UX Scorecard

COVID-19 Campaign
Validation Test for Mobile

June 8, 2020

High level rollup

## Task outcome summary

Task Name	User 1	User 2	User 3	User 4	User 5	User 6	User 7	User 8	User 9	Average Time	Success Rate
1 - Get Financial Assistance	138 sec	170 sec	94 sec	252 sec	76 sec	169 sec	76 sec	85 sec	269 sec	147 sec	8 of 9
2 - Extended filing and payment deadlines	137 sec	245 sec	58 sec	220 sec	62 sec	57 sec	36 sec	36 sec	132 sec	109 sec	9 of 9
3 - Benefits, credits and financial support	186 sec	425 sec	89 sec	314 sec	164 sec	77 sec	87 sec	124 sec	211 sec	186 sec	5 of 9
4 - COVID Benefits phone number	60 sec	489 sec	52 sec	198 sec	39 sec	174 sec	113 sec	50 sec	309 sec	165 sec	4 of 9
5 - Stay Connected	79 sec	342 sec	44 sec	403 sec	61 sec	49 sec	50 sec	88 sec	106 sec	136 sec	8 of 9

■ Success   ■ Minor Mistake   ■ Fail

Task breakdown *(for 9 users)*

Completion percentage

■ Success
■ Minor Mistake
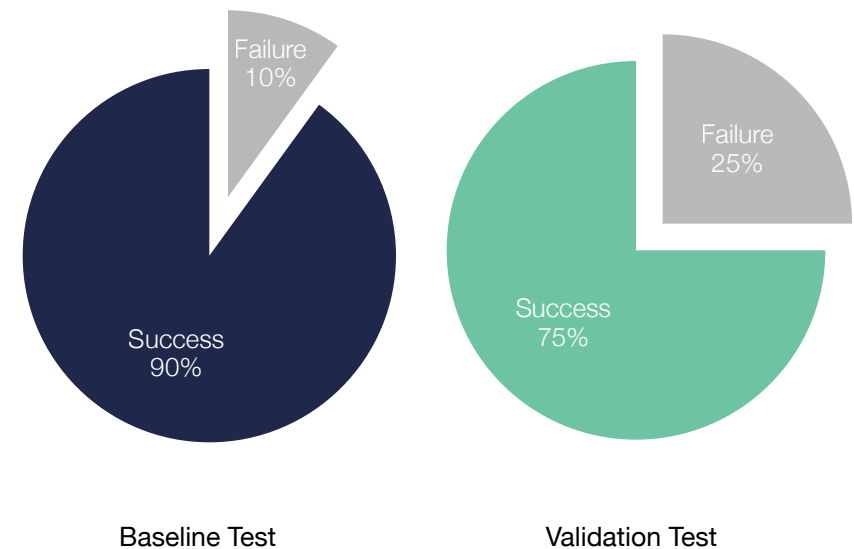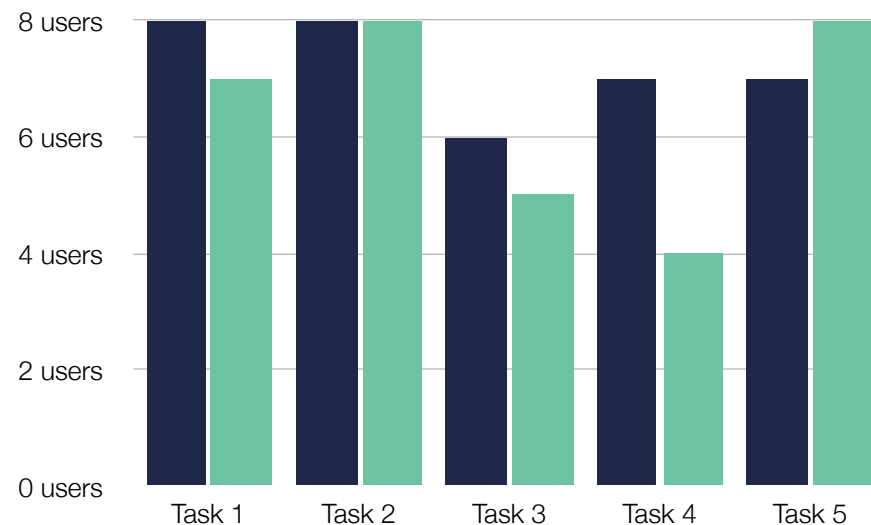■ Fail
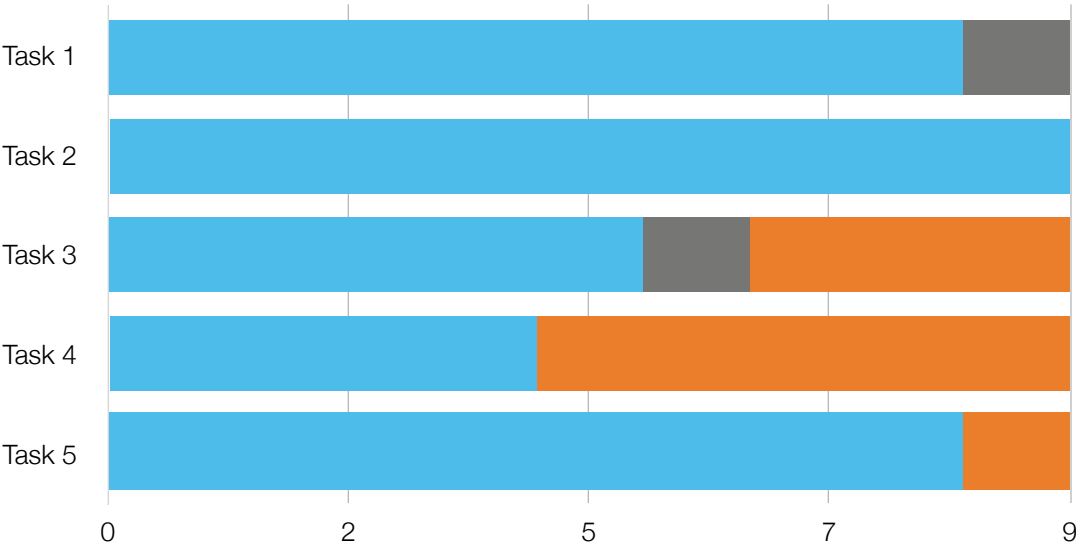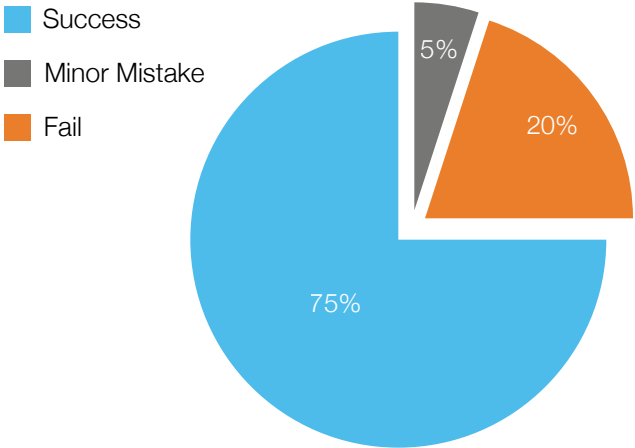
Overall Comparative results

Task completion

10% ⬇

Decrease in task completion

Average failure rate

15% ⬆

Increase in failure rate

■ Baseline Test   ■ Validation Test

Bar chart — Task completion (Baseline Test vs Validation Test):
- Task 1: Baseline 8 users, Validation 7 users
- Task 2: Baseline 8 users, Validation 8 users
- Task 3: Baseline 6 users, Validation 5 users
- Task 4: Baseline 7 users, Validation 4 users
- Task 5: Baseline 7 users, Validation 8 users

