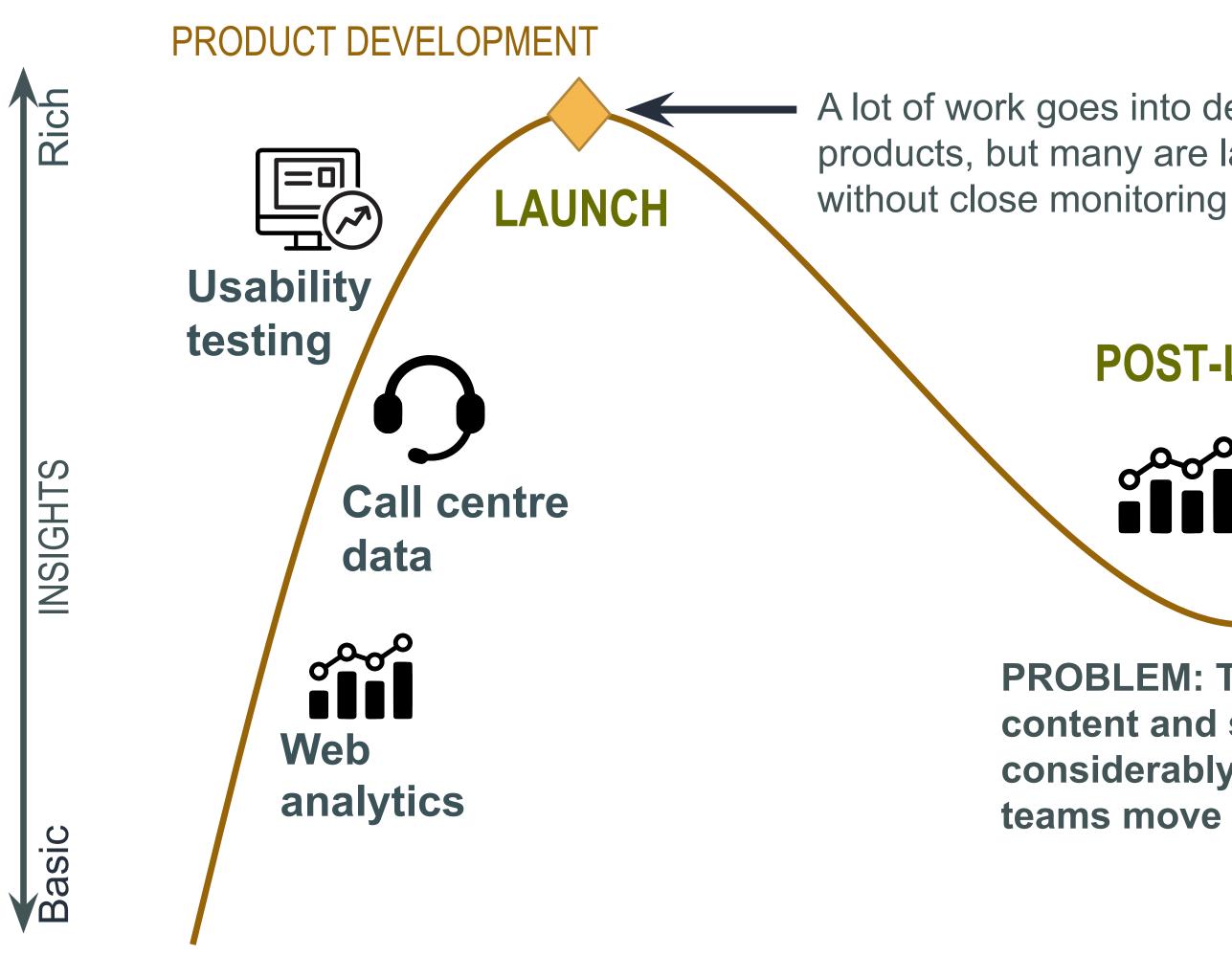
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## **CONTINUOUS IMPROVEMENT NOW**





