

# UX Scorecard

COVID-19 Campaign  
Validation Test for Desktop

June 8, 2020

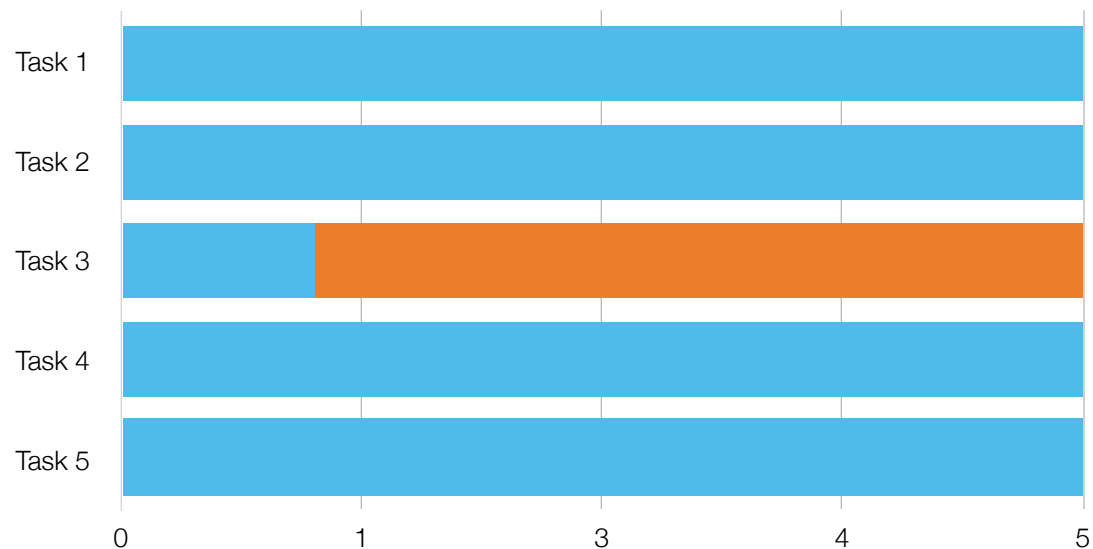
# High level rollup

## Task outcome summary

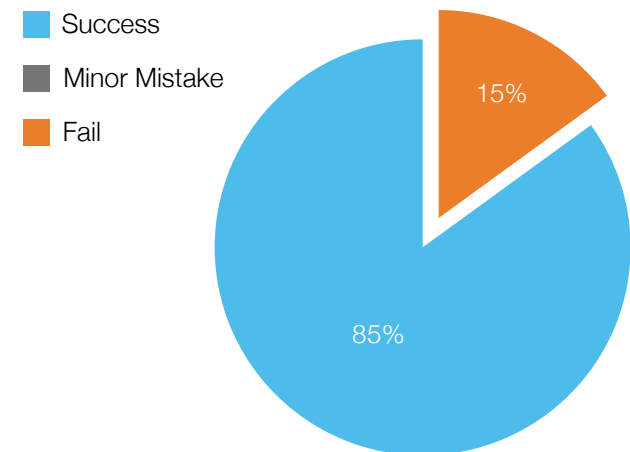
Task Name	User 1	User 2	User 3	User 4	User 5	Average Time	Success Rate
1 - Get Financial Assistance	80 sec	184 sec	168 sec	103 sec	175 sec	142 sec	5 of 5
2 - Extended filing and payment deadlines	55 sec	91 sec	97 sec	61 sec	44 sec	70 sec	5 of 5
3 - Benefits, credits and financial support	110 sec	89 sec	123 sec	150 sec	169 sec	128 sec	1 of 5
4 - COVID Benefits phone number	110 sec	107 sec	44 sec	30 sec	133 sec	85 sec	5 of 5
5 - Stay Connected	50 sec	66 sec	101 sec	55 sec	159 sec	86 sec	5 of 5

