

Ask – Don’t tell Using Questions to Personalize Online Services

Lisa Fast

Hands-on: bit.ly/sdingov2017

bit.ly/sdingov2017

Use the numbered links when you see them like this:

1

Alternative to bit.ly:

<https://neoinsight.github.io/smartpages/sdingov/links.html>



Jobs ▾ Immigration Travel ▾ Business ▾ Benefits ▾ Health ▾ Taxes ▾ More services ▾

-  My application
- Immigrate
- Visit
- Work
- Study
- Citizenship
- New immigrants
- Canadians
- Refugees and asylum
- Enforcement and violations
- Immigration – More



Nominate a volunteer, a not-for-profit organization or a business



II Pause

Most requested services and information

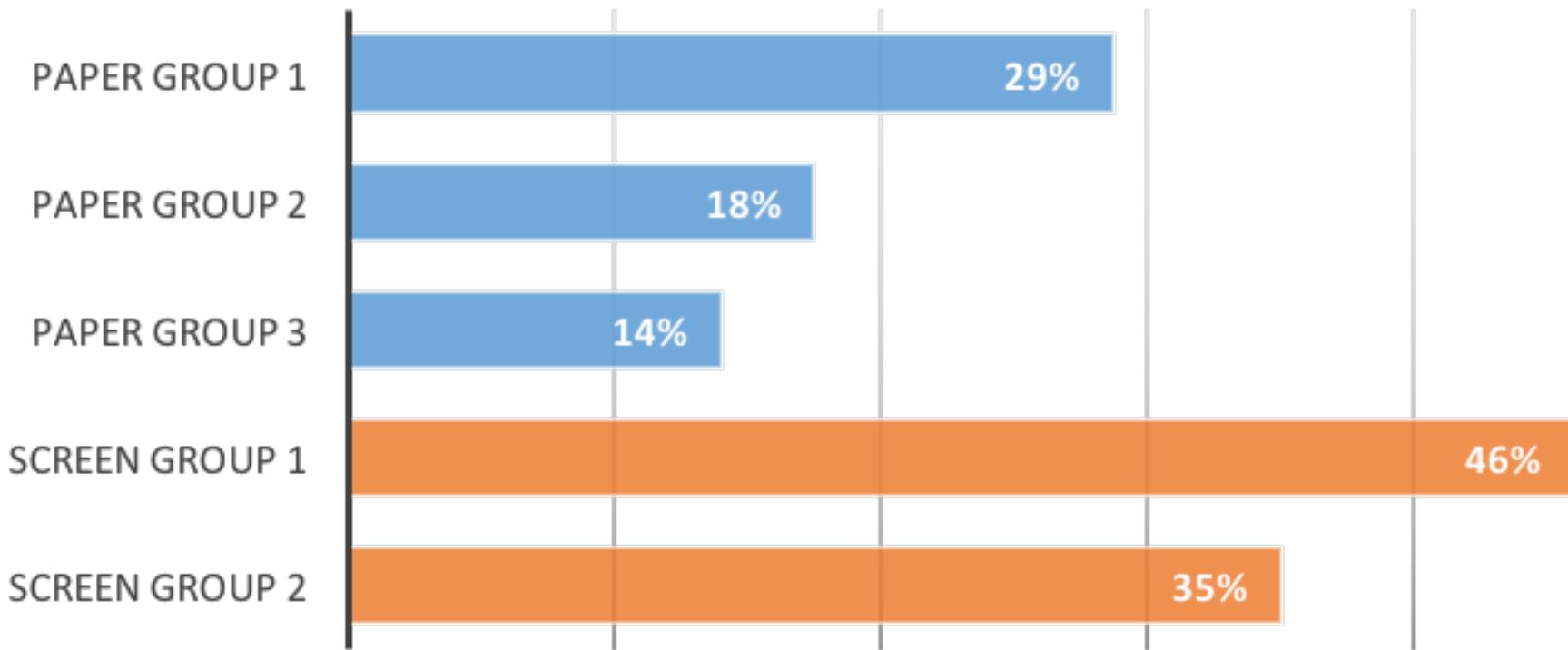
Instructions: We are interested in whether you actually take the time to read the directions. So, in order to demonstrate that you have read the instructions, please ignore the question below. Instead, simply put your hand on your opposite shoulder. Thank you.

