


Human Centred Design



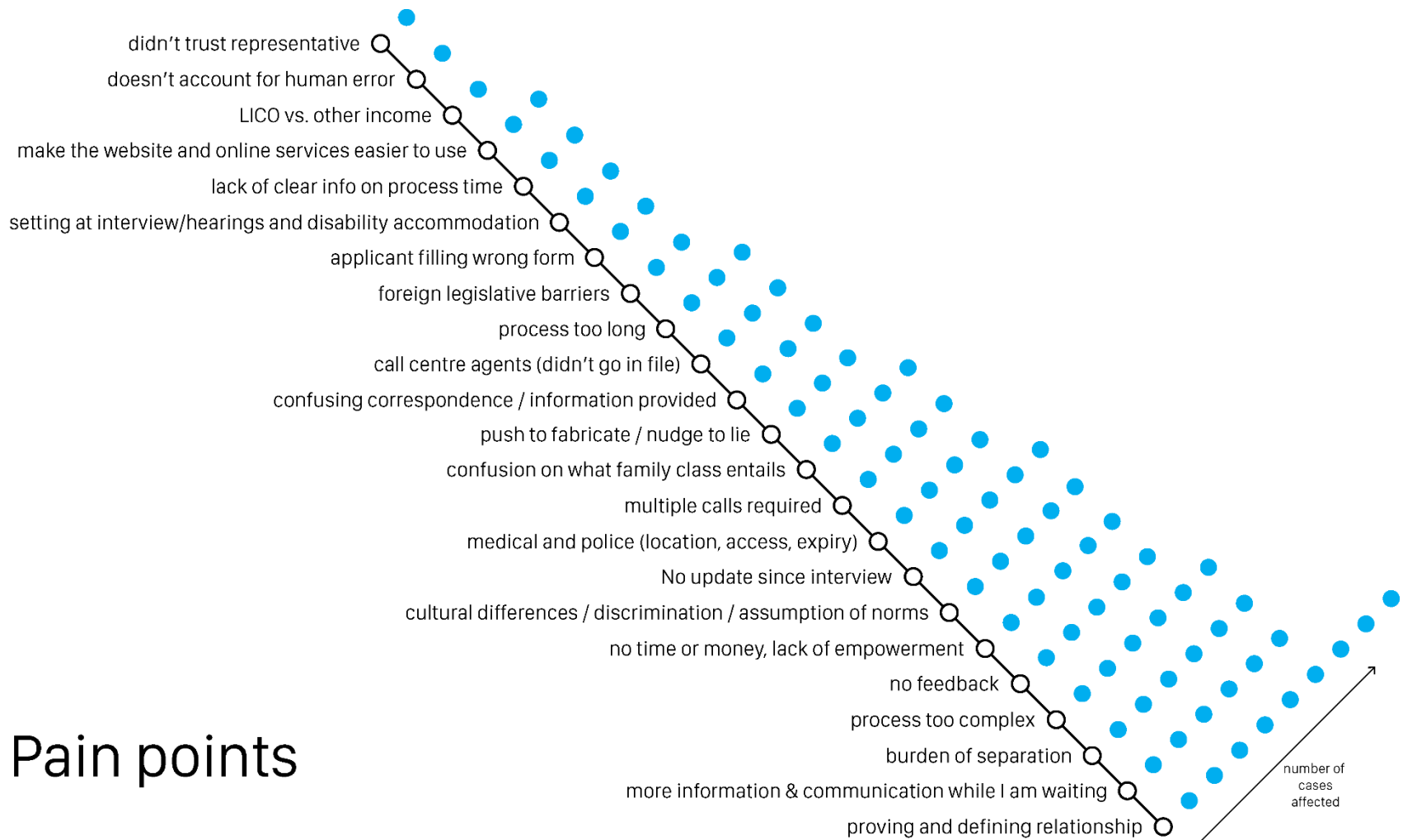
DESIGN
in the public
service places...

CITIZENS

...at the centre of
policies, programs,
and services that
affect their
lives.