Success Minor Mistake Fail

## Task breakdown (for 5 users)



## Completion percentage



# Overall Comparative results

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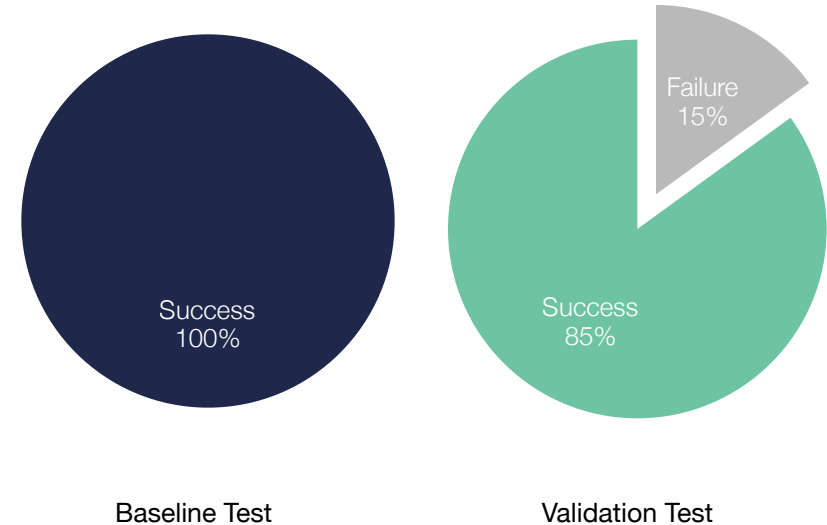
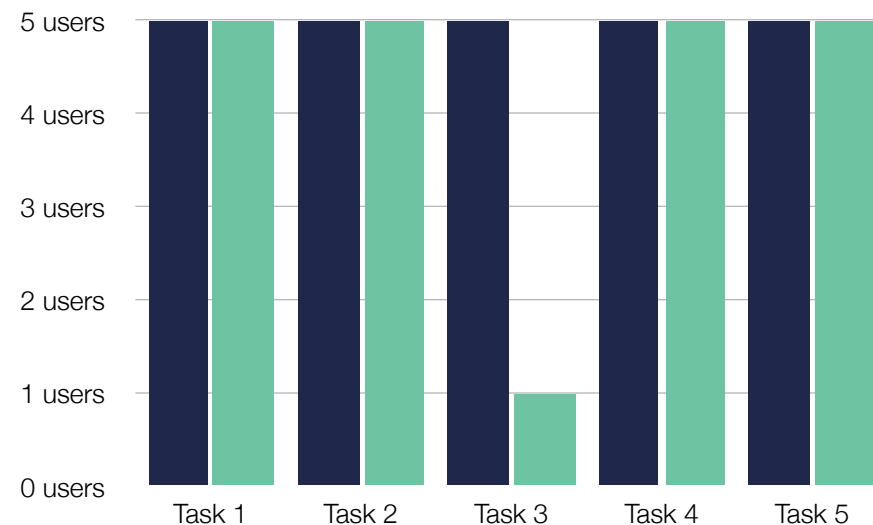
## Task completion