Do you have a UX background?

- Yes – put your hand up
- No

Failing the Attention Filter

Rates for Paper and Screen Groups



[Oppenheimer, Meyvis and Davidenko via https://www.linkedin.com/pulse/evidence-really-dont-read-instructions-lisa-fast](https://www.linkedin.com/pulse/evidence-really-dont-read-instructions-lisa-fast)

An attention filter or a design cue?

People KNOW their attention is limited – so they spend it carefully.

Questions are
interactive

- they involve you

Questions distill
personal meaning from
prose

People are seeking
answers
not information

**Do you have
all your
Records of
Employment?**

**Proceed directly
to Kiosks**



[Home](#) > [Benefits](#) > [Benefits entitlement](#)

Benefit cap calculator

Do you qualify for Working Tax Credit?

You don't need to be getting Working Tax Credit, only qualify for it.

Yes

No

[Next step](#)

Previous answers

[Start again](#)

Do you receive Housing Benefit? Yes

[Change](#)

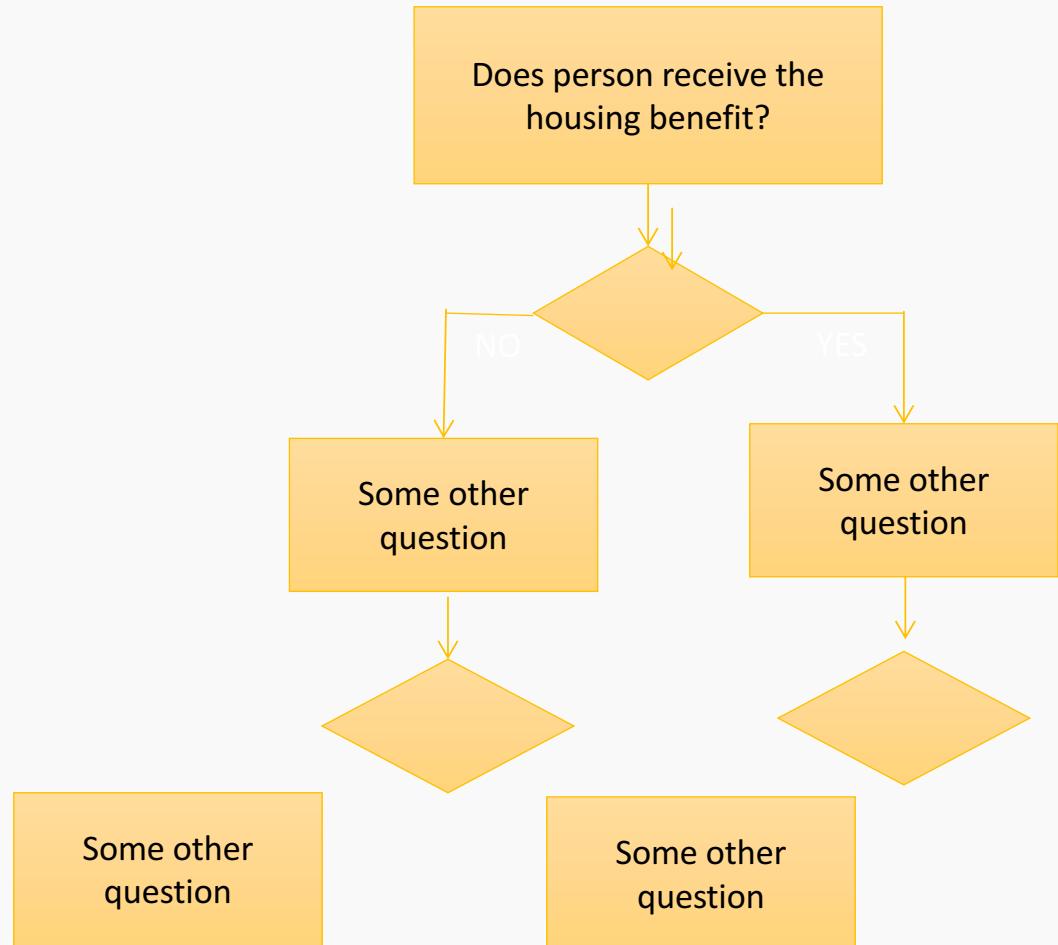
Smart Answers

Last updated: 31 January 2017

Is there anything wrong with this page?

