

Web Modernization Project

Project Overview

Manitoba.ca, the portal to Manitoba government, consists of more than 300,000 distinct web pages, helping people locate information about government programs and services.

The Communication and Engagement Division (CED), with support from an external vendor as well as feedback from employees across government and users of Manitoba.ca, is leading the work on a web modernization project. This project aims to make Manitoba.ca more user-friendly, responsive, accessible, and reliable.

Users of Manitoba.ca were invited to take part in an EngageMB survey to provide feedback on their user experience. The information collected helps to identify existing gaps and opportunities for improvement.

Engagement Overview

The survey was a mix of quantitative and qualitative questions, with 21 questions in total. It explored who was accessing the website, what type of information they were looking for, their experience in accessing this information and which areas they thought could be improved.

The survey was active from April 9 to May 7, 2024, and received a total of 463 responses. Users of EngageMB – the main survey and feedback platform of the Manitoba government – who indicated interest in being engaged on issues relating to web modernization were sent an email carrying a link to the survey to provide their feedback.

What We Heard

User feedback is divided into Demographic and Survey data.

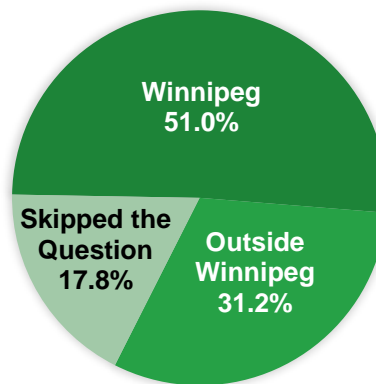
PART 1: DEMOGRAPHIC DATA

The following data is taken from the registration data of participants. Some categories of information have been omitted for relevance and privacy reasons.

Urban-Rural Distribution

This chart uses the postal codes provided by participants to show whether participants reside within or outside of Winnipeg. 51% of respondents provided postal codes from within Winnipeg, 31% of respondents provided postal codes from outside of Winnipeg, and 18% of participants skipped the question.

Figure 1: Urban-rural Distribution

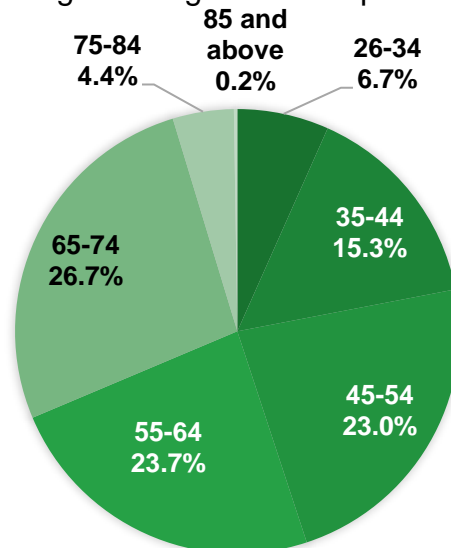


Age

Responses have been converted to show the age range of survey participants. This question received 405 responses in total.

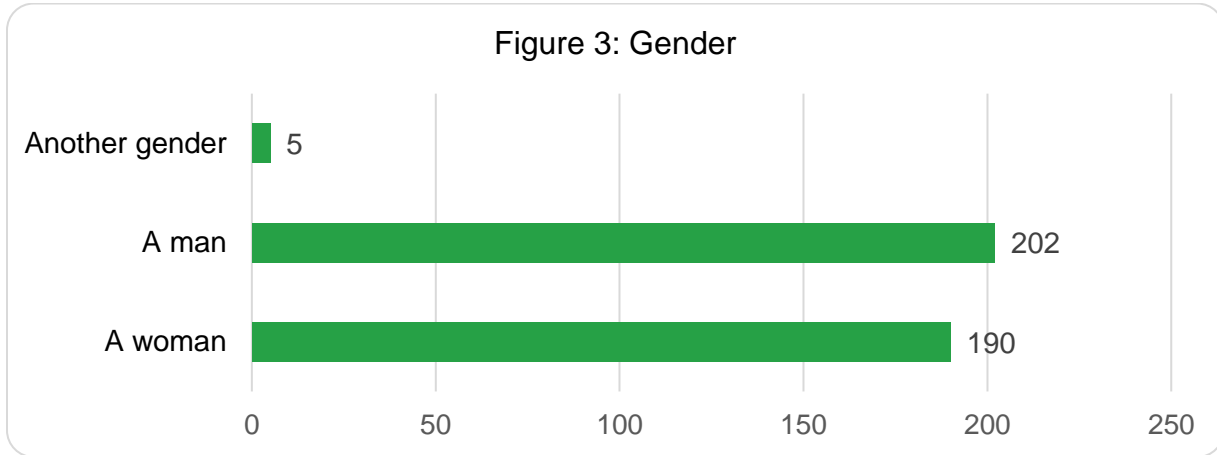
- 27 respondents were ages 26 to 34
- 62 respondents were ages 35 to 44
- 93 respondents were ages 45 to 54
- 96 respondents were ages 55 to 64
- 108 respondents were ages 65 to 74
- 18 respondents were ages 75 to 84
- 1 respondent was aged 85 or above

