UX Scorecard

COVID-19 Landing Page
Decision Time Performance

June 10, 2020

Compiled by the CRA`s User Experience Research and Design team

Decision Time Performance Overview

*T*his is a metric of calculating the time between the user finishing reading the task description to the time that the user makes a decision to execute by indicating they would select or navigate.
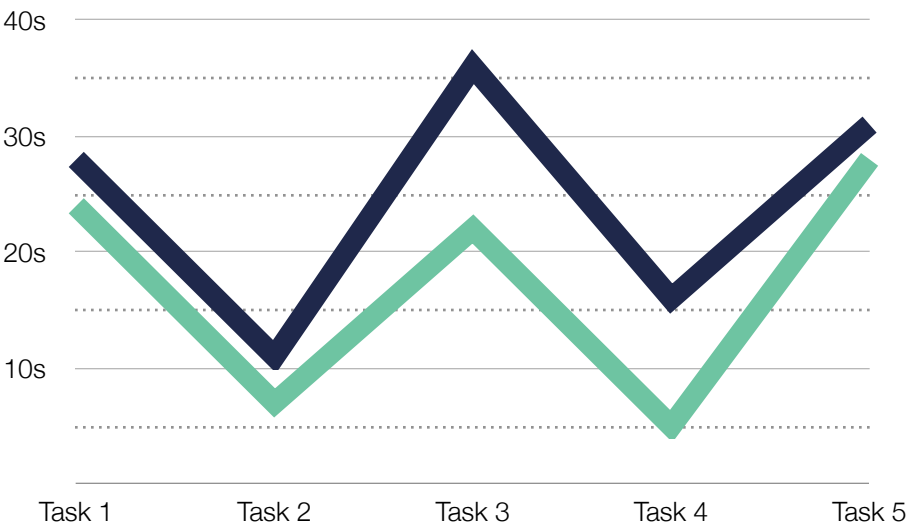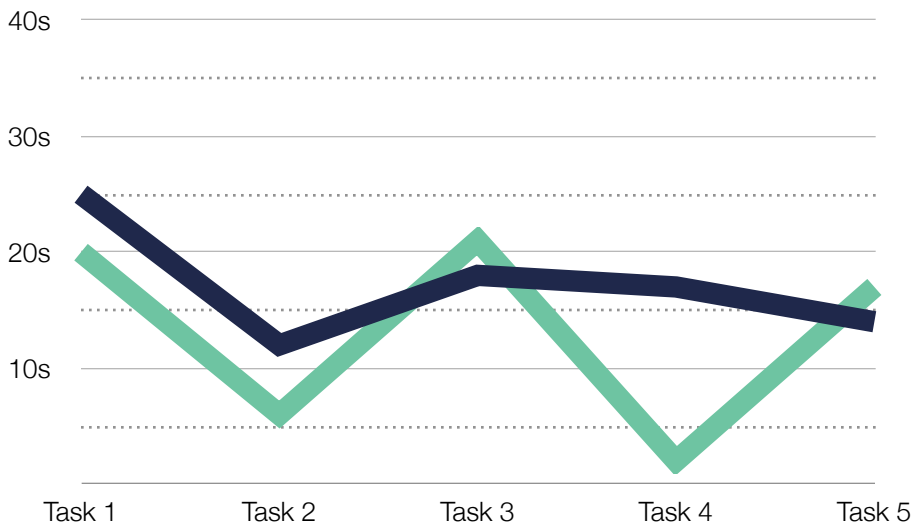
Overall decision time performance

