

Government UI Design Analysis

Canada Border Services Agency

[Government Website Link](#)

Hello!

Donovan Tapunha, Diego Stevens

THE PROBLEM:

Understand user pain points
for users navigating the CBSA
website and sections

MY ROLE:

UX Researcher

TOOLS:

Miro, Figma, InVision, G Suite,
XD,

1

User Research

Research Plan

Our research plan consists of:

- A **Proto- Persona**
- Five **qualitative user interviews** with individuals who fit the target proto-personas
- Analysis and **user testing** of the government agency website
- Creation of a **moodboard** in InVision

Proto Persona

We started our User Research process by exploring the idea of who we **think** our user is.



Phillip Westervelt
Age 40 • Insurance Agent
Mildly Technical • Mainly Desktop



Aspirations

“Being energy efficient just makes sense. It is hard though.”

Behavioral Demographics + Drive

Lives Oakville with his wife and 2 kids. Has a degree in business. Loves to take the family to visit his brother and his family who lives in Rochester, NY, USA. Uses the website to find travel information about crossing the board when he plans on buying products in the states and wants to bring it back home among other things.

Goals & Needs

- Wants to have the proper information for what he is doing on his trip
- Doesn't want to get stopped at the border and held up for an unnecessarily amount of time
- Needs to know how much they can bring back so they don't have products taken away or thrown out at the border

Pain Points & Potential Solutions

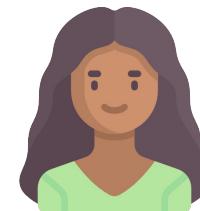
- The current system is hard to understand
- Feels frustrated and hopeless when looking for certain information leads to dead ends
- Unable to find information in regards to Covid-19 and travelling
- I feel overwhelmed when look at the large amount of links on every page
- Add more pictures to click on to show another way to describe the link
- Make related Covid-19 information prominent on the homepage

User Interview Plan

We wanted to collect **qualitative data** on **how people navigated the website and accomplished tasks**. We gathered this information by interviewing **5 participants** who use have travelled or are looking to travel outside of the country. Through our interviews we discovered that **people weren't aware of the CBSA website** and **the information it had to offer**.



Participant 1



Participant 4

"Never heard or used the site before"

"Not sure what information is supposed to be conveyed on this website"

Typical User Path

Focusing on the main information and most frequently asked questions on the actual website, we decided on 5 tasks that seemed to come up the most and would be relevant to a wide variety of users.

Essential Tasks

1. Find border wait time for the Queenston-Lewiston Bridge Queenston, ON/Lewiston, NY location.
2. Find out how much money you can claim when you open a week away and how much alcohol your allowed to bring back
3. Find out how much Nexus cost and its renewal
4. Finding out what to do after becoming ill while on a trip and trying to return to Canada
5. Find out information related to Covid-19 and screen protocols when entering Canada from the CBSA website

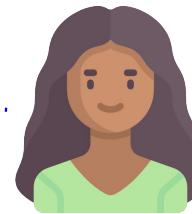
Interview Notes & Insights

We organized our data in order to find the most important things to our users and the Canadian Border Services Agency.