Figure 2: Age Of Participants



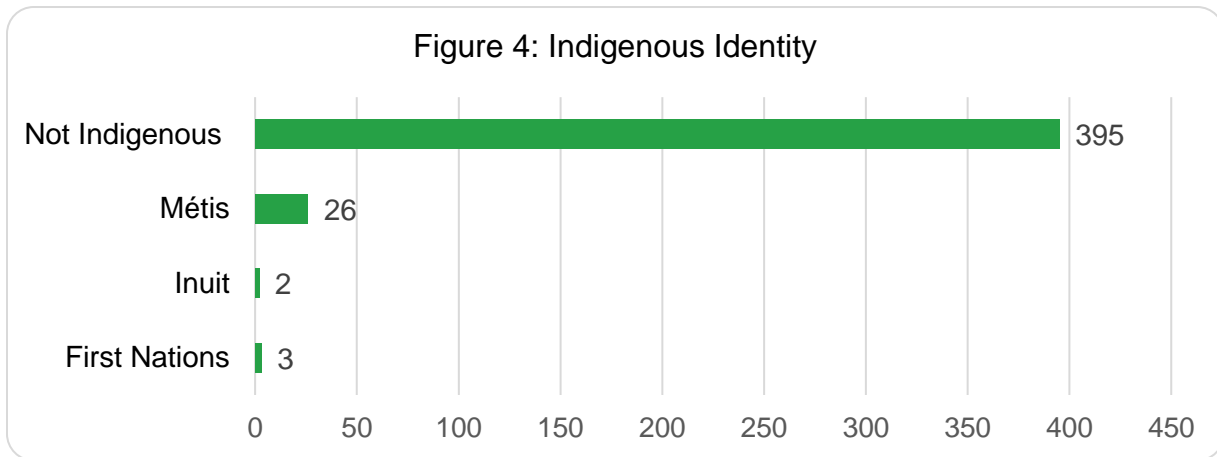
Gender

This graph depicts the gender self-identification of participants. 190 participants identified as a woman, 202 participants identified as a man, and 5 participants identified as another gender.