8/10
Tasks showed increase in performance

■ Baseline Test   ■ Validation Test
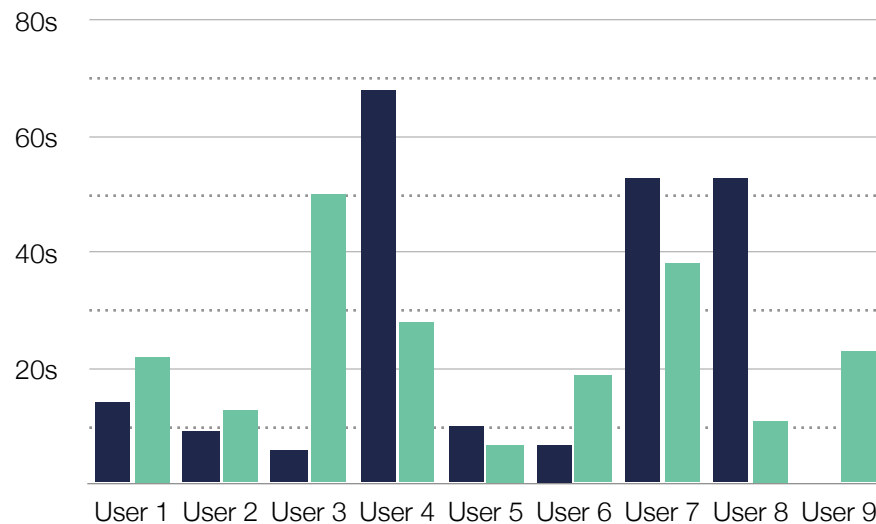
Mobile Results

Desktop Results

Decision Times - Task 1 - Eligibility periods

Mobile Results

16%
Faster than baseline

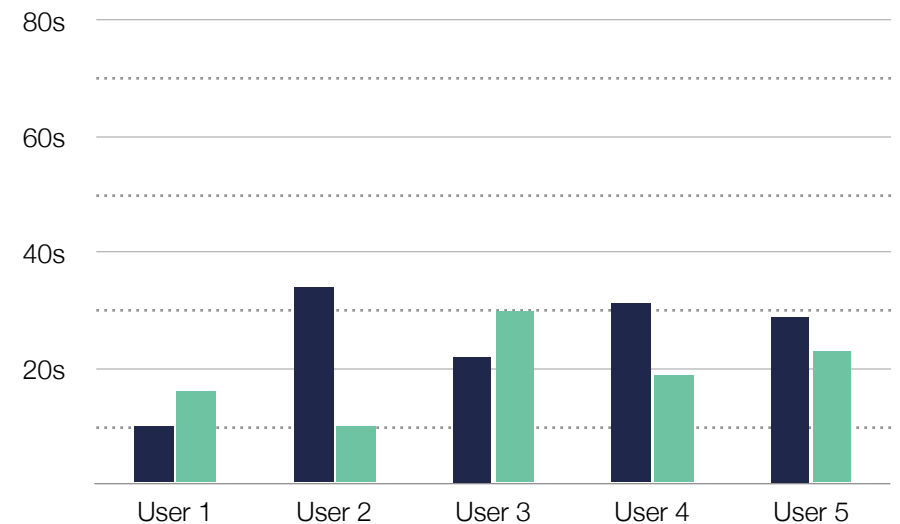■ **Validation Average**   **24 sec**
■ **Baseline Average**   **28 sec**

Desktop Results

20%
Faster than baseline

■ **Validation Average**   **20 sec**
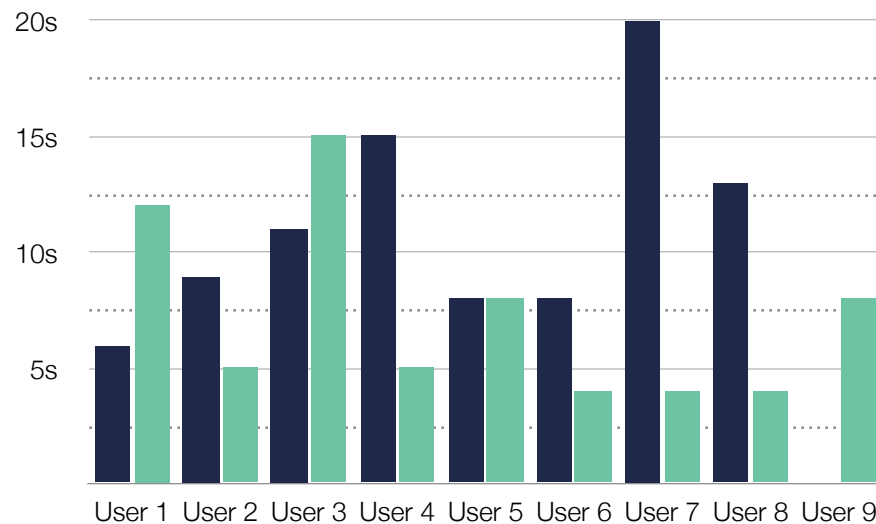■ **Baseline Average**   **25 sec**

