



Government
of Canada

Gouvernement
du Canada

Canada

GC Task Success Survey

Results for the 2021-22 fiscal year

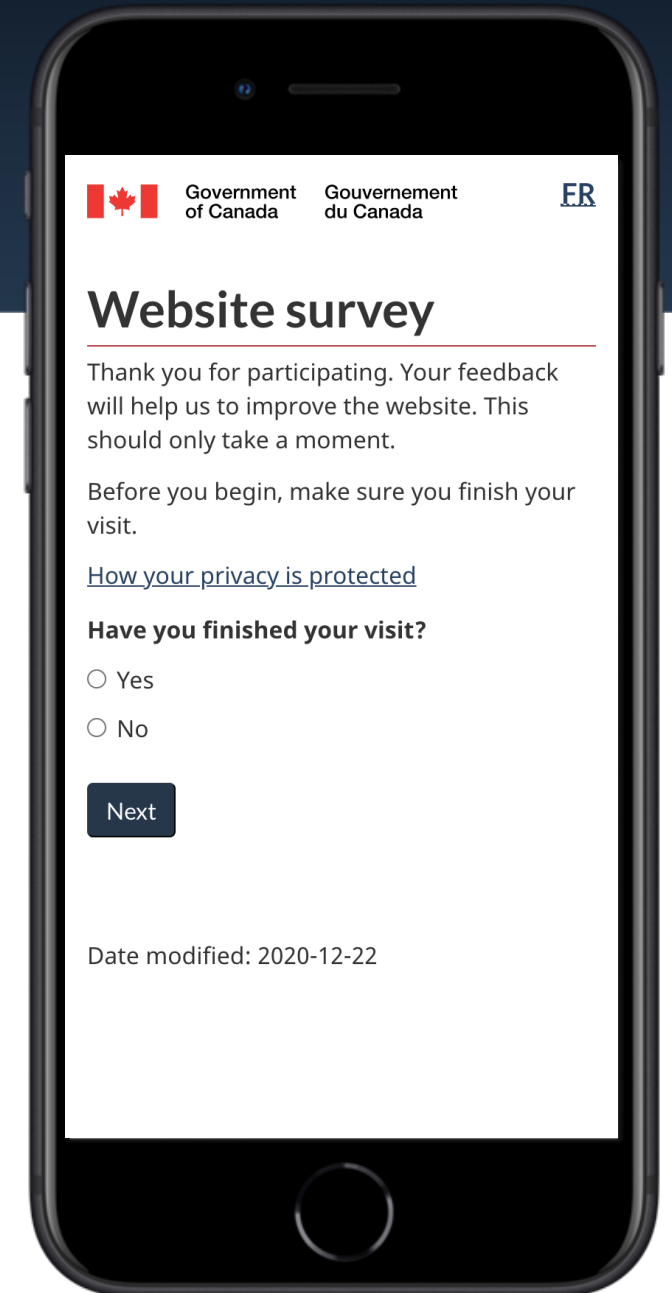
GC Web Priorities

April 27, 2022

About the survey

GC-wide website exit survey where visitors identify the reason of their visit and rate their online service experience:

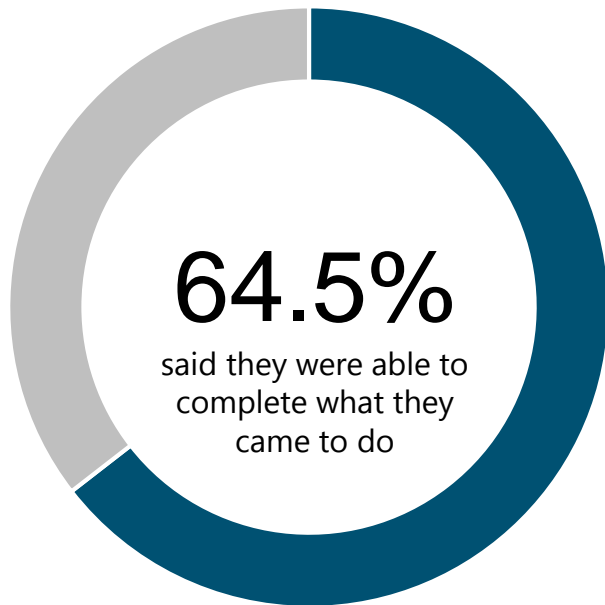
- Measures task completion, ease and satisfaction
- 40 institutions have implemented survey
- Runs continuously, 10% of visitors invited
- Quantitative and qualitative data
- Support channels and working group established
- Centralized enterprise reporting established
- Continuous improvements to survey design
- Partnership between SC's Principal Publisher and TBS's Digital Transformation Office