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### **PRODUCT IMPROVEMENT**

**OPTIMIZATION** 

A lot of work goes into developing products, but many are launched

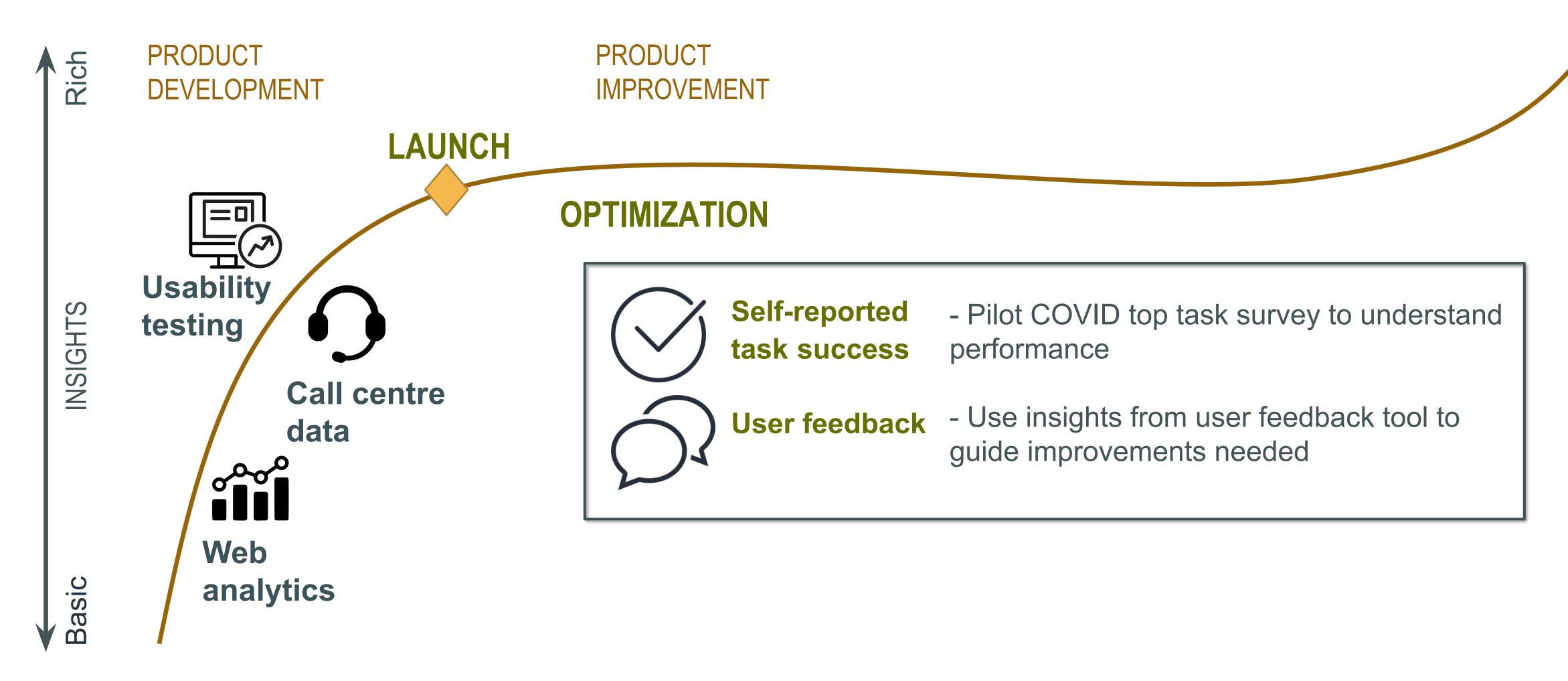
# **POST-LAUNCH**

If a product gets really bad, the only way to fix it is to undertake a high-effort redesign or optimization project

**PROBLEM:** The ability to improve content and services drops considerably once launched as teams move to the next priority



## **EVIDENCE-BASED CONTINUOUS IMPROVEMENT**





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## **TOP TASKS ON CANADA.CA FOR COVID-19\***

