

Canadian Numbering Administrator Website Upgrade Survey Report

Prepared for CSCN 120
and
Canadian Numbering Administration Consortium

June 4, 2021

CNA Staff

*150 Isabella Street, Suite 605
Ottawa, ON, K1S 5H3
613-702-0016
inquiries@cnac.ca
www.cnac.ca*

Table of Contents

Report Background	3
The CNA Website	3
CNA Annual Survey	3
CNAC Suggestion to CNA.....	4
CSCN 119 Discussion and Website Survey	4
Website Survey	4
Survey Participation and Results	4
Participation.....	4
Not in Favour of Changes.....	4
Desired Changes.....	5
Specific recommendations.....	5
Summary	5

Report Background

The CNA Website

The CNA vendor is mandated by contract with the Canadian Numbering Administration Consortium (CNAC) to operate a public website (the “CNA website”). The CNA website can be located using the current URL of <https://www.cnac.ca>. The CNA website contains numbering information, which is unique to Canada, and generally it does not duplicate information that is available on the NANPA website. The CNA website provides a brief description of the information that is contained on the NANPA website, including the NANPA Internet website address.

The following information is available on the CNA [public](#) website:

1. CNA mandate, mailing address, contact names, telephone and facsimile numbers, and email addresses;
2. Canadian Numbering Administration Consortium (CNAC) background, mailing address, contact names, telephone and facsimile numbers, and email addresses;
3. Canadian Geographic NPA Information including a Map of Canada showing Canadian geographic NPAs and a list of CO Codes and the status of each (e.g., assigned, reserved, protected, test, available) in a downloadable spreadsheet file format;
4. Canadian Non-Geographic NPA and CO Code information. Non-Geographic NPA CO Codes are not associated with Exchange Areas and cannot be shown on a map. A list of Non-Geographic CO Codes and the status of each (e.g., assigned, reserved, protected, test, available) in a downloadable spreadsheet file format is available;
5. A list of Canadian National Numbering Resources;
6. Links to the CRTC website for Unique CRTC-approved Number Resource Assignment Guidelines, including the *CSCN Adjunct to the CISC Administrative Guidelines*;
7. List of INC Number Resource Assignment Guidelines which apply in Canada plus the address of the website where copies may be obtained;
8. Other CNA information or reports as directed by CNAC and the CRTC;
9. CNA Annual Reports;
10. CSCN Information;
11. CSCN Membership List including company name, contact name, mail address, telephone and facsimile number, and email address;
12. Current Schedule of CSCN meetings and conference calls;
13. Most recent Draft CSCN Meeting Minutes;
14. Applicable NPA Relief Planning documentation; and,
15. Historical NRUF results and the latest NRUF forms and instructions.

This information is updated on a timely basis when the CNA receives new information and at a minimum of once every week.

CNA Annual Survey

The CNA conducts an annual performance feedback survey generally in the fall of each year. The survey request is distributed via email to all distribution list contacts that the CNA has on file as of the notice date. The survey contains a public website section where it asks the respondents if they found what they

were looking for and provides a free form text response area for them to submit any relevant comments or suggestions. For the last survey sent in the fall of 2020, the following additional question was added:

“Do you have any suggestions of changes, enhancements or upgrades for the cnac.ca website that would make it more useful to you? (specific responses would be much more helpful than generic statements)”

A free-form text box allowed respondents to submit their comments.

CNAC Suggestion to CNA

During a quarterly management meeting in January 2021, CNAC suggested that the CNA could broach the subject of upgrading the CNA website at the next CSCN meeting.

CSCN 119 Discussion and Website Survey

The CNA introduced a discussion item during CSCN 119 that the CNA and CNAC were looking at possible upgrades/modernizations to the CNA website. It was noted that, to ascertain the desire of the industry for upgrades to the website, a survey would be distributed to members of the CSCN.

Website Survey

The CNA drafted the following survey questions for CSCN members (and for further distribution as appropriate):

1. Do you feel that the website should be updated/upgraded? Why or why not?
2. If so, do you have any specific constructive recommendations for changes to the website?
3. If so, how do you think that those changes would make the site better for all (or a particular subset) of website content consumers?
4. Are there any types of changes to the website that you can see that would hamper your use of the website? (e.g., changing the current hierarchical organisation structure of the site)

The survey was posted on the CSCN Drafts page of the CNA website, and sent out to the current CSCN Participants distribution list at the time.

Survey Participation and Results

Participation

The total number of respondents to the website section of the last CNA annual survey and those who answered the website specific survey was fewer than 10.

Not in Favour of Changes

Most of the respondents commented in their responses that they were dependent on the CNA website to perform their telecom duties related to numbering resources or participating in the CSCN or NPA Relief Planning Committees (RPCs) and felt that there was no need to make drastic changes to the site that might alter or slow the way they find or use information from the website.

Desired Changes

Of the respondents for both surveys, there were 3 who commented that the website had an old look or needed updating. When reaching out to those respondents, they were unable to qualify what they meant by providing specific examples of facets of the site that can be changed, or