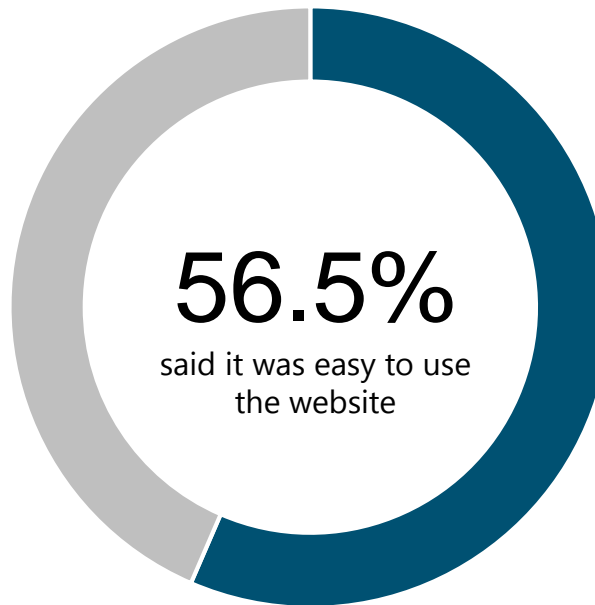
2021-22 results for the GC

Over **401,000** visitors responded

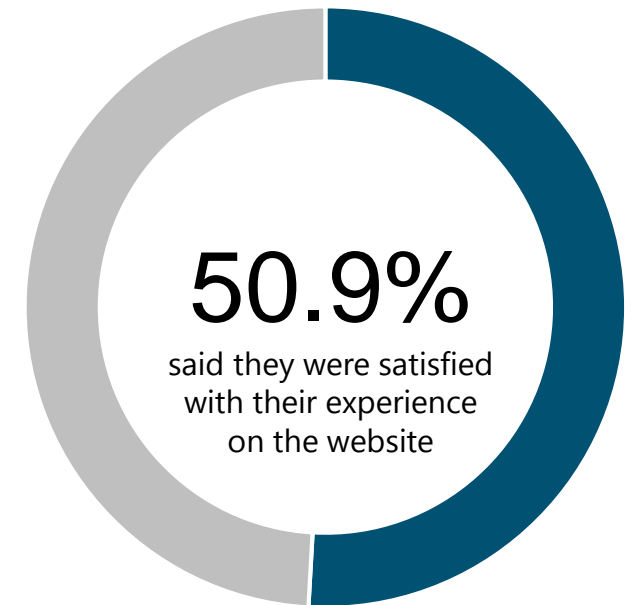
Task completion



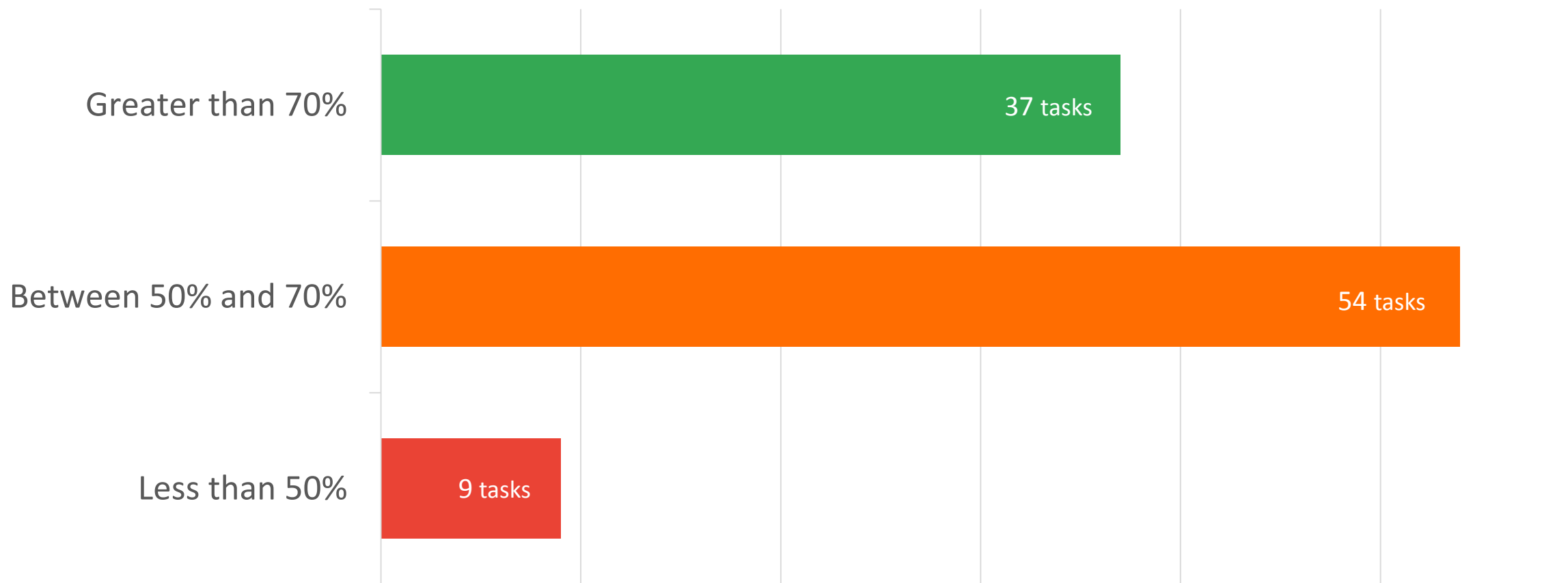
Ease of use



Satisfaction



Task completion scores for top 100 tasks



Handout: 2021-22 results for top 100 tasks

- See what are the priority areas of focus for the GC
- Identify areas for further investigation for your institution