Signal for Wizard

– a sequence
of decisions,
especially if it
involves
arithmetic or
if-then-elses



Today:

Take the wand from the
Wizard and wave it at your
services...

One page at a time

Apply for a passport - adults

Determine your eligibility

How to apply

Get your passport photo

Check processing times

Pay your fees

Pick up your passport

How to apply for a new passport

The forms and documents you need to submit may be different depending on where you are.

i Flying in a few days or at the airport without a Canadian passport?

You can apply for a special authorization that, if approved, will allow you to board your flight with your valid non-Canadian passport.

See [Dual Canadian citizens need a Canadian passport](#).

For future travel, make sure to travel with a Canadian passport. [Apply soon](#). **It can take time to get a Canadian passport.**

If you live in Bermuda, American Samoa, the Midway Islands, Puerto Rico and the US Virgin Islands, you should select the United States, as the same application steps apply to these countries.

Where are you applying from?

Select...

Get information

[Report a problem or mistake on this page](#)

[Share this page](#)

Date Modified: 2017-02-02

Work Permit 2014

14 /19 participants found right page

Only 10 derived the correct answer

Government
of CanadaGouvernement
du Canada[Français](#)

Search Canada.ca

[Jobs](#) [Immigration](#) [Travel](#) [Business](#) [Benefits](#) [Health](#) [Taxes](#) [More services](#)[Home](#) → [All services](#) → [Immigration & citizenship](#) → [Work](#) → [Temporary workers](#)**Work in Canada**[Temporary workers](#)[Determine if you need
a work permit](#)[Determine your
eligibility](#)[Apply](#)[Check processing
times](#)[After you apply: get
next steps](#)[Prepare for arrival](#)[Extend work permit](#)[Questions](#)

Find out if you need a work permit to work in Canada

If your job category is listed below, you do **not** need a work permit. However, you may need to meet other rules. Read the information carefully.

If your job category is **not** listed below, you need a work permit. You should also [find out if you need a labour market opinion](#).

Jobs that do not need a work permit

A to Z list

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z

[Athletes and coaches](#)

Foreign teams, athletes and coaches competing in Canada.

2014

Tricky: if you DO fit one of these categories – you DON'T need a work permit.

Work in Canada

Temporary workers

Determine if you need a work permit

Determine your eligibility

Types of work permits

Apply

Check processing times

After you apply: get next steps

Prepare for arrival

Extend work permit

Do you need a work permit to work in Canada?

You usually need a work permit to work in Canada. In some cases, you can work without a permit.

Answer this question to find out if you can work in Canada without a permit.

* What type of work will you do in Canada? (required)

- Athlete or coach
- Aviation accident or incident investigator
- Business visitor
- Civil aviation inspector
- Clergy
- Convention organizer
- Crew member
- Emergency service provider
- Examiner and evaluator
- Expert witness or investigator
- Family member of foreign representative
- Foreign government officer or representative
- Health care student
- Judge, referee or similar official
- Military personnel
- News reporter or film and media crew
- Producer or staff member working on advertisements
- Performing artist
- Public speaker
- Student working off-campus
- Student working on-campus

2016

All correctly selected “My job is not on the list” but only 11/16 solved the task.

The answer was hard to see (literally!)

- team had missed prototyping step



[Home](#) → [Immigration and citizenship](#) → [Work](#) → [Temporary workers](#)

Work in Canada

Temporary workers

Determine if you need a work permit

Determine your eligibility

Types of work permits

Apply

Check processing times

After you apply: get next steps

Prepare for arrival

Extend work permit

Find out if you need a work permit in your situation

If your job is not on the list (other job)

You need a work permit. Find out if you're eligible for a work permit.

[Change selection](#)

Job Bank

› [Job Bank is the Government of Canada's leading source for jobs and labour market information.](#)

How-to video



› [A Step-by-step look at biometrics](#)

How-to video



› [Electronic Travel Authorization \(eTA\): What you need to know](#)

[Report a problem or mistake on this page](#)

[Share this page](#)

Created a prototype with
Survey Gizmo – embedded
it on Canada.ca page

Chrome File Edit View History Bookmarks People Window Help

Usability Session - Participant X https://global.gotomeeting.co... X Session links R10-2 X Preto permit X

Apps G-Maps G-Mail BLD Bookmarks JMD Bookmarks Shared Bookmarks TWINS Unsorted Bookmarks IMAC/APPLE Support

https://neonsight.github.io/start-business/demos/gizmo-demo-en.html

Government of Canada Gouvernement du Canada

Search Canada.ca Français

Jobs Immigration Travel Business Benefits Health Taxes More services

Do you need a work permit to work in Canada?