Participant 3	Would prefer being able to search for border	Scrolled down page to quickly exceptions	Participant 4	Task 2	Received info to find location of the border at the north	Participant 5	even though it didn't come up it doesn't mean it's not there	Task 5	Participant 1	not to forget about site but 'it' made sense	Participant 2	second part of task 2 with a clock away
I've never used this site but	Wanted to see what a border looked like to me	Scrolled down page to quickly exceptions	I really don't like how it's so wordy	Had no idea where to start	Had to read through all the text and what he wrote for border	I assume it's the government website	I would talk to someone at the border	Do the real page use the search bar to try and find information	Never heard of border	Task 4 was easy to find, but I'm familiar	Descriptions	Went to a different page and found it at the bottom
It's not clear what is all on this government website	Spelling and grammar lets me choose	Task 5	Not sure what information is supposed to be conveyed on this website	Checked the footer for links (travel tips) and found an answer	I assume it's not what I can take with me across the border	Assume it's not what I can take with me across the border	Used most responses section to find	Recognize California state structure	Task 5 was not sure what I was looking for	User most responses section to find	Thought tasks would require a new job	Task 4 was easy to find, but I'm familiar
Wasn't hard to find	Assumed previous would be correct to banner	Task 1	Got stuck again and had to start over	Received again and had to start over	Received again and had to start over	Received again and had to start over	Received again and had to start over	Made could sign up for program or page	Task 4 was looking for words of illness	Task 1 was hard to find and from now on	I just didn't sort them all the way	Task 4 was where thought I would be
Can't seem to figure out what's where because of where borders click	Looked like a lot of visual information	Task 2	Had to do some digging and then got the answer	Find out what's what on the search bar for the USA	Spent a long time looking for the right information	The options on the search bar were not clear and user didn't know what to do	Was confused by the website tabs	Received a search bar to look for certain city	Task 5 was easy to find	Task 1 was hard to find and from now on	Task 4 was easy to find, but I'm familiar	Task 4 was where thought I would be
Once finished, it's messy and user friendly	It's not clear what's what because of where borders click	Task 3	Wish I didn't have to see all the big things	Received again and had to start over	Received again and had to start over	Received again and had to start over	Received again and had to start over	Was confused by the website tabs	Task 5 seemed pretty straight forward to me to	Task 1 was hard to find and from now on	Task 4 was easy to find, but I'm familiar	Task 4 was where thought I would be
Found a fairly quickly	Guessed it would be in the same section again	Task 4	Looked like a lot of visual information	Received again and had to start over	Received again and had to start over	Received again and had to start over	Received again and had to start over	When going back to the search bar, I was lost	Task 2 was not hard	Worried on the page for task 4	Everyone thought it was good, but I think it needs to be more user friendly	Task 4 was where thought I would be
Scrolled down page to quickly exceptions	Scrolled down page to quickly exceptions	Task 5	Scrolled down page to quickly exceptions	Scrolled down page to quickly exceptions	Scrolled down page to quickly exceptions	Scrolled down page to quickly exceptions	Scrolled down page to quickly exceptions	Scrolled down page to quickly exceptions	Everyone thought it was good, but I think it needs to be more user friendly	Everyone thought it was good, but I think it needs to be more user friendly	Everyone thought it was good, but I think it needs to be more user friendly	Everyone thought it was good, but I think it needs to be more user friendly