GC Task Success Survey Results - FY 2021-22										
April 1, 2021 to March 31, 2022										
Top tasks for the GC										
Overall site	Responses	Task success	Ease	Satisfaction	Margin of Error*					
GC	401,259	64.5%	56.5%	55.9%	0.2%					
Rank	Task	Theme	Department	Responses	% of response	Task completion	Ease	Satisfaction	Margin of Error	Data reliability
1	Check your application status	Immigration	IRCC	37,747	9.4%	65.7%	56.2%	44.4%	0.5%	Low margin of error/Reliable data
2	IRCC secure account - register, sign in, help	Immigration	IRCC	11,842	3.0%	45.7%	39.6%	34.7%	0.5%	Low margin of error/Reliable data
3	Apply for a work permit	Immigration	IRCC	10,663	2.7%	67.4%	58.6%	56.7%	0.5%	Low margin of error/Reliable data
4	Submit an Employment Insurance (EI) report	Benefits	ESDC	8,885	2.2%	65.6%	72.6%	68.7%	0.5%	Low margin of error/Reliable data
5	See my T4 information	Taxes	CRA	8,533	2.1%	64.3%	54.4%	53.6%	1.0%	Low margin of error/Reliable data
6	Get a copy of a notice of assessment or reassessment	Taxes	CRA	8,018	2.0%	65.0%	58.0%	55.2%	1.1%	Low margin of error/Reliable data
7	Study in Canada - for non-Canadians	Immigration	IRCC	7,594	1.9%	75.1%	65.6%	63.6%	1.0%	Low margin of error/Reliable data
8	Check the status of an Employment Insurance (EI) claim	Benefits	ESDC	7,390	1.8%	62.4%	54.2%	42.9%	1.1%	Low margin of error/Reliable data
9	Immigrate through Express Entry	Immigration	IRCC	7,351	1.8%	66.9%	64.2%	62.1%	1.1%	Low margin of error/Reliable data
10	Canada Recovery Benefit (CRB)	COVID-19	CRA	6,633	1.7%	65.3%	61.0%	53.9%	1.2%	Low margin of error/Reliable data
11	Apply for a visitor visa to Canada	Travel	IRCC	6,275	1.6%	66.9%	55.0%	55.1%	1.2%	Low margin of error/Reliable data
12	Jobs in the federal public service	Jobs	PSC	6,189	1.5%	77.0%	66.3%	61.1%	1.1%	Low margin of error/Reliable data
13	Check online mail	Taxes	CRA	6,056	1.5%	77.5%	62.7%	60.4%	1.2%	Low margin of error/Reliable data
14	Jobs in the private sector	Jobs	ESDC	5,931	1.5%	74.2%	65.1%	58.6%	1.2%	Low margin of error/Reliable data
15	Check processing times	Immigration	IRCC	5,681	1.4%	75.0%	66.1%	48.4%	1.2%	Low margin of error/Reliable data
16	Apply for Employment Insurance (EI) regular benefits	Benefits	ESDC	5,185	1.3%	70.9%	55.0%	53.2%	1.3%	Low margin of error/Reliable data
17	Apply for Canadian citizenship	Immigration	IRCC	4,602	1.1%	76.8%	62.0%	60.4%	1.4%	Low margin of error/Reliable data