You usually need a work permit to work in Canada. In some cases, you can work without a permit.

Answer this question to find out if you can work in Canada without a permit.

What type of work will you do in Canada? **(required) ***

- Athlete or coach
- Aviation accident or incident investigator
- Business visitor
- Civil aviation inspector
- Clergy
- Convention organizer
- Crew member
- Emergency service provider
- Examiner and evaluator
- Expert witness or investigator
- Family member of foreign representative
- Foreign government officer or representative
- Health care student
- Judge, referee or similar official
- Military personnel
- News reporter or film and media crew
- Producer or staff member working on advertisements
- Performing artist
- Public speaker
- Student working off-campus
- Student working on-campus
- My job isn't on the list

2017





- Temporary workers

Determine if you need
a work permit

Determine your
eligibility

Types of work permits

Apply

Check processing
times

After you apply: get
next steps

Prepare for arrival

Extend work permit

Do you need a work permit to work in Canada?

You usually need a work permit to work in Canada. In some cases, you can work without a permit.

Answer this question to find out if you can work in Canada without a permit.

You **need** a work permit.

- You selected that your job was not on the list.
- So you need a permit, but you may not be eligible for one.
- Next step: find out if you're [eligible for a work permit](#).

10/10 successfully found the answer

Style of answer

Answer the original question

- Be transparent & helpful – tell them why
- Describe and link to next step

Find out if you need to charge GST/HST

Answer a few questions to find out if you need to charge or collect the tax and register to get a GST/HST account number.

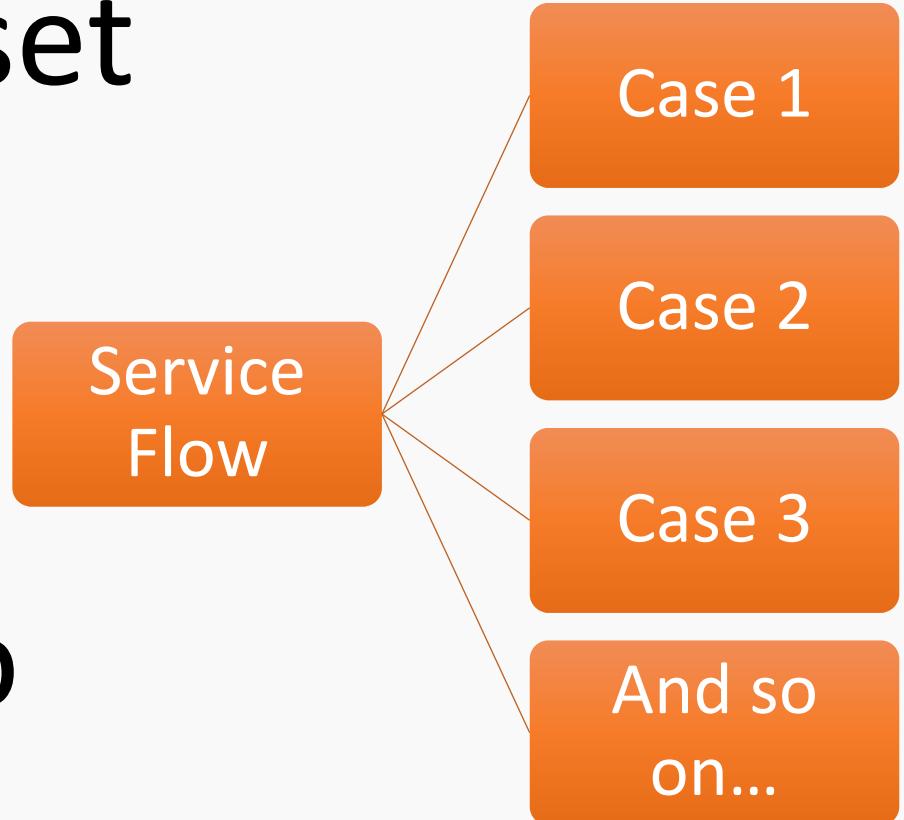
Businesses with lower revenue and those that deal in certain goods and services might not need to charge the tax.