miro

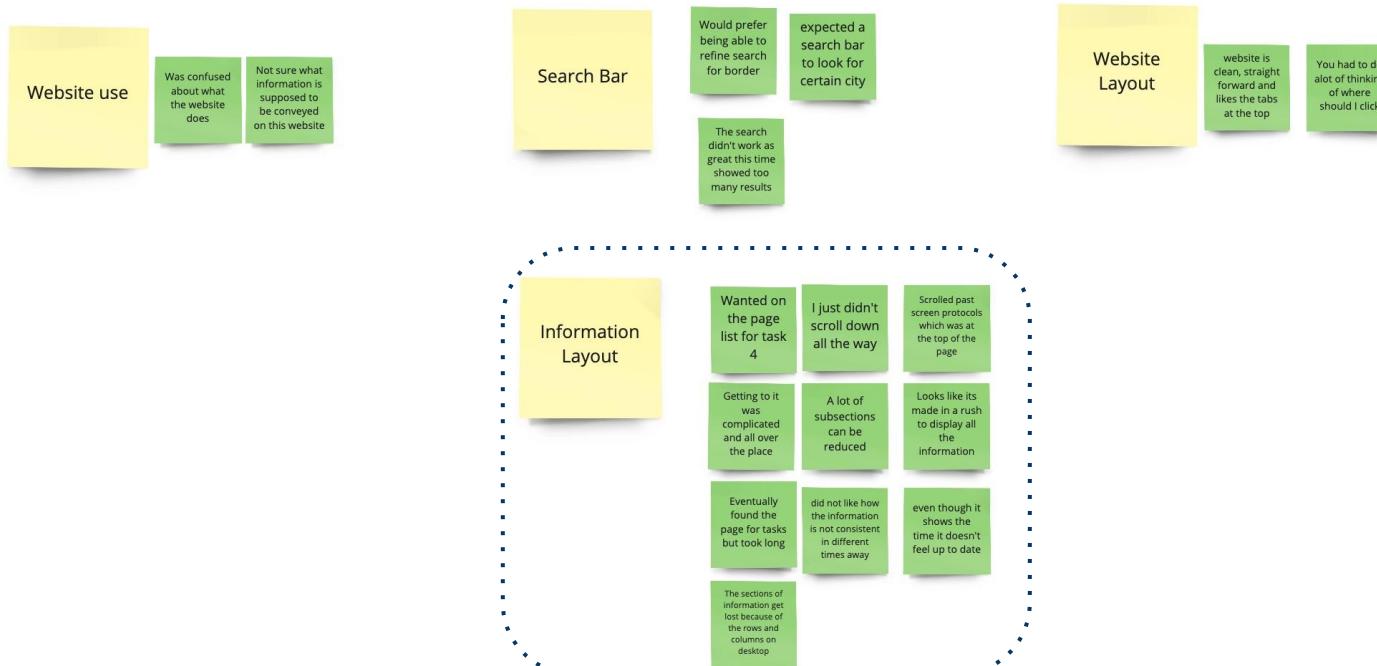


Participant 4

"Not sure what information is supposed to be conveyed on this website"

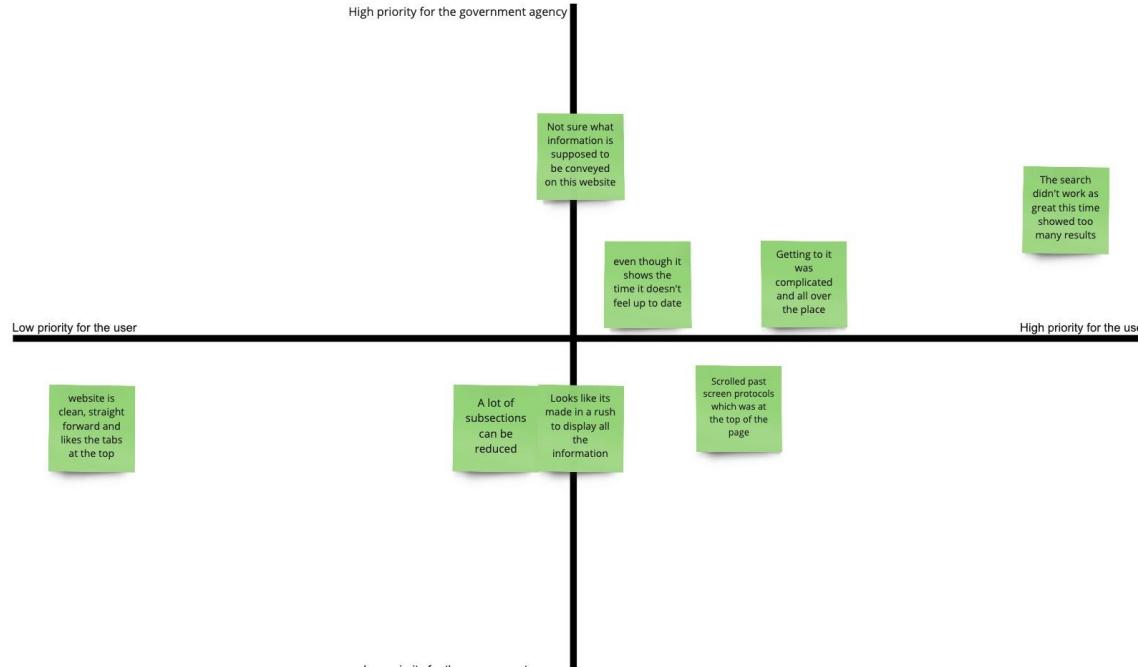
Affinity Diagram Process

In order to organize all of our interview data, we created an affinity diagram to help us **visually assess our interview insights.**



Prioritization Matrix

We organized our testing results using a 2x2 matrix in order to find out what was most important to our users and the Canadian Border Services Agency.