18	Contact Immigration, Refugees and Citizenship Canada	Immigration	IRCC	4,541	1.1%	58.2%	53.4%	51.4%	1.4%	Low margin of error/Reliable data
19	COVID-19 cases, statistics	COVID-19	HC	3,615	0.9%	79.6%	63.2%	55.7%	1.5%	Low margin of error/Reliable data
20	COVID-19 testing requirements for travellers	Travel	PHAC	3,565	0.9%	62.8%	51.2%	47.7%	1.6%	Low margin of error/Reliable data
21	Travel outside Canada	COVID-19	GAC	3,531	0.9%	67.3%	46.7%	42.4%	1.6%	Low margin of error/Reliable data
22	Restrictions on travel to Canada (quarantine, testing)	COVID-19	CSA	3,515	0.9%	64.7%	55.2%	49.5%	1.6%	Low margin of error/Reliable data
23	Vaccines and treatment	COVID-19	HC	3,437	0.9%	67.7%	64.0%	51.7%	1.6%	Low margin of error/Reliable data
24	Get your Canadian COVID-19 proof of vaccination	COVID-19	HC	3,352	0.8%	59.9%	55.0%	46.7%	1.7%	Low margin of error/Reliable data
25	Travel advice and advisories	Travel	GAC	3,190	0.8%	74.4%	61.2%	57.1%	1.6%	Low margin of error/Reliable data
26	Open a My Account	Taxes	CRA	3,049	0.8%	64.8%	55.9%	55.9%	1.7%	Low margin of error/Reliable data
27	Immigrate as a provincial nominee	Immigration	IRCC	2,609	0.7%	66.1%	64.0%	61.7%	1.8%	Low margin of error/Reliable data
28	Canada Recovery Sickness Benefit (CRSB)	COVID-19	CRA	2,563	0.6%	55.2%	54.7%	45.4%	1.9%	Low margin of error/Reliable data
29	ArriveCAN - Submit travel information or daily symptoms	Travel	PHAC	2,371	0.6%	52.6%	39.4%	40.5%	2.0%	Low margin of error/Reliable data
30	File a GST/HST return	Taxes	CRA	2,138	0.5%	61.1%	66.1%	64.2%	1.9%	Low margin of error/Reliable data
31	Find an IRCC application package or form	Immigration	IRCC	2,067	0.5%	61.2%	50.2%	53.1%	2.1%	Low margin of error/Reliable data
32	Symptoms and testing	COVID-19	HC	2,051	0.5%	64.9%	62.7%	51.2%	2.1%	Low margin of error/Reliable data
33	Canada Worker Lockdown Benefit (CWLB)	COVID-19	CRA	2,047	0.5%	63.1%	56.1%	56.4%	2.1%	Low margin of error/Reliable data
34	Find my Tax-free Savings Account (TFSA) contribution limit	Taxes	CRA	1,962	0.5%	76.0%	64.4%	60.2%	2.1%	Low margin of error/Reliable data
35	Find out when I can expect my tax refund	Taxes	CRA	1,937	0.5%	67.7%	63.6%	53.6%	2.1%	Low margin of error/Reliable data
36	Make a payment to the Canada Revenue Agency	Taxes	CRA	1,840	0.5%	68.6%	55.2%	52.4%	2.2%	Low margin of error/Reliable data
37	Find out which tax deductions, credits, or expenses I can claim	Taxes	CRA	1,806	0.5%	76.7%	63.0%	62.2%	2.1%	Low margin of error/Reliable data