15%↓  
Decrease in  
task completion

## Average failure rate

15%↑  
Increase in  
failure rate

■ Baseline Test   ■ Validation Test



## Overall Comparative results - *cont.*

### Average time on task

48% ↓

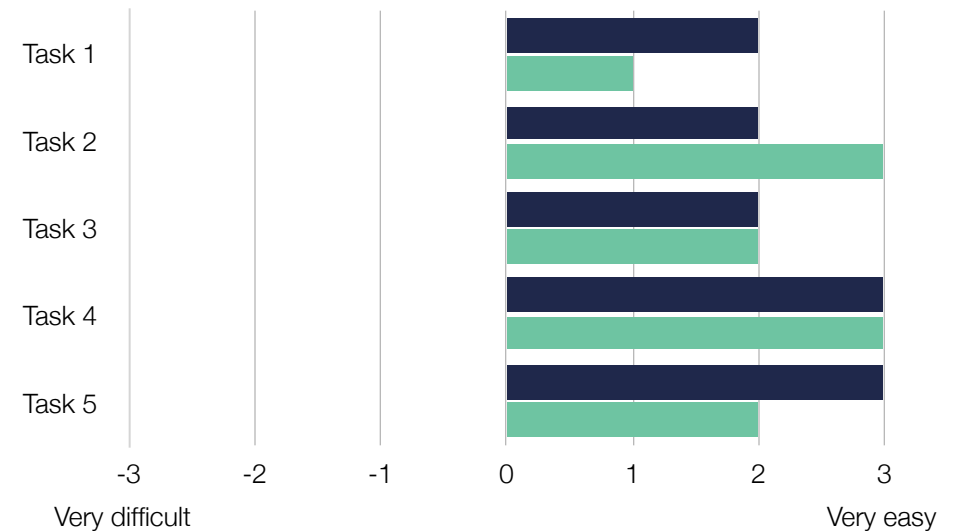
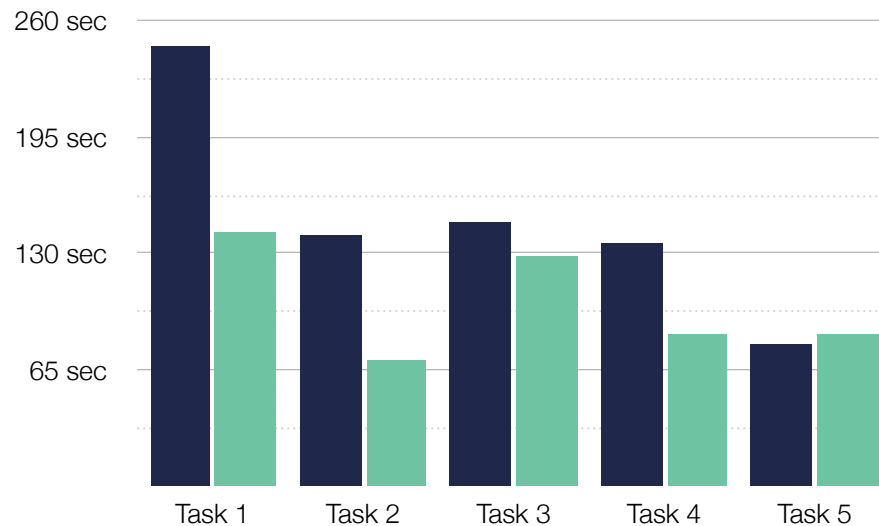
Reduction in  
time on task

### Average task usability

8% ↓

Decrease in  
ease of use

■ Baseline Test   ■ Validation Test



# Task 1 - Get Financial Assistance

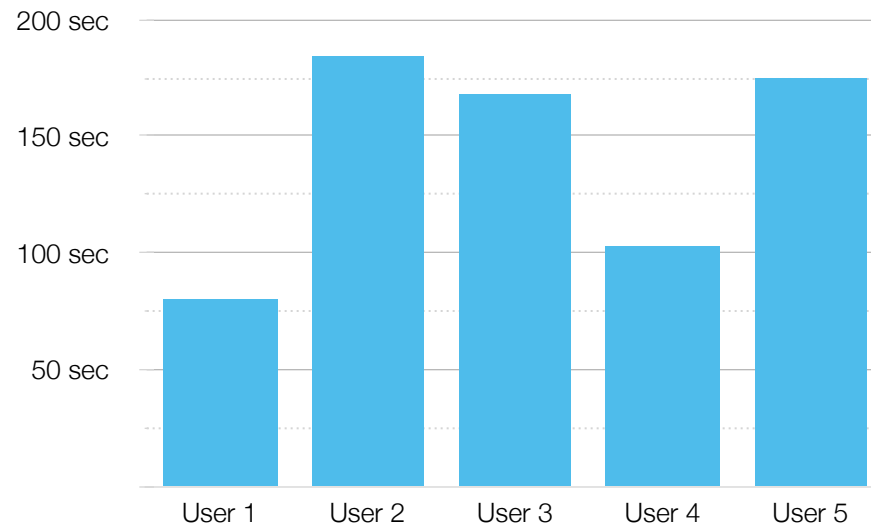
*Sarah stopped working on March 30, 2020 because of the pandemic. Find a program that is available for Sarah to get immediate financial help if she has lost her income.*