[illegible]



Snapshot of IRCC Ideas: Automated Texts from Mailroom



What it is: Clients can print a form with a barcode to place on the top of their application if they would like IRCC to send them a text letting them know we have their package.

Benefits:

- ✓ Eliminates the 1-2 month period of anxiety
- ✓ Helps establish a positive relationship with the client from the get-go
- ✓ Has the potential to reduce calls to the call centre
- ✓ Scalable to all applications delivered by IRCC and across the government.

Idea Close-Up: Call Centre Phone Hug



What it is: While clients are waiting for an agent at the call centre, have them enter their ID info into the IVR so their file pops up automatically for the agent who takes the calls

Benefits:

- ✓ IRCC will have the clients' history already on-hand, saving them up to one minute of additional time to focus on what is important to the client
- ✓ Creates the opportunity for IRCC to fully respond to their question the first time they call, building trust with our clients over time
- ✓ Reduced need for clients to "strategize" via calling 3-4 times per question
- ✓ Empowers call centre agents, ultimately increasing job satisfaction and reducing turn around and potentially saving money on training.

Idea Close-Up: Doing while Waiting



What it is: Require only two basic forms (IMM1344 and IMM8) and an initial fee upfront to get the process started. Generate letter telling clients what they need to provide next.

Benefits:

- ✓ Lets clients get in line sooner
- ✓ Keep clients "doing while waiting"
- ✓ Moves their 4-6 months of application prep-time into our processing time
- ✓ Provides a step-by-step roadmap for clients
- ✓ Saves clients the hassle of submitting things for the applicant if the sponsor isn't approved
- ✓ Sets the stage for solutions for this otherwise paper-heavy line of business.

Idea Close-Up: Marriage Certificates at Face Value



What it is: Don't require anything to prove the genuineness of the marriage except for the marriage certificate.

Benefits:

- ✓ Less burden on clients and less paper storage for IRCC
- ✓ Requirements are more consistent with other lines of business in terms of amounts of documentary evidence.
- ✓ Potential to reduce processing time as officers not required to

Idea Close-Up: Check box for WP



What it is: Include an option to 'opt-in' for a work permit in a simple check box on the spousal sponsorship form (IM5443 or IMM 5285).

Benefits:

- ✓ Simpler for clients to apply and faster for IRCC to process
- ✓ Increases awareness of the work permit pilot
- ✓ Nudges clients to get into the job market sooner while they wait
- ✓ Reduces confusion on eligibility and requirements to apply for work permits, leading to fewer calls to call centre

SETTLING A FAMILY
IN CANADA IS A
DREAM FOR MANY



00:02



The Old Age Security Service Improvement Strategy (OAS SIS)

The goal of the OAS SIS is to transform how the OAS program is delivered. This means placing clients at the centre of design to ensure their needs and expectations



As part of the OAS SIS, the prototype initiative was launched to identify what motivates seniors / pre-seniors to interact with government online, and develop innovative solutions for accessing e-services. However, the team soon discovered that in order to improve how the OAS program is administered, they needed to consider more than just e-services.

The Prototype Initiative



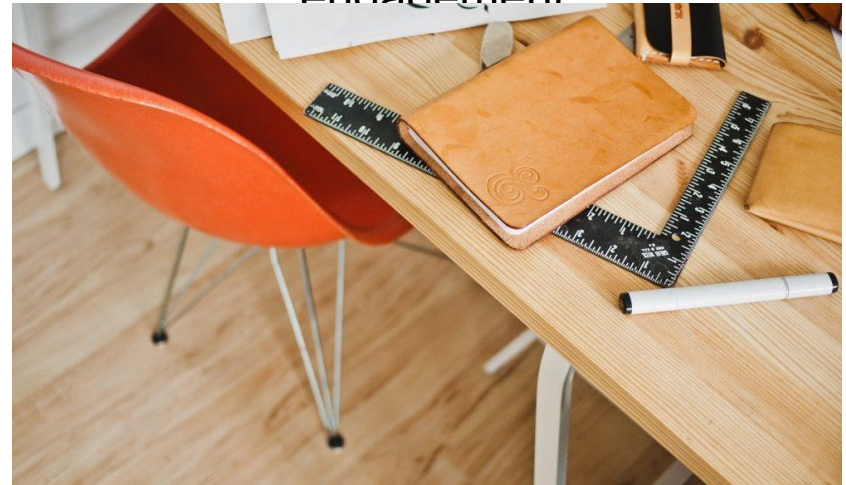
Research to understand our clients



Identify key challenges and insights.