Your answer:

You do not have to charge or register for the GST/HST.

- Your answers suggest you are a small supplier. Your revenue from taxable supplies is less than \$30,000 CND over 4 calendar quarters.
- You should make this calculation every January 1st, April 1st, July 1st and October 1st to find out if your status has changed.
- You may choose to [voluntarily register for the GST/HST](#). If you have a GST/HST account, you must charge the GST/HST on taxable supplies.

Signal for a Smart
Page: A list or set
of
case/policy
information
describing who
does what



Exceptions before a step

[Home](#) → [Immigration and citizenship](#) → [Visit](#)

Visit Canada	<h2>Find out if you need an Electronic Travel Authorization (eTA) or a visitor visa</h2> <p>New entry requirement now in effect: visa-exempt foreign nationals need an Electronic Travel Authorization (eTA) to fly to or transit through Canada. <u>Exceptions</u> include U.S. citizens, and travellers with a valid Canadian visa. Canadian citizens, including <u>dual citizens</u>, and <u>Canadian permanent residents</u> cannot apply for an eTA.</p> <p>Important: If you are stateless or if you are travelling with a travel document issued to non-citizens, such as an alien passport or a refugee travel document, you need to <u>apply for a visa</u> to visit or transit through Canada.</p> <p>Find out If you need an eTA or a visitor visa</p> <p>* Select the country code that matches the one on your passport. (required)</p> <p>Find this three letter code on your <u>passport information page</u> - see the field named "Code", "Issuing country", or "Authority".</p> <p>Make your selection... ▾</p> <p>GO</p>
Find out if you need an eTA or a visa	
Visit as a tourist	
Visit your children or grandchildren	
Visit on business	
Extend your stay	
Transit through Canada	

Find out if you need a visa

* Are you any of the following? **(required)**

- A citizen of Canada and another country (dual citizen)
- A person who once lived in Canada but is not a citizen of Canada
- A permanent resident of Canada (PR Card holder)
- Stateless or travelling with a document for refugees or aliens (other than U.S. I-571)
- I'm none of the above

Continue

Find out if you need to register for a GST/HST account

You **cannot** register for a GST/HST account if you provide only exempt goods and services.

You **have to register** for a GST/HST account if **both** situation applies:

- you provide taxable supplies in Canada
- you are **not** a small supplier

Use the following sections to determine if you have to register.

Most businesses	Charities and public institutions	Public service bodies	Non-residents	Taxi or limousine
-----------------	-----------------------------------	-----------------------	---------------	-------------------

Most businesses

Use the following table to see if you are a small supplier or not to determine if you are required to register for a GST/HST account.

Small supplier limit calculation for most businesses

If	Then	What you need to do
You do not exceed the \$30,000 threshold amount <small>1</small> in four consecutive calendar quarters. <small>2</small>	You are a small supplier.	You do not have to register. You may choose to do so <u>voluntarily</u> if you provide taxable supplies in Canada. At the end of every quarter, you have to make the same calculation to see if you are still a small supplier.

Craft your 'none of the above' question carefully & test it

[Home](#) → [Taxes](#) → [GST/HST](#)

Find out if you need to charge GST/HST

Answer a few questions to find out if you need to charge or collect the tax and register to get a GST/HST account number.

Businesses with lower revenue and those that deal in certain goods and services might not need to charge the tax.

Are you or your organisation a

- Registered charity
- Sole proprietorship, partnership, cooperative or corporation
- Public service body (school authorities, public colleges, universities, hospital authorities or municipalities)
- Taxi or limousine driver

Back

Next

Find out if you need to charge GST/HST

Answer a few questions to find out if you need to charge or collect the tax and register to get a GST/HST account number.

Businesses with lower revenue and those that deal in certain goods and services might not need to charge the tax.

Are you or your organisation one of the following?

