



Treasury Board of Canada
Secrétariat

Secrétariat du Conseil du Trésor
du Canada

Canada

Wayfinding and orientation

Comparison task performance testing results for Canada.ca navigation

A collaborative Canada.ca optimization project with
IRCC, VAC and StatCan, AAFC
Baseline February 2020 - Comparison Dec 2021

Executive summary of Canada.ca navigation comparison

2019 Baseline study: 218 task scenario attempts by 20 participants across Canada.ca and sites with different designs (VAC, AAFC and Stats Can)

- Wide range of task scenarios to assess within and between theme & site navigation
- Veterans, farmers and foreign-born academic participants

2021 Comparison study: 211 attempts by 18 participants on Canada.ca prototype

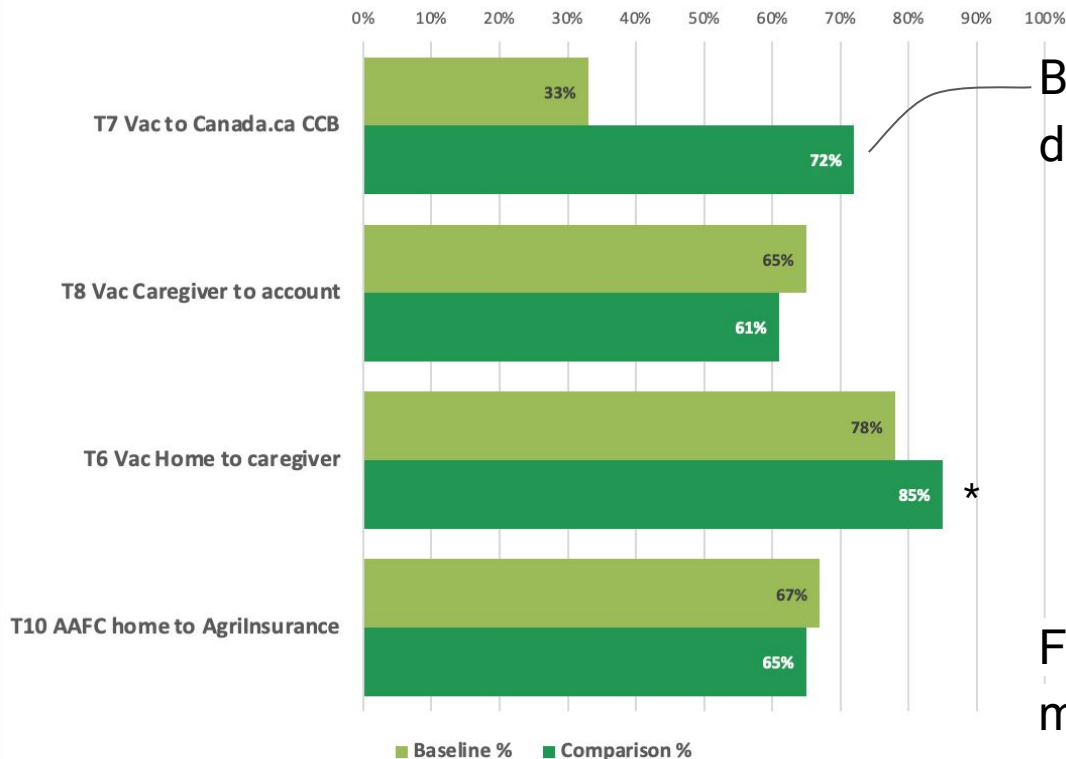
- Canada.ca design for **all** IRCC, VAC and AAFC tasks (Stats Can not included)
- Prototype has menu button replaced by themes in footer & added sign in button
- Megamenu also replaced by Theme pages redesigned to layered template

Results and recommendations

- Trust and brand awareness of Canada.ca have improved - build on it, consistency matters
- Encourage switch to Canada.ca header/footer & sign in button - performance improved
- Remove menu button/add themes to footer - low impact, better for dept local navigation
- Change theme template to layered template - improved success at theme to theme

Applying Canada.ca improved or maintained user success

Baseline success rates vs Comparison performance on Canada.ca design



Big improvement on navigating to different Canadian top task

Theme to theme vs baseline departmental site to Canada.ca

P18 "It was one site, it does matter. I don't want to feel like I'm going site to site - put's a bit of distrust"

For other tasks, success was maintained with prototyped Canada.ca header/footer vs baseline dept site

Design improvements in this study

Effective: Add contextual Sign in button to header

Effective: Remove Menu button - people used breadcrumbs just like on live site & occasionally footer

Very effective: Apply layered template to themes - better switching and navigation between for top tasks

Government of Canada / Gouvernement du Canada

Canada.ca > Immigration and citizenship

Study in Canada as an international student

Apply to study in Canada as an international student, extend your study permit and find out about working while you study or after you graduate.

Most requested

- Find a school (designated learning institution)
- Get a post-graduation work permit
- Change your school or program
- Change your contact information
- Information for Canadian schools

Study permits

[Find out if you need a study permit](#)
Answer a few questions to learn whether you need a study permit to study in Canada

[Get a study permit](#)
Who can apply, how to submit your application, processing times and what to expect when you get to Canada

[Get a study permit faster](#)
If you live in China, India, Morocco, Pakistan, the Philippines, Senegal or Vietnam, you may be able to get your study permit faster

Extend your study permit
How to renew your study permit or restore your status

Study as a minor child in Canada
What minor children need to go to school

Working or travelling

[Work while studying](#)
Who can work while they study, how much and where

[Stay and work in Canada after you graduate](#)
Get a work permit to stay in Canada after you graduate and how to apply for permanent residence

[Get a visitor visa to return to Canada](#)
How and when a study permit holder should apply

Prepare to study in Canada

[Prepare to study in Canada](#)
Where to study, how to apply to schools in Canada, and the documents you need

[Learn about student life in Canada](#)
Tips on living in Canada as an international student

[Scholarships for international students](#)
Awards for students, postdoctoral researchers, faculty and schools

From: Immigration, Refugees and Citizenship Canada

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Date modified: 2020-03-15

Your government

- News
- Departments and agencies
- Prime Minister
- Working for the Government of Canada
- About government
- Statistics Canada
- Treaties, laws and regulations
- Open government
- Government-wide reporting
- Contact us

Services and information

- Jobs
- Immigration and citizenship
- Travel and tourism
- Business
- Benefits
- Health
- Taxes
- Environment and natural resources
- National security and defence
- Culture, history and sport
- Policing, justice and emergencies
- Transport and infrastructure
- Canada and the world
- Money and finance
- Science and innovation
- Indigenous peoples
- Veterans and military
- Youth

Canada

Government of Canada / Gouvernement du Canada

Canada.ca

Jobs

- Immigration and citizenship
- Travel and tourism
- Business
- Benefits
- Health
- Taxes
- Environment and natural resources
- National security and defence
- Culture, history and sport
- Policing, justice and emergencies
- Transport and infrastructure
- Canada and the world
- Money and finances
- Science and innovation
- Indigenous peoples
- Veterans and military**

Veterans and military

Mental and physical health
Support and services related to physical and mental health and wellness

Financial programs and services
Support for income, help making ends meet, emergency funding, and funding for organizations

Education and jobs
Prepare for post-service life, training and education, and finding a job

Housing and home life
Getting help at home, assistance with at-risk housing situations, death and bereavement

Families and caregivers
Benefits and services for family, including survivors and caregivers

Royal Canadian Mounted Police (RCMP)
Options available as a member or former member of the Royal Canadian Mounted Police.

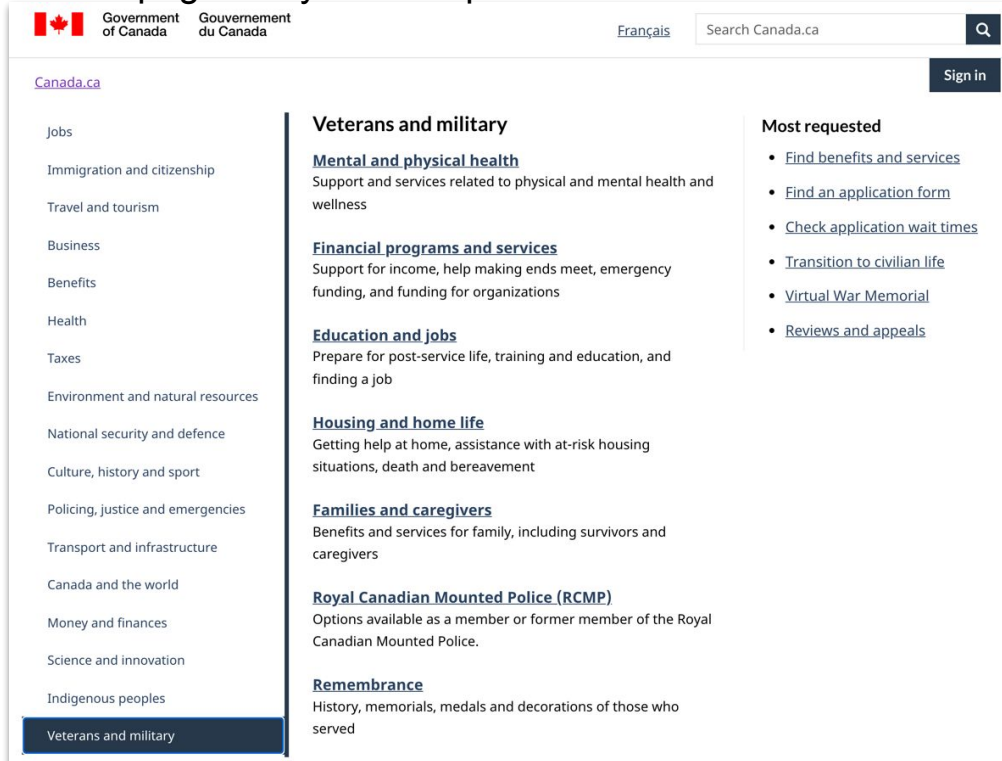
Remembrance
History, memorials, medals and decorations of those who served

Most requested

- Find benefits and services
- Find an application form
- Check application wait times
- Transition to civilian life
- Virtual War Memorial
- Reviews and appeals

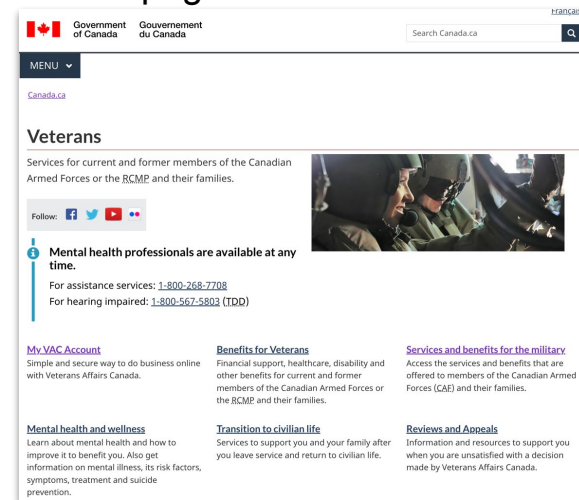
Layered theme template improved navigation

Theme page in layered template



Recommend: change Theme template to layered template

Theme page in current format



- Participants easily switched between themes - conveyed full scope of themes
- Improved success & 17/19 found Passport
- **P11 "It's good to have everything on one site!"**
- **P5 "This is way better because I can see all of Canada.ca!"**
- **P16: <https://youtu.be/FI-XSebSzLo?t=1036>**

Footer improvements in study - effective with some tweaks

2019 and current Canada.ca footer



Prototyped footer in study



Effective: Add themes to footer like Gov.UK in baseline

- Replaces menu button
- Very useful for mobile
- Some participants did use them to navigate

Needs improvement:

- Participants thought Contact wasn't contextual
- Analytics shows different usage patterns on home vs rest of site
- Meet department/theme footer needs like VAC

Footer explorations/discussions in progress

Contact VAC

Questions? Call us

VAC Assistance service

Let's talk - give us feedback

Outside Canada?

Locations

Stay connected

About VAC

News and media

Legislation and policies

Who we are

What we do

Publications and reports

Research

Resources

Government of Canada

All contacts

Departments and agencies

News

Jobs

Immigration and citizenship

Travel and tourism

Business

Benefits

Health

Taxes

Environment and natural resources

National security and defence

Culture, history and sport

Policing, justice and emergencies

Transport and infrastructure

Canada and the world

Money and finance

Science and innovation

Indigenous peoples

Veterans and military

Youth

Customizable
portion of footer
for dept/theme
(default is same as
on home page)

GoC portion when
customizable
portion in use

Footer usage data - Nov 1, 2021 - Jan 31, 2022

<i>Homepage only EN+FR</i>	Clicks	percentage
Contact us Total	68,085	44.17%
News Total	28,156	18.27%
Departments and agencies Total	13,836	8.98%
Top of page Total	7,694	4.99%
Mobile applications Total	6,433	4.17%
About Canada.ca Total	4,920	3.19%
Social media Total	3,550	2.30%
Prime Minister Total	3,255	2.11%
Public services and military Total	2,775	1.80%
Open government Total	2,564	1.66%
About government Total	2,520	1.63%
Treaties, laws and regulations Total	2,235	1.45%
Privacy Total	1,690	1.10%
Government-wide reporting Total	861	0.56%

<i>All except homepage EN+FR</i>	Clicks	Percentage
Contact us Total	2,472,307	64.58%
Departments and agencies Total	156,514	4.09%
Top of page Total	142,913	3.73%
Mobile applications Total	139,386	3.64%
News Total	95,957	2.51%
About Canada.ca Total	56,192	1.47%
Public services and military Total	52,765	1.38%
Treaties, laws and regulations Total	43,164	1.13%
Social media Total	42,292	1.10%
Prime Minister Total	31,229	0.82%
About government Total	28,750	0.75%
Open government Total	25,696	0.67%
Government-wide reporting Total	22,499	0.59%
Privacy Total	20,551	0.54%

TOTAL Top 10 breadcrumbs	13,785,809
TOTAL WEBSITE	294,701,151
%	4.68%

Open menu	7,305,271
Total visits	294,701,151
%	2.59%

Clicks wordmark	1,300,792
Total visits	294,701,151
%	0.44%

Sign in - the button is expected at top right, per convention

Baseline participants expected sign in button on top right

P3: ***"I would have expected it to be in a banner at the top of every page"*** (convention and on baseline 2019 & 2021 VAC site)