Taking action



Turning data into
insight, action and
change for visitors

- Prioritize tasks to focus on
- Analyze comments from survey respondents
- Engage key stakeholders
- Corroborate what you see with other data sources and user research
- Take action with your insights
- Measure improvement
- Share successes and lessons learned

Case study: Submit an EI report

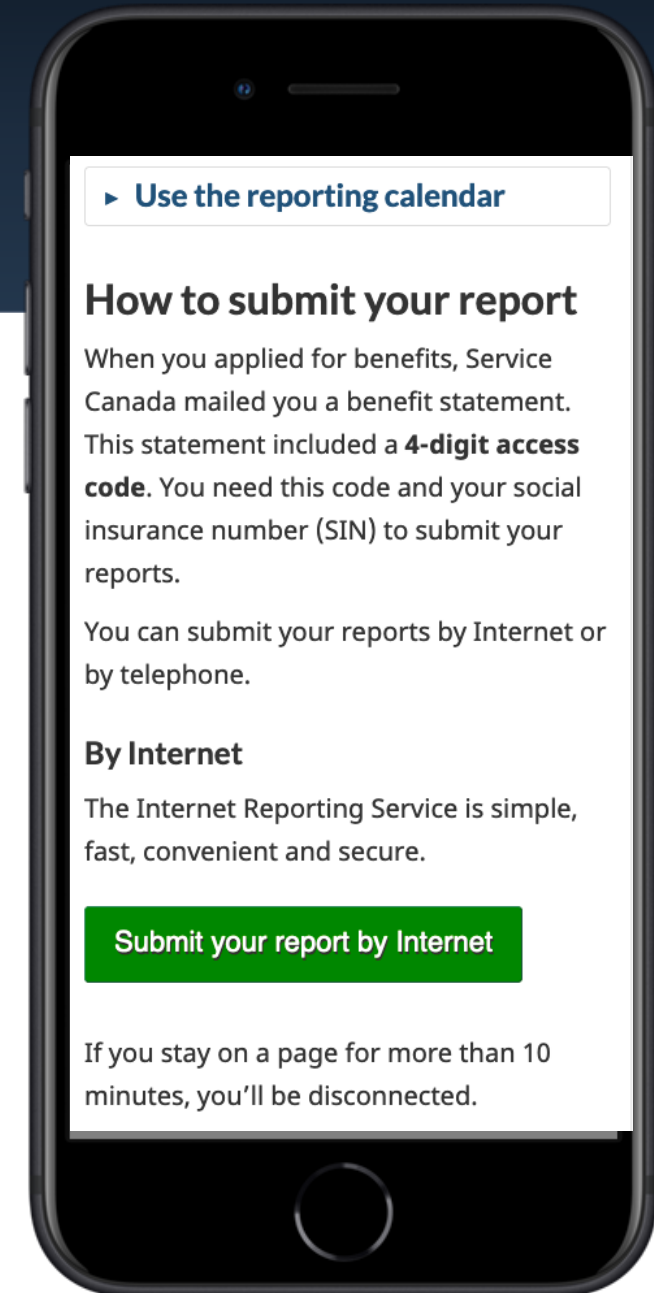
ESDC identified a problem by reading feedback from survey respondents:

“Hard to find the button to start EI reporting”

- **Hypothesized** issues impacting findability
- **Prototyped** simple changes using content design (what to include, headings, button colour and call to action)
- **A/B tested** and **measured** impact of changes
- **Implemented changes**, achieved improvements for Canadians, and will continue to monitor and measure task success

Outcomes

- Acted on survey feedback & socialized leveraging TSS data
- Learned to use A/B testing – can now apply to more complex problems



