
Inventory of Recent Digital Credentials Stakeholder Engagement and Research

February 2023

Order of Insights:

- **Ontario and Saskatchewan:** high level results of stakeholder engagement activities that looked specifically at digital ID.
- **Nova Scotia:** research related to the identity management platform, The Nova Scotia Login System.
- **Federal Government:** jurisdictional best practices scan on introducing digital credential programs; social intelligence research looking at data and trends on the introduction of digital credentials-related technologies; public opinion research asking Canadians about their overall opinions and concerns with digital credentials.

**A request was sent to Joint Councils members to determine what additional research exists and could be shared.

- Newfoundland and Labrador noted that they are in early phases of exploring digital credentials and did not have anything to share yet.

Ontario

Overview

- Digital ID focus (not yet launched)
- Industry expert (Nov- Dec 2020), public and small and medium-sized business (Feb 2021) and policy (closed Sept 23, 2021) consultations
- Market research (Nov 2020 – Feb 2021), Wallet discovery research (July 2021), Wallet testing (Feb – Apr 2022), Developer environment (Mar – Aug 2022)

Methods

- Consultations
 - Roundtables, focus groups, survey
- Discovery and user research; Developer environment
 - Roundtables, interviews, secondary research, usability testing

Key Findings

- Consultations findings include:
 - Importance of partnerships to create digital ID ecosystem and of internal alignment
 - Introduce digital ID where it would have highest impact first
 - Trust, privacy, security and benefits are of pivotal importance
 - Expectations include privacy, control, and time efficiency
- Discovery and user research findings include:
 - Understanding value of digital ID is important for adoption
 - Perceived and actual privacy/security risks create hesitancy, and trust is a common issue
 - "Edge cases" are common
 - Importance of giving users options, nudges, access/accessibility, and designing for trustworthiness

Saskatchewan

Overview

- Digital ID focus (on hold as of Apr. 2022)
 - IT industry consultations on procurement (2021)
 - Public consultations on perception and trust (2021)
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Methods

- IT industry consultations:
 - Two town halls (~250 participants) and 20+ vendor one-on-one's
 - Public consultations:
 - Nearly representative survey (March 17 – 22, 2021; focus on SK residents)
 - Two town halls (53 organizations) and 10 one-on-ones (focus on access barriers with a range of organizations)
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Key Findings

- IT consultations:
 - Digital ID is not just about the technology
 - Procurement design needs to reflect complexity of Digital ID
 - Public consultations:
 - Moderate awareness of, and interest in, digital ID
 - Privacy and security concerns about sharing information online
 - Most residents have access to at least one digital device, and 67% would be comfortable using at least one device for digital ID
 - Barriers to access include internet connectivity, accessibility, language, and lack of supports
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Nova Scotia

Overview

- Identity platform for public services focus (The Nova Scotia Login System)
- Citizen research (two phases), Authoritative source analysis, Jurisdictional insights

Methods

- Citizen research to discover user needs, issues and opportunities (10 participants)
 - Two phases (one = what do people want, two = what do people do), phone and online interviews with the same participants for both phases
 - Focused on 2 services: change of address and personal health records
 - Tested clickable forms (usability testing) during interviews
- Authoritative source analysis to understand the sustainability of registries for identity verification
 - Interviews
- Jurisdictional insights to understand identity context and environment
 - Calls and interviews with counterparts in UK, AB, and BC
 - Online research of UK, NZ, AB and BC

Key Findings

- Citizen research findings include:
 - People were willing and able to provide evidence for ID verification
 - A 'one government account' approach is preferred for a seamless and easy experience
 - Multi-channel verification is a barrier
 - General low awareness of government digital services
- Authoritative source findings include:
 - Data in registries were collected for specific uses, legal opinions on use are required for certain items, identification of requirements
- Jurisdictional insight identifies key findings for each jurisdiction, and notes additional findings (e.g., importance of compromised account detection)

Federal Government

Jurisdictional Best Practices Scan

- Conducted June 2022
- Analysis of communications approached used to introduce digital credentials programs across multiple jurisdictions, including Alberta, BC, Ontario.
- Key takeaways highlighted the importance of:
 - Transparent and clear communications.
 - Addressing why digital credentials are needed.
 - Continuously involving the public in designing the approach
 - Consistent messaging across all communications channels.

Social Intelligence Research

- Conducted in Summer 2022
- Quantitative social data and qualitative trends pertaining to the introduction of digital credential-related technology in other jurisdictions, and key insights of Digital Credential related conversations in Canada
- Key takeaways highlighted the importance of:
 - Proactive communications, consistent digital communication efforts across jurisdictions will help to neutralize contentious conversation patterns.

Public Opinion Research

- Conducted in September 2022
- Quantitative (surveys) and qualitative (focus groups) research to hear from Canadians across several provinces about their perception, understanding, concerns and opinions on digital credentials.
- Key findings included:
 - Half of participants had little/no awareness of digital credentials.
 - Over half of respondents were concerned about using digital credentials.
 - Most prominent concerns were privacy, security, technology, and surveillance.
 - Perception is split between positive, negative and neutral with neutral being the most common at 39%.