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



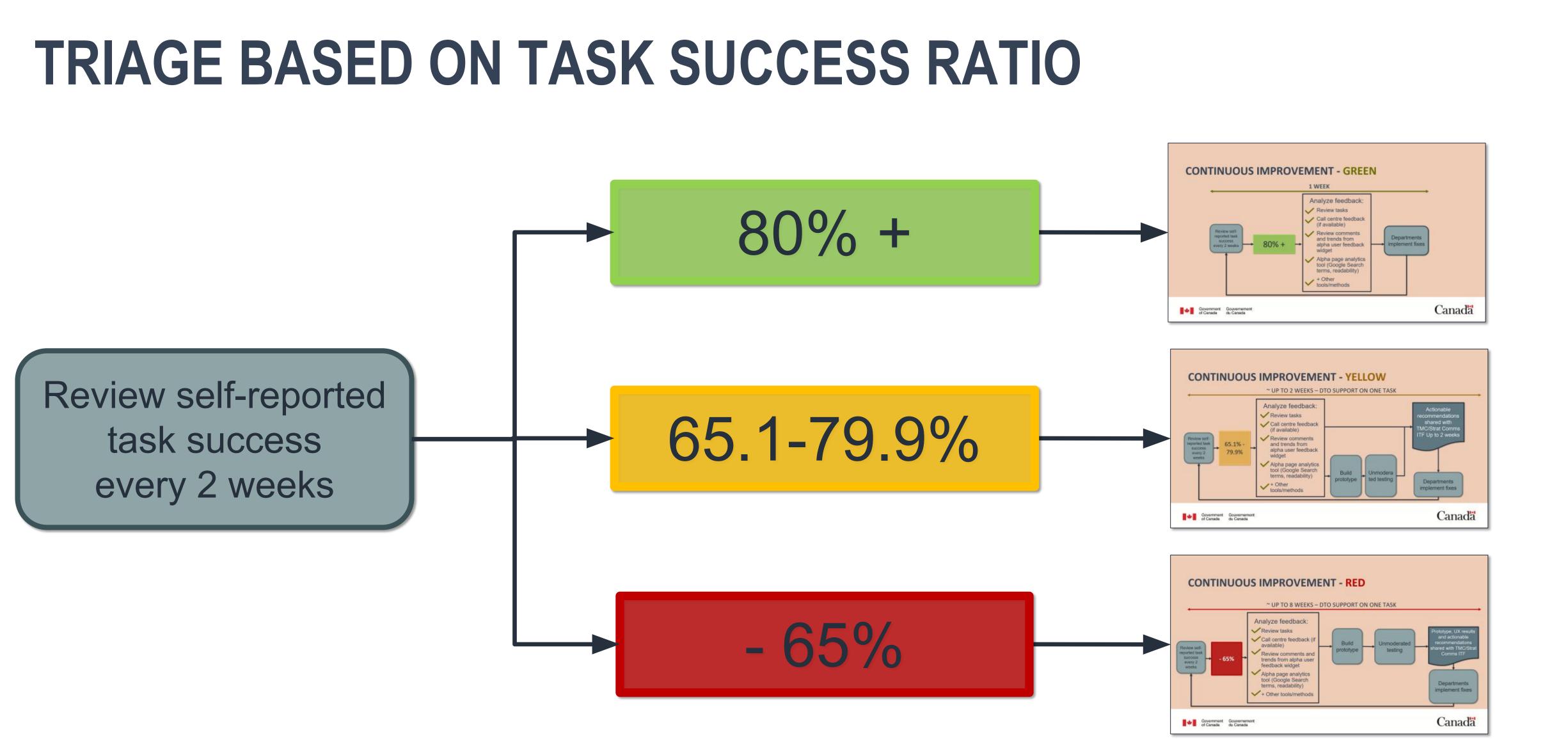
These top tasks include a subset of lower level tasks