Indigenous Identity

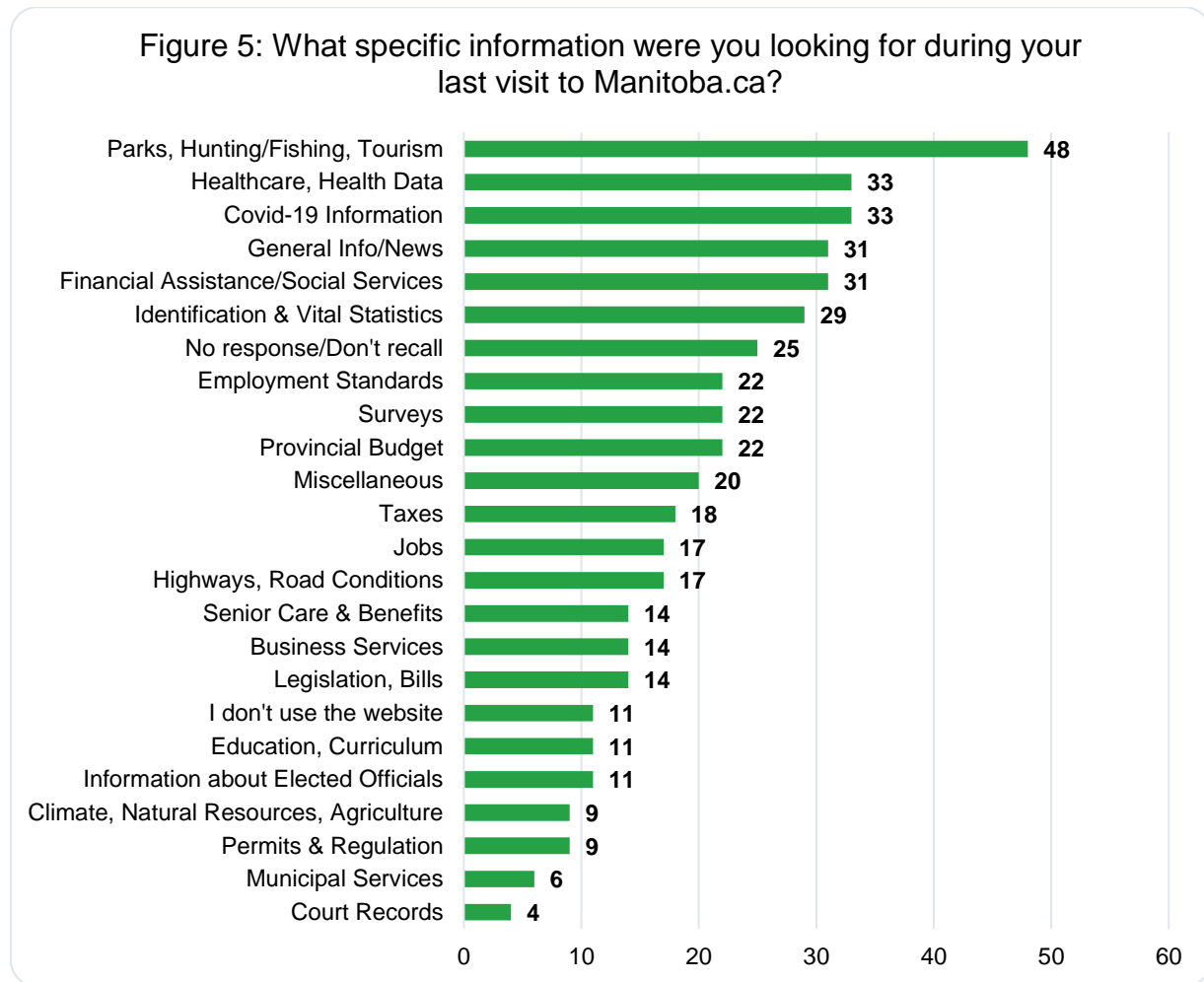
This graph illustrates the Indigenous Identity of survey participants. Majority of the participants (395 respondents) identified as Not Indigenous. 3 participants identified as First Nations, 2 identified as Inuit, and 26 participants identified as Métis.



PART 2: SURVEY DATA

What specific information were you looking for during your last visit to Manitoba.ca?

This survey question was open-ended, allowing participants to type their responses. The responses have been themed and sorted into the categories shown in the graph below.