Sign-in button first tested with CRA in 2019

Task 5 IRCC sign in to account didn't improve

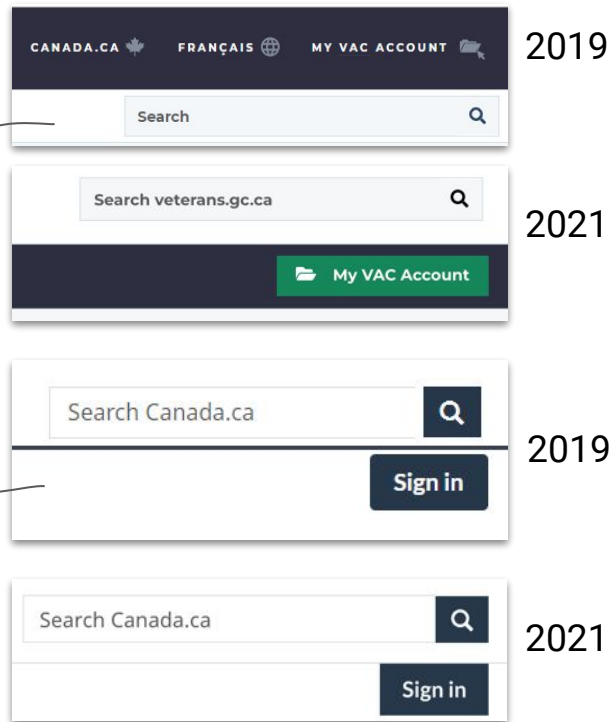
Baseline: 61% success

Comparison (with button): 67% success

- 5 found it instantly: *"Oh it's sign in!"*
- Task artifact: As in baseline, most used Check status
- Some didn't notice it until asked where they'd usually look
- Some hesitancy, pleased to find IRCC account once clicked

Recommend: add Sign in/Se connecter button

- Default to [sign-in-online-account.html](https://www.veterans.gc.ca/en/sign-in-online-account.html)
- Contextual-customizable



Menu button can be removed - rarely used, safely replaced

- Baseline study matched analytics - menu button used rarely compared to breadcrumbs
- Menu button a barrier for some services (e.g. Recalls) & departments to adopt Canada.ca.
- Evidence: With menu button removed, participants used breadcrumbs and theme links in footer, no effect on task success
- Words matter - some task failures from breadcrumbs not accurately conveying scope
- Improve breadcrumbs to convey 'active' role



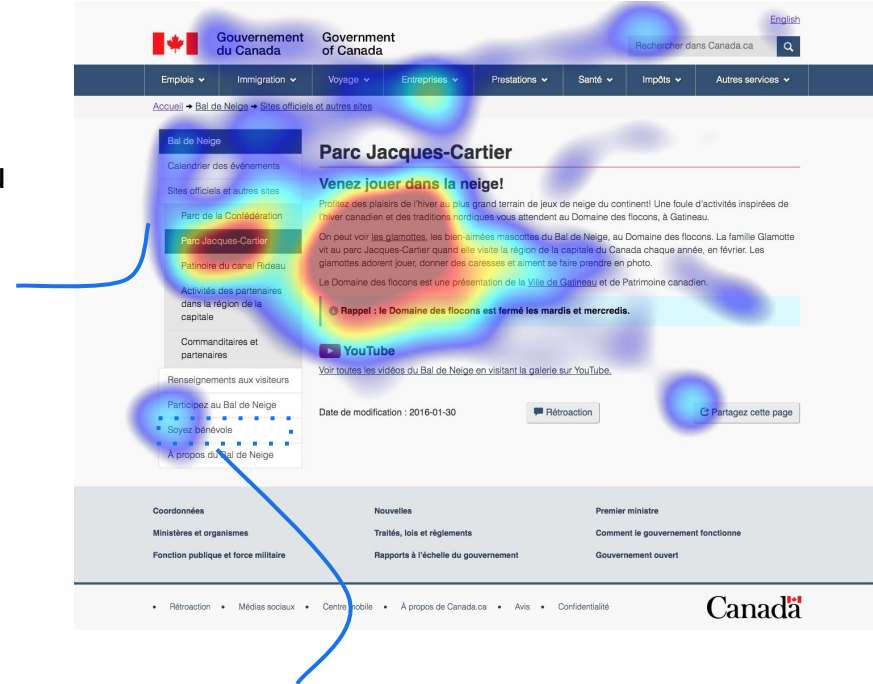
[Canada.ca](#) > [Veterans and military](#)



Recommend: remove menu button as soon as can be replaced with theme links in footer, with IA fixes

Removing menu button doesn't open the door to left menus

- Years of evidence that people focus on the content ON the page first
 - often fail to succeed if need to use left menu
 - only if the page has no task links will they start to look at menus (see eye tracking example)
- Left menus don't help mobile users
 - know your mobile usage stats
- Task-oriented mobile patterns like [subway](#) are preferred over main navs
- No left menu design pattern provided for Canada.ca



- Solution to task of volunteering at Parc Jacques-Cartier is here
- Most time was spent looking at the main content, and then eyes move to menu

Impact of potential switch for VAC - minimal & trusted

2019 VAC site design during baseline study

The screenshot shows the top navigation bar with the Canadian flag, "Veterans Affairs Canada" and "Anciens Combattants Canada", and links for "CANADA.CA", "FRANÇAIS", and "MY VAC ACCOUNT". Below the navigation bar is a "MENU" dropdown and a search bar. The main content area features a large dark blue banner with the text "Welcome to Veterans Affairs Canada" and a sub-header "If you are a current or former member of the CAF or RCMP, or a family member, we have targeted services and benefits to improve your well-being." Below the banner, there are eight service categories arranged in a grid: Health programs and services, Financial programs and services, Education and jobs, Housing and home life, Families and caregivers, Royal Canadian Mounted Police (RCMP), Remembrance, and My VAC Account. Each category has a brief description of the services provided.

Health programs and services
Support and services related to your physical and mental health and wellness.

Financial programs and services
Support for your income, help making ends meet, emergency funding, and funding for organizations.

Education and jobs
Prepare for post-service life, training and education, and finding a job.

Housing and home life
Getting help at home, assistance with at-risk housing situations, death and bereavement.

Families and caregivers
Benefits and services for family, including survivors and caregivers.

Royal Canadian Mounted Police (RCMP)
Options available to you as a member or former member of the Royal Canadian Mounted Police.

Remembrance
History, memorials, medals and decorations of those who served.

My VAC Account
A simple and secure way to do business online with Veterans Affairs Canada.

Prototyped VAC site in Canada.ca design

The screenshot shows the top navigation bar with the Canadian flag, "Government of Canada" and "Gouvernement du Canada", and links for "Français" and "Search Canada.ca". Below the navigation bar is a "Canada.ca" link. The main content area features a large dark blue banner with the text "Veterans Affairs Canada" and a sub-header "Veterans Affairs Canada deeply values the contribution that Veterans have made to the development of our nation and we honour the sacrifices they have made in the defence of freedom and the pursuit of world peace." Below the banner is a green button labeled "Sign in to My VAC Account". Below the button, there are two columns of "Most requested" services: Find benefits and services, Find an application form, Check application wait times, Transition to civilian life, Virtual War Memorial, and Reviews and appeals. Below the "Most requested" section, there are six service categories arranged in a grid: Mental and physical health, Financial programs and services, Education and jobs, Housing and home life, Families and caregivers, and Royal Canadian Mounted Police (RCMP). Each category has a brief description of the services provided. At the bottom, there are two sections: "Contact us" with a link to "Contact Veterans Affairs Canada" and "Talk to a mental health professional now" with a phone number and a TDD number.

Veterans Affairs Canada
Veterans Affairs Canada deeply values the contribution that Veterans have made to the development of our nation and we honour the sacrifices they have made in the defence of freedom and the pursuit of world peace.

Sign in to My VAC Account

Most requested

- Find benefits and services
- Find an application form
- Check application wait times
- Transition to civilian life
- Virtual War Memorial
- Reviews and appeals

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Support and services related to your physical and mental health and wellness.

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Families and caregivers
Benefits and services for family, including survivors and caregivers.

Royal Canadian Mounted Police (RCMP)
Options available to you as a member or former member of the Royal Canadian Mounted Police.

Contact us
[Contact Veterans Affairs Canada](#)

Talk to a mental health professional now
1-800-268-7708 | TDD: 1-800-567-5803

People more positive about using single Canada.ca site

2019 Baseline after using 4 sites

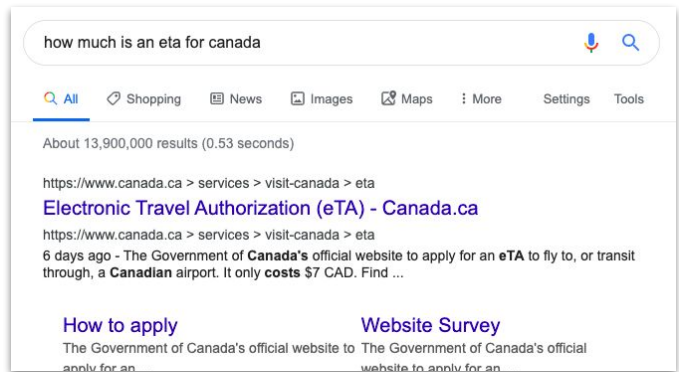
- *P4: **There was a lot of sites...** I didn't have any problems with the Veterans site.*
- *P9: when dealing with Vets and Revenue a lot - **I'm not sure where I am"***
- *P10: I was on different sites...**but liked that i could (almost always) navigate back to canada.ca"***
- *P13: **different sites - for average user we see gov as all of one piece**, instead of internal infighting, it's just one entity. **Gov.Uk did it better"***
- *P20: different sites - Gov.uk has **less to read so it's clearer and easier to navigate** - et quand je vois qu'il y a trop de texte, je passe par-dessus*
- *P2: The UK site gives you that broad jumping off point to go to another website or page. Whereas **the Canadian websites don't give you that option***

2021 Comparison: question after using 1 site

- *P6: single website. **It's nice**, I'm from the States and there are a million websites & they all look different. It has **definite structure, you can look for things, trustworthy***
- *P7: The site **functions similarly, that was the most important**, more than the look*
- *P8: single website, a **stable ground to keep you on track**. If there were many websites there wouldn't be way of making sense of it*
- *P11: It's good to have everything on one site*
- *P12: I think **everything was Canada.ca - the Canada flag, the brand give me trust***
- *P16: It's one overall website. **It's helpful** when it's all under one umbrella*
- *P18: It matters that it's one site, **I don't want to feel like I'm jumping from site to site***
- *P22: you feel a sense of security when all sites kinda roll up to GoC but diff departments have different roles so different sites is ok*

URLS matter: by 2021, Canada.ca is better known trusted brand

By 2021, Canada.ca is the top search result (+ good metadata by IRCC) - increasing trust



2019 baseline prototype



In 2019 Baseline, **4/18 people** mentioned Canada.ca but several mentioned gc.ca, gov.ca and gov.com

- *The second one has gc.ca* - P16

By 2021, **11/20 people** mentioned Canada.ca explicitly, a few still mentioned gc.ca

- *"The first one was Canada.ca. Seems like the legit site. Breakdown looks legit"* - P5
- *"Canada.ca is the website name and you can see in url bar, the https and no expired certificate. Gives me enough info to trust and it's the top one."* - P8
- *"The first one caught my attention. Canada.ca is trustworthy. I know canada.ca so i know its legit"* - P11
- *"When I see Canada.ca I know it's a reliable government website"* - P14
- *"Usually for gov info, I'd look to make sure it is Canada.ca or .gc.ca. This one attracted me with the specifics, others didn't have as much info"* P20

Trust signals for a government site: URL, flag, consistent look

- P9 (T2): *Canada.ca, this part right here - I always check the URL*
- P16: *Choose the ones that say .gov or .ca*
- P15 (T20): *I normally looked up (to URL bar) to make sure I was on a secure site or it had Canada in it*
- "I recognize the gc.ca [URL bar]." - P9 (T6)
- P4 (T2): *It's Government of Canada — **says it right at the top.*** [points to GC signature]
- **P22:** *want it on some official site, this one says Goc (looking at URLs)*
- P1 (T6): *It says it **up top. Again, it's the branding, it's the dot gc dot ca, it's the** [hovers over signature] **Canadian flag.***
- **P3: To trust I look at a link, gov.ca with flag up at top**
- **P3: "If all gov of Canada websites **have the same look it would be easier to trust**"**
- P17 *stuff like this I go to canada.ca. Its the gov site so **it's got the lil flag & all the same formatting***
- **P12: The Canada flag, the brand give me trust.** *If there were ads I wouldn't think it's the government. Also, if it wasn't bland and dry I would know it's not Canada.ca*
- P19: **Consistency**, fonts, website layouts, sign in buttons. *A balance of too much & not enough info*
- **P20: I like consistent canada.ca, so that's how i trust**, consistent look and feel help trust too
- P14 *In terms of the trust, I asked myself **am I on a government website?** It's reliable because it's official*

Next steps

Communicate results - engage to implement recommendations:

1. Remove menu button - add theme links into footer
2. Footer redesign with customized area -in progress
3. Add Sign in button - in progress
4. Revise theme template to layered design with accessibility & mobile testing
5. Improve breadcrumb design to convey more active role

Navigation architecture - more important with menu removed:

- Studying and TFW fit poorly with Citizenship & immigration breadcrumb, too many failures, something broader would be better - discuss and test with IRCC
- Discuss fuel-efficient vehicles with Transport and Environment themes - failed many
- Agriculture needs to be integrated into Canada.ca themes - add temp foreign worker links

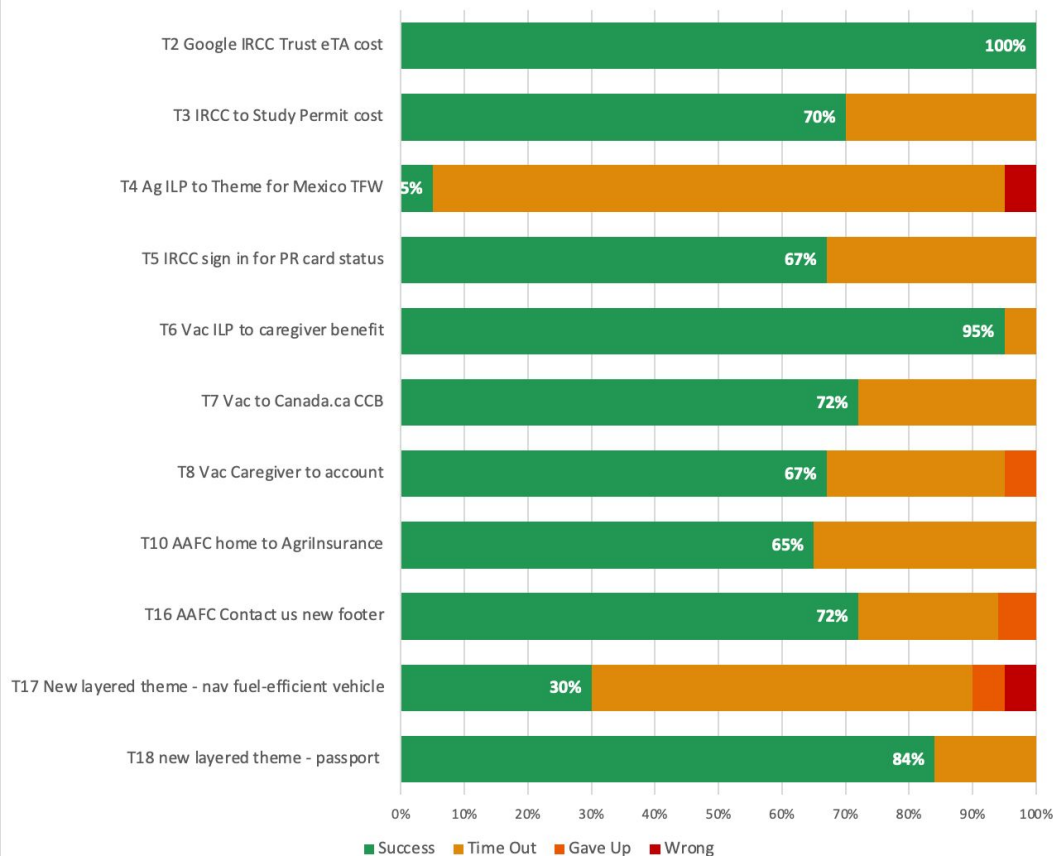
Quick fixes:

- Child benefit missing from Benefit doormat on home caused failures - added

Method and data summary

Wide range of comparison and new task scenarios & goals

Success rates for all task in Comparison study



Awareness of Canada.ca & IRCC SEO efforts

Compare VAC 2019 to VAC in Canada.ca

New tasks to examine footer & switching between layered theme template

Each of 211 tests by 20 participants was timed & scored

Task Name	03ED	04ED	05ED	06ED	07ED	08ED	09ED	10ED	11ED	12ED	13ED	14ED	15ED	16ED	17ED	18ED	19ED	20ED	21ED	22ED	Valid
T2 Google IRCC Trust eTA cost	50	10	56	98	47	21	107	77	34	108	95	66	100	31	128	50	55	45	71	61	20
T3 IRCC to Study Permit cost	152	98	TL	77	73	121	TL	TL	125	169	TL	TL	111	61	27	169	190	142	168	TL	20
T4 Ag topic to Theme for TFW	TL	TL	TL	TL	TL	TL	TL	TL	TL	TL	TL	TL	TL	TL	TL	WR	TL	165	TL	TL	20
T5 IRCC sign in check status	151	167	SK	67	190	17	TL	TL	119	TL	TL	63	SK	130	47	TL	58	135	TL	39	18
T6 Vac Home to caregiver	114	69	69	89	65	83	143	88	96	TL	183	75	147	56	145	75	192	110	149	127	20
T7 Vac to Canada.ca CCB	TL	60	88	100	185	126	SK	SK	84	100	TL	96	TL	TL	75	TL	119	132	66	150	18
T8 Vac Caregiver to account	TL	186	104	TL	180	84	GU	SK	212	65	209	TL	SK	TL	TL	180	162	138	28	80	18
T10 AAFC home to AgriInsurance	148	73	167	99	87	128	181	156	120	143	TL	187	TL	TL	116	TL	TL	TL	TL	68	20
T16 Contact us footer AAFC	SK	178	58	55	131	55	SK	GU	129	65	TL	115	TL	151	127	TL	81	121	TL	146	18
T17 Sliding nav vehicle	TL	TL	GU	TL	WM	TL	180	TL	TL	TL	TL	70	TL	133	TL	TL	TL	179	115	122	20
T18 sliding nav passport	105	55	72	151	135	46	TL	140	125	107	SK	73	186	88	35	TL	TL	81	94	110	19

Baseline
218 tests

Task Name	01ED	02ED	03ED	04ED	05ED	06ED	07ED	08ED	09ED	10ED	11ED	12ED	13ED	14ED	15ED	16ED	17ED	18ED	Valid
2 Google IRCC Trust eTA cost	TL	TL	27	178	WR	31	GU	34	49	86	161	16	127	176	132	WR	16	18	
3 IRCC to Study Permit cost	TL	TL	TL	TL	164	TL	TL	TL	73	TL	TL	78	155	TL	178	GU	TL	18	
4 Ag topic to Theme for TFW	TL	TL	SK	TL	TL	TL	TL	TL	102	140	120	TL	138	TL	166	TL	GU	TL	17
5 IRCC sign in check status	TL	TL	72	TL	WM	79	TL	45	57	37	TL	83	30	59	138	111	WM	149	18
6 Vac Home to caregiver	73	TL	135	168	TL	61	TL	60	38	69	TL	121	93	108	154	96	111	98	18
7 Vac to Canada.ca CCB	TL	TL	78	TL	TL	144	TL	TL	TL	73	WR	TL	68	163	TL	171	GU	GU	18
8 Vac Caregiver to account	134	TL	172	189	TL	134	WM	GU	SK	53	GU	TL	148	41	37	173	54	179	17
10 AAFC home to AgriInsurance	TL	TL	127	TL	127	118	36	150	166	79	124	173	169	TL	TL	174	158	TL	18
11 AAFC nav to market intel	TL	TL	111	TL	WR	179	TL	105	TL	WR	TL	TL	TL	TL	TL	GU	TL	TL	18
14 StatCan analysis to data	TL	TL	TL	TL	TL	SK	TL	156	TL	164	TL	TL	TL	174	TL	GU	TL	17	
15 Statcan to survey info	TL	WM	149	WM	144	79	116	52	78	64	110	121	83	62	166	178	89	WR	18
20 Gov UK Student visa cost	109	173	TL	163	TL	101	174	137	177	128	84	170	95	93	58	TL	124	130	18

- WR Wrong: People thought they were successful but were seriously wrong
- WM Wrong / minor: People got close to the right answer, or guessed the right answer
- TL Time limit: People took longer than 3 minutes (reduced to do more tasks, focus on nav)
- GU Give up: People became frustrated and gave up - clicked they would call or google
- ## Success: Number indicates the time to complete the task (in seconds)
- SK Skip: Task skipped due to technical, time or facilitation issues

Task scenarios reflect top task usage

Start with evidence discovered across web analytics on Canada.ca (IRCC) and on pre-Canada.ca sites (VAC, AAFC, STAT)

Develop targets across:

- Navigation between themes & sites
- Baseline of top task on pre-Canada.ca site
- Account sign-in between themes & sites

Refined into representative set of [task scenarios](#) with clear answers

- Pre-tested & refined for clarity

Example

Evidence: Menu use on Canada.ca is heaviest on Immigration topics (3-5%) compared to rest of Canada.ca (2%)



Task scenario 3: *Your Egyptian friend wants to come to a Canadian university this year. How much will it cost to apply for a study permit? (start on wrong topic page as if landing via Google: Learn about Canada)*

Answer options: \$150 (**correct**), \$375, Other

Task performance testing method

• Moderated performance testing sessions

- Baseline: 18 English on live site
 - + 2 French-language sessions not included in data analysis
- Comparison: 20 English sessions on prototype site
- 6 Veterans or family of veterans in both studies
- 6 then 10 international students or immigrant academics
- 8 Farmers-Ranchers reduced to 4 in comparison study
- Recruited from Canada.ca, VAC, AAFC and by recruiting agency

• 11 task attempts per session

- 11 tasks, randomized after first 2 tasks, max 3 minutes per task
- Baseline included final task on Gov.UK for layered menu
- Sessions recorded with permission to share within & outside team
- To test navigation design, no search or Googling allowed
- On desktop - mobile & accessibility testing later

6. Nour is an injured veteran working out her family budget. How much can they expect to receive if her spouse Pat is recognized as her daily caregiver?

- The answer isn't on the page you are starting at, but it IS on the site somewhere
- [Start at this page](#)
- Click below when you have found the answer

Answer:

- \$2,000 per month
- \$1,000 per month
- \$500 per month
- Other - Write In
- In the time given, I can't find any answers to this question

Back

Next

Task scenarios and answers displayed in survey style:

Baseline:

<https://ca.surveygizmo.com/s3/50066829/Orientbase>

Comparison:

<https://survey.alchemer-ca.com/s3/50134992/wayfind-comparison>

Tasks details - Immigration(IRCC)

#	Title & start page	Task scenario	Answer, findability
T2	Google IRCC Trust eTA cost Start: https://test.canada.ca/nav-id/googleETA2.html	Your cousin from France won't need a visa to come visit but will need an electronic Travel Authorization. How much will it cost to apply?	44.5 \$7.00 (correct) \$64.00 Other (write in) Findability: Electronic Travel Authorization (eTA) - Canada.ca
T3	IRCC to Study Permit cost Start: https://wayfinding.tbs.alpha.canada.ca/en/landing/get-know-canada	Your Egyptian friend wants to come to a Canadian university this year. How much will it cost to apply for a study permit?	\$150 (correct) \$375 Other write in Findability: https://www.canada.ca/en/immigration-refugees-citizenship/services/study-canada/study-permit.html
T5	IRCC sign in check status Start: https://wayfinding.tbs.alpha.canada.ca/en/landing/travelling-outside-canada-permanent-resident	Yen applied for a permanent resident card and needs to find out if it has been mailed yet. Find a page where she can enter her user ID and password to get in to her Immigration account.	I found a page where she can get in to her account (correct) I didn't find a page to get in to an account Findability: https://wayfinding.tbs.alpha.canada.ca/landing/sign-your-ircc-secure-account

Tasks details - Agriculture (AAFC)

#	Title & start page	Task scenario	Answer, findability
T4	Ag topic to Theme for TFW Start: https://wayfinding.tbs.alpha.canada.ca/en/landing/agriculture	You finished researching some ideas for next farming season. Now you need to find out if there is a special way to hire temporary seasonal farm workers from Mexico.	Yes-there is a seasonal agricultural worker program for Mexico (correct) No - there is no special program for Mexico Findability: https://wayfinding.tbs.alpha.canada.ca/en/landing/hire-temporary-foreign-agricultural-worker
T10	AAFC home to AgrilInsurance Start: https://agriculture.canada.ca/en	Your friend is going to start growing wheat this spring in Saskatchewan. Is there crop insurance available there?	Yes (correct) No Findability: https://agriculture.canada.ca/en/agricultural-programs-and-services/agriinsurance-program

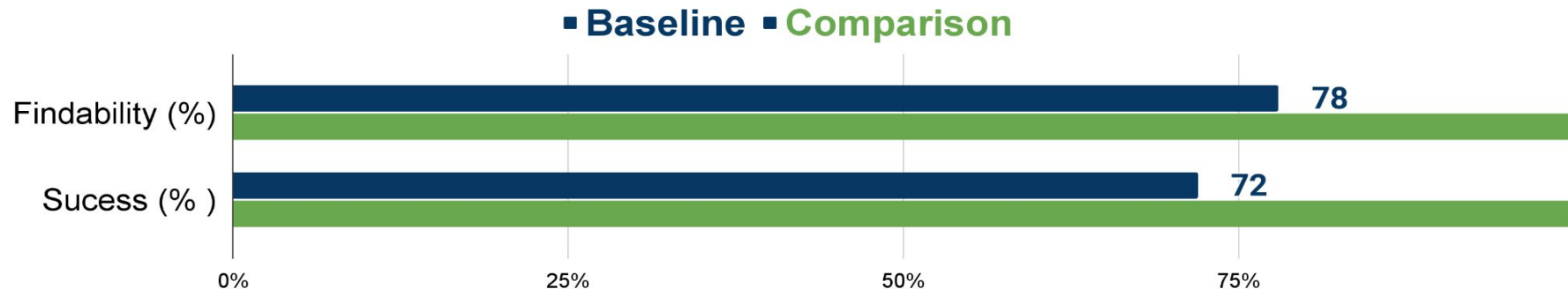
Tasks details - Veterans (VAC)

#	Title & start page	Task scenario	Answer, findability
T6	Vac Home to caregiver Start: https://wayfinding.tbs.alpha.canada.ca/en/landing/veterans-affairs-canada-ilp	Nour is an injured veteran working out her family budget. How much can they expect to receive if her spouse Pat is recognized as her daily caregiver?	\$2,000 per month \$1,000 per month (correct) \$500 per month Findability: https://wayfinding.tbs.alpha.canada.ca/en/landing/caregiver-recognition-benefit
T7	Vac to Canada.ca CCB Start: https://wayfinding.tbs.alpha.canada.ca/en/landing/caregiver-recognition-benefit	Like all Canadian parents, Pat and Nour also get monthly Canada Child Benefit payments for their 15 year old son. Will they still get payments next month when he turns 16?	Yes - the payments will continue when he turns 16 (correct) No - the payments will stop when he turns 16 Findability: https://www.canada.ca/en/services/benefits/family.html
T8	Vac Caregiver to account Start: https://wayfinding.tbs.alpha.canada.ca/en/landing/veterans-affairs-canada-ilp	Nour just switched to a new bank. Is it possible for her to change her bank info online somehow for her veterans payments, or would she have to call?	No - She has to call Yes - She can change it online (correct) Findability: https://wayfinding.tbs.alpha.canada.ca/en/landing/my-vac-account

Analysis and issues by task

Task 2: From [mocked-up Google results page](#): Your cousin from France won't need a visa to come visit but will need an electronic Travel Authorization. How much will it cost to apply?

Answers: €44.50, **\$7.00** (correct), \$64.00, Other (write in)



Changes & differences (what changed, and did it make a difference)

- \$7 price was clearly visible in Google results (good work by IRCC!) in Comparison
- Canada.ca was first result, with sub-page links - clearly more official than scam results
- First 3 results were GoC pages - Canada.ca ETA, cic.gc.ca help centre

Results pages improved - Canada.ca ETA result moved to 1st

2019 Baseline

how much is an eta for canada

About 13,900,000 results (0.53 seconds)

official-canada-eta.com › what-is-canada-eta

Canada eTA FAQs - Payment FAQs

While a visa waiver such as the eTA serves almost the same purpose as a visa, the method of obtaining one is much different from that for obtaining a visa.

www.cic.gc.ca › english › helpcentre › answer

How do I apply for an eTA for travel to Canada?

Jan 6, 2020 - To apply you must have a valid passport, a valid credit or debit card and an email address. Approved eTAs are valid for up to five years. Apply now for an eTA.

www.canada.ca › immigration-refugees-citizenship › services › eta

Electronic Travel Authorization (eTA) - Canada.ca

Sep 10, 2019 - The Government of Canada's official website to apply for an eTA to fly to, or transit through, a Canadian airport.

Apply for an eTA · Find out about Electronic ... · Make sure you enter your ...

www.canada.ca › immigration-refugees-citizenship › services › apply

Electronic Travel Authorization (eTA): How to apply - Canada.ca

The Government of Canada's official website to apply for an eTA. Help guides available in many languages.

www.ivisa.com › canada-blog › the-price-of-a-canada-eta

The price of a Canada ETA - iVisa

Dec 23, 2019 - However, you do not have to worry about the price of a Canada ETA. iVisa promises and delivers some of the most competitive fees for the ...

www.ivisa.com › canada-blog › canada-eta-cost

Canada ETA cost - iVisa

Dec 19, 2019 - Canada ETA cost ... We recommend the latter because it is far more convenient. The tool ... In the one on the right, you need to choose Canada.

"In Google, I go to the first links, those are the ones I trust"

1 Price is visible

2 Google auto-displayed sitelinks - enhances position

3 Fewer unofficial pages in top results

2021 Comparison

how much is an eta for canada

About 13,900,000 results (0.53 seconds)

https://www.canada.ca › services › visit-canada › eta

Electronic Travel Authorization (eTA) - Canada.ca

https://www.canada.ca › services › visit-canada › eta

6 days ago - The Government of Canada's official website to apply for an eTA to fly to, or transit through, a Canadian airport. It only costs \$7 CAD. Find ...