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

> \*Based on analytics for October

> > Canada







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## HOW ARE THE COVID TOP TASKS PERFORMING?\*

1	86.18%	Prevention, COVID-19 alert a
2	80.18%	Outbreak status, statistics, de
3	78.44%	Symptoms and treatment of C
4	73.33%	Government of Canada COVI
5	69.88%	Guidelines about COVID (pub
6	67.33%	Testing for COVID (#9)
7	66.20%	Employment insurance (#4)
8	63.85%	Travel, quarantine, and immig
9	<b>59.11%</b>	Financial advice and support



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pp, transmission risk (#7)	
eaths and cases (#2)	
COVID-19 (#8)	
ID-19 strategy (#5)	

ublic spaces, for health professionals) (#6)

igration during the pandemic (#3)

(#1)

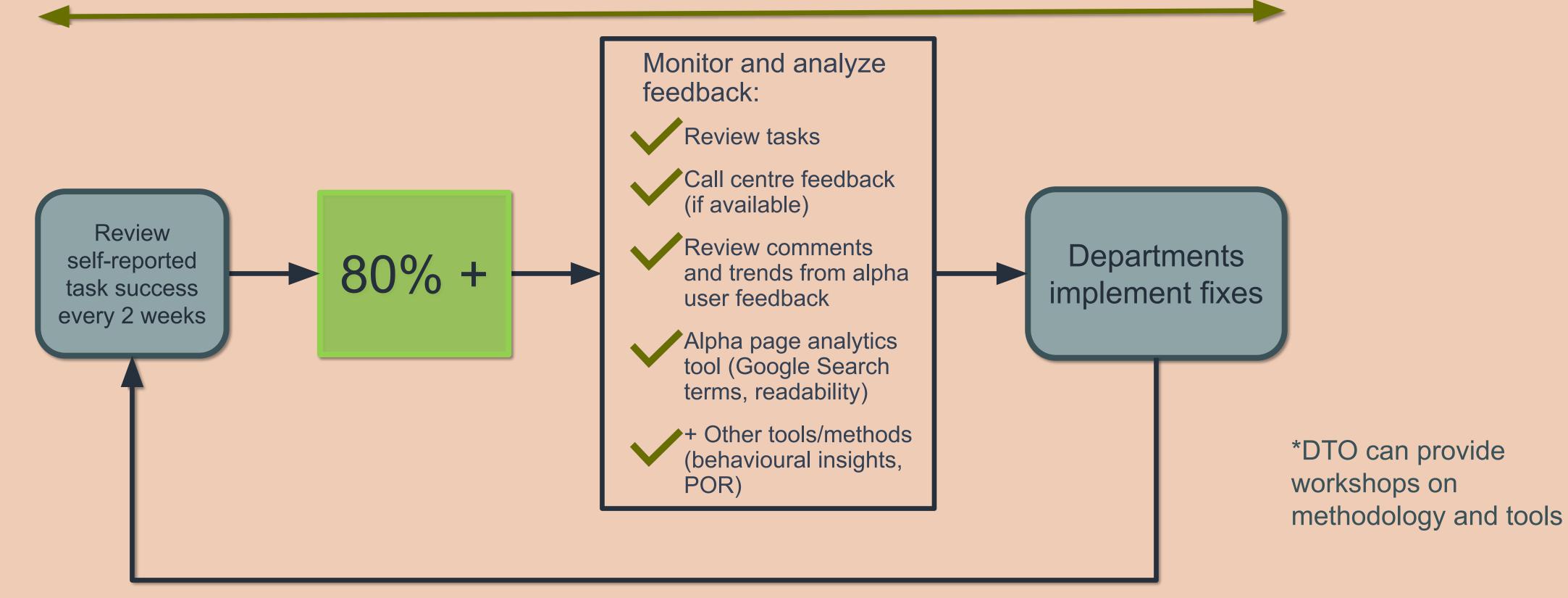
\* Based on October data (See Annex for September data)