Pie charts — Average failure rate:
- Baseline Test: Success 90%, Failure 10%
- Validation Test: Success 75%, Failure 25%

Overall Comparative results - *cont.*
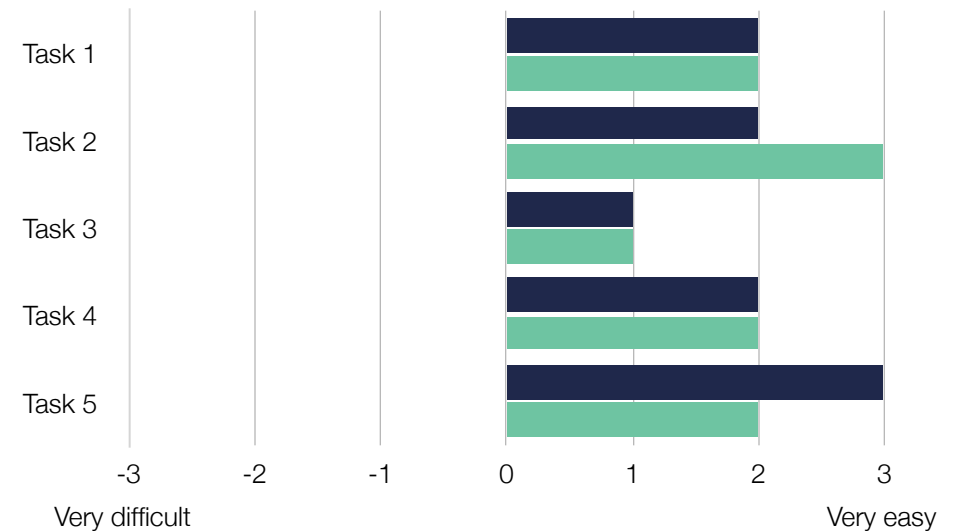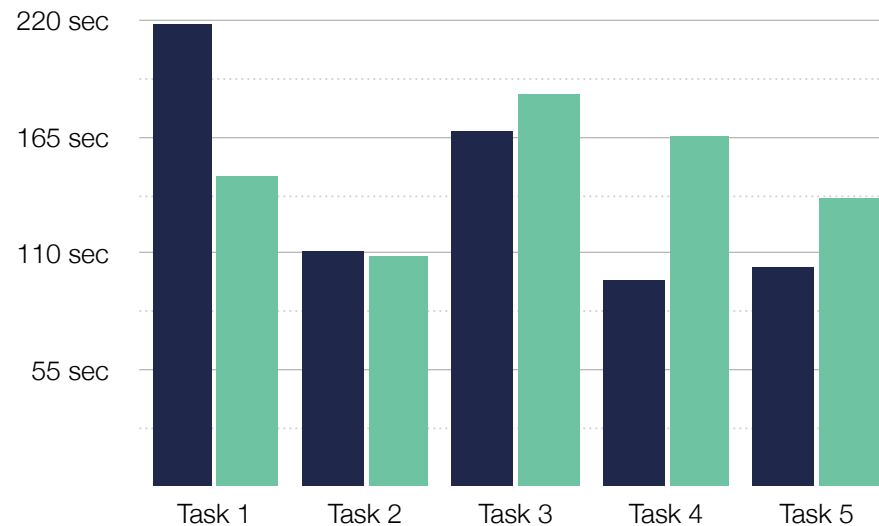
Average time on task