- Registered charity
- Public service body (school authorities, public colleges, universities, hospital authorities or municipalities)
- Taxi or limousine driver
- None of the above

[Back](#)

[Next](#)

Signal for a smart page: a set of exceptions above a main path

Exception 1

Exception 2

Exception 3

Exception 4

Every one else

Name of Applicant:

Section A: Applicant Eligibility

1. Is the applicant a co-operative or for-profit company incorporated in Canada?

Yes No

2. Is the company or co-operative predominantly engaged in the processing of raw agricultural commodities or ingredients? Specifically,

a) Does the company or co-operative physically or chemically transform raw agricultural commodities or agri-based ingredients (in responding, please keep in mind that physical or chemical transformation does not include harvesting, cleaning, sorting and packaging of raw agricultural commodities)?

Yes No

b) Does more than 51% of the company or co-operative revenues come from the processing segment of its business?

Yes No

3. Does the company or co-operative operate a processing facility in Canada?

Yes No

4. Has the company or co-operative reported employment expenses for at least the past year?

Yes No

If you answered YES to all of the applicant eligibility questions above, please proceed to [Section B](#).

If you answered NO to any of the applicant eligibility questions, please [contact an API representative](#) before proceeding as you may not be eligible for funding.

Carer's Allowance

1. [How it works](#)
2. Eligibility
3. [Effect on other benefits](#)
4. [Make a claim](#)
5. [If your circumstances change](#)

2. Eligibility

The person you care for

The person you care for must already get one of these benefits:

- Personal Independence Payment - daily living component
- Disability Living Allowance - the middle or highest care rate
- Attendance Allowance
- Constant Attendance Allowance at or above the normal maximum rate with an Industrial Injuries Disablement Benefit
- Constant Attendance Allowance at the basic (full day) rate with a War Disablement Pension
- Armed Forces Independence Payment

You

You might be able to get Carer's Allowance if all of the following apply:

- you're 16 or over
- you spend at least 35 hours a week caring for someone
- have been in England, Scotland or Wales for at least 2 of the last 3 years
- you normally live in England, Scotland or Wales, or you live abroad as a member of the armed forces
- you're not in full-time education
- you're not studying for 21 hours a week or more
- you earn no more than £110 a week (after taxes, care costs while you're at work and 50% of what you pay into your pension) - don't count your pension as income
- you're not subject to [immigration control](#)

You might still be eligible if you're moving to or already living in another [EEA country](#).

The rules are different in [Northern Ireland](#).

Carers and disability benefits

- [Attendance Allowance](#)
[Carer's Credit](#)
[Disability Living Allowance \(DLA\) for adults](#)
[Personal Independence Payment \(PIP\)](#)

[More](#)

Benefits

- [Constant Attendance Allowance](#)
[How and when your benefits are paid](#)
[Benefit fraud](#)
[More](#)

Signal for a smart page: a list of criteria to meet before proceeding (checkboxes) or one criteria from a list (radio button)

Examples: documents before applying (check box) - eligibility

Meet all or one of these criteria

Criteria
1

Criteria
2

Criteria
3

and so on

Prototyping with survey software

Quick and easy way to make
working prototypes of smart pages
(and wizards)

Canada – turn a list into a check list

Determine your eligibility – Study in Canada

To be eligible to study in Canada

- You must have been accepted by a [designated learning institution](#) in Canada.
- You must prove that you have enough money to pay for your:
 - tuition fees
 - living expenses for yourself and any family members who come with you to Canada and
 - return transportation for yourself and any family members who come with you to Canada.
- You must be a law-abiding citizen with no criminal record and not be a risk to the security of Canada. You may have to provide a police certificate.
- You must be in good health and willing to complete a medical examination, if necessary.
- You must satisfy an immigration officer that you will leave Canada at the end of your authorized stay.

Open trial account at
SurveyGizmo or use
your own survey service

Canada: <https://ca.surveygizmo.com/team-enterprise-pricing/>

Europe: <https://www.surveygizmo.eu/team-enterprise/>

US: <https://www.surveygizmo.com/team-enterprise-pricing/>

Create a new survey

- Figure out how your question will be asked
 - Use the design patterns we just walked through
- The wording is the work – do a rough version first

SDinGov Demo 

BUILD STYLE TEST SHARE RESULTS ▾ TOOLS ▾ ADVANCED ▾  

Page 1: Study permit eligibility ID: 1     

To be eligible to study in Canada, you must meet ALL of the requirements below:

Have been accepted by a designated learning institution in Canada.