2x2 Prioritization Matrix

2

Website Analysis & User Testing

2

Colour Accessibility Test

Being a simple website, majority of all the pages were able to pass the colour accessibility test. We did find however, that some images did not pass the test and would need to be replaced or adjusted.

The screenshot shows the CanBorder eDeclaration website. On the left, there is a promotional banner with the text "DOWNLOAD FOR YOUR NEXT TRIP" and "CanBorder - eDeclaration QUICK • SIMPLE • SECURE". To its right is the Canadian flag icon. In the center, there is a "Color Blind Safe" accessibility test interface. It features a color wheel at the top with various colors labeled A through E. Below the color wheel are three horizontal bars representing different color blindness types: Deuteranopia, Protanopia, and Tritanopia. The bars show how each color appears to someone with that specific color vision deficiency. The interface includes tabs for "Color Wheel", "Accessibility Test", and "Color Blind Safe". At the bottom, there are links for "Log in", "Forgot your password?", "User Profile", "Community Guidelines", "Copyright © 2018 Service Canada. All rights reserved.", and "Contact us".

Original

Suggestions

This screenshot shows the same website and accessibility test interface as the first one, but with two additional orange squares above the "Suggestions" heading. These squares likely represent the recommended changes made by the accessibility tool to improve color contrast or readability.

Annotations

When looking at different sections of the website there were highlights when it came to some sections of each website. However, when left to explore further into the website good design principles start to fade.

Hierarchy	Alignment	White Space	Proximity
			
GOOD	GOOD	GOOD	GOOD
			
BAD	BAD	BAD	BAD
			
			

Annotations

Examples include alignment issues as well as a lack of modularity and responsiveness when navigating on smaller devices such as phones or ipads,

SCALE	Hierarchy and Contrast	Layers	Modularity
GOOD	BAD	GOOD	BAD

Why does user visit site

Users are visiting the Canada Border Services Agency to find information and regulations on border crossings. Users include travellers looking for information such as border wait times and how much product they can bring back into the country.

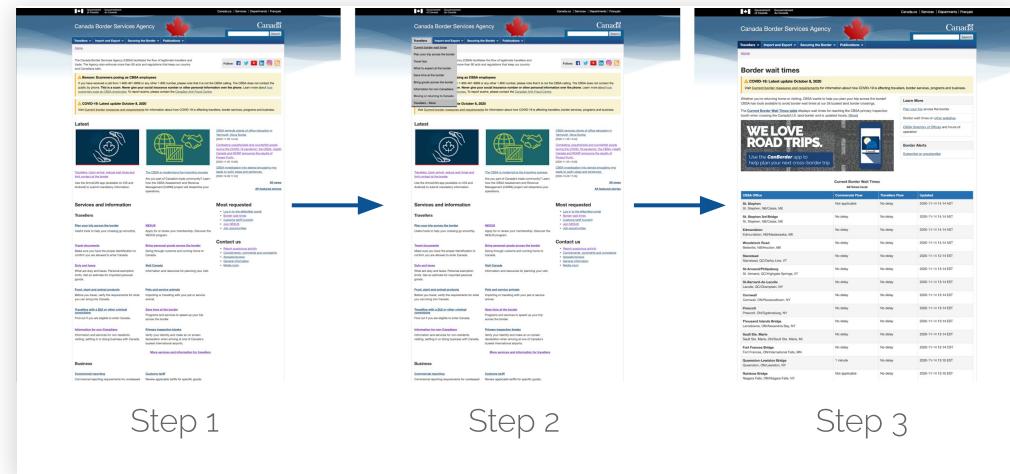
User typically uses google or other search engines that lead to some websites like:

- **Canada Border Services Agency:** <https://www.cbsa-asfc.gc.ca/menu-eng.html>
- **CBSA Bringing goods across as a traveller:** <https://www.cbsa-asfc.gc.ca/travel-voyage/bgb-rmf-eng.html>
- **CBSA Border wait times:** <https://www.cbsa-asfc.gc.ca/bwt-taf/menu-eng.html>
- **CBSA Importing goods as business:** <https://www.cbsa-asfc.gc.ca/import/guide-eng.html>
- **CBSA NEXUS pass:** <https://www.cbsa-asfc.gc.ca/prog/nexus/menu-eng.html>
- **CBSA If sick coming back:** https://www.cbsa-asfc.gc.ca/travel-voyage/declare-eng.html#_s15
- **CBSA Covid Screening protocols:** <https://www.cbsa-asfc.gc.ca/services/covid/canadians-canadiens-eng.html#s2>
- **Canada Travel and Tourism:** <https://travel.gc.ca/>
- **Transport Canada:** <https://tc.canada.ca/>
- **Canada website:** <https://www.canada.ca/en.html>

Tasks for Users

With this information in mind we devised 5 tasks that represented what users could commonly use the site for. With this in mind we created 5 different users paths on the current website that would lead to the answer of each task.

Example Task 1: Find border wait time for the Queenston-Lewiston Bridge Queenston, ON/Lewiston, NY location



Guerrilla Remote User Testing Plan

The objective of this test is to examine the usability of the Canada border services agency website to see if users can navigate the site easily with some essential task.

1. Find border wait time for the Queenston-Lewiston Bridge Queenston, ON/Lewiston, NY location
2. Find out how much money you can claim when you spend a week away and how much alcohol your allowed to bring back
3. Find out how much Nexus cost and its renewal
4. Finding out what to do after becoming ill while on a trip and trying to return to Canada
5. Find out information related to Covid-19 and screen protocols when entering Canada from the CBSA website

Redlining

2



Hierarchy

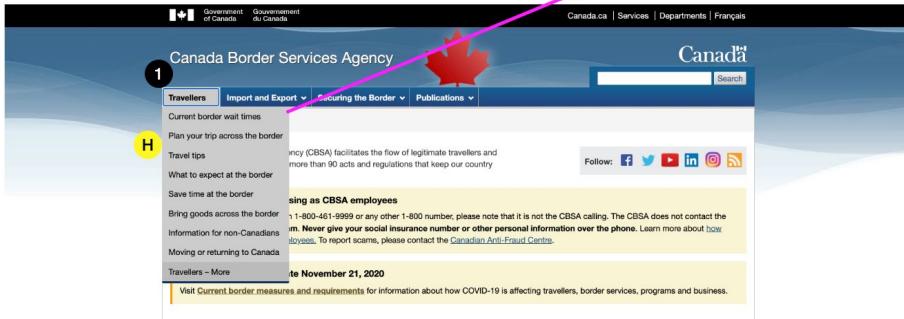
Common government of Canada website hierarchy

Change nav bar location

Put it on the left side to allow user to see it all throughout experience and not have to scroll up

Alphabet/Time

Organize Alphabetically to make it easier for users to read
Provide micro action so user knows what happened when menu opens



Location

Alphabet

Time

Category

Hierarchy

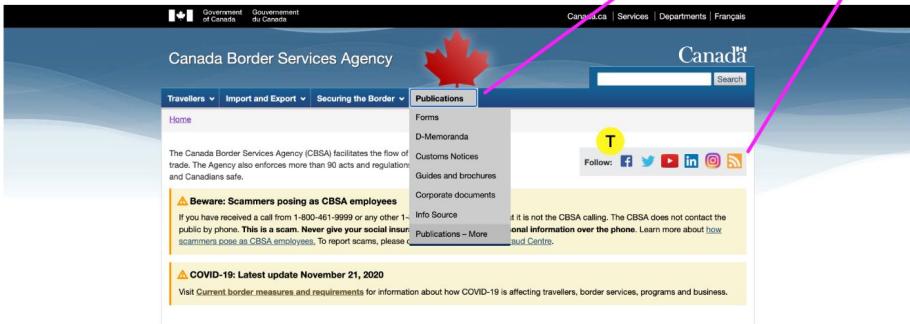
1 Organization System

2 Labelling System

3 Navigation System

4 Searching System

Redlining



Alerts

Change layout to make it clear that the user did not do something wrong

Hover state

Play with hover states of the social links and buttons

L Location

A Alphabet

T Time

C Category

H Hierachy

1 Organization System

2 Labelling System

3 Navigation System

4 Searching System

2

Redlining

More services and information for business

More

Import or export goods for personal use
Vehicles, boats, weapons and firearms. Importing by mail or courier.