How to apply

The Government of Canada's official website to apply for an ...

Who can apply

You may be eligible to apply for an eTA (instead of a visitor visa) if ...

More results from canada.ca >

Website Survey

The Government of Canada's official website to apply for an ...

What to do after you apply

Depending on your situation, it may not be possible to get an ...

https://www.canada.ca › services › visit-canada › about

Electronic Travel Authorization (eTA): About the process


Oct 14, 2020 - The eTA application process · Get your passport, credit or debit card ready, and read the application help document, which is available in

https://www.cic.gc.ca › english › helpcentre › answer

How do I apply for an eTA to travel to Canada?

Sept 29, 2021 - To apply you must have a valid passport, a valid credit or debit card and an email address. It costs \$7 CAD to get an eTA and only takes a ...

eTA page confirmed the initial google result


Government of Canada
Gouvernement du Canada


[Français](#)


MENU ▾

[Canada.ca](#) > [Immigration and citizenship](#) > [Visit Canada](#)

Electronic Travel Authorization (eTA)

The Government of Canada's official website to apply for an eTA to fly to, or transit through, a Canadian airport. It only costs \$7 CAD. Find out what it is and how to apply online.





Exemptions ending for certain travellers entering Canada

Effective January 15, 2022, 00:01 (EST), some foreign national travellers who were previously allowed to enter Canada without being fully vaccinated will now be required to be fully vaccinated in order to enter Canada. There will also be changes to testing and quarantine exemptions for certain travellers, regardless of citizenship, entering Canada.

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

In baseline 13/18 answered correctly

- 11 people found the answer on this page

In comparison 20/20 answered correctly

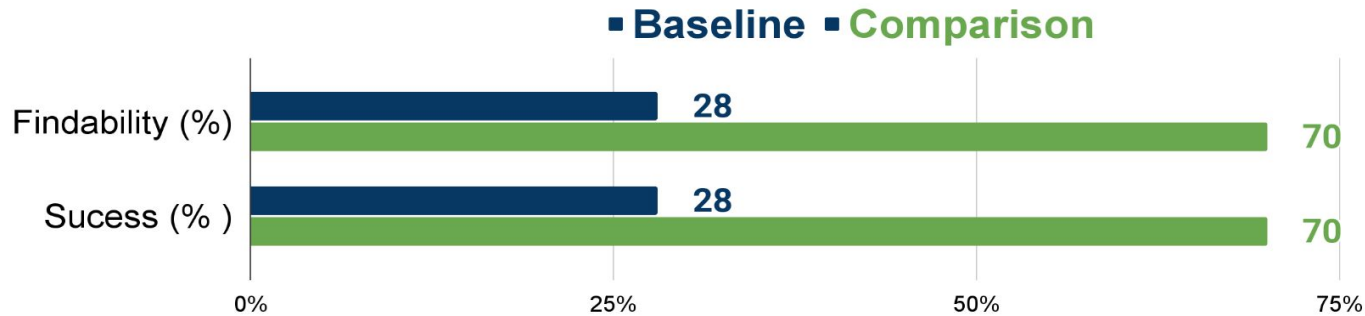
- 18 came to the page to confirm google results or because they missed the price

2 people got the answer just from Google

Great work by IRCC on the page description (and matching metadata page description)

Task 3: From: [Get to know Canada](#) **Task:** Your Egyptian friend wants to come to a Canadian university this year. How much will it cost to apply for a study permit?

Answers: "\$150 (correct), \$375, Other (write in)



Changes & differences

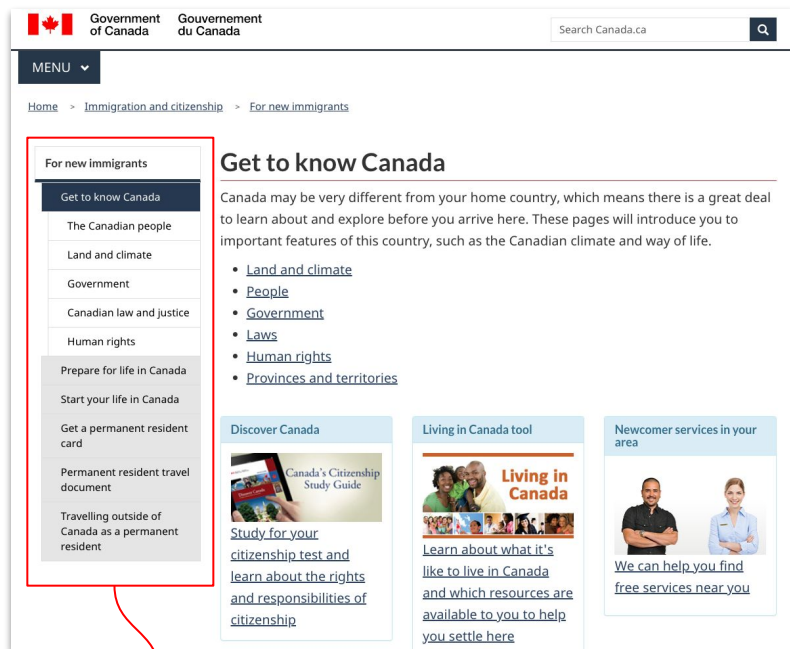
- Left menu was removed from prototype start page of Get to know Canada vs [live page](#)
 - Most in baseline lost themselves in the left menu - thought "study" **must** be there
 - Comparison: Removing the left menu made people go higher in the hierarchy.

Failures

- Not sure which breadcrumb to use ('studying' isn't immigrating or citizenship)
- Breadcrumb words (labels) are important! Just like any link, it's about the words
- When participants chose the incorrect breadcrumb, they couldn't find the answer (6/20)
- Some participants didn't understand breadcrumbs as hierarchical navigation

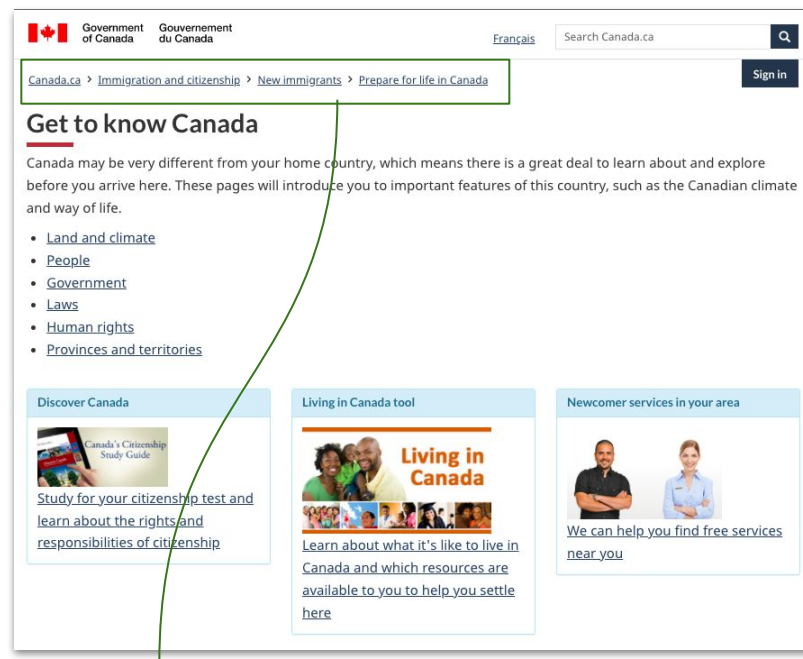
Removing the left menu made people go to the breadcrumbs

Baseline success **28%** (5/18)



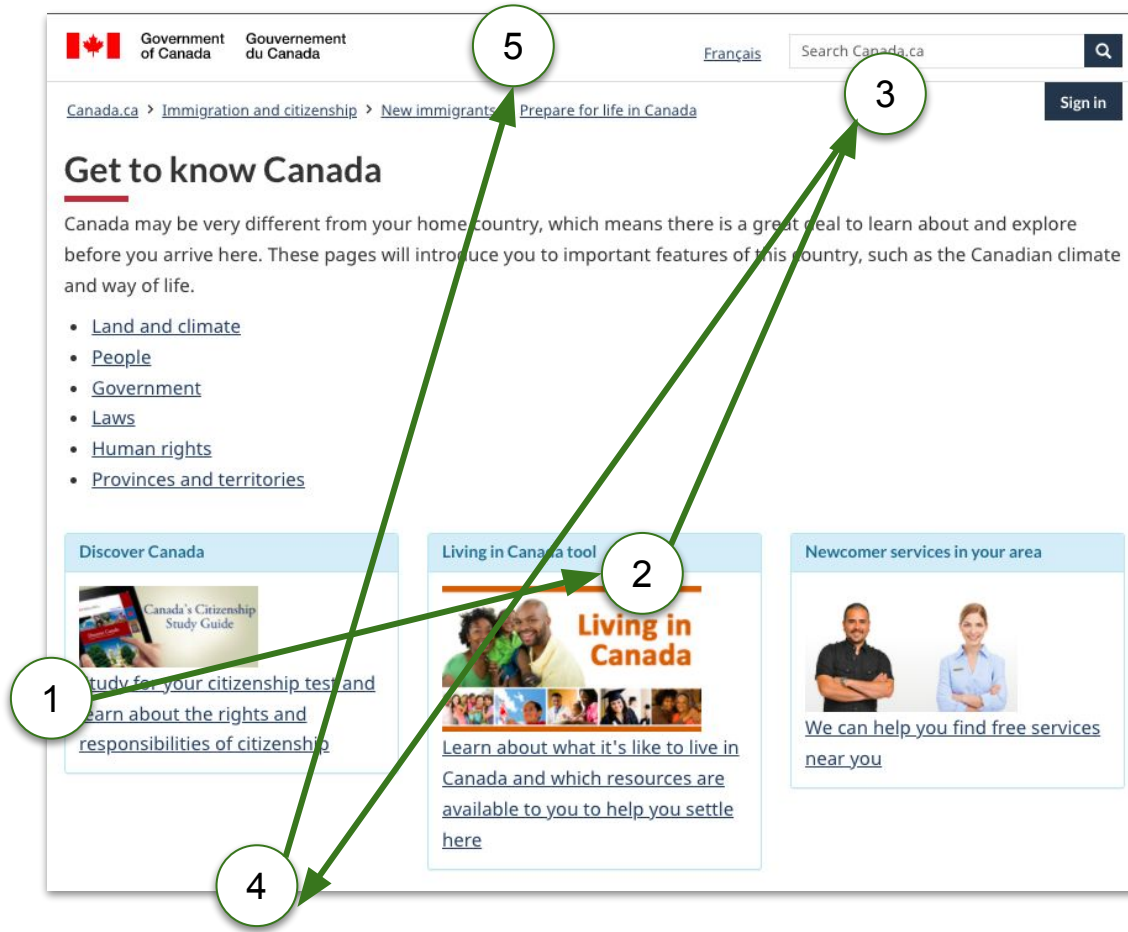
Most in baseline lost themselves in the left menu

Comparison success **70%** (14/20)



Breadcrumbs used, but as the last resource

Breadcrumbs - the last option on the start page.



People tried several things before engaging with breadcrumbs

Breadcrumb labels don't fit with task of studying in Canada

Once on the layered nav format, page helped success

Canada.ca

- Jobs
- Immigration and citizenship**
- Travel and tourism
- Business
- Benefits
- Health
- Taxes
- Environment and natural resources
- National security and defence
- Culture, history and sport
- Policing, justice and emergencies
- Transport and infrastructure
- Canada and the world
- Money and finances
- Science and innovation
- Indigenous peoples
- Veterans and military

Immigration and citizenship

My application

Application status, processing times, forms, fees, medical and police checks, learn about representatives, immigration fraud

Visit

Visas to visit, do business or transit through Canada, how to stay in Canada longer

Immigrate

Immigrate to Canada or sponsor your family

Work

Work permits, International Experience Canada, credential recognition, hiring foreign workers

Study

Study permits, student work permits, post-graduation work permits

Citizenship

Apply, prepare for test, proof of citizenship, give up citizenship

New immigrants

Permanent resident cards, local immigrant services, taxes

Canadians

Passports, adopt a child from abroad, youth travel and work abroad, citizenship celebrations

Refugees and asylum

Claim refugee protection, sponsor a refugee, services for refugees in Canada, appeals

Enforcement and violations

Why you may not be allowed in Canada, immigration violations, detention review process, and immigration admissibility hearings

Canada.ca > Immigration and citizenship

Sign in

Study in Canada as an international student

Apply to study in Canada as an international student, extend your study permit and find out about working while you study or after you graduate.

Most requested

- Find a school (designated learning institution)
- Get a post-graduation work permit
- Change your school or program
- Change your contact information
- Information for Canadian schools

Study permits

Find out if you need a study permit

Answer a few questions to learn whether you need a study permit to study in Canada

Get a study permit

Who can apply, how to submit your application, processing times and what to expect when you get to Canada

Get a study permit faster

If you live in China, India, Morocco, Pakistan, the Philippines, Senegal or Vietnam, you may be able to get your study permit faster

Extend your study permit

How to renew your study permit or restore your status

Study as a minor child in Canada

What minor children need to go to school

Government of Canada / Gouvernement du Canada

Search Canada.ca

Canada.ca > Immigration and citizenship > Study in Canada as an international student

Sign in

Study permit: About the process

- About the process
- Who can apply
- Get the right documents
- How to apply
- After you apply
- Prepare for arrival

What is a study permit?

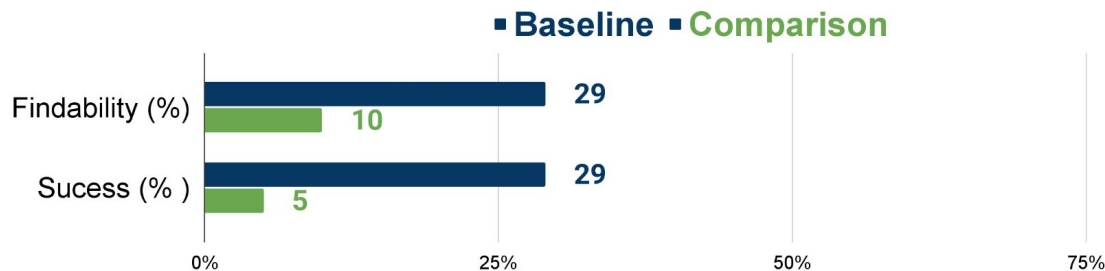
The study permit is a document we issue that allows foreign nationals to study at designated learning institutions (DLI) in Canada. Most foreign nationals need

Fees

Study permit: \$150

Task 4: From: [Agriculture](#) Task: You finished researching some ideas for next farming season. Now you need to find out if there is a special way to hire temporary seasonal farm workers from Mexico.