### **CONTINUOUS IMPROVEMENT - GREEN**

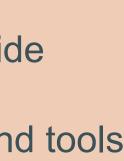
### **1 WEEK – SELF-SERVICE MODEL FOR DEPARTMENTS\***

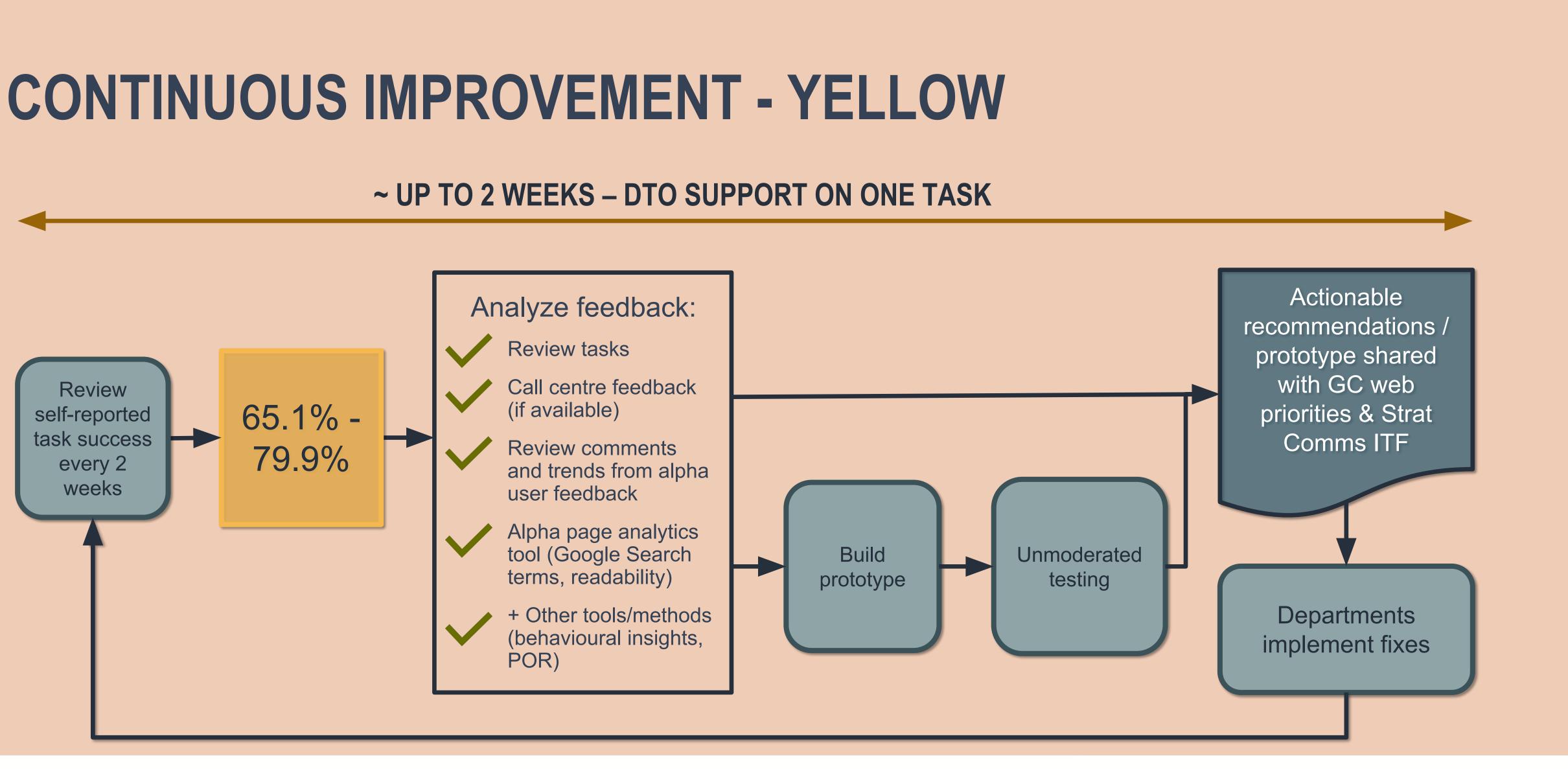