Decision Times - Task 2 - Extended dates, tax filing deadlines

Mobile Results

64%
Faster
than baseline

■ Validation Average **7 sec**
■ Baseline Average **11 sec**

Desktop Results

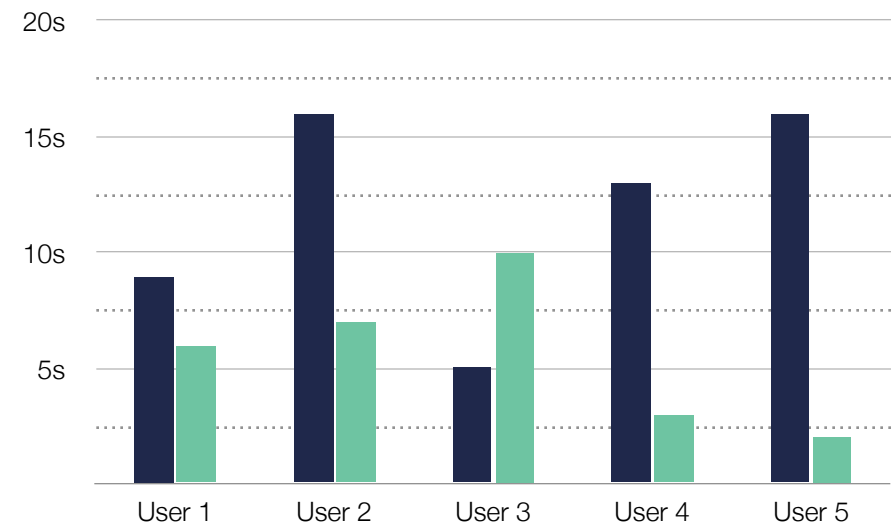## 100%
Faster
than baseline

■ Validation Average **6 sec**
■ Baseline Average **12 sec**

Decision Times - Task 3 - Benefits, credits and financial

Mobile Results

80%
Faster than baseline

■ Validation Average	**20 sec**
■ Baseline Average	**36 sec**

Chart with y-axis labels: 130s, 97.5s, 65s, 32.5s
X-axis labels: User 1, User 2, User 3, User 4, User 5, User 6, User 7, User 8, User 9
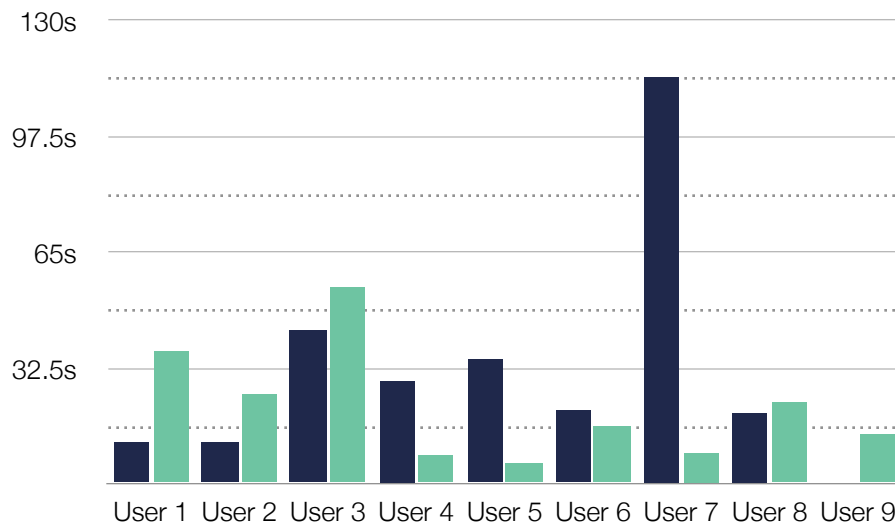
Desktop Results