Answers: "Yes - there is a seasonal agricultural worker program for Mexico (correct), No - there is no special program for Mexico"



Comparison* (not a direct comparison as start page changed from topic to institutional landing)

Changes & differences

- Started task on Agriculture under Environment, vs baseline Agricultural practices in Environment
 - Attempt to craft a route to broader Agriculture topic from Canada.ca themes
- 3 in Baseline succeeded via menu, 2 via breadcrumbs - in Comparison, only 1 used breadcrumbs
- Difficult to find successful path if they made it to '[Hire temporary foreign worker](#)' page

Failures

- Participants believed Agriculture must be right place, so they didn't navigate away
- Those who did navigate off Agriculture couldn't find the answer on Jobs or Immigrate easily
- Message: even institutional landing pages should serve Canada.ca users not departments - add links to top tasks for those users even if they are not departmental

Expectations differ when topic is broader

Government of Canada / Gouvernement du Canada

Search Canada.ca

Home > Environment and natural resources

Agricultural practices

Soil, water and climate conditions across Canada. Farming practices to preserve land and water.

Follow: [Twitter] [YouTube] [Facebook]

Services and information

Soil and land
Improvement of soil quality and crop yield and effective management of water and nutrients.

Aero forestry
Benefits of growing trees or shrubs in fields and establishing wind breaks.

Agriculture and climate
Weather and climate conditions related to agriculture.

Agriculture and water
Farming practices to protect groundwater, ponds and watersheds quality.

Most requested

- Canadian Soil Information Service
- Research centres
- Drought Watch: agroclimate maps
- Geospatial products
- Agricultural Pest Management
- Terrestrial animal health
- Fertilizers
- Download WeatherCAN our new mobile weather app

Contributors

- Agriculture and Agri-Food Canada
- Canadian Food Inspection Agency

Started on narrower Agricultural Practices - In baseline 7/17 used Home in Breadcrumb, 3/17 used Menu button.

Government of Canada / Gouvernement du Canada

Search Canada.ca

Canada.ca > Environment and natural resources

Agriculture

Agriculture and Agri-Food Canada supports the Canadian agriculture and agri-food sector through initiatives that promote innovation and competitiveness.

Most requested

- Step up to the plate - Help feed Canadians
- Canadian Drought Monitor
- Agricultural Clean Technology Program: Adoption Stream
- Canadian Agricultural Loans Act Program
- Reports and Statistics Data for Canadian Principal Field Crops
- AgriInvest

Apply to a program or use a service

Grants and funding, managing risk, business management, market development, innovation, sustainable farming

Canada's agriculture sectors

Sector overviews, market information, trade data, economic publications, food system, animal industry, crops, horticulture, food processing industry

Food Policy for Canada

A roadmap for a healthier and more sustainable food system for Canada

Agriculture and the environment

Weather, climate, drought, geospatial products, soil, water, climate change, indicators, greenhouse gases, biodiversity

Agricultural science and innovation

Living Laboratories, agricultural research projects and results, research centres, technology transfer and licensing, interactive maps, tools, practices and technologies

International trade of agri-food products

Export and expand to global markets, trade services for exporters, market information, business opportunities, trade shows, in-market expertise, Canada Brand

Youth in agriculture

Programs and services, training and learning, organizations and resources for youth and young farmers

Indigenous Peoples and agriculture

Indigenous-led agriculture, support for Indigenous business, Pathfinder service

In comparison, started on live Agriculture institutional landing page. Only 5/20 used breadcrumbs, 2/20 footer. Expected to find hiring agriculture seasonal workers in the Agriculture theme.

Just one participant found the answer

Canada.ca > Immigration and citizenship Sign in

Work in Canada

Apply to work in Canada, extend a work permit or hire a foreign worker.

Most requested

- Check processing times
- Link your paper application to your online account

Foreign workers

Find out if you need a work permit
You may need a permit depending on the type of work you will do in Canada

Get a work permit
Find out if you can apply and how to apply to work in Canada as a temporary worker, business person, and student

Extend or change the conditions on your work permit
What to do if your work permit is about to expire or if you want to change jobs, open work permits for permanent resident applicants

Travel and work in Canada as a youth
Find out if you can apply for the International Experience Canada program, how to become a candidate and what to do after you're in the pool

Get a visitor visa to return to Canada
How and when a work permit holder should apply

Prepare to work
Find a job, explore other career opportunities, get your credentials assessed and learn about language training

Canadian employers

Hire a permanent foreign worker
How to hire a skilled foreign worker to fill labour or skill shortages on a permanent basis

Hire a temporary foreign worker
How to hire a foreign worker to fill labour or skill shortages on a temporary basis

1

Jobs or Immigration {

Canada.ca

Jobs

- Immigration and citizenship
- Travel and tourism
- Business
- Benefits
- Health
- Taxes
- Environment and natural resources
- National security and defence
- Culture, history and sport
- Policing, justice and emergencies
- Transport and infrastructure
- Canada and the world
- Money and finances
- Science and innovation

Jobs

Government of Canada jobs
Search federal government jobs. How to apply, working for the government, pay rates, requirements

Job Bank
Search jobs posted by employers across Canada, get matched with a job

Student employment
Job opportunities and hiring programs for students.

Jobs in national security and defence
Jobs with the Canadian Armed Forces, RCMP, Security Intelligence, Border services, Defence and Public Safety.

Hiring and managing employees
Information on payroll, wages and other human resources obligations and advice on recruiting, training and managing employees.

Training
Education, training, financial assistance, support for apprentices, and the skills needed to find and keep a job.

3

3/20 Went to Immigration (P6, P11, P20). Just P20 found the answer (was a former public servant).

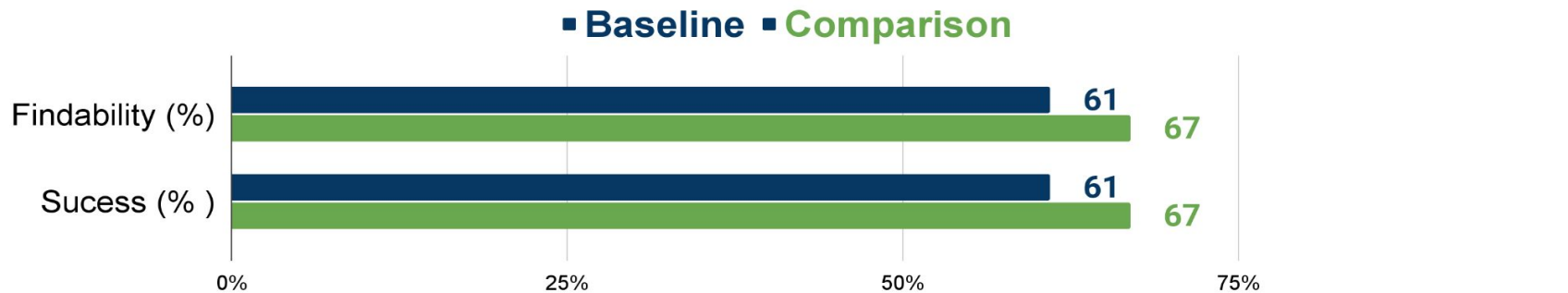
14/20 stayed in Agriculture content

3/20 people went to Jobs but didn't succeed (P8, P16, P18) Took too long or didn't find relevant information

Task 5: From: [Travelling outside of Canada as a permanent resident](#)

Task: Yen applied for a permanent resident card and needs to find out if it has been mailed yet. **Find a page where she can enter her user ID and password to get in to her Immigration account.**

Answers: *I found a page where she can get in to her account (correct), I didn't find a page to get in to an account " (note emphasis on account - possible to use Check application status but task asks for account)*



Added Sign in button to top right of pages

- 5 used Sign in button right away although didn't change success rate of finding account access
- 11/20 people still navigated to client application status to find the answer. Focused on check status since it was in the page content rather than outside
- Didn't expect a Sign in button on Canada.ca (found it when asked where they usually look)
- 1 mentioned looking for green button - sign-in is usually a green super task button
- Task artifact vs real PR card applicants - didn't understand who can sign in (P5) or which account was linked

First click was mostly on page links rather than sign in button

Government of Canada / Gouvernement du Canada

Canada.ca > Immigration and citizenship > **New immigrants**

Travelling outside of Canada as a permanent resident

PR card can be used to show you have permanent resident status in Canada. When you are going to travel outside of Canada, you should make sure you have a valid permanent resident (PR) card before you leave Canada.

Travelling in a commercial vehicle

A commercial vehicle can be an airplane, bus, boat, train or bus. If you're travelling in a commercial vehicle, **you need a valid PR card** to return to Canada.

If your card is expiring or you don't have a card

Apply for or renew your PR card before you leave Canada. You can only get your card when you're in Canada. We can't mail it to a third-party or outside Canada.

If you're outside Canada without a card

If you're outside Canada and don't have a valid PR card, you need a [permanent resident travel document](#) (PRTD) to return to Canada. You can only apply for a PRTD from outside Canada.

If you apply for a card and it isn't ready before you leave

You need a [permanent resident travel document](#) (PRTD) to return to Canada because we can't mail cards to a third-party or outside Canada. You can only apply for a PRTD from outside Canada.

Travelling in a private vehicle

A private vehicle can be a car, truck, motorcycle or recreational vehicle that you own, borrow or rent. If you're travelling in a private vehicle, **you can use your PR card or other documents** to return to Canada.

5/20 went to the sign in button right away

1/20 went to the breadcrumb New Immigrants

5/20 went to PR card

9/20 went to Apply for or renew your PR

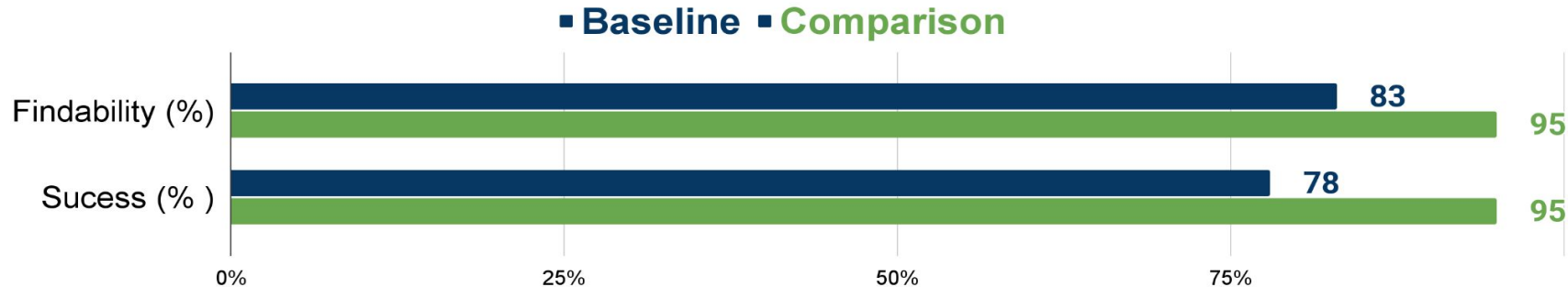
Task artifact of not being PR applicants - not sure which account:

"I'm not sure if the sign-in is correct because I don't know if that sign-in is general and maybe I'm looking for something specific for PR" P16

"Oh but that's the sign in for immigration and citizenship [looking at IRCC], but not for PR cards" P22

Task 6: [From VAC home](#): Nour is an injured veteran working out her family budget. How much can they expect to receive if her spouse Pat is recognized as her daily caregiver?

Answers: \$1000/month or \$1,043.46/month (**correct**) - \$2000, \$500 (**incorrect**)



Changes & differences

- Header and footer changed to Canada.ca from Veterans design
 - Didn't harm or improve, all stayed in Veterans content
 - Added 2nd level H1 to better identify broad topic pages as Veterans content
- Findability: **Added rescue link for Families & caregiving to Financial programs topic**
 - Helped 2 participants of 3 who chose Financial (7 chose Financial in baseline & 3 failed)
 - Recommend: VAC add rescue link to Financial programs topic
- As in baseline, many missed the Caregiving benefit amount in the text & went to rates
 - Amount should be highlighted like successful Study permit approach
 - Rates page has complex layout, could add 'On this page' to help navigate

Rescue link on topic helped 2 people find the answer

Header and footer changed to Canada.ca.
Didn't impact this task

Financial programs and services for veterans

Support for your income, help making ends meet, and emergency funding.

[Compensation for illness or injury](#)

Financial payment for a service-related illness or injury.

[Income support](#)

Monthly payments to maintain and support your income.

[Medical costs](#)

Get help paying for healthcare services and expenses related to your health needs.

[Emergency funds](#)

Help when you may be facing a financial crisis or emergency.

[Death and bereavement](#)

Death benefits, survivor's pension, burial assistance, and grave marker maintenance.

[Prisoner of War benefits](#)

Compensation for eligible former prisoners of war.

Rescue link to Families and caregivers was added to Financial programs topic and it IS why more people succeeded

Additional information

[Financial help for families and caregivers](#)

Support for your income and other financial programs and services.

[Funding programs for organizations](#)

Funding for organizations working to commemorate or help Veterans and their families.

Amounts should be highlighted like in study permit

Many missed the Caregiving benefit amount in the text & went to [rates](#)

Veterans

Caregiver Recognition Benefit

On this page

- [About this program](#)
- [Do you qualify?](#)
- [How to apply](#)
- [Additional information](#)
- [Frequently asked questions](#)

Do you need assistance with daily activities? When you have a serious disability you may need help with activities of daily living such as eating, walking, dressing, etc.

About this program

Having a disability sometimes means you need ongoing care to remain in your home. The Caregiver Recognition Benefit recognizes the important role a caregiver delivers on a day-to-day basis by providing them **\$1000 per month**, tax free.

Rates

Effective from: July 1, 2021

Attendance Allowance

Grade	Amount
1	\$1,926.24
2	\$1,733.70
3	\$1,155.78
4	\$770.58
5	\$308.30

[Read More about the Attendance Allowance...](#)

Caregiver Recognition Benefit

A monthly payment increased annually by the Consumer Price Index. The current payment is \$1,000.00 per month.

[Read more about the Caregiver Recognition Benefit...](#)

Veterans Independence Program

This [PDF chart](#) shows the maximum VIP amounts.

[Read more about the Veterans Independence Program...](#)

Successful approach to show amounts

Government of Canada

Gouvernement du Canada

Franglais

Search Canada.ca

Sign in

Canada.ca > Immigration and citizenship > Study in Canada as an international student

Study permit: About the process

1. About the process

2. Who can apply

3. Get the right documents

4. How to apply

5. After you apply

6. Prepare for arrival

What is a study permit?