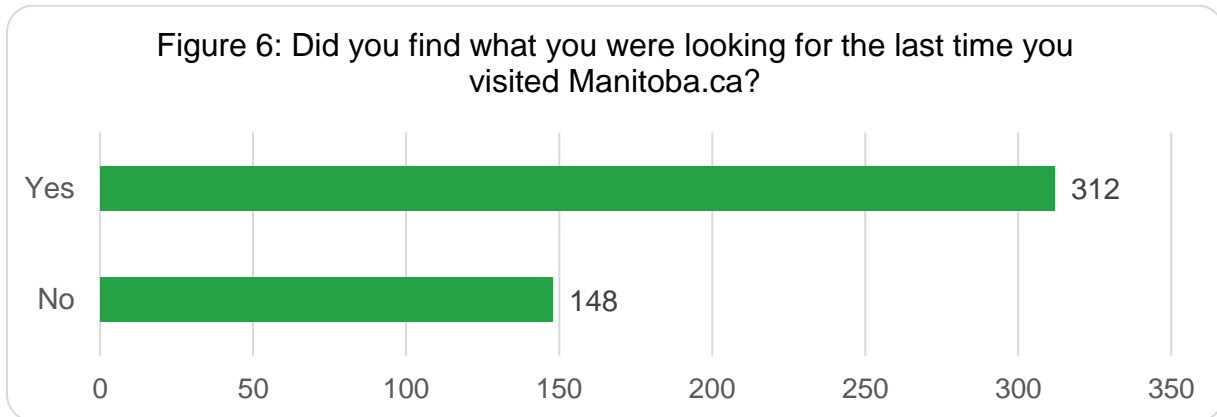
This graph shows what specific information respondents were looking for on Manitoba.ca. The largest categories are Parks, Hunting/Fishing, Tourism (48 responses), Healthcare, Health Data (33 responses), and COVID-19 Information (33 responses).

Notes:

- Identification & Vital Statistics: includes driver's license, health cards, birth certificates and deaths
- Financial Assistance and Social Services: includes rent assist, EIA, EI, child welfare and disability supports

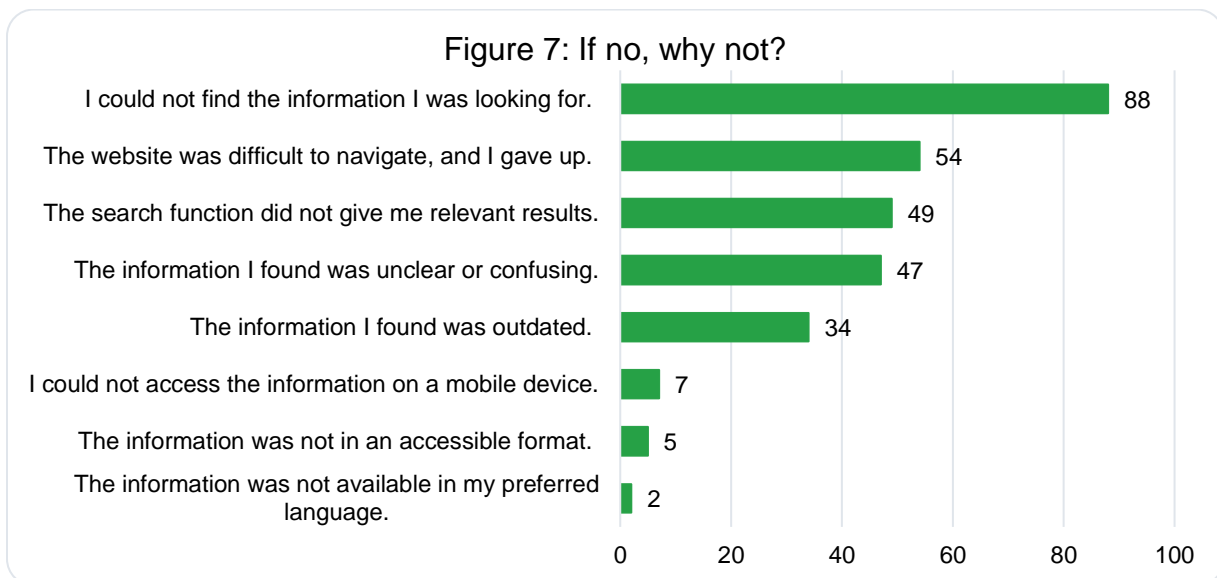
Did you find what you were looking for the last time you visited Manitoba.ca?

This graph shows whether respondents found what they were looking for the last time they visited Manitoba.ca. 148 respondents answered No and 312 respondents answered Yes.