15%
Slower than baseline

■ Validation Average	**21 sec**
■ Baseline Average	**18 sec**

Chart with y-axis labels: 40s, 30s, 20s, 10s
X-axis labels: User 1, User 2, User 3, User 4, User 5
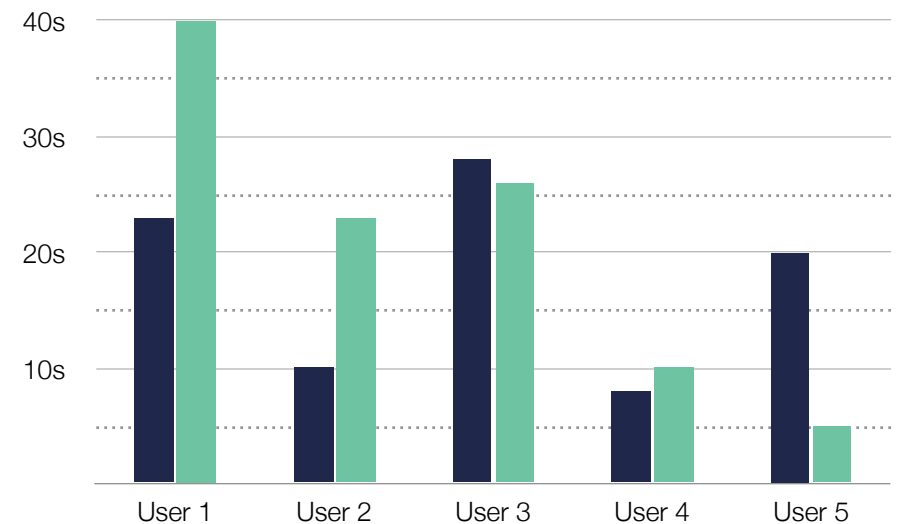
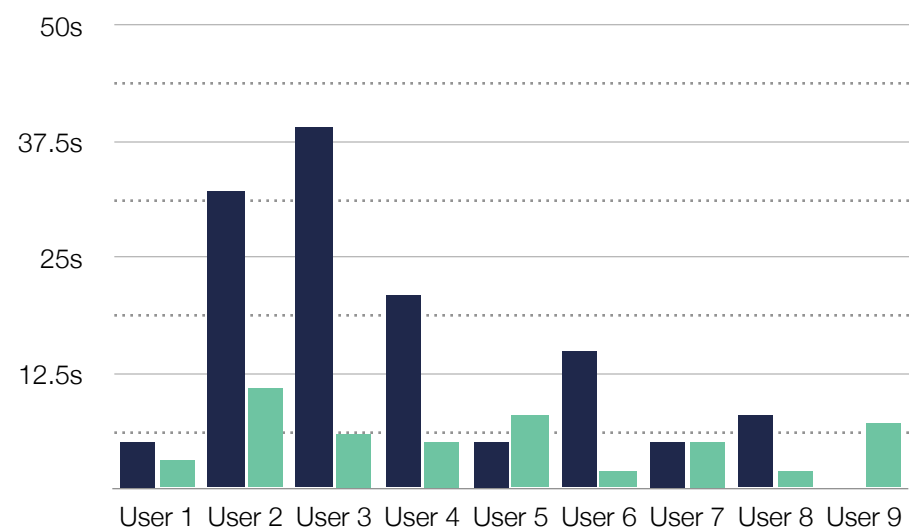# Decision Times - Task 4 - COVID Benefits phone number

