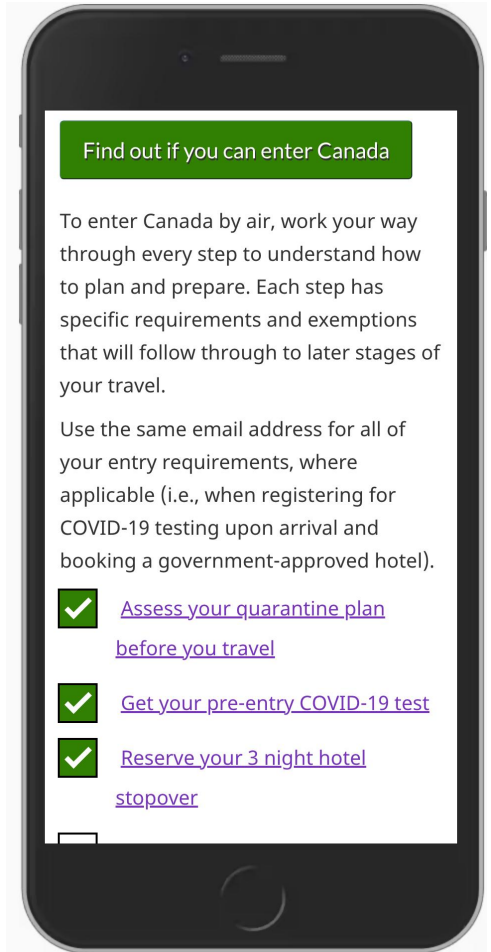




Flying and driving to Canada checklists

Supporting traveller compliance
during the COVID-19 pandemic
Interdepartmental Travel team
April 2021



As requirements increased, compliance decreased

Collaborative travel team had already launched **wizard** to help travellers through the entry restrictions

In January, Canada announced **new testing** and **hotel** stopover policies:

- **different rules** for flying vs driving
- **complicated sequence** - do this, then that...

Early emphasis had been on flying, but many travellers posted feedback asking:

“What about driving? What are the rules for me?”

Who can come to Canada

Find out if you can enter
Canada

- [Foreign nationals reuniting with family](#)
- [Visitors, foreign workers and students](#)
- [Caring for others, funerals and support](#)

Checklists help people do **every** step

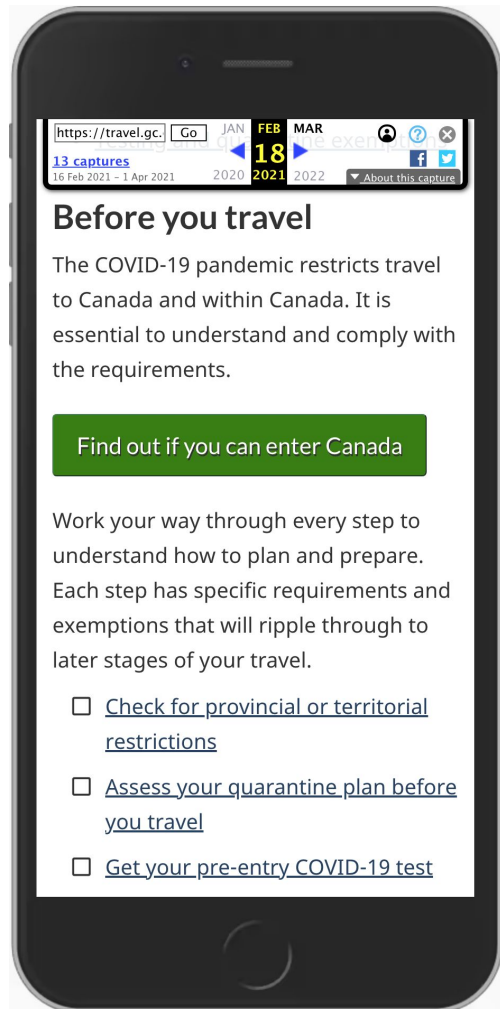
Research shows people can complete a sequence correctly when it's laid out as checklist