5/5

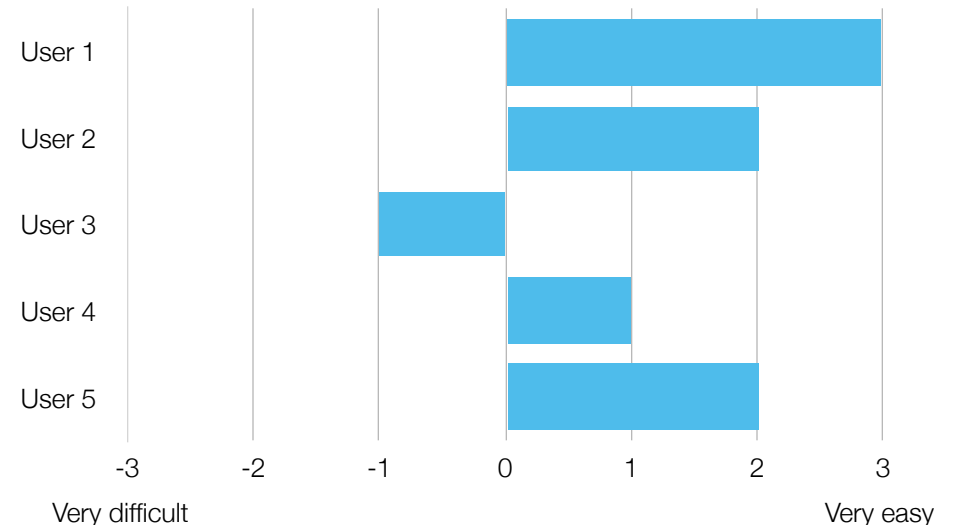
Users were Successful

Success Minor Mistake Fail

Time on task



Task usability



## Task 1 - Get Financial Assistance - *cont.*

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### Observations

- Users rely on previous knowledge of programs or process of elimination to find answer.
- Participants deduce/use process of elimination likely because doormat text is not descriptive enough.

### Recommendations

- Rework doormat text explicitly state what the 3Cs are

## Task 2 - Extended filing and payment deadlines

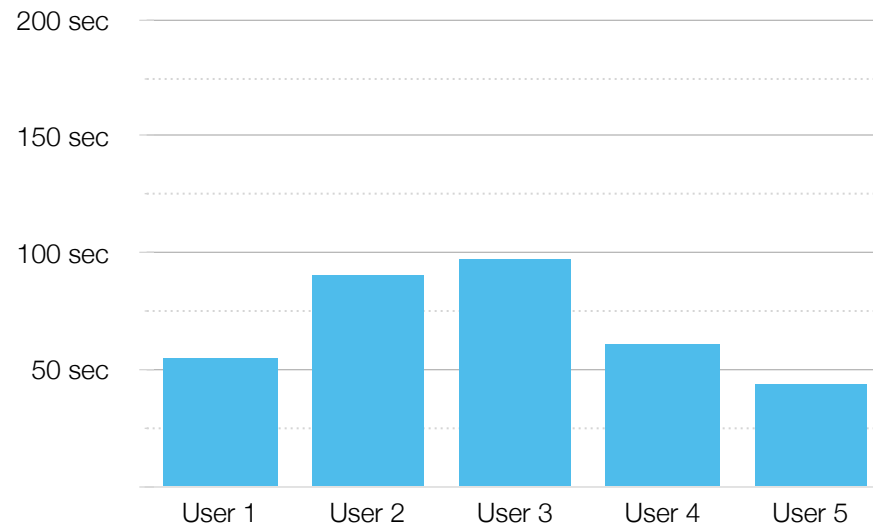
*Frank is unsure of which date he has to file this year's income taxes. When does he need to file his taxes by?*