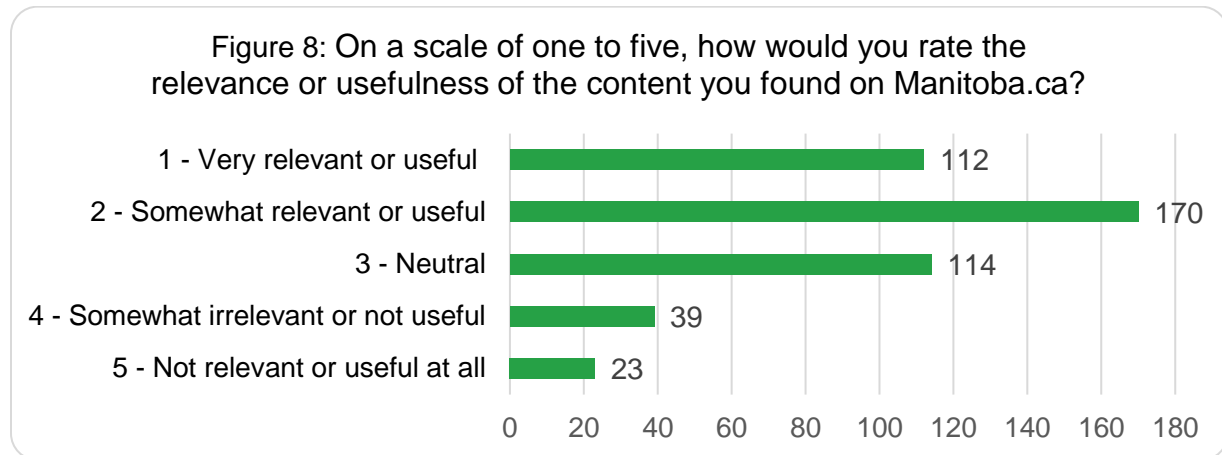
Of the 148 respondents who couldn't find what they were looking for during their last visit to the Manitoba website, 88 participants indicated they could not find the information they were looking for. 54 participants said the website was difficult to navigate. 49 participants indicated the search function did not give them relevant results. 47 said the information was unclear. 34 participants said information was outdated. 7 participants said they could not access the information on a mobile device. 5 participants said the format was not accessible. 2 participants said the information was not available in their preferred language.

Survey participants were able to select multiple responses, which resulted in more total answers than the total number of survey responses.



On a scale of one to five, how would you rate the relevance or usefulness of the content you found on Manitoba.ca?

This graph illustrates how useful respondents felt the content they found on Manitoba.ca was. 112 participants indicated they found the information very useful. 170 participants thought the content was somewhat useful or relevant. 114 participants were neutral. 39 found the information to be irrelevant, while 23 participants said the information was not relevant or useful at all.



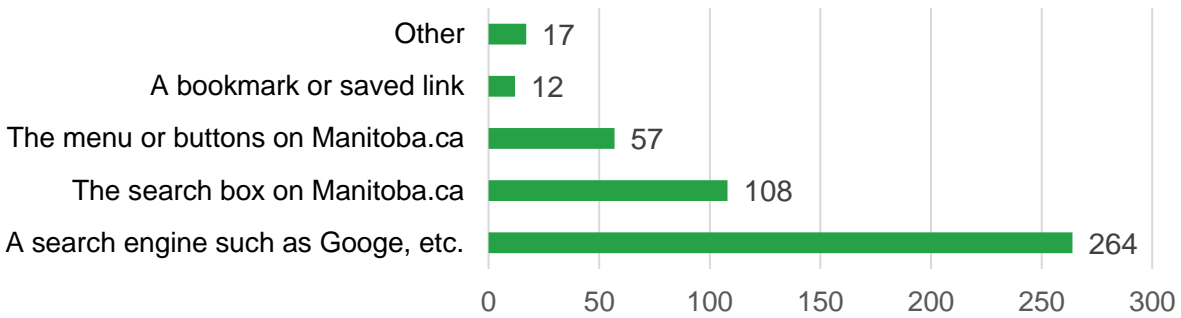
How do you usually search online for information about Manitoba’s programs and services?

This graph illustrates how respondents search for online information about Manitoba's programs and services. 264 respondents answered, “A search engine such as Google”, 108 respondents answered “The search box on Manitoba.ca”, 57 respondents answered “The menu or buttons on Manitoba.ca”, 12 answered “A bookmark or saved link”, and 17 answered “Other”.