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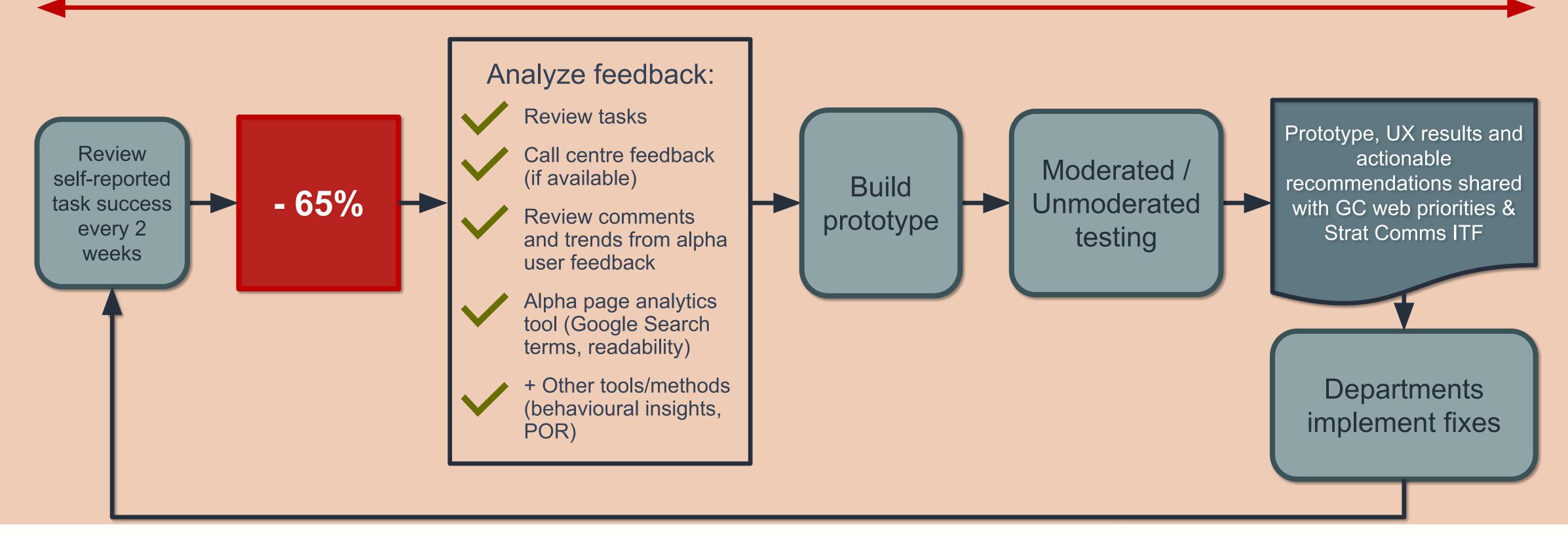
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## **CONTINUOUS IMPROVEMENT - RED**