The study permit is a document we issue that allows foreign nationals to study at designated learning institutions (DLI) in Canada. Most foreign nationals need

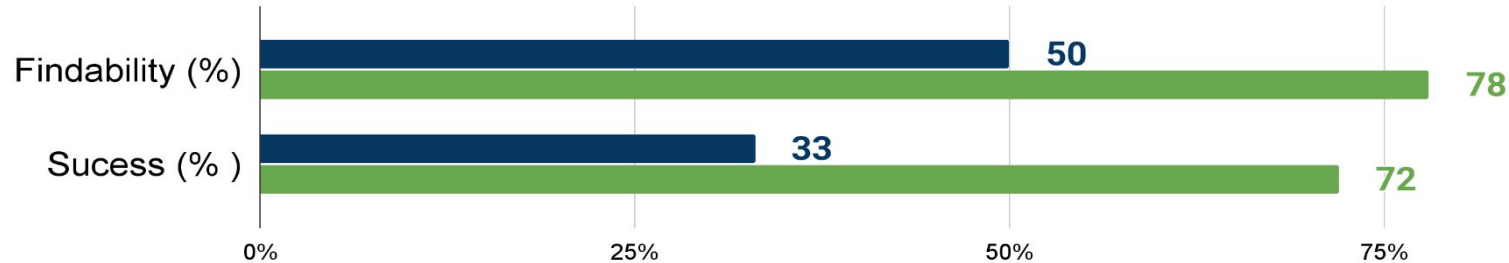
Fees

Study permit: \$150

Task 7: [From VAC Recognized Caregiver Benefit](#) to Canada.ca: Like all Canadian parents, Pat and Nour also get monthly Canada Child Benefit payments for their 15 year old son. Will they still get payments next month when he turns 16? (task goal: move from VAC to Canada.ca)

Answers: Yes - the payments will continue when he turns 16 (correct); No - the payments will stop

■ **Baseline** ■ **Comparison**



Changes & differences

- Big improvement in navigating to other top Canadian tasks: 14/18 used Canada.ca in breadcrumb
 - 3/18 used Veterans and Military breadcrumb to layered menu theme page
 - In baseline only 8/18 found and used Canada.ca in header
- Still a tendency to skim veterans' content first, as page Families and caregiving heading is broad
 - Just 2/18 stayed in veterans content (P3, P16). In baseline 9/18 stayed in veterans content
- 3/18 used Benefit link in footer but it was broken (P16, P20, P22) - were directed to breadcrumb
- The Benefits doormat in Canada.ca doesn't include the words "child benefit" - 2 (P13, P15) people used Youth instead and failed - need to add

Navigation: Link to Canada.ca vs. Breadcrumb

- Baseline:** 8/18 participants used the Canada.ca header link (P3, 6, 9, 10, 12, 13, 14, 16).
"It isn't highly noticeable that it's going to take you to government of Canada. It took me a while looking at that top banner." - P3



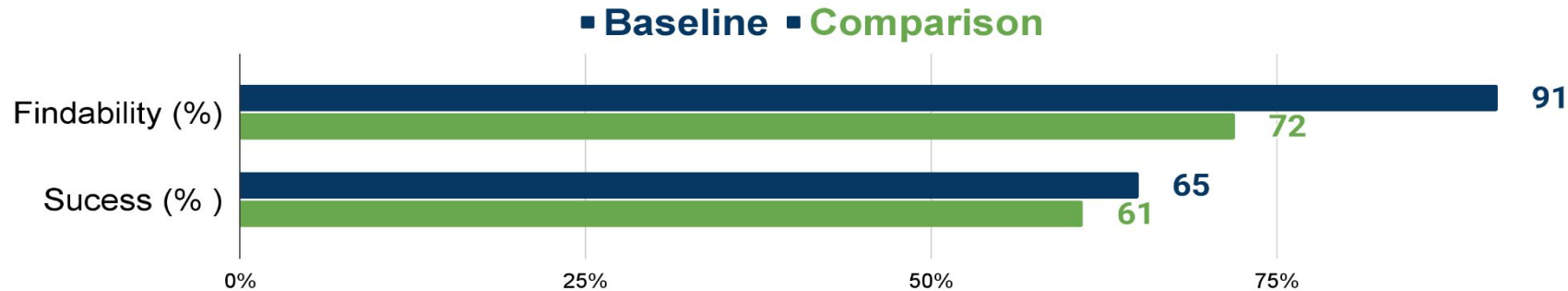
- Comparison:** 14/18 used Canada.ca breadcrumb (P4, P5, P6, P7, P8, P11, P12, P13, P14, P15, P17, P18, P19, P21, P22).



- Comparison:** 3/18 used Veterans and military breadcrumb (P3, P8, P11)

Task 8: [From VAC Home](#): Nour just switched to a new bank. Is it possible for her to change her bank info online somehow for her veterans payments, or would she have to call?

Answers: Yes - She can change it online (correct); No - She has to call

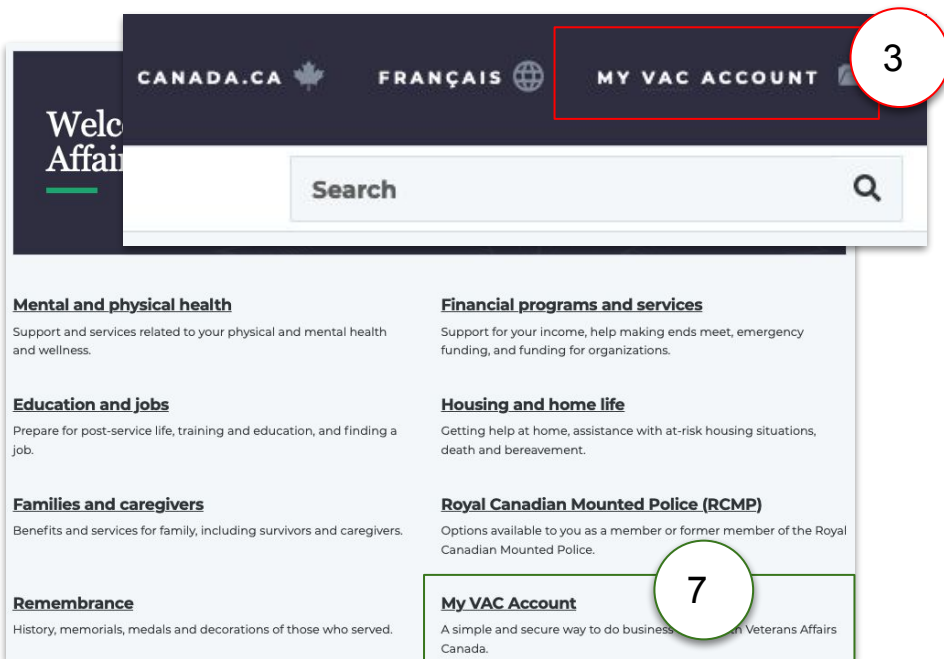


Changes & differences (what changed, and did it make a difference)

- The sign-in button was much more visible. From 3/17 (baselines) to 9/18 (comparison)
- The big difference was that in Comparison the VAC account was not in the doormats. In baseline 7/17 people found the answer like this
- Still a task difficult to understand. 5/17 tried to find the answer navigating, 2/17 has concerns of going to a page where they put credentials

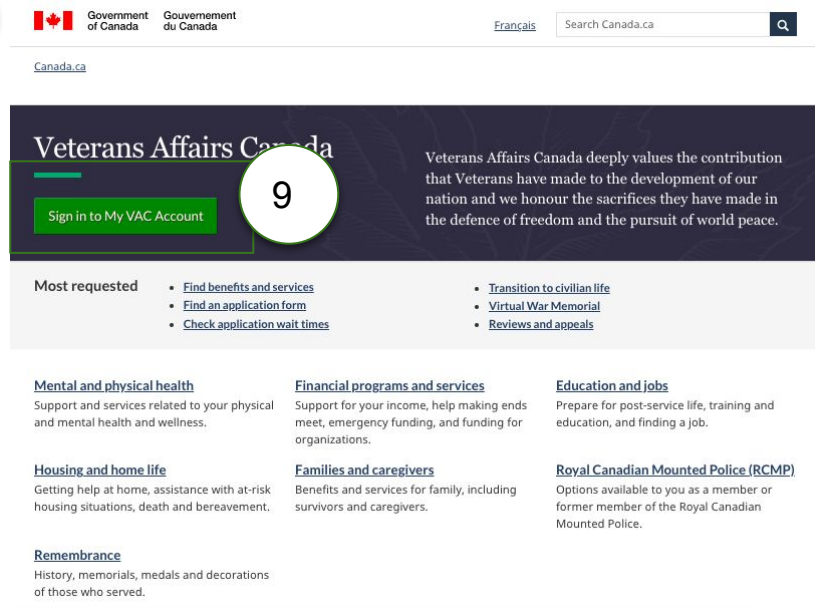
Visibility of the sign-in improved but doormat was missed

Baseline



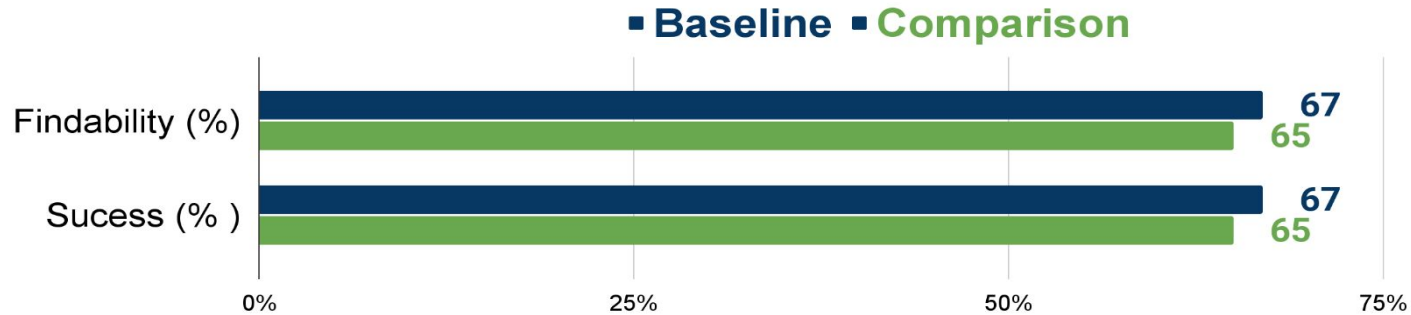
- 3 people navigated from the header (P2, P12, P15)
- 7/18 people navigated to My VAC Account from the homepage doormat

Comparison



- Homepage My VAC account doormat was removed (mistake)
- 9/17 people navigated from Super task button
- Found the answer under features P1,P13)

Task 10 [From Agriculture home](#): *Your friend is going to start growing wheat this spring in Saskatchewan. Is there crop insurance available there?* **Answers:** No, Yes (correct)



It's still difficult to navigate in Agriculture content

- Many programs start with Agri. Make them difficult to scan
- 13/20 answered correctly but spent on average. 128 secs finding the answer
- Participants looked on different ways to find the answer. Apply to programs > Insurance was successful but Food policy, agri-invest, agri-programs or agri-sectors led them to fail

Success remained the same in Canada.ca

Baseline 67% (12/18)

The screenshot shows the Agriculture and Agri-Food Canada website. The header includes the Government of Canada logo and navigation links for Canada.ca, Services, Departments, and Français. The main navigation bar lists Programs and Services, Industry, Markets and Trade, Science and Innovation, and Help. A search bar is present. The main content area features a large image of a canola field with a truck, titled 'CANOLA WORKING GROUP'. Below this is a 'Latest' section with a video player showing 'Working with industry to ensure a strong and profitable canola sector'. The 'Services and information' section is divided into several categories: Programs and services, Canadian agri-food sector, Agriculture and climate, Scientific collaboration and research, Horticulture, International trade of agri-food products, Animal industry, and Food Policy for Canada. Each category has a brief description of the services provided.

Comparison 65% (13/20)

The screenshot shows the Agriculture and Agri-Food Canada website in a comparison view. The header is similar to the baseline, but the main navigation bar is simplified, featuring a 'MENU' dropdown and a search bar. The main content area is titled 'Agriculture and Agri-Food Canada' and includes a brief description of the organization's mission. Below this is a 'Most requested' section with a list of links: Local food infrastructure fund, Dairy Direct Payment Program, and Canadian Principal Field Crops report. The 'Services and information' section is also present, with links to Programs and services, Canadian agri-food sector, Agriculture and climate, Scientific collaboration and research, Horticulture, International trade of agri-food products, Animal industry, and Food Policy for Canada. The layout is more streamlined than the baseline version.

Content is still difficult to navigate

[Apply to a program or use a service](#)

Grants and funding, managing risk, business management, market development, innovation, sustainable farming

There are several possible paths to the answer and 7/20 were lost on the way

Filter your results (more than 100 results)

What is this for

- ☐ Business management
- ☐ COVID-19 specific programs
- ☐ Innovation, research and development
- ☒ Managing risk and finance
- ☐ Market development
- ☒ Sector specific programs
- ☐ Sustainable farming

Apply filters

Filter items

Program/Service	What this is for
AgriInsurance	Provides coverage for production losses caused by severe but uncontrollable natural hazards.


Government of Canada
Gouvernement du Canada

Français

MENU

[Canada.ca](#) > [Agriculture and Agri-Food Canada](#) > [Agricultural programs and services](#)

AgriInsurance Program

- [Objective](#)
- [Who is eligible](#)
- [Available funding](#)
- [Program delivery](#)
- [History](#)
- [Contact information](#)

AgriInsurance is a federal-provincial-producer cost-shared program that stabilizes a producer's income by minimizing the economic effects of primarily production losses caused by severe but uncontrollable natural hazards. Some examples of possible eligible perils are drought, flood, wind, frost, excessive rain, heat, snow, uncontrolled disease, insect infestations and wildlife. Producers get a payment when they experience a production loss during the year. We contribute a portion of total premiums and administrative costs to this provincially delivered program. We also provide a reinsurance arrangement (deficit financing) to provinces. Currently, five provinces participate in the reinsurance arrangement:

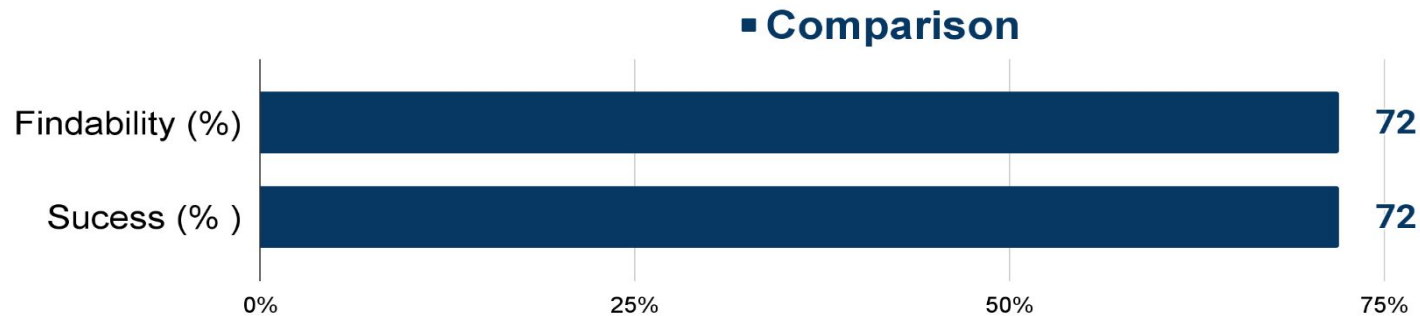
- Alberta
- Manitoba
- New Brunswick
- Nova Scotia
- Saskatchewan

Each province develops and delivers AgriInsurance plans in accordance with the *Farm Income Protection Act*, the *Canada Production Insurance Regulations* and *Multilateral Framework Agreements* to meet the needs of the producers in that province. These plans help to cover production losses as well as loss of product quality and both yield and non-yield based plans are offered. These plans cover traditional crops such as:

- wheat
- corn
- oats
- barley

Task 16: From [Agriculture](#): 16. Pat needs to call Agriculture Canada with a question about greenhouses. What number should he call?