5/5

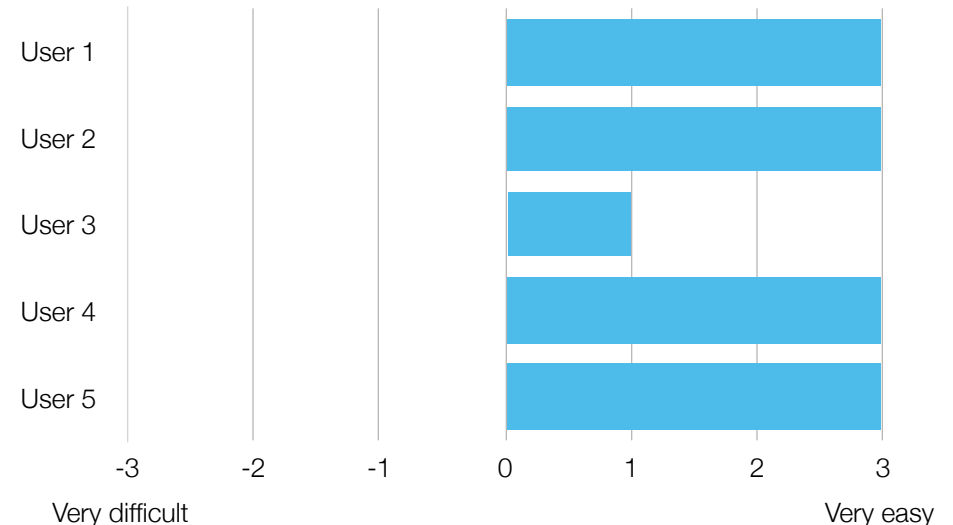
Users were Successful

Success Minor Mistake Fail

### Time on task



### Task usability



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

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### Observations

- Participants simply 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

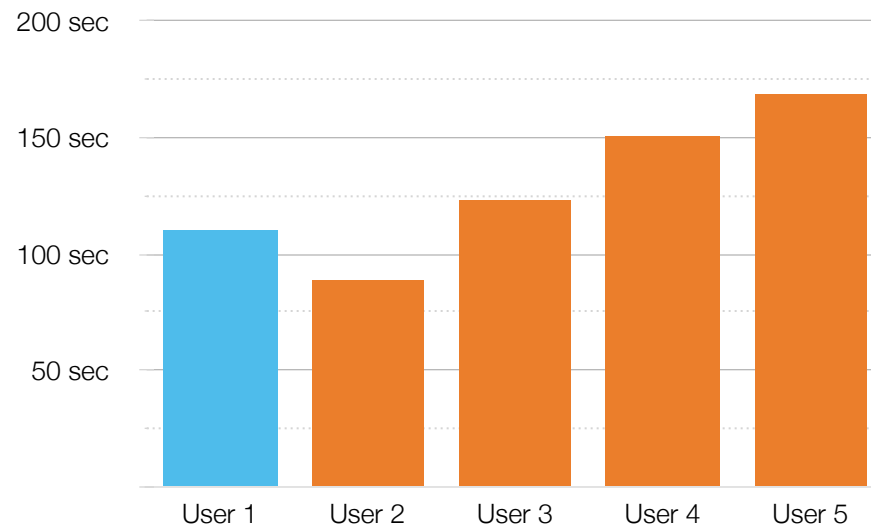
*Krista is a single mother of two children. She received her Canada Child Benefit payment on April 15, 2020. How much is she eligible to receive in May?*