### ~ UP TO 8 WEEKS – DTO SUPPORT ON ONE TASK

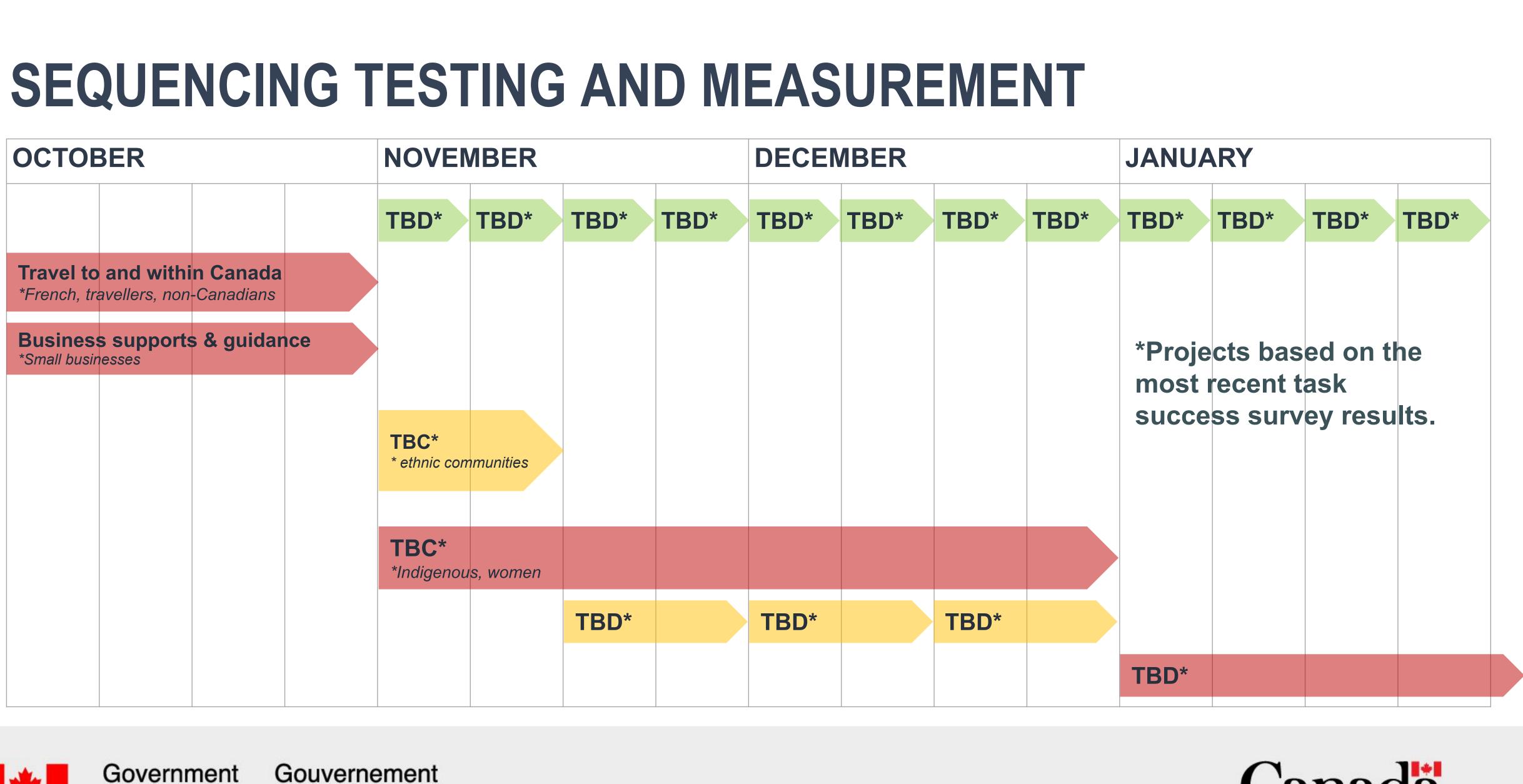




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## **PRIORITY FOCUS**

- 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



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- **Driving outcomes towards GC digital maturity**
- Improve our **collective capacity** to measure, iterate, and improve key content quickly



## 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













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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:**

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### What's working:

- 1.
- 2.
- 3.

### **Actionable recommendations:**

- 1.
- 2.
- 3.





## **HOW ARE THE COVID TOP TASKS PERFORMING?\***

1	86.67%	Prevention, transmission risk
2	83.02%	COVID symptoms and treatm
3	82.87%	Outbreak status, statistics, de
4	81.03%	Guidelines about COVID (put
5	76.01%	Employment insurance (#5)
6	74.74%	Government of Canada COV
7	72.09%	Workplaces and businesses of
8	67.92%	Financial advice and support
9	63.76%	Travel and immigration during
10	53.73%	Testing for COVID (#11)



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\* Based on September data