Answers: 1-855-773-0241 (**correct**), 1-869-745-0088, Other (write in)



Observations

- 13/18 could find "Contact us" in footer
- Average time to find "contact" us was 62.3 seconds. Participants were not clear where to find the contact for a specific topic (greenhouses) and were confused about the placement of the button below "your government".
- Contact us must be contextual and needs to move up on that column.

As the question was specific about greenhouses, people engaged with doormats before going to Contact us

Agriculture

Agriculture and Agri-Food Canada supports the Canadian agriculture and agri-food sector through initiatives that promote innovation and competitiveness.

Most requested

- [Step up to the plate - Help feed Canadians](#)
- [Canadian Drought Monitor](#)
- [Agricultural Clean Technology Program: Adoption Stream](#)
- [Canadian Agricultural Loans Act Program](#)
- [Reports and Statistics Data for Canadian Principal Field Crops](#)
- [AgriInvest](#)

Apply to a program or
Grants and funding, risk management, market development, innovation, sustainable food

Canada's agriculture sector
Overview, market information, trade data, economic publications, food system, animal industry, crops, horticulture, food processing industry

Food Policy for Canada
A roadmap for a healthier and more sustainable food system for Canada

Agriculture and the environment
Weather, climate, drought, pests, soil, water, indicators, greenhouses, sustainability

Agricultural science and innovation
Living Laboratories, agricultural projects and results, research, technology transfer and innovation, maps, tools, practices and technology

International trade of agri-food products
Export and expand to global markets, trade services for exporters, market information, business opportunities, trade shows, in-market expertise, Canada Brand

Youth in agriculture
Programs and services, training and learning, organizations and resources for youth and young farmers

Indigenous Peoples and agriculture
Indigenous-led agriculture, support for Indigenous business, Pathfinder service

From: [Agriculture and Agri-Food Canada](#)

[Report a problem on this page](#)

[Share this page](#)

Date modified: 2023-11-25

6 people went to Apply to a program first

4 people went to Science and Innovation first

6 people went to Agriculture and Environment before going to Contact us

Your government

- News
- Departments and agencies
- Prime Minister
- Working for the Government of Canada
- About government
- Statistics Canada
- Treaties, laws and regulations
- Open government
- Government-wide reporting

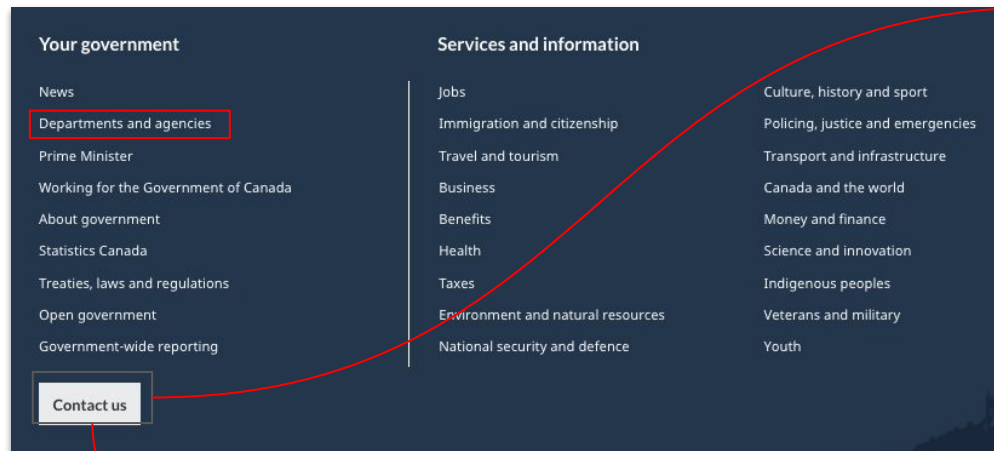
Services and information

- Jobs
- Immigration and citizenship
- Travel and tourism
- Business
- Benefits
- Health
- Taxes
- Environment and natural resources
- National security and defence
- Culture, history and sports
- Policing, justice and emergencies
- Transport and infrastructure
- Canada and the world
- Money and finance
- Science and innovation
- Indigenous peoples
- Veterans and military
- Youth

Contact us

5 people didn't navigate to other pages
"Contact us" was their first click.

New footer moved “Contact us”



Contact link needs to move up, we need to move Departments and agencies over into the Services and Information section since that doesn't belong in the customizable section

"I found it weird it was at the very bottom below Your government instead of next to Agriculture" (P20)

Contact Agriculture and Agri-Food Canada

General and media inquiries, programs call centre, departmental contacts, offices and locations, Central Experimental Farm, research centres, partners and agencies, social media platforms, Agri-Info and other newsletter subscriptions.

Follow: [f](#) [t](#) [in](#) [v](#) [ig](#)

General enquiries

Toll-free: 1-855-773-0241

TTY: 613-773-2600

Fax: 613-773-1081

Email: aafr.info.aac@agr.gc.ca

Online: [contact form](#)

Mail:

Agriculture and Agri-Food Canada
1341 Baseline Road
Ottawa, ON K1A 0C5

Media enquiries

Toll-free: 1-866-345-7972

Telephone: 613-773-7972

Email: aafr.mediarrelations-relationsmedias.aac@agr.gc.ca

Hours of service: 8:30 am to 5 pm (CT)

Monday to Friday

[Regional media contacts](#)

Programs and services

Toll-free: 1-866-367-8506

TTY: 613-773-2600

Fax: 1-877-949-4885

Telephone (international): 204-926-9650

Fax (international): 204-259-5642

Hours of service: 8 am to 5 pm (CT)
Monday to Friday

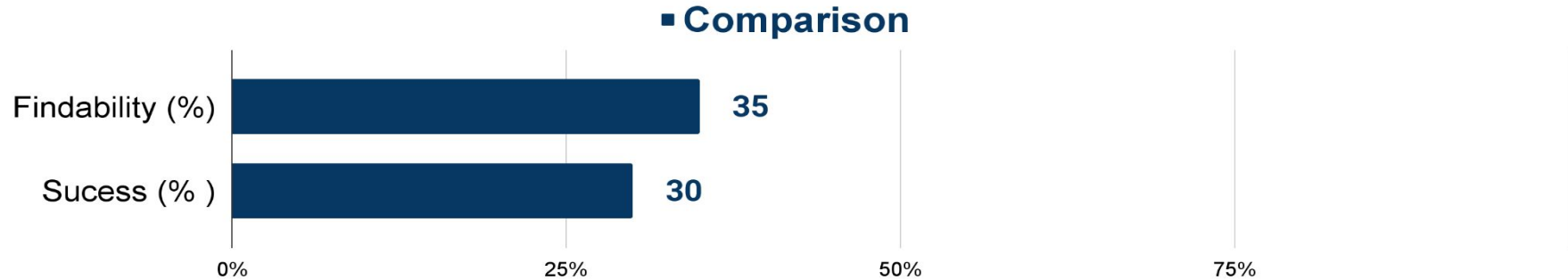
[List of programs and services](#)



"Oh! it did give me contact info for Agriculture ! I wasn't expecting that" (P22)

Task 17: From [sliding / layered navigation](#):. Pat wants to buy a small car that uses the least gas possible. Find them the most efficient two-seater model of 2021.

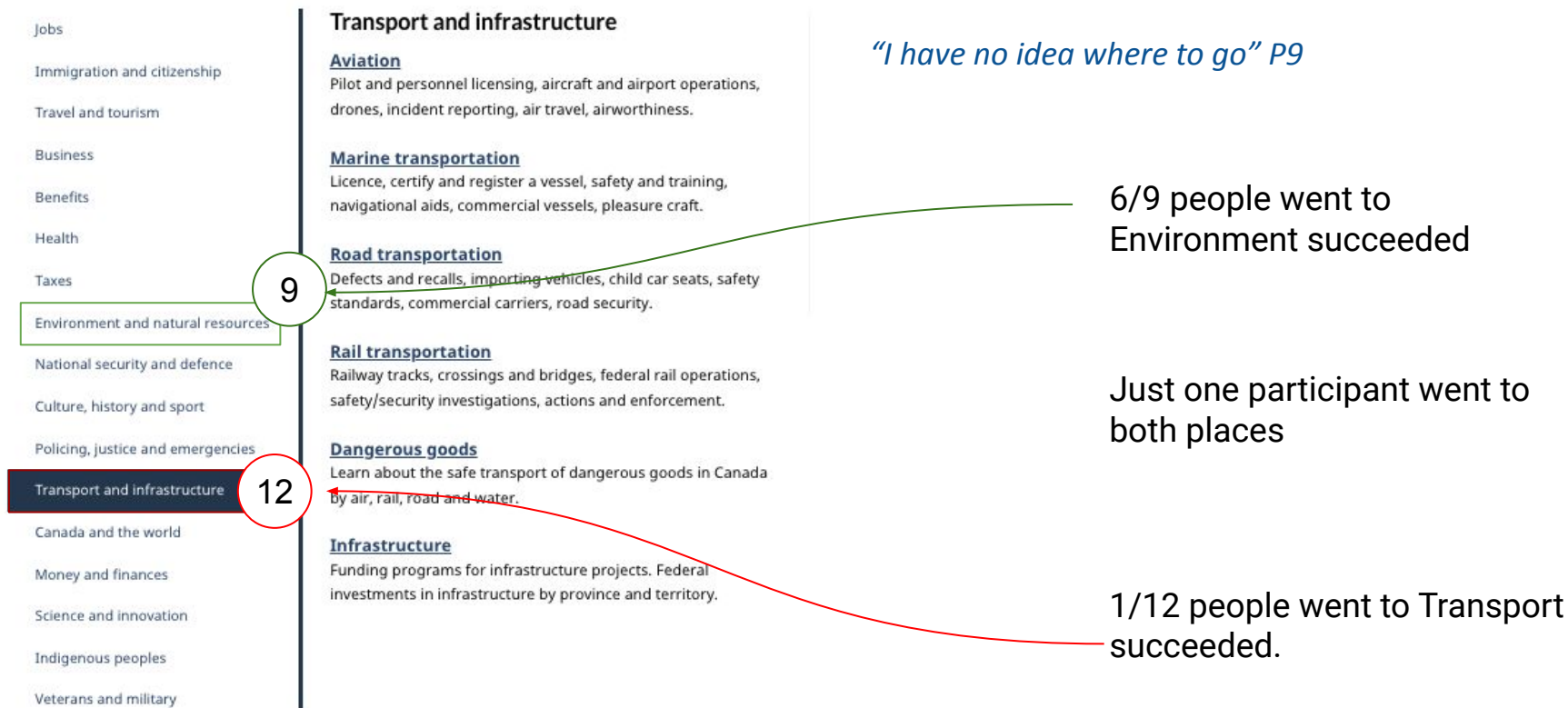
Answers: Toyota Supra, Mazda MX-5 (correct) BMW Z4, Audi R8



Observations

- Task to evaluate navigation when a topic can be in Transport or Environment themes.
- 11/12 people who went to Transport failed. There needs to be crosslinks that reflect user needs more than Departmental divisions
- 6/9 who went to Environment answered correctly.

Once people decide they are on the right place, it's very difficult to move. Crosslinks are needed



There needs to be crosslinks that reflect user needs more than Departmental divisions

- Jobs
- Immigration and citizenship
- Travel and tourism
- Business
- Benefits
- Health
- Taxes
- Environment and natural resources**
- National security and defence
- Culture, history and sport
- Policing, justice and emergencies
- Transport and infrastructure
- Canada and the world
- Money and finances
- Science and innovation
- Indigenous peoples
- Veterans and military

Environment and natural resources

Weather, climate and hazards

Current conditions, forecasts, historical data, alerts, climate change, natural hazards

Energy

Energy-efficient homes and vehicles, green energy, fuel prices in your area

Natural resources

Canada's natural resources, water, forests and mining industry

Agriculture

Agriculture services, science, agriculture and climate, agri-food sector, Food Policy

Fisheries

Licences, permits and funding programs related to fishing, aquaculture and marine mammal harvest

Wildlife, plants and species

Biodiversity, species at risk, aquatic species, migratory birds, wildlife research

Pollution and waste management

Find out about ways to track and reduce pollution and waste

Environmental conservation and protection

Sustainability, oceans, environmental assessments, protected areas, environmental funding, enforcement

- Jobs
- Immigration and citizenship
- Travel and tourism
- Business
- Benefits
- Health
- Taxes
- Environment and natural resources
- National security and defence
- Culture, history and sport
- Policing, justice and emergencies
- Transport and infrastructure**
- Canada and the world
- Money and finances
- Science and innovation
- Indigenous peoples
- Veterans and military

Transport and infrastructure

Aviation

Pilot and personnel licensing, aircraft and airport operations, drones, incident reporting, air travel, airworthiness.

Marine transportation

Licence, certify and register a vessel, safety and training, navigational aids, commercial vessels, pleasure craft.

Road transportation

Defects and recalls, importing vehicles, child car seats, safety standards, commercial carriers, road security.

Rail transportation

Railway tracks, crossings and bridges, federal rail operations, safety/security investigations, actions and enforcement.

Dangerous goods

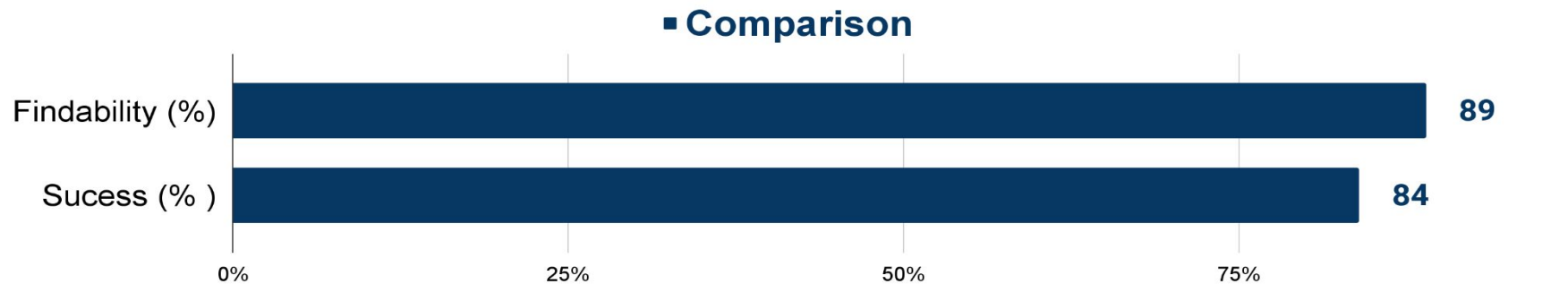
Learn about the safe transport of dangerous goods in Canada by air, rail, road and water.

Infrastructure

Funding programs for infrastructure projects. Federal investments in infrastructure by province and territory.

Task 18: From [Sliding navigation / Layered navigation](#): Nour's passport expired during the pandemic. Is there extra time for Nour to renew even though it has already expired ??