7% ⬆

Increase in time on task

Average task usability

0%

Increase in ease of use

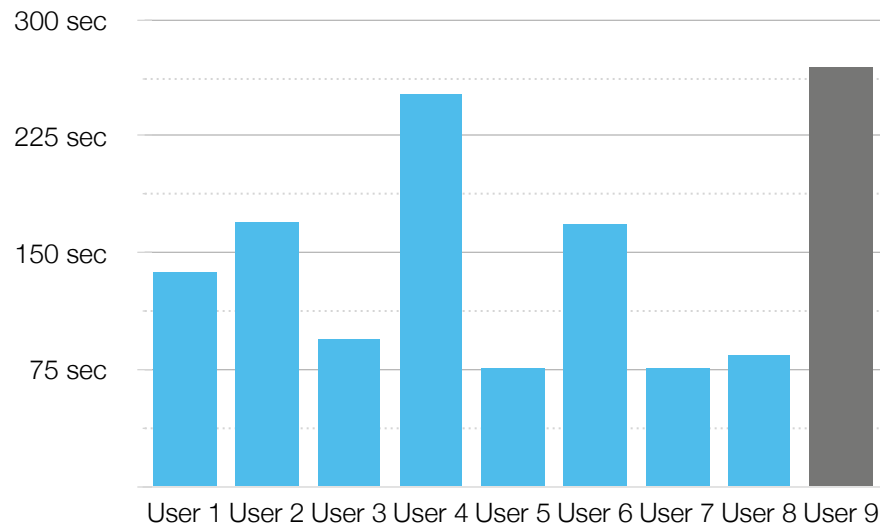■ Baseline Test   ■ Validation Test

Task 1 - Get Financial Assistance

*S*arah stopped working on March 30, 2020 because of the pandemic. Find a program that is available for Sarah to get immediate financial help if she has lost her income.
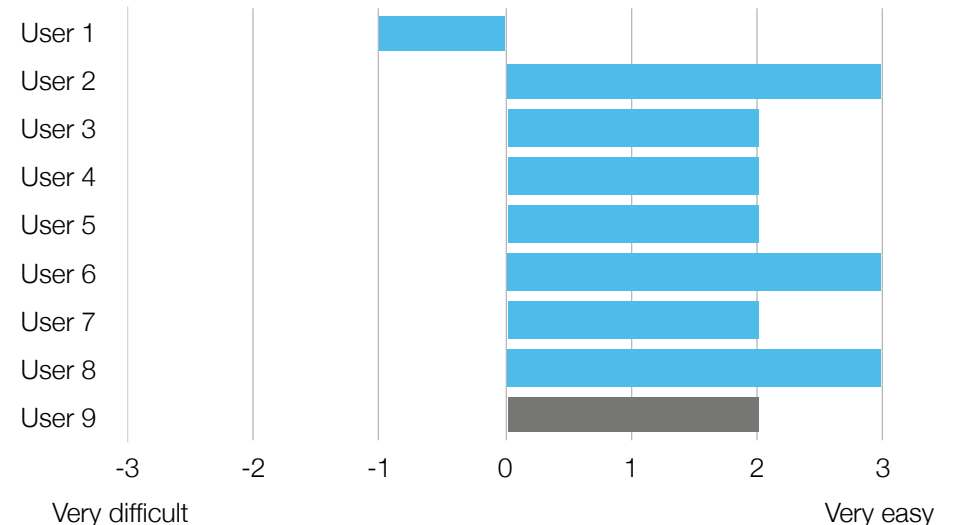
8/9
Users were Successful

■ Success ■ Minor Mistake ■ Fail

Time on task

Task usability

Task 1 - Get Financial Assistance - *cont.*

Observations

- **2/9** Users rely on previous knowledge of programs or process of elimination to find answer.
- **3/9** Users appeared to randomly select CERB because it appeared first.