Canada.ca designed interactive checkboxes with CRA in **2018** - pattern is in the **design system**

Within 2 weeks

Designed a prototype, workshopped, approved and launched Feb 15th

- 200K visits within the first 7 days
- **2.2M visits since launch** (Feb 16 - April 12)



Minimum viable product approach

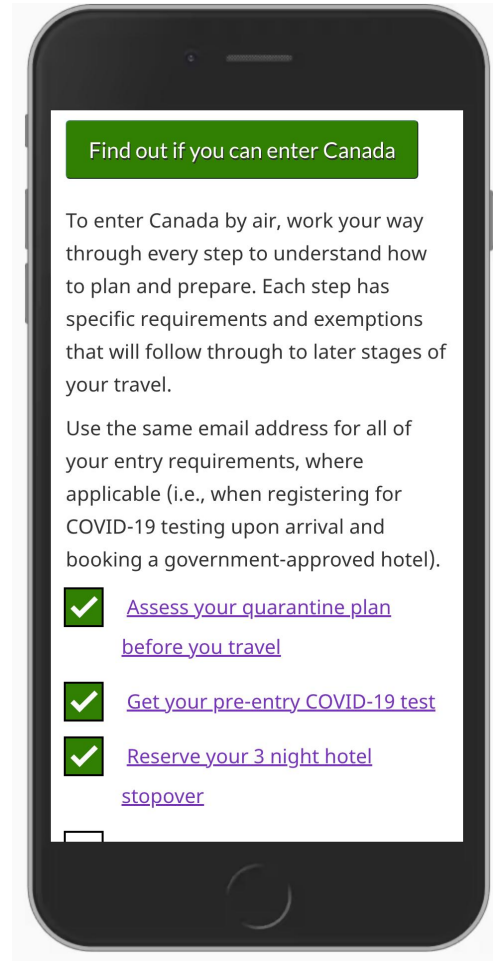
Helping travellers quickly

- Checklists went live over a weekend
- Went live with icons to get out quickly & printable

Checklists now de-facto navigation pages for flying or driving - can quickly reflect policy changes

Continuous improvement - weekly

- More than half of visitors are on **mobile phones** so GAC team replaced icons with **interactive checkboxes as originally designed**
- When new pages go live the team adds links, and tracks **analytics** and **behaviours**



Interactive: People really are checking the boxes

Use of checklists	Checkmark clicks	Link clicks	Ratio Link/Checkmark	% checkmark clicks	Average checkmark clicks	Average link clicks
1. Before you travel	21,104	50,009	2.4	51%	4,221	10,002
2. Boarding your flight	4,996	6,104	N/A	12%	2,498	6,104
3. Arriving in Canada	8,960	3,272	N/A	22%	2,987	3,272
4. Completing your hotel stopover	3,576	19,240	5.4	9%	1,192	6,413
5. Completing your full quarantine	2,456	7,468	3.0	6%	819	3,734
	41,092	86,093	2.9		2,568	6,885

Analysis: Matthieu Bonenfant, Global Affairs Canada, March 23-29

- Checkboxes used less the further down the list they are
- **Before you travel section** averages the most checks and the most link clicks of all sections
- **Arriving in Canada** - first checkbox is 2nd most checked of all
- **Take a test on arrival** - least used in section
- **Who has to do hotel stopover** - most **link** clicks

Before you travel

The COVID-19 pandemic restricts travel to Canada and within Canada. It is essential to understand and comply with the requirements.

[Find out if you can enter Canada](#)

To enter Canada by air, work your way through every step to understand how to plan and prepare. Each step has specific requirements and exemptions that will follow through to later stages of your travel.

Use the same email address for all of your entry requirements, where applicable (i.e., when registering for COVID-19 testing upon arrival and booking a government-approved hotel).