Mobile Results

320%
Faster
than baseline

■ **Validation Average** **5 sec**
■ **Baseline Average** **16 sec**

Desktop Results

850%
Faster
than baseline

■ **Validation Average** **2 sec**
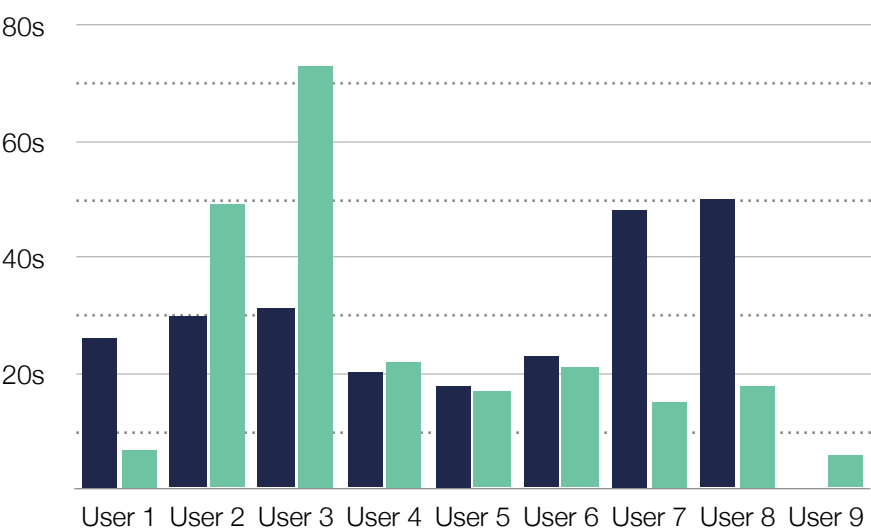■ **Baseline Average** **17 sec**
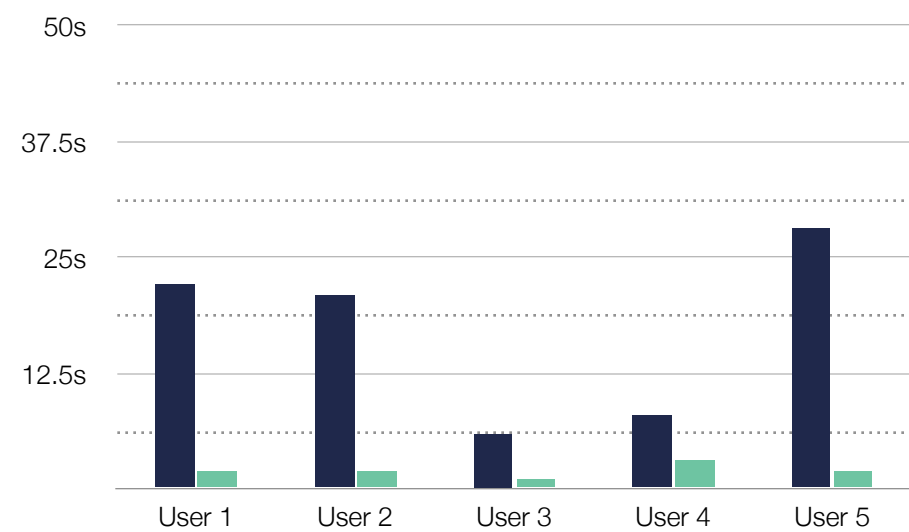
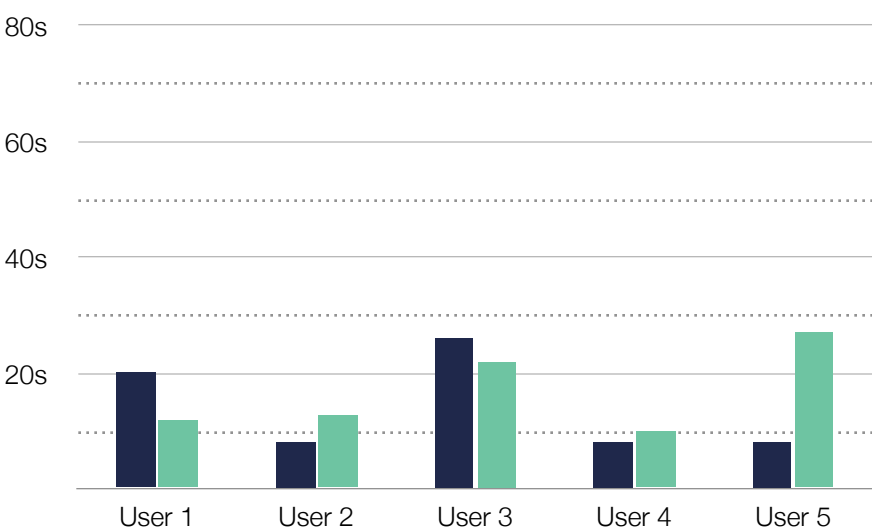# Decision Times - Task 5 - Stay Connected

Mobile Results

11%
Faster
than baseline

■ **Validation Average** **28 sec**
■ **Baseline Average** **31 sec**

Desktop Results

20%
Slower
than baseline

■ **Validation Average** **17 sec**
■ **Baseline Average** **14 sec**

UX R&D Team

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