

PRASC



**Project for the Regional
Advancement of Statistics
in the Caribbean**

**Projet régional pour
l'avancement de la statistique
dans les Caraïbes**



In partnership with

Canada



Statistics
Canada

Statistique
Canada

Delivering insight through data for a better Canada

Canada



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GLEN HOHLMANN
CENSUS DISSEMINATION
MANAGER

2021 Census of Population Dissemination

Designing useful products



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Designing the Product Line



GUIDING PRINCIPLES

- Improve communication and understanding of data
- Generate interest in the data we produce (non-specialist audience)
- Explore new technology to fill gaps that can't be met with traditional table views of the data
- Think about historical maintenance
- Minimize risk to infrastructure
- Consider disaggregated data principles
- Value for money to Canadians

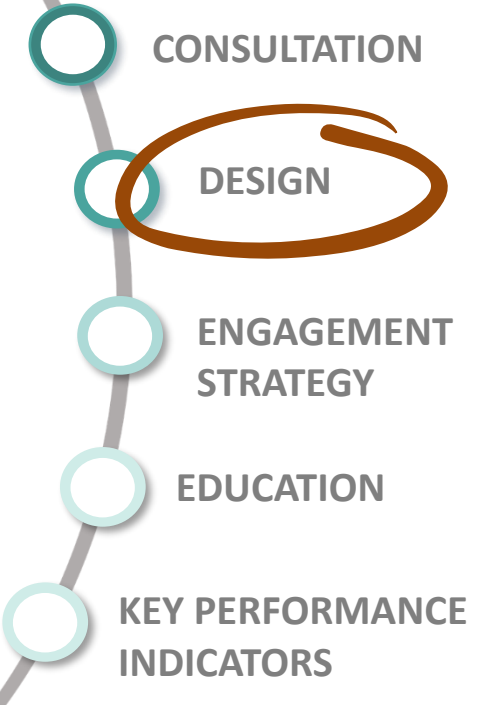


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and products

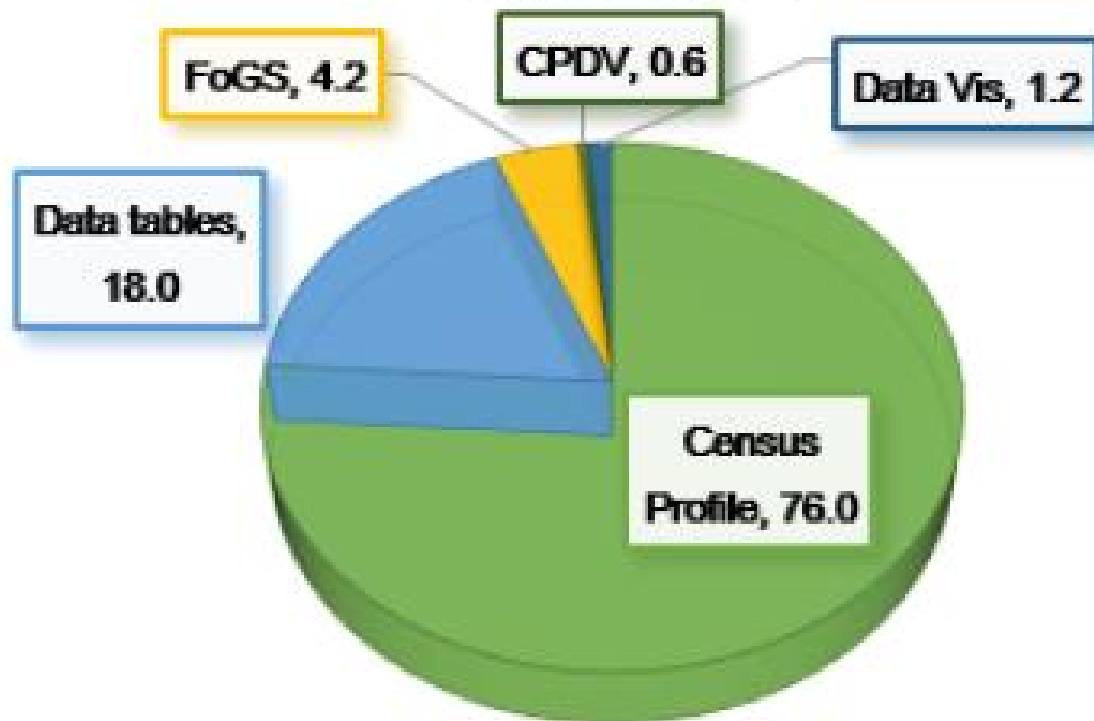
PRODUCT JOURNEY





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CUMULATIVE 2021 CENSUS DATA PRODUCT SHARE BY TYPE ON RELEASE DAYS (%), RELEASES 1-7





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Personas/Users



Federal, Provincial and Territorial government

- Require census data for evidence-based decision-making at the national level
- General research, policy, modeling



Indigenous

- Require census data to better understand the demographic composition and socioeconomic outcomes of First Nations people, Métis and Inuit
- Support the development of policies and programs by Indigenous governments, communities and organizations



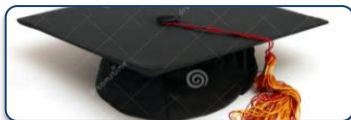
Local government

- Require census data for evidence-based decision-making at the local (municipal) level
- Large and small governments, topic-focused



Non-governmental organizations (NGOs)

- Use census data for the purpose of supporting evidence-based planning, evaluation and service delivery



Academia

- Educators/researchers/students that require census data for research on a variety of topics
- Course work (K-12, Postsecondary), high-level research



Business

- Private corporations that use census data for market analysis, human resources planning
- Value-added resellers, users/researchers, websites/developers, financial institutions



General public

- Canadian citizens who have a general interest in census data
- Focused fact finders, curious enquiries, want to know about their communities



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What is a user journey?

User journeys are a visual representation of the step by step process that a person takes to accomplish a goal. They can take many different forms but typically follow a similar format: at the top – the user and their scenario, in the middle – corresponding expectations or goals, at the bottom – actions and the associated insights



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How to read the maps

Expert Analyst

I need to understand employment data so I can produce my own insights into industry distribution. Given the pandemic, I want to understand any impacts on the quality of the data



← The user persona and what they are trying to achieve

User goal	I want to find out when data will be released so that I can download the data as soon as it is available	I want to download the new dataset in a format I can use	I want to review the file structure and the quality of the data	I want to product my own insights
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← The lower-level goals that helps the user achieve their desired outcome

Actions	Before Census results are due, I navigate to the ONS Web Site and click the tile for the Census Hub page	I click into the Release Calendar and search for the release I want	I add a link to the pre-publish release page in my calendar	I view the post-publish release page and click on the dataset link	After reviewing the supporting text on the page I select my preferred file type and click to download	I browse the files to look at how the datasets have been provided	From the dataset landing page, I click on the Methodology link and read a QA report	I copy the data into my own analysis tools to conduct analysis
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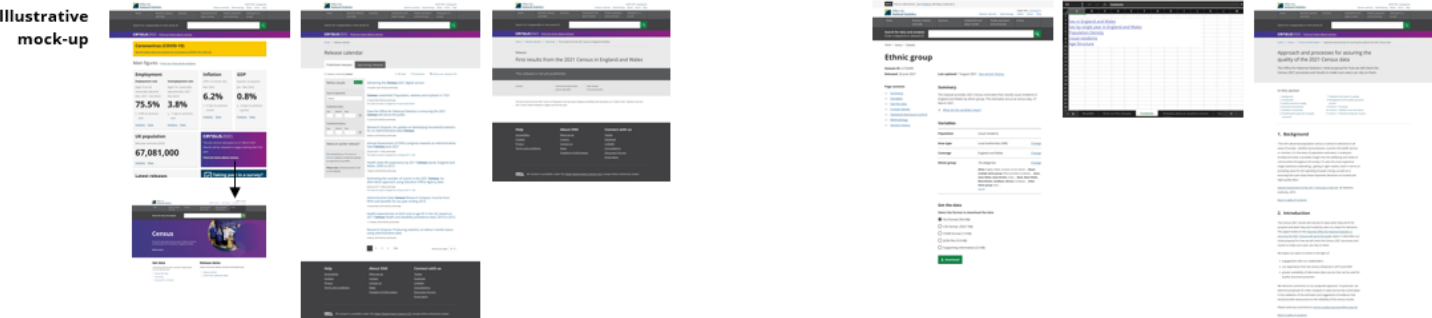
← The steps that the user takes

Product	Census Hub page	Release calendar	Pre-publish release page	Post-publish release page	Dataset landing page	Downloadable dataset	Supporting information	xxx
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← The products that they interact with

Capability status	New – comms & signposting	BAU	BAU plus UX enhancements	BAU plus UX enhancements	BAU	BAU	BAU	Not in scope
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← A status the determines if the product is a new capability or not:



Not in scope
 New capability

BAU with enhancements
 BAU

← Screenshots of the products that they interact with

Expert Analyst



I need to understand employment data so I can produce my own insights into industry distribution. Given the pandemic, I want to understand any impacts on the quality of the data



User goal	I want to find out when data will be released so that I can download the data as soon as it is available	I want to download the new dataset in a format I can use	I want to review the file structure and the quality of the data	I want to produce my own insights				
Actions	I navigate to the ONS Web Site either directly or via a search engine & click the tile for Census Hub page	I click into the Release Calendar and search for the release I want	I add a link to the pre-publish release page in my calendar	I view the post-publish release page and click on the dataset link	After reviewing the supporting text on the page I select my preferred file type and click to download	I browse the files on my own device to look at how the datasets have been provided	From the dataset landing page, I click on the Methodology link and read a QA report	I move the data into my own analysis tools to produce my own insights
Product	Census Hub page	Release calendar	Pre-publish release page	Post-publish release page	Dataset landing page	Dataset	Supporting information	External analysis tool
Capability status	New – comms & signposting	BAU	BAU plus UX enhancements	BAU plus UX enhancements	BAU	BAU	BAU	Not in scope
Illustrative mock-up								



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User goal	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx
Actions	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx
Product	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx
Capability status	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx
Illustrative mock-up	xxx							



Requirements



Key considerations

- Use
- Cost
- Complexity
- Number of users
- Technology
- Long term maintainability/preservation



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Bad Requirements

Good Requirements





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Questions / Comments?