- [Assess your quarantine plan before you travel](#)
- [Get your pre-entry COVID-19 test](#)
- [Reserve your 3 night hotel stopover](#)
- [Register in advance for your arrival test](#)
- [Use ArriveCAN to submit your travel and quarantine plans](#)

▶ Airports open to international arrivals and departures

Boarding your flight

- Have your ArriveCAN receipt and pre-entry test results ready to provide to the airline
- [Check the requirements for boarding a flight to Canada](#)

Arriving in Canada

- Have your ArriveCAN receipt, test results, hotel confirmation and quarantine plans ready for assessment by a Border Services Officer
- [Take a test on arrival](#)
- Go directly to your pre-booked hotel for up to 3 nights to await results from your arrival test

Completing your hotel stopover

The timing of your departure from the hotel to the place you will complete the rest of your quarantine period depends on the results of your arrival test.

- [Who has to do a hotel stopover and list of hotels](#)
- [Await test results at the hotel](#)

Turning numbers into insights

As people move through the process they come back less to check off what they've done.

- **Checklists support planning** - people are checking the boxes before they travel, creating accounts, booking hotels, etc.
- **Used less** later in the process when people are **already in transit**
- **Used more** for **complicated steps**
- **For doing tasks while travelling**, people just do it, don't need to check the box
- **Top tasks** are reflected in heavy traffic to a particular link

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**Before you travel
- lots of checks**

▶ Airports open to international arrivals and departures

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Complicated - lots of checks

Do while travelling - few checks

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Top task - lots of link clicks

Use interaction for #AnswersNotInformation

Help people comply - if there are steps to do in order, provide an interactive checklist

Help people prepare before calling or applying

Help people find out if they are eligible - build in logic to provide next step

- Blog post: [Using interactive checklists for eligibility](#)
- Design pattern: [Checkboxes and radio buttons - Beta](#)

Assistance by telephone

Step 1. If you're calling about your account, have the following information ready

- Social Insurance Number (or business number)
- Full name and date of birth (or business name)
- Your complete address (or complete business address)
- Your personal (or business) account open or an assessed return, notice of assessment, reassessment, or other tax document

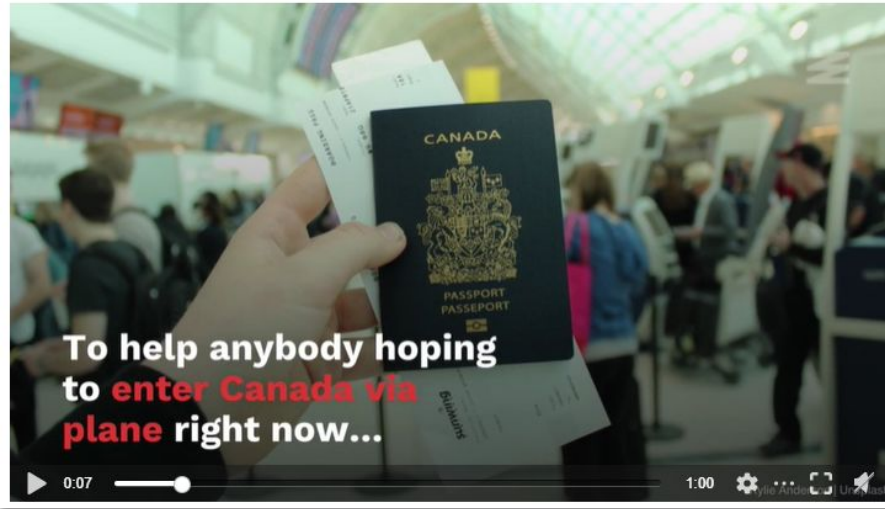
You are ready to call

#AnswersNotInformation

This Checklist Explains Everything You Need To Do To Enter Canada Right Now

Helena Hanson

Published March 14 2021 · Updated March 14 2021 at 03:01 PM



<https://www.narcity.com/en-ca/travel/entering-canada-via-plane-this-checklist-explains-everything-you-must-do-right-now>