Validate research through engagement



Define, develop and test service improvement opportunities

Pain Points in the Current Service Delivery Model

APPROACHING

Many clients lack awareness

PREPARING

Confusion around correspondence

Trouble submitting documentation

Confusion about separate benefits applications

Long wait times

Frustration dealing with multiple Service Canada channels

Some levels of discomfort with the shift to online services

Cornerstones for Success



*Don't be
afraid to ask
for help*

*Challenge
commonly
held beliefs*

*Leverage
innovative
tools /
methods that
place the
client at the
centre of
design*

Service Improvement Prototypes

APPROACHING

PREPARING

APPLYING

1

User-Friendly Digital Interface

2

Third Party Toolkit

3

Modular Service Delivery Application

4

Marketing Strategy

5

Outreach Strategy

6

Revised Automatic Enrollment Letter

7

Revised Notice of
Entitlement Letter

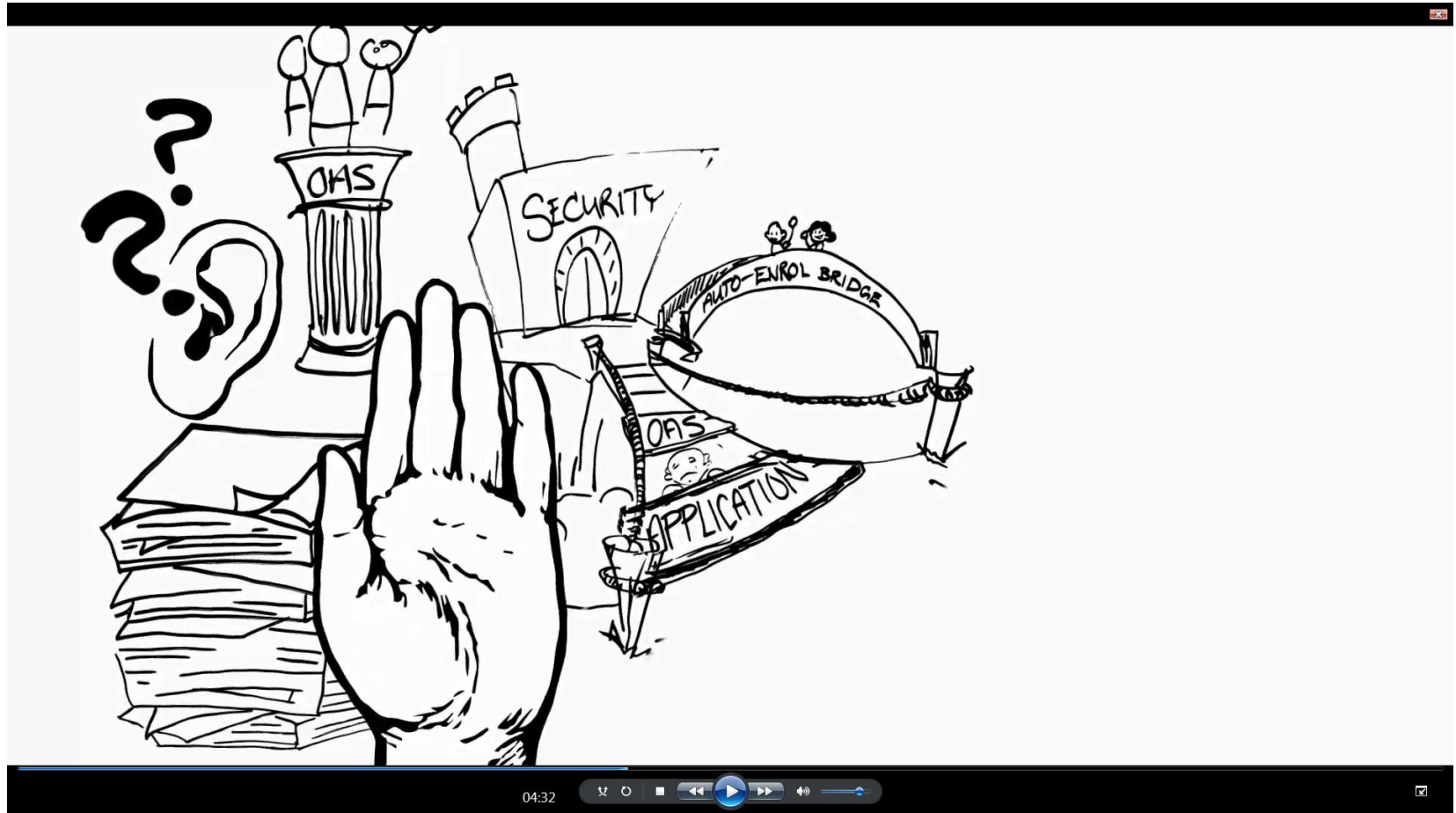
8

Combined OAS / GIS
Application

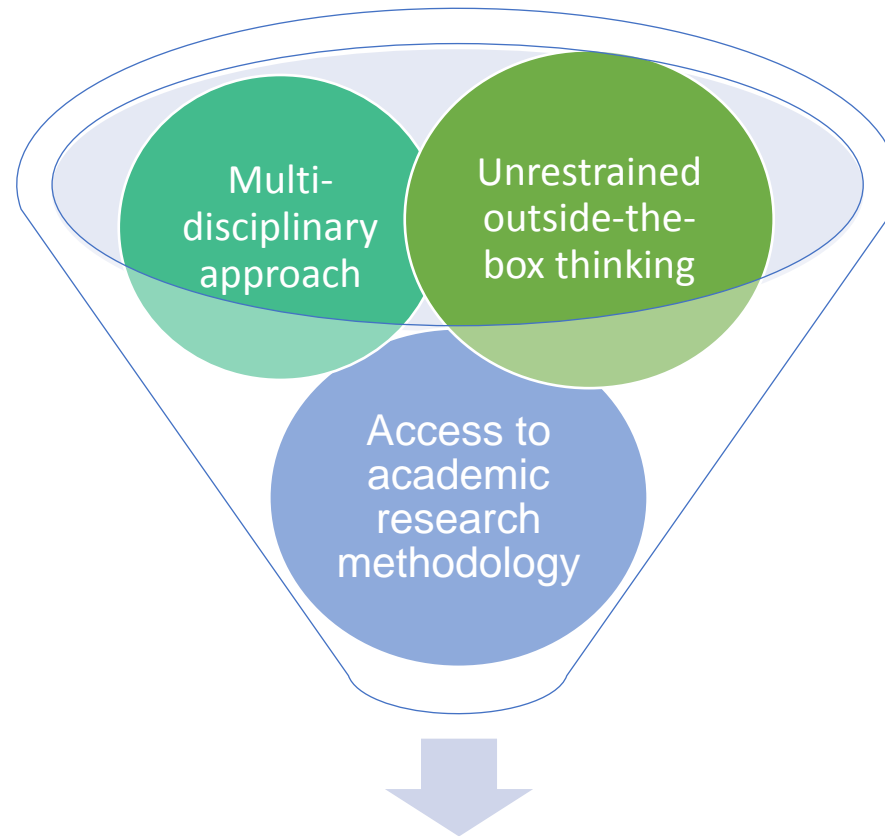
9

Streamlined GIS
Application

Partnering with Carleton University



Benefits of Partnering with Academia



Greater level of creativity and innovation in development of solutions to today's survey delivery challenges, backed by academic research