Prove that you have enough money to pay for your:

tuition fees

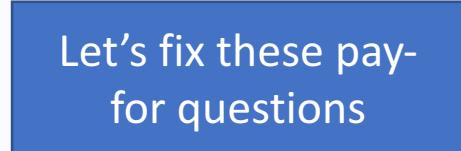
living expenses for yourself and any family members who come with you to Canada and

return transportation for yourself and any family members who come with you to Canada.

Be a law-abiding citizen with no criminal record and not be a risk to the security of Canada. You may have to provide a police certificate.

Be in good health and willing to complete a medical examination, if necessary.

Satisfy an immigration officer that you will leave Canada at the end of your authorized stay.



 Edit
 Move
 Copy
 Remove

INSERT:  Question  Text / Media  Action  Page Break 

Add rest of steps if needed

- Just pasted in as Text/Media in this example but maybe should be another question....

Exceptions

In some cases, you do not require a study permit to go to school in Canada. (** This should be a question too! **)

 Edit
 Move
 Copy
 Remove

- **If you wish to study in a short-term course or program**

You do not need a study permit if you plan to take a course or program in Canada that lasts six months or less. You must complete the course or program within the period authorized for your stay in Canada.

- **Foreign representatives to Canada**

If you are a family member or staff member of a foreign representative to Canada accredited by Global Affairs Canada (GAC), you may not need a permit to study in Canada. You should contact your embassy in Canada. Your embassy can contact the Office of Protocol at GAC to find out whether you need a study permit.

- **Members of foreign armed forces**

If you are a member of a foreign armed force under the *Visiting Forces Act*, you do not need a permit to study in Canada. If your family members, including minor children, want to study in Canada, they must meet the requirements.

- **Foreign nationals who are Registered Indians in Canada**

If you are a citizen of another country who has Registered Indian status in Canada, you do not need a permit to study in Canada.

Add logic if needed

Options:

- No logic at all, just a question (like a check-list)
- Direct each answer to a link on your site
- Show/hide text below based on the answer
- A little trickier: Use skips for wizards or to prototype a sequence of pages

Example of links to different pages

BUILD

STYLE

TEST

SHARE

RESULTS ▾

TOOLS ▾

ADVANCED ▾



- Stateless or travelling with a document for refugees or aliens (other than a U.S. I-571)
- I'm none of the above

Add New: Question | Text/Media | Action

Skip/disqualify Action

Skip / Disqualify Logic

Edit

Remove

IF
The answer to [Question Are you any of the following? #1](#) is one of the following answers I'm none of the above

THEN

Flag response as complete and: Redirect to: toufics.github.io/visit-demo/IRCC/visit/visas.html

Skip/disqualify Action

Skip / Disqualify Logic

Edit

Remove

IF
The answer to [Question Are you any of the following? #1](#) is one of the following answers Stateless or travelling with a document for refugees or aliens (other than a U.S. I-571)

THEN

Flag response as complete and: Redirect to: toufics.github.io/visit-demo/IRCC/visit/visitor-visa.html

Skip/disqualify Action

Skip / Disqualify Logic

Edit

Remove

IF
The answer to [Question Select the situation that applies to you. #1](#) is one of the following answers You are a permanent resident of Canada (PR Card holder)

THEN

Redirect to: www.cic.gc.ca/english/newcomers/about-pr.asp

Create a theme styled to
match your site

We made a Canada.ca theme

The screenshot shows the 'Style' tab selected in the top navigation bar. On the left, there's a sidebar with icons for Themes, Logo, Background, and Page. The Themes section shows a grid of color swatches. The Logo section says 'No Image'. The Background section is empty. The Page section is also empty. In the main area, there's a 'Save as New Theme' dialog with fields for 'Name' and 'Description'. Below it, a preview window shows a theme named 'GoC Nov16' with a blue border. At the bottom, there's a 'Next' button.

Are you any of the following?

- A citizen of Canada and another country (dual citizen)
- A person who once lived in Canada but is not a citizen of Canada
- A permanent resident of Canada (PR Card holder)
- Stateless or travelling with a document for refugees or aliens (other than a U.S. citizen)
- I'm none of the above

Next

Test, test, test

Can also embed the survey
into a prototype or live
web page

@neointelligence lisa@neointelligence.com