Securing the border
Programs and services that ensure trade security and manage access to Canada.

Corporate information

2

- Mandate
- Programs
- Transparency
- Job opportunities
- Service performance reporting

H

Minister



The Honourable Bill Blair
Minister of Public Safety and Emergency Preparedness
[Mandate letter](#)

Management



John Ossowski
President of the Canada Border Services Agency



Paul MacKinnon
Executive Vice-President of the Canada Border Services Agency

Alignment

Make sure the different molecules are aligned properly so there are no readability issues.

Spacing and Grouping

Make sure the molecules properly fit in the page

L Location

A Alphabet

T Time

C Category

H Hierarchy

1 Organization System

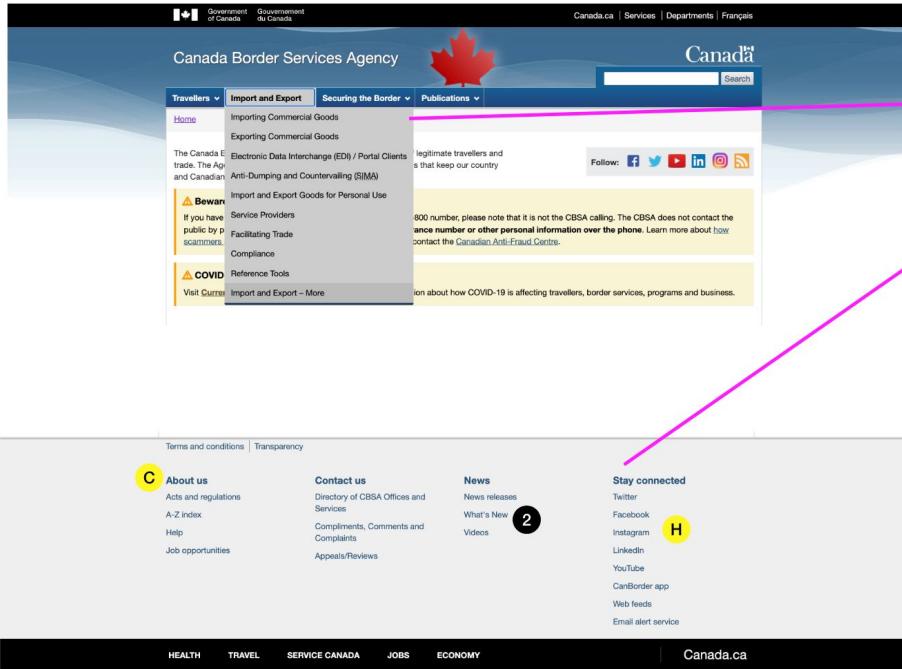
2 Labelling System

3 Navigation System

4 Searching System

2

Redlining



Global Bar

Good to see across all pages of the website

Hover Layout

Change the hover layout of the menu to be easier to read

Alphabet/Hierarchy

Organize Alphabetically to make it easier for users to read and scan through the lists