Answers: Yes (**correct**), No



Observations

- Task to evaluate navigation through Immigration or Travel themes.
- 16/19 found the answer.
- Incorrect answers because
 - Too much time in content on the right page
 - Misses answer on the right page
 - Goes to National security and never comes back

Travel vs Immigration

2/4 who went to Immigration found the answer

12/13 who went to Travel found the answer

2 went to both and succeeded



You now have extra time to renew your passport

Due to the impacts of COVID-19, we extended the eligibility period for Canadian passport renewals. You may be able to renew your passport if it expired on or after February 1, 2019.

This change lets you wait to renew your passport until you have plans to travel.

Answer a few questions to [find out if you can renew your passport](#).

Recordings

Comparison Study - Recordings - Immigration (IRCC)

Participant #	T2 Google IRCC Trust eTA cost	T3 IRCC to Study Permit cost	T5 IRCC sign in check status
P3	https://youtu.be/QRY82fF6rW4?t=141	https://youtu.be/QRY82fF6rW4?t=313	https://youtu.be/QRY82fF6rW4?t=2239
P4	https://youtu.be/QOtmCeYH2Hk?t=154	https://youtu.be/QOtmCeYH2Hk?t=194	https://youtu.be/QOtmCeYH2Hk?t=824
P5	https://youtu.be/Xzyb44qiB4c?t=113	https://youtu.be/Xzyb44qiB4c?t=366	https://youtu.be/Xzyb44qiB4c?t=1664
P6	https://youtu.be/QC1qnz43M30?t=155	https://youtu.be/QC1qnz43M30?t=358	https://youtu.be/QC1qnz43M30?t=1680
P7	https://youtu.be/XkR-CpfnROY?t=122	https://youtu.be/XkR-CpfnROY?t=287	https://youtu.be/XkR-CpfnROY?t=1297
P8	https://youtu.be/RX7q5nuCu-E?t=149	https://youtu.be/RX7q5nuCu-E?t=284	https://youtu.be/RX7q5nuCu-E?t=1731
P9	https://youtu.be/8aBasZsTuHc?t=121	https://youtu.be/8aBasZsTuHc?t=308	https://youtu.be/8aBasZsTuHc?t=1943
P10	https://youtu.be/ReVw7H3A5 w?t=163	https://youtu.be/ReVw7H3A5 w?t=310	https://youtu.be/ReVw7H3A5 w?t=1153
P11	https://youtu.be/L12DAdGAXts?t=183	https://youtu.be/L12DAdGAXts?t=366	https://youtu.be/L12DAdGAXts?t=1847
P12	https://youtu.be/k8LM0li8uTA?t=166	https://youtu.be/k8LM0li8uTA?t=396	https://youtu.be/k8LM0li8uTA?t=2096
P13	https://youtu.be/Hmj_p0IVvyQ?t=59	https://youtu.be/Hmj_p0IVvyQ?t=321	https://youtu.be/Hmj_p0IVvyQ?t=2150
P14	https://youtu.be/jWsKUVH0I7E?t=140	https://youtu.be/jWsKUVH0I7E?t=314	https://youtu.be/jWsKUVH0I7E?t=1715
P15	https://youtu.be/nH3aggaP-Xo?t=111	https://youtu.be/nH3aggaP-Xo?t=293	SKIP
P16	https://youtu.be/Fl-XSebSzLo?t=171	https://youtu.be/Fl-XSebSzLo?t=307	https://youtu.be/Fl-XSebSzLo?t=1970
P17	https://youtu.be/ELpL32HkaT0?t=191	https://youtu.be/ELpL32HkaT0?t=491	https://youtu.be/ELpL32HkaT0?t=1965
P18	https://youtu.be/wK1Cit6obuM?t=173	https://youtu.be/wK1Cit6obuM?t=282	https://youtu.be/wK1Cit6obuM?t=1295
P19	https://youtu.be/eRNAd5TtGz0?t=118	https://youtu.be/eRNAd5TtGz0?t=314	https://youtu.be/eRNAd5TtGz0?t=1952
P20	https://youtu.be/iKUNvXT9UaA?t=211	https://youtu.be/iKUNvXT9UaA?t=385	https://youtu.be/iKUNvXT9UaA?t=1216
P21	https://youtu.be/AxEBxEUmiXw?t=170	https://youtu.be/AxEBxEUmiXw?t=332	https://youtu.be/AxEBxEUmiXw?t=1601
P22	https://youtu.be/aTO56k6dND8?t=180	https://youtu.be/aTO56k6dND8?t=401	https://youtu.be/aTO56k6dND8?t=1592

Comparison Study - Recordings - Agriculture (AAFC)

Participant #	T4 Ag topic to Theme for TFW	T10 AAFC home to AgrilInsurance
P3	https://youtu.be/QRy82f6rW4?t=531	https://youtu.be/QRy82f6rW4?t=1180
P4	https://youtu.be/QQtmCeYH2Hk?t=325	https://youtu.be/QQtmCeYH2Hk?t=1563
P5	https://youtu.be/Xzyb44qiB4c?t=627	https://youtu.be/Xzyb44qiB4c?t=1885
P6	https://youtu.be/QC1qgz43M30?t=490	https://youtu.be/QC1qgz43M30?t=1288
P7	https://youtu.be/XkR-CpfnR0Y?t=434	https://youtu.be/XkR-CpfnR0Y?t=2151
P8	https://youtu.be/RX7q5nuCu-E?t=465	https://youtu.be/RX7q5nuCu-E?t=1573
P9	https://youtu.be/8aBasZsTuHc?t=523	https://youtu.be/8aBasZsTuHc?t=1086
P10	https://youtu.be/ReVw7H3A5_w	https://youtu.be/ReVw7H3A5_w?t=1886
P11	https://youtu.be/L12DAdGAXts?t=569	https://youtu.be/L12DAdGAXts?t=2012
P12	https://youtu.be/k8LM0li8uTA?t=644	https://youtu.be/k8LM0li8uTA?t=1666
P13	https://youtu.be/Hmj_p0IVvyQ?t=592	https://youtu.be/Hmj_p0IVvyQ?t=1931
P14	https://youtu.be/iWsKUVHOI7E?t=584	https://youtu.be/iWsKUVHOI7E?t=1242
P15	https://youtu.be/nH3aggaP-Xo?t=454	https://youtu.be/nH3aggaP-Xo?t=1189
P16	https://youtu.be/Fl-XSebSzLo?t=450	https://youtu.be/Fl-XSebSzLo?t=1580
P17	https://youtu.be/ELpL32HkaT0?t=595	https://youtu.be/ELpL32HkaT0?t=1371
P18	https://youtu.be/wK1Cit6obuM?t=491	https://youtu.be/wK1Cit6obuM?t=1588
P19	https://youtu.be/eRNAd5TtGz0?t=569	https://youtu.be/eRNAd5TtGz0?t=1446
P20	https://youtu.be/iKUNvXT9UaA?t=594	https://youtu.be/iKUNvXT9UaA?t=1610
P21	https://youtu.be/AxEBxEUmIXw?t=598	https://youtu.be/AxEBxEUmIXw?t=1811
P22	https://youtu.be/aTO56k6dND8?t=655	https://youtu.be/aTO56k6dND8?t=1994

Comparison Study - Recordings - Veteran (VAC)

Participant #	T6 VAC home to caregiver	T7 VAC to Canada.ca CCB	T8VAC Caregiver to account
P3	https://youtu.be/QRy82fF6rW4?t=762	https://youtu.be/QRy82fF6rW4?t=937	https://youtu.be/QRy82fF6rW4?t=1604
P4	https://youtu.be/QOtmCeYH2Hk?t=535	https://youtu.be/QOtmCeYH2Hk?t=632	https://youtu.be/QOtmCeYH2Hk?t=1662
P5	https://youtu.be/Xzyb44qiB4c?t=881	https://youtu.be/Xzyb44qiB4c?t=1013	https://youtu.be/Xzyb44qiB4c?t=1507
P6	https://youtu.be/QC1qnz43M30?t=796	https://youtu.be/QC1qnz43M30?t=952	https://youtu.be/QC1qnz43M30?t=1424
P7	https://youtu.be/XkR-CpfnR0Y?t=690	https://youtu.be/XkR-CpfnR0Y?t=805	https://youtu.be/XkR-CpfnR0Y?t=1725
P8	https://youtu.be/RX7q5nuCu-E?t=713	https://youtu.be/RX7q5nuCu-E?t=903	https://youtu.be/RX7q5nuCu-E?t=1382
P9	https://youtu.be/8aBasZsTuHc?t=734	https://youtu.be/8aBasZsTuHc?t=917	https://youtu.be/8aBasZsTuHc?t=1722
P10	https://youtu.be/ReVw7H3A5_w?t=775	https://youtu.be/ReVw7H3A5_w?t=966	https://youtu.be/ReVw7H3A5_w?t=1322
P11	https://youtu.be/L12DAdGAXts?t=841	https://youtu.be/L12DAdGAXts?t=1033	https://youtu.be/L12DAdGAXts?t=1548
P12	https://youtu.be/k8LM0li8uTA?t=871	https://youtu.be/k8LM0li8uTA?t=1116	https://youtu.be/k8LM0li8uTA?t=1987
P13	https://youtu.be/Hmj_p0lVvyQ?t=870	https://youtu.be/Hmj_p0lVvyQ?t=1167	https://youtu.be/Hmj_p0lVvyQ?t=1661
P14	https://youtu.be/jWsKUVHOI7E?t=827	https://youtu.be/jWsKUVHOI7E?t=997	https://youtu.be/jWsKUVHOI7E?t=1452
P15	https://youtu.be/nH3aggaP-Xo?t=714	https://youtu.be/nH3aggaP-Xo?t=930	https://youtu.be/nH3aggaP-Xo?t=2392
P16	https://youtu.be/Fl-XSebSzLo?t=686	https://youtu.be/Fl-XSebSzLo?t=802	https://youtu.be/Fl-XSebSzLo?t=1311
P17	https://youtu.be/ELpL32HkaT0?t=830	https://youtu.be/ELpL32HkaT0?t=1035	https://youtu.be/ELpL32HkaT0?t=1531
P18	https://youtu.be/wK1Cit6obuM?t=685	https://youtu.be/wK1Cit6obuM?t=832	https://youtu.be/wK1Cit6obuM?t=1973
P19	https://youtu.be/eRNAd5TtGz0?t=845	https://youtu.be/eRNAd5TtGz0?t=1109	https://youtu.be/eRNAd5TtGz0?t=2118
P20	https://youtu.be/iKUNvXT9UaA?t=803	https://youtu.be/iKUNvXT9UaA?t=1036	https://youtu.be/iKUNvXT9UaA?t=1419
P21	https://youtu.be/AxEBxEUmlXw?t=818	https://youtu.be/AxEBxEUmlXw?t=997	https://youtu.be/AxEBxEUmlXw?t=1265
P22	https://youtu.be/aTO56k6dND8?t=904	https://youtu.be/aTO56k6dND8?t=1108	https://youtu.be/aTO56k6dND8?t=1293

Comparison Study - Contact us in Footer and choosing themes on layered nav.

Participant #	T16 Contact us on footer (AAFC)	T17 Layered nav (Transport / Environment)	T18 Layered navigation Travel / Immigration
P3	https://youtu.be/QRy82f6rW4?t=1982	https://youtu.be/QRy82f6rW4?t=1373	https://youtu.be/QRy82f6rW4?t=1836
P4	https://youtu.be/QOtmCeYH2Hk?t=1326	https://youtu.be/QOtmCeYH2Hk?t=1065	https://youtu.be/QOtmCeYH2Hk?t=738
P5	https://youtu.be/Xzyb44qiB4c?t=2086	https://youtu.be/Xzyb44qiB4c?t=1294	https://youtu.be/Xzyb44qiB4c?t=1128
P6	https://youtu.be/QC1qnz43M30?t=2002	https://youtu.be/QC1qnz43M30?t=1786	https://youtu.be/QC1qnz43M30?t=1098
P7	https://youtu.be/XkR-CpfnR0Y?t=1547	https://youtu.be/XkR-CpfnR0Y?t=1076	https://youtu.be/XkR-CpfnR0Y?t=1964
P8	https://youtu.be/RX7q5nuCu-E?t=1500	https://youtu.be/RX7q5nuCu-E?t=1138	https://youtu.be/RX7q5nuCu-E?t=1063
P9	https://youtu.be/8aBasZsTuHc?t=2143	https://youtu.be/8aBasZsTuHc?t=1507	https://youtu.be/8aBasZsTuHc?t=1287
P10	https://youtu.be/ReVw7H3A5_w?t=1714	https://youtu.be/ReVw7H3A5_w?t=1511	https://youtu.be/ReVw7H3A5_w?t=2120
P11	https://youtu.be/L12DAdGAXts?t=1363	https://youtu.be/L12DAdGAXts?t=2174	https://youtu.be/L12DAdGAXts?t=1189
P12	https://youtu.be/k8LM0li8uTA?t=1291	https://youtu.be/k8LM0li8uTA?t=1400	https://youtu.be/k8LM0li8uTA?t=1836
P13	https://youtu.be/Hmi_p0IVyyQ?t=2668	https://youtu.be/Hmi_p0IVyyQ?t=2426	https://youtu.be/Hmi_p0IVyyQ?t=1431
P14	https://youtu.be/jWsKUVHOI7E?t=1827	https://youtu.be/jWsKUVHOI7E?t=1957	https://youtu.be/jWsKUVHOI7E?t=1125
P15	https://youtu.be/nH3aggaP-Xo?t=1411	https://youtu.be/nH3aggaP-Xo?t=1845	https://youtu.be/nH3aggaP-Xo?t=1635
P16	https://youtu.be/Fl-XSebSzLo?t=1159	https://youtu.be/Fl-XSebSzLo?t=1801	https://youtu.be/Fl-XSebSzLo?t=1036
P17	https://youtu.be/ELpL32HkaT0?t=1216	https://youtu.be/ELpL32HkaT0?t=1745	https://youtu.be/ELpL32HkaT0?t=1147
P18	https://youtu.be/wK1Cit6obuM?t=1785	https://youtu.be/wK1Cit6obuM?t=1404	https://youtu.be/wK1Cit6obuM?t=1053
P19	https://youtu.be/eRNAd5TtGz0?t=1290	https://youtu.be/eRNAd5TtGz0?t=2337	https://youtu.be/eRNAd5TtGz0?t=1701
P20	https://youtu.be/iKUNvXT9UaA?t=2229	https://youtu.be/iKUNvXT9UaA?t=1856	https://youtu.be/iKUNvXT9UaA?t=2104
P21	https://youtu.be/AxEBxEUmIXw?t=2024	https://youtu.be/AxEBxEUmIXw?t=1441	https://youtu.be/AxEBxEUmIXw?t=1130
P22	https://youtu.be/aTO56k6dND8?t=2106	https://youtu.be/aTO56k6dND8?t=1831	https://youtu.be/aTO56k6dND8?t=1429

Thank you!

For more information:
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Menu button analytics in 2019

Total % of visits that use the menu button

Page	Desktop %	Mobile %
Canada.ca as a whole 2019	2.08%	1.25%
Canada.ca as a whole 2018	6.4% (total) 1.5% of visits use the megamenu to navigate to a different theme 2% of visits use the megamenu to navigate within a theme (never leaving it)	
IRCC top 100 pages	9%	6%
StatCan pages	3.8%	0.2%