1/5

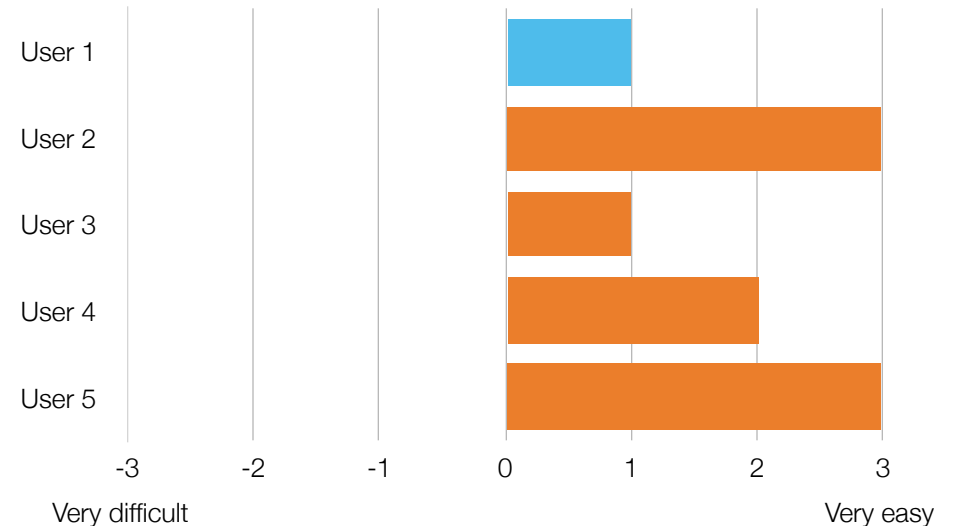
Users were Successful

Success Minor Mistake Fail

### Time on task



### Task usability



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

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### Observations

- Comprehension issues with CCB panel doormat.
- **1/5** participants understood CCB panel doormat text (didn't need to nav further) and completed task successfully.
- **4/5** participants navigated deeper into CCB subpage (all failed) .

### 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

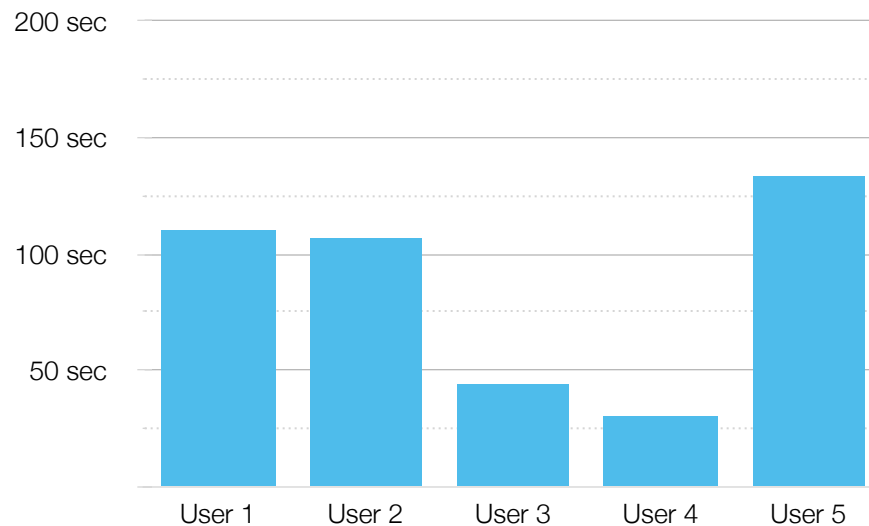
*James recently applied for the CERB. He has some more questions about the program that he can't find answers to online. What number should he call?*

5/5

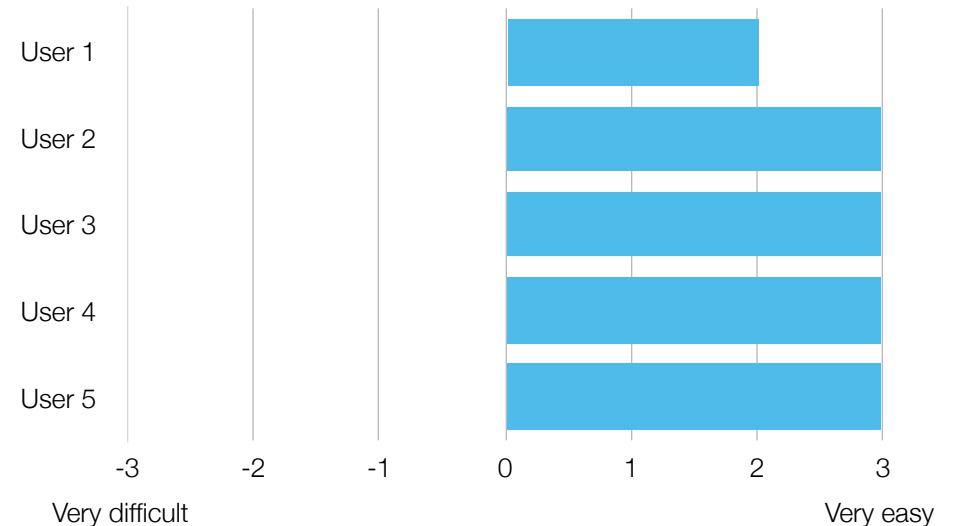
Users were Successful

Success Minor Mistake Fail

### Time on task



### Task usability



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

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### Observations

- Participants seem to miss the blue band with phone number (would save them a least 3 extra clicks and time on task) - possible banner blindness:
  - **2/5** participants used the phone number in banner
  - **3/5** participants navigated to CERB contact page to find phone number
- Some had trouble with CERB contact page expand collapses.