L Location

A Alphabet

T Time

C Category

H Hierachy

1 Organization System

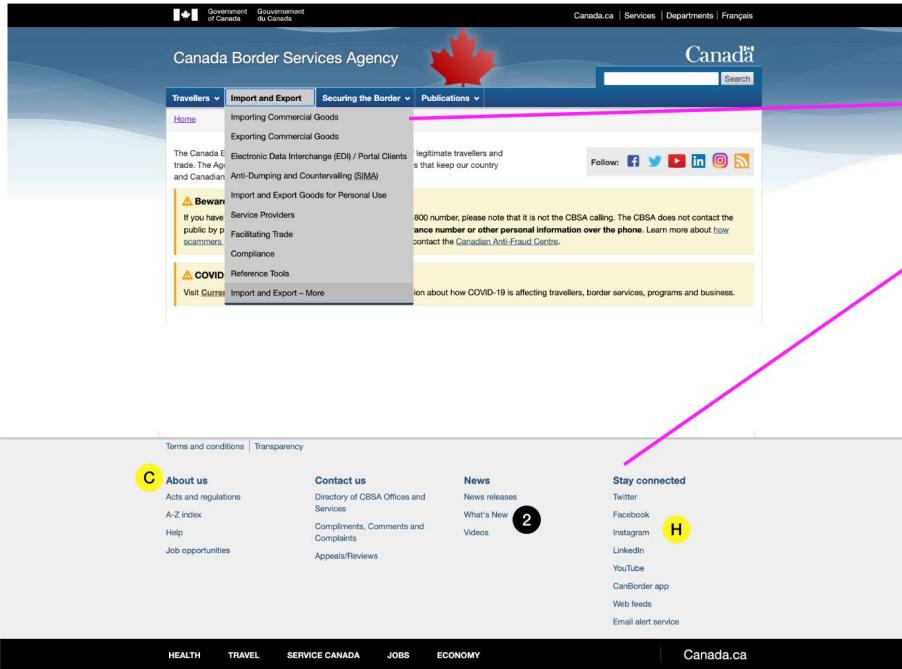
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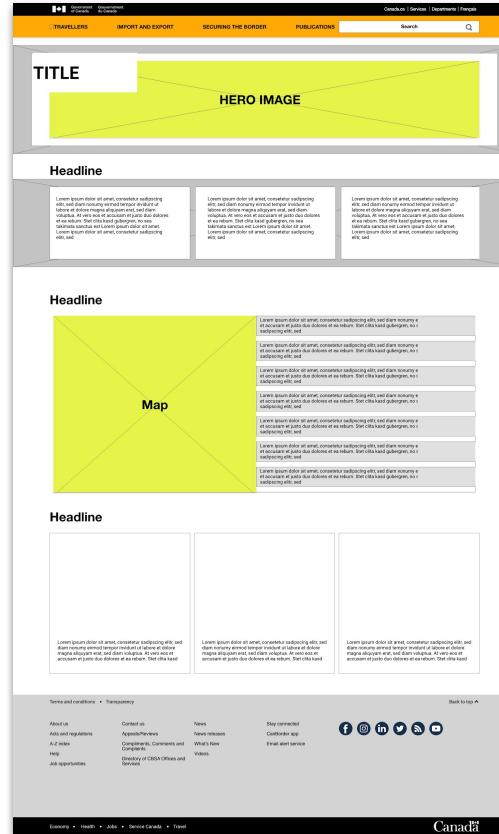
3 Navigation System

4 Searching System

2

Wireframing

The **objective** consisted of redesigning the CBSA homepage using UX methodologies. By designing with a grid and using modern elements and famalair grouping systems I was able to structure the site in a uniform way. This helped when moving forward into the testing phase in order to see how the users would react.



UI STYLE TYLE

UI STYLE DIRECTION

The CBSA is tasked with protecting the border and being a governmental organization it serves acts to serve the people. The current UI showcases outdated structures which makes it harder for users to access information or be engaged enough to look for it. This redesign focuses on making it easier for users to access information so they can be ready for encounters at the border and feel safe knowing the CBSA is working for them.

UI STYLE: ADJECTIVES

TOGETHER	TRANSPARENT
SAFETY	HONORABLE
SECURE	INFORMATIVE

TYPOGRAPHY

HEADLINE ROBOTO BOLD 70 PT

SUB - HEADLINE ROBOTO BOLD 50 PT

HEADLINE ROBOTO 45 PT

SUB - HEADLINE ROBOTO BOLD 35 PT

TYPOGRAPHY: BODY COPY

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimam sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna

(Roboto Regular 18 PT)