Respondents who selected “Other” gave a variety of responses on how they search for information. The most common responses describe using a combination of Google and the Manitoba.ca search function or menu buttons to find content. A few other responses include:

- social media updates
- maps
- emails
- newspaper ads

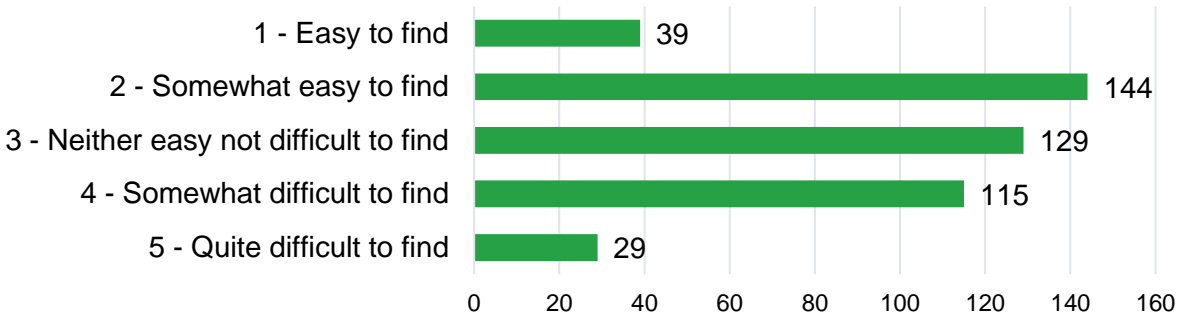
Figure 9: How do you usually search online for information about Manitoba's programs and services?



On a scale of one to five, how easy is it to find information on Manitoba.ca?

This graph depicts the participants' rating, on a scale of 1 to 5, of how easy it is to find information on Manitoba.ca with 1 being easy to find and 5 being quite difficult to find. 39 said easy to find, 144 said somewhat easy to find, 129 said neither easy nor difficult to find, 115 said somewhat difficult to find, and 29 said quite difficult to find.

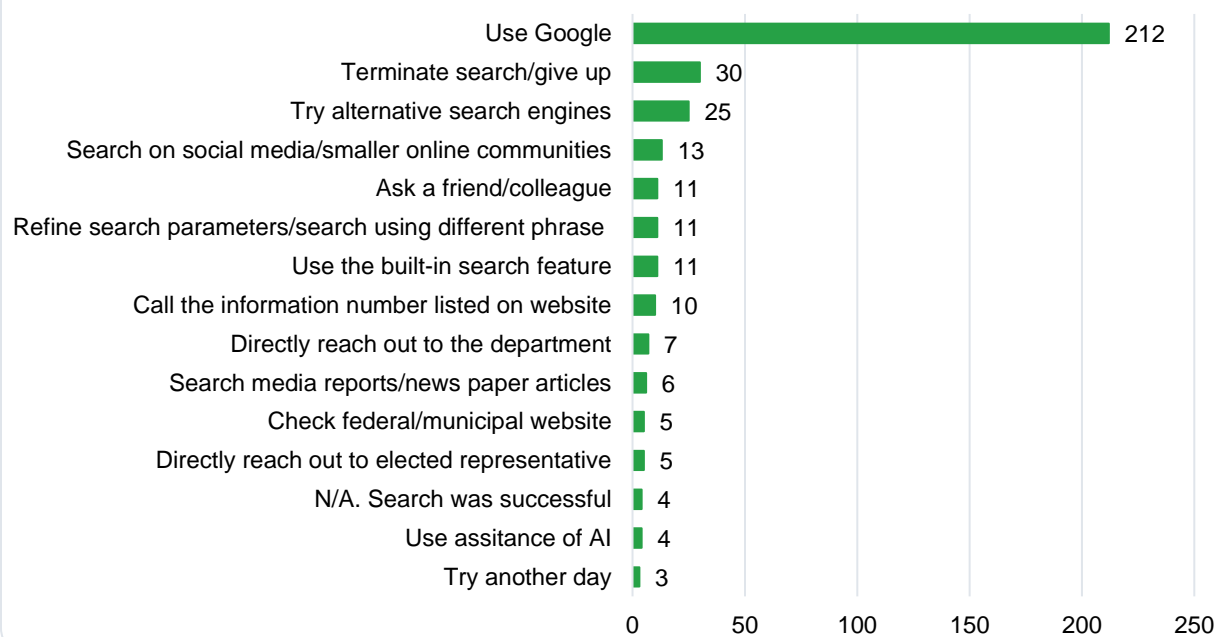
Figure 10: On a scale of one to five, how easy is it to find information on Manitoba.ca?