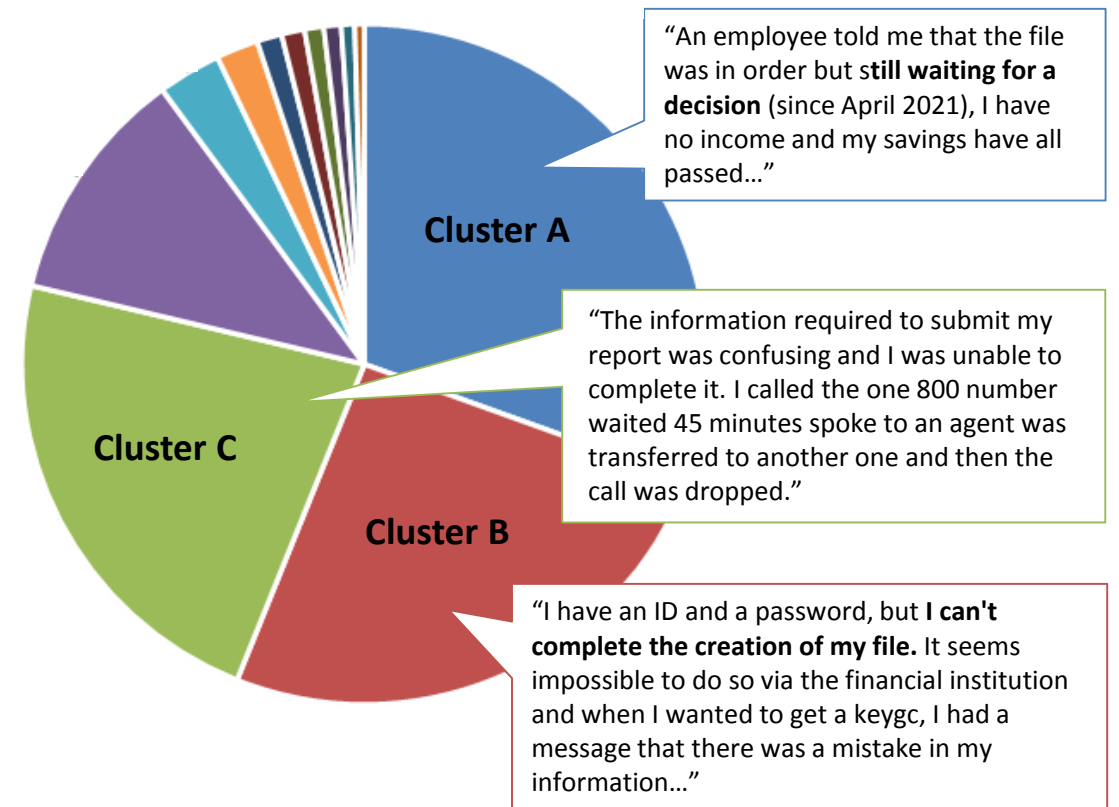
How we can help


The Digital
Transformation
Office and Principal
Publisher are here to
support you

- Presenting to management committees and key stakeholders
- Support setting up TSS reporting for your institution
- Ensuring your key programs and services receive enough data
- Support undertaking analysis of web analytics data
- Assistance running A/B tests
- Leveraging data science techniques to analyze comments

More on using data science to analyze comments

- We partnered with ESDC's Chief Data Office to use data science in order to automate or streamline the analysis of comments
- Using topic modelling, comments can be grouped in clusters by semantic theme
- Helps obtain insights into visitors' online experience, the issues faced and potential root causes
- Institutions can submit tasks for analysis as we pilot this data science technique and work to refine the model



Thank you
for your
time

[GC Task Success Survey
on GCpedia](#)

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reports via email](#)

Peter Smith

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

Nicolas Pjontek

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

Annex A: Survey questions

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

Testing URL

<https://www.canada.ca/en/surveys/gc-task-success-survey.html?srvsrce=testing:n:n:n:n:n:n>

Annex B: Survey methodology

- Survey runs continuously to ensure data represents the entire year
- Random sample where every visitor has an equal chance of being invited
- Large sample to provide a more accurate measure of visitors' online service experience
- Visitors are invited at the beginning of their visit to ensure they are not influenced by their experience on the site when committing to take the survey
- Visitors self-report their online service experience immediately following the end of their visit
- Survey is anonymous and unmoderated so visitors can more comfortably share their true feelings