BRAND LOGO

- Full colour CBSA logo
- Canadian flag

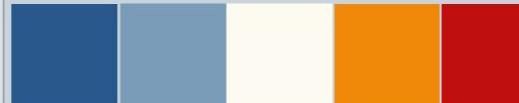


ICONOGRAPHY



COLOUR PALETTE

-Base Colours



GRAPHIC PATTERNS



BUTTON STYLES AND STATES

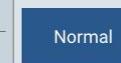


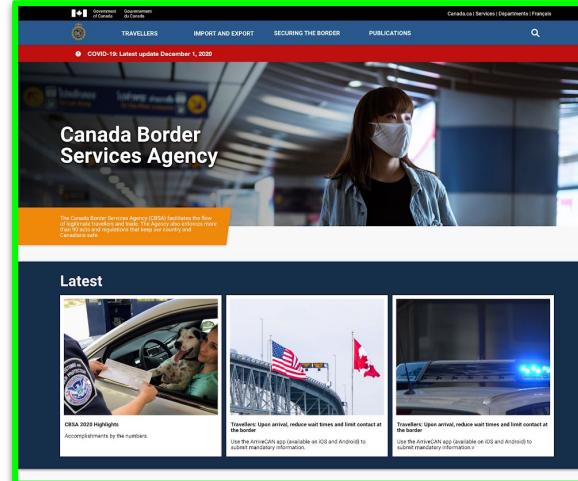
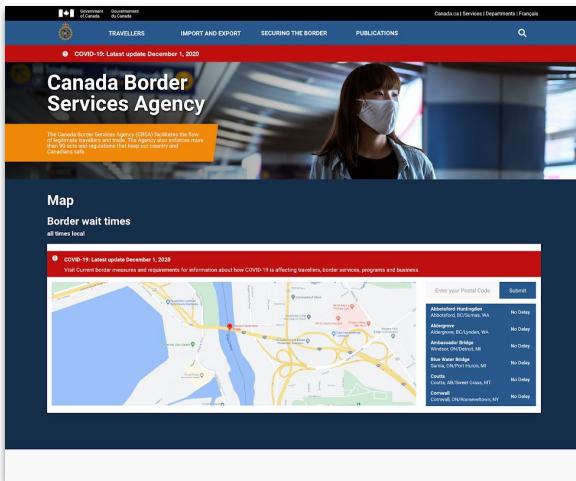
IMAGE SAMPLES



2

5 minute test

During this phase I created and conducted two 5 minute tests that showcased with different versions of the redesign. Based on our user test from prior We noted users really wanted information on the border wait times. I used this information by emphasizing the border wait times in the two versions of the test. **83% of the users preferred the version that did not show the border map.**



Take the Test

3

Final Design

Final Design

The final redesign is presented in a high fidelity prototype that is functional and allows the user explore what the website will feel like. Created in Adobe XD it also showcases a mobile version of the site to emphasize the website's responsiveness across platforms.

The image displays three views of a website prototype for the Canadian Border Services Agency (CBSA). The left view shows a mobile phone screen with a red header bar containing icons for 'TELLERS', 'COUNSELORS', and 'CONSULORS'. Below this are sections for 'IMPORT AND EXPORT', 'SECURING THE BORDER', and 'PUBLICATIONS'. A search bar is at the top right. The main content area features a large photo of a person wearing a mask, with text about bringing personal goods across the border. The middle view is a desktop version of the 'Services and information' page under the 'Travellers' section. It includes a sidebar with 'Border wait times' and a main content area with sections for 'Information for non-residents', 'Business', and 'Pet and service animals'. The right view is another desktop version, showing 'Corporate information' with portraits of officials and links to 'WE LOVE ROAD TRIPS.', 'NATIONAL IMMIGRATION DETENTION FRAMEWORK', and other resources.

[Link to prototype](#)

<https://xd.adobe.com/view/51dd67d5-707e-44de-bde3-9c0f512f0dea-048e/>

[Link to XD file and images](#)

<https://drive.google.com/drive/folders/1zicvKkWHTEcYbXW1yHBluvVyHX-ZziCy?usp=sharing>

Thank you

My hopes are to continue working on this project and see it come to life. UX has shown its importance in allowing information to be conveyed properly to the user however this can only be done through more work and a realization of the problem. I hope my Case study has shown ways in which we can improve the CBSA website for the better.