What do you do if you can't find the information you are looking for on Manitoba.ca?

This graph illustrates how participants access information through alternate sources if it is not available on Manitoba.ca. The largest category was Google, with 212 respondents citing it as the first tool they move to when unable to find the information they need, while 25 participants said they used an alternative search engine. Notably, 30 participants said they give up entirely if unable to find what they are looking for on the site.

Figure 11: What do you do if you can't find the information you are looking for on Manitoba.ca?



In your opinion, what could be improved to better meet your needs on Manitoba.ca?

In their responses, participants provided an array of suggested improvements that would better meet their needs on Manitoba.ca. Here are a few recurring themes:

Usability, navigation, and search:

The most frequently suggested improvements concerned Manitoba.ca's usability, navigation, and search functionality. Suggestions included:

- ensuring overall user-friendliness and ease of navigation, including on mobile devices
- hyperlink consistency and improved workflow, including ending "link loops"
- enhancing search functionality: a more advanced engine, site map, and an AI chat bot assistant and/or live support
- Incorporating more service-oriented navigation and organization, rather than organizing the site by department

Accessibility of and type of information:

Many participants also indicated that improvements could be made to Manitoba.ca when it comes to accessibility of the information and the type of information provided. Some key suggestions were:

- improving general awareness of Manitoba.ca.
- using more plain language and providing more straight-forward solutions
- ensuring all information is consistently relevant, up-to-date and politically neutral
- providing further options for how to contact someone if information is not retrievable
- reducing the amount of PDF files.
- ensuring information is more accessible to seniors and persons with disabilities.

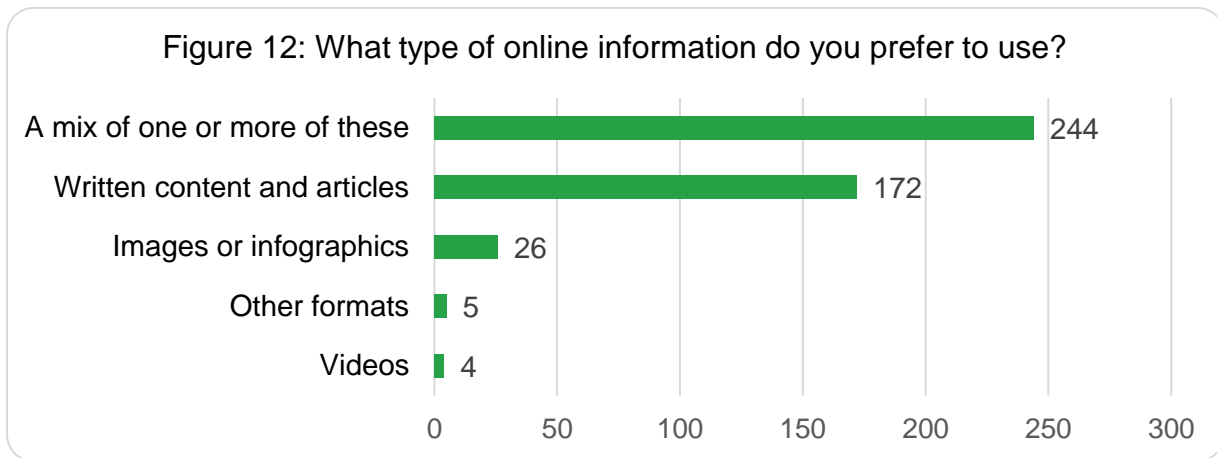
Aesthetics, design and interface:

Some participants suggested improvements to Manitoba.ca’s aesthetics, design, and interface, including:

- overall interface: make it more modern
- cleaner look: less cluttered
- consistent font style, size, etc.