### Recommendations

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

## Task 5 - Stay Connected

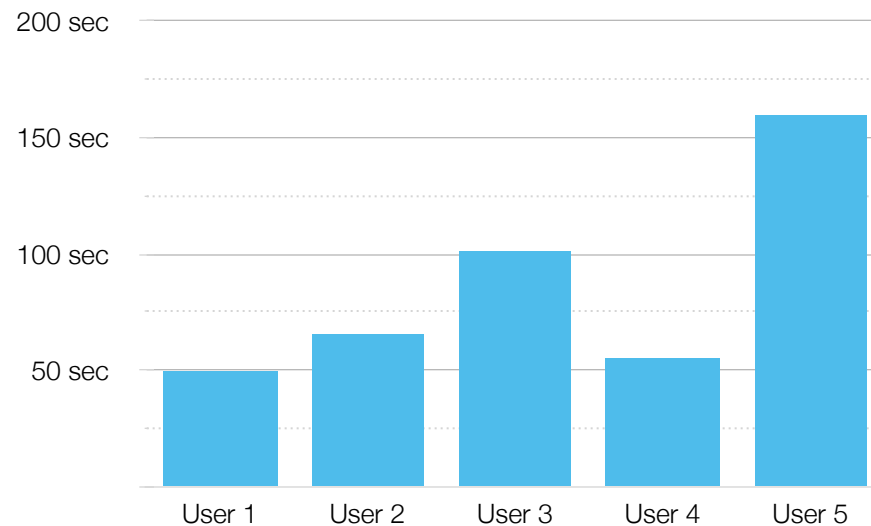
*Jessica would like more information about the Coronavirus pandemic sent directly to her. Can you find this information?*

5/5

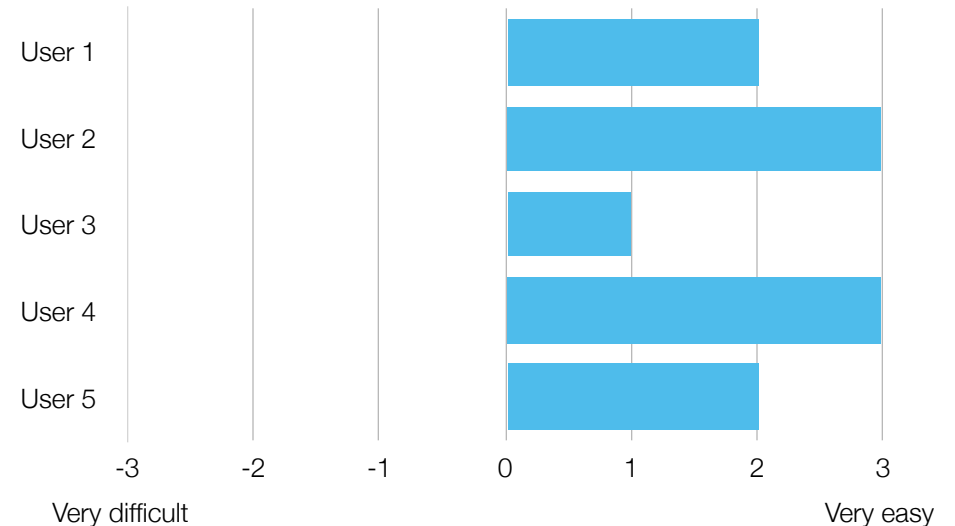
Users were Successful

Success Minor Mistake Fail

### Time on task



### Task usability



## Task 5 - Stay Connected - *cont.*

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### Observations

- **1/5** participants navigated to “Get answers” CTA - possible dirty magnet.
- **4/5** Ps clicked Sign up button and navigated into page.

### Recommendations

- Real world convention is to have subscriptions/sign up options at bottom of the page.
- Swap Sign up Call To Action position with Get answers Call To Action.

# UX R&D Team

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