

COVID-19 - Using alerts

Developing web content as one government





Updated alert guidance



Latest guidance on alerts for crisis comms:

https://design.canada.ca/crisis/alerts.html

Alerts = content about content



Alerts - Service initiation		
1. [Step / section page name]	2. [Step / section page name]	3. [Step / section page name]
4. [Step / section page name]	5. [Step / section page name]	6. [Step / section page name]
Limited service availability This service is affected by the outbreak Check service status updates	k of coronavirus (COVID-19).	
1. [Step / section page n Lorem ipsum dolor sit amet, consectetur quisquam laboriosam.	ame] r adipisicing elit. Et a adipisci nostrum opt	io dolorum sint ipsa facilis nisi

- Meant to draw attention to changes in regular content
- Examples: service disruptions, upcoming policy or service changes

Where are alerts useful?



A doormat on a topic page to point to new content

Services and information

Managing your business during the COVID-19 outbreak

How to support your employees and get prepared. Information on international trade, business travel and events.

Maintain your federal corporation

Filing annual returns or making changes to federal corporations electronically.

Most requested

- <u>File annual return with</u>
 <u>Corporations Canada</u>
- <u>Corporate Social Responsibility</u>
 Toolkit
- Phasing out the penny
- Financial benchmarking tools and
 ratio calculators
- Alerts are well suited for "service level" pages to highlight things like:
 - Service disruptions
 - Upcoming important changes
 - Recent important changes
- Might have use on nav pages but in many cases a new doormat would serve the same purpose
- Limit use of alerts so that they continue to have impact

Alerts = short and simple



Alerts - Contact page



⚠ Limited service availability

Due to the coronavirus (COVID-19) outbreak, you may experience longer than normal wait times on our phone lines.

The automated phone lines are available. If possible, use the online self-service options.

Check service status updates

Most requested

Issues with payments to the CRA

Get in-person tax help

Change address or details

Direct deposit and banking

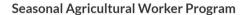
Report a scam

Represent a client

- Describe the impact on the user
- If including a link, use only one

When and for how long





If you'll be working in the Seasonal Agricultural Worker Program, you're not eligible to apply for a work permit at a POE.

Biometrics

Generally, you need to give <u>biometrics</u> if you apply for a work permit. If you're **eligible** to apply at a Canadian POE you can give your biometrics when you apply at these <u>POE locations</u>.

You must start and finish your application at the same POE.

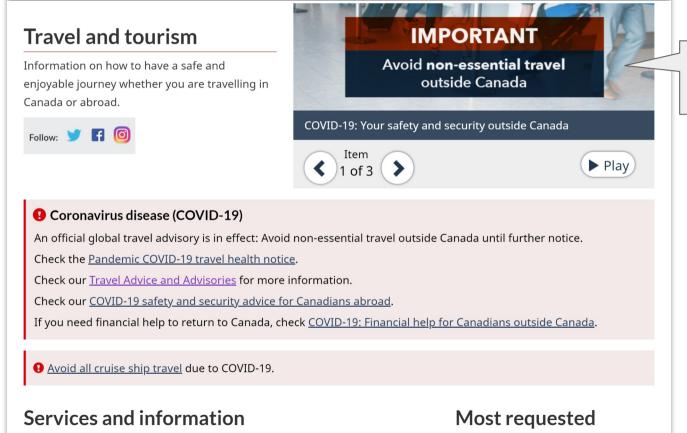
Next: How to apply →

This is a note that is being emphasized not an alert

- Use for temporary situations and significant changes
- Avoid using alert styles just for emphasis

Minimize the number of alerts on each page





This competes with the alerts

Different types of alerts for different situations



Which alert to use		
Danger alert (red)	Use only if the service is cancelled or if there's a risk to health or safety to Canadians in completing an activity.	
Warning alert (yellow)	Use for delays, closures at certain locations, and other types of service disruptions.	
nfo alert Use for the length of time an application method takes, changes in wait times on a phone line, messages that there is no service disruption for a particular service if that is generating inquirie		
Success alert (green)	Use when a service disruption is resolved.	

- **Red and yellow** makes sense for warnings and danger
- **Blue and green** might make more sense for policy and service changes as part of the government response

Alerts that repeat on several pages





- Better to keep alert on each page very short, with a link to a new "Passport services are suspended" page