Recommendations

- Rework doormat text explicitly state what the 3Cs are.
- Doormats should include more audience types that benefit from them.
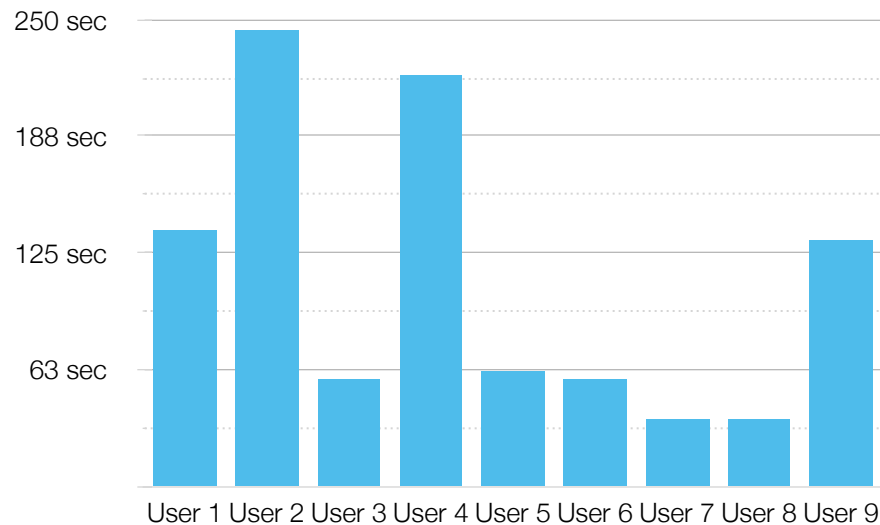
Task 2 - Extended filing and payment deadlines

*F*rank is unsure of which date he has to file this year's income taxes. When does he need to file his taxes by?
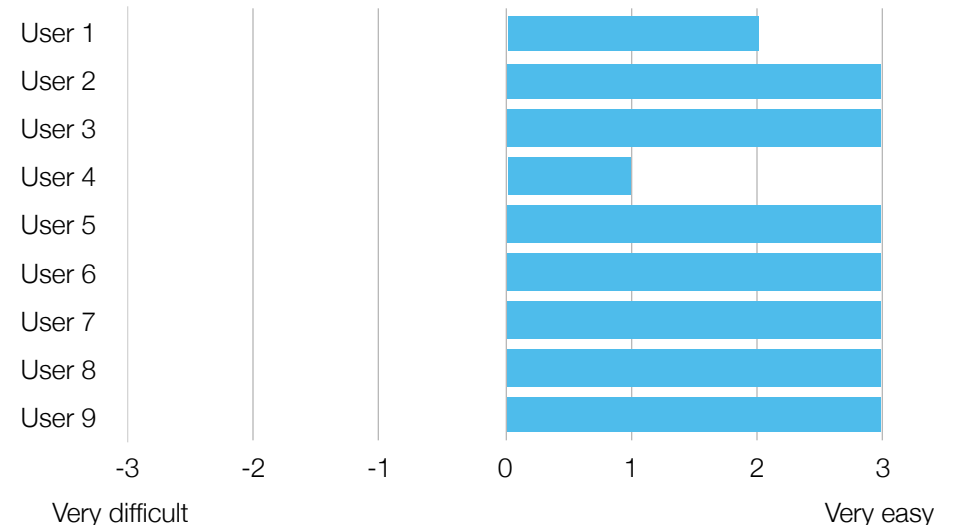
9/9
Users were Successful

■ Success ■ Minor Mistake ■ Fail

Time on task

250 sec	
188 sec	
125 sec	
63 sec	

User 1 User 2 User 3 User 4 User 5 User 6 User 7 User 8 User 9

Task usability

User 1
User 2
User 3
User 4
User 5
User 6
User 7
User 8
User 9

-3 -2 -1 0 1 2 3

Very difficult   Very easy

Task 2 - Extended filing and payment deadlines - *cont.*

Observations

- **8/9** users scan for keywords and dates.
- They don't read through everything, they just look for content that matches what they're looking for.