What type of online information do you prefer to use?

This graph illustrates what type of online information participants prefer to use. 4 respondents selected “Videos”, 26 respondents selected “Images or infographics”, 172 respondents selected “Written content and articles”, 244 respondents selected “A mix of one or more of these”, and 5 respondents selected “Other formats”.



Participants provided a variety of reasons for why they prefer certain types of information and dislike others. Here are a few recurring themes:

Written content and articles

Reasons for preferring written content:

- personal preference
- quicker, easier to skim
- provides more detailed and thorough information
- is easier to search (Ctrl + F)
- is easier to revisit, print out for reference or save
- allows readers to proceed at their own pace

Videos, Images and infographics

Very few participants identified videos, images and infographics as their preferred type of information. Reasons for preferring videos, images and infographics:

- easier to understand and process
- more appealing
- written content can be intimidating, lengthy, and difficult to process

A mix of one or more of these

Reasons for preferring a mix of online information formats:

- visuals can provide clarity on written information
- easier to understand and process
- helps users stay focused and engaged
- allows information to be presented in different ways
- caters to people with different preferences
- quicker, easier to skim
- written text alone can be intimidating, lengthy, and difficult to process
- more accessible for people who struggle with lots of reading and parsing language

Issues with Videos

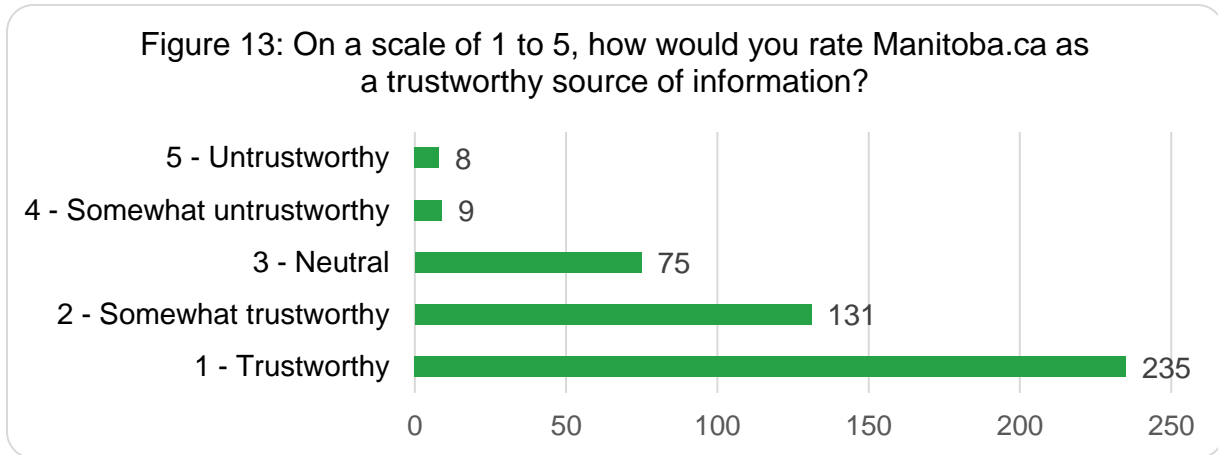
Many of the respondents who identified written content and articles or a mix of one or more of these as their preferred type of information also commented on their dislike of videos.

Reasons for disliking videos:

- Are too fast, viewers miss important information
- require headphones and don't always have captions
- difficult to save for reference
- less reliable.
- can't be skimmed for relevant information
- "annoying": too much irrelevant information

On a scale of 1 to 5, how would you rate Manitoba.ca as a trustworthy source of information?

This graph depicts, on a scale of 1 to 5 with 1 being trustworthy and 5 being untrustworthy, the participants' rating of Manitoba.ca as a trustworthy source of information. 235 said trustworthy, 131 said somewhat trustworthy, 75 said neutral, 9 said somewhat untrustworthy and 8 said untrustworthy.



Next Steps

Manitoba will use these results to inform the development of the new website's information architecture. Additional engagements will take place to continue gaining valuable insights from users.

Questions?

Please contact EngageMB@gov.mb.ca for questions or comments, or to request this information in an alternative format.