Recommendations

- Get analytics on which expand collapses get most traffic, individuals appear to get the most traffic so probably doesn't need to be hidden.
- Updates link name on landing page - change to "Income tax filing and payment deadlines".
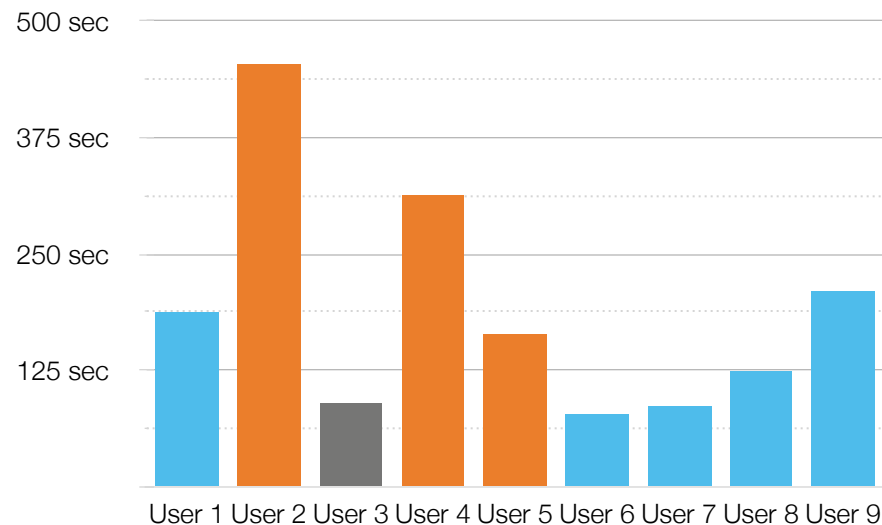
Task 3 - Benefits, credits and financial support

K rista is a single mother of two children. She received her Canada Child Benefit payment on April 15, 2020. How much is she eligible to receive in May?
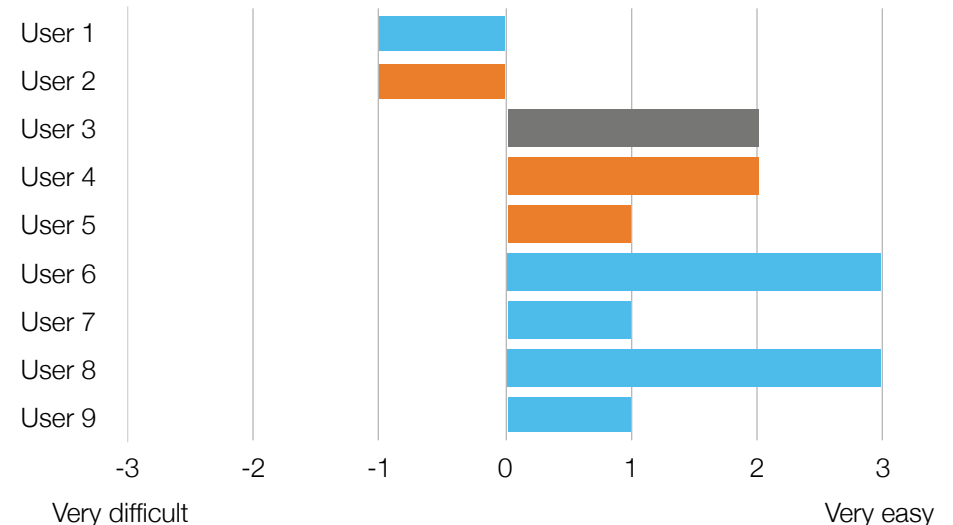
5/9
Users were Successful

■ Success   ■ Minor Mistake   ■ Fail

Time on task

Task usability

Task 3 - Benefits, credits and financial support - *cont.*

Observations

- **5/9** participants used the CCB panel doormat:
  - **3** participants succeeded
  - **2** failed
- **3/9** navigated deeper into CCB subpage to understand:
  - **2** participants succeeded
  - **1** failed
- Participants miss the intro text on the CCB subpage which provides the answer/information they need.

Recommendations

- Include Canada Child Benefit in doormat on landing page .
- Connect on CCB panel and subpage should match - Fix wordingÂ and/or provide an example on CCB main page.
- CCB panel doormat needs work - emphasize that it is a one time payment increase and it is $300 per child more.
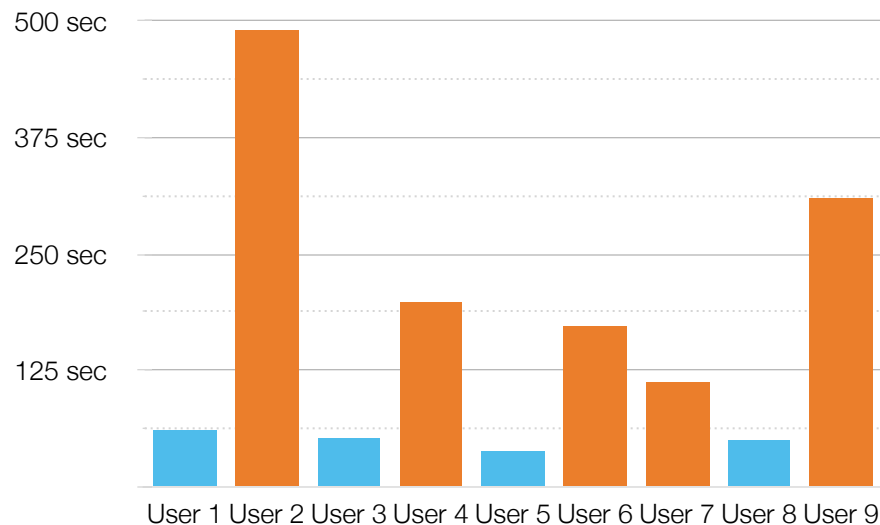
Task 4 - COVID Benefits phone number

*J*ames recently applied for the CERB. He has some more questions about the program that he can't find answers to online. What number should he call?
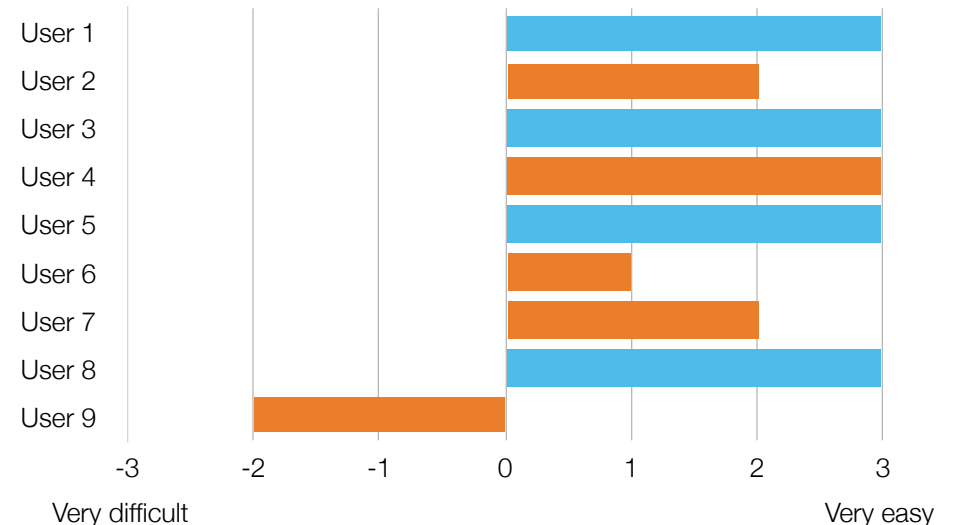
4/9 Users were Successful

■ Success   ■ Minor Mistake   ■ Fail

Time on task

Task usability

Task 4 - COVID Benefits phone number - *cont.*

Observations

- **3/9** participants succeeded - all used the phone number from blue band on landing page
- **5/9** participants failed - all navigated to CERB contact page
- Phone number was harder to find on mobile.
- If PS find the number in the banner, they succeed, if they go through CERB page, they failed.

Recommendations

- Banner could be reworded to mention what the phone number is for.
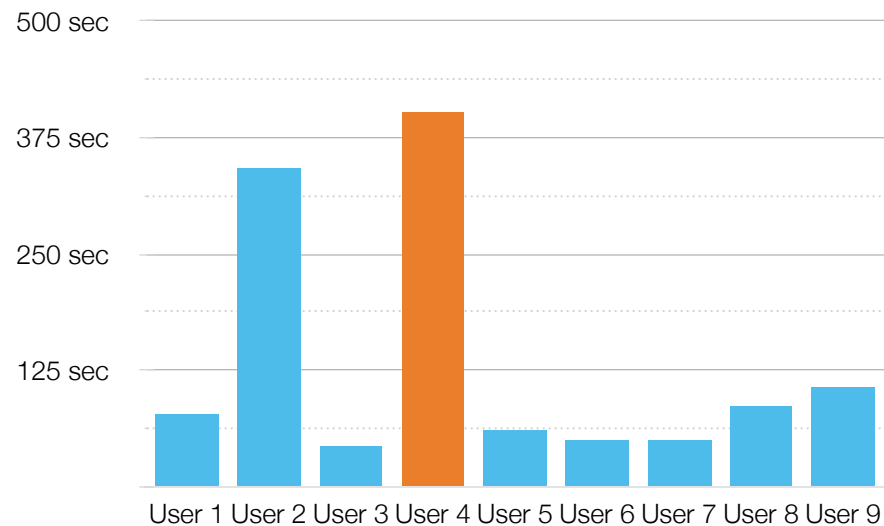- Perhaps moving the phone number above the 3Cs band.

Task 5 - Stay Connected

*J*essica would like more information about the Coronavirus pandemic sent directly to her. Can you find this information?
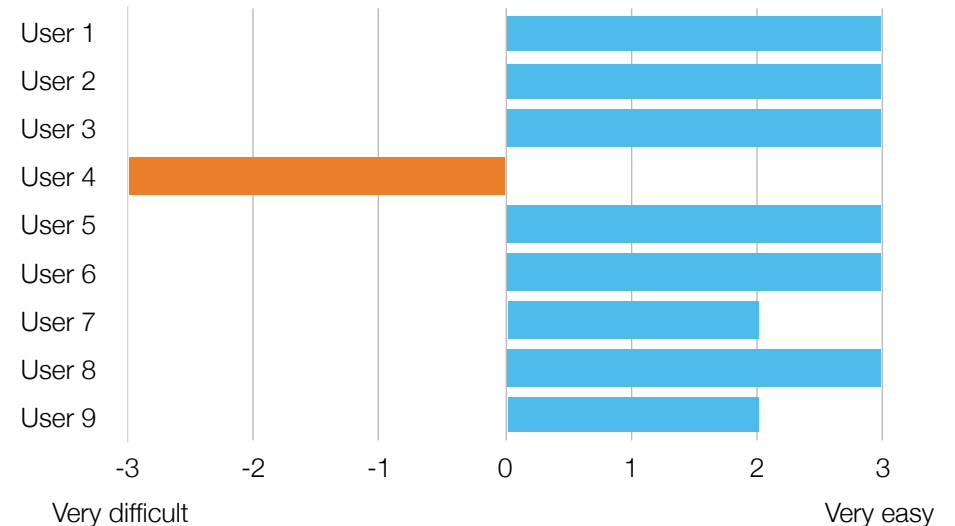
8/9
Users were Successful

■ Success ■ Minor Mistake ■ Fail

Time on task

500 sec	
375 sec	
250 sec	
125 sec	

User 1 User 2 User 3 User 4 User 5 User 6 User 7 User 8 User 9

Task usability

User 1
User 2
User 3
User 4
User 5
User 6
User 7
User 8
User 9

-3   -2   -1   0   1   2   3
Very difficult   Very easy

Task 5 - Stay Connected - *cont.*

Observations

- **8/9** participants succeeded.
- **4** participants clicked Sign up CTA and navigated into Sign up page.
- **1/9** participants failed, Call centre services possibly dirty magnet (an issue that came up during baseline).

Recommendations

- Swap Sign up Call To Action position with Get answers Call To Action.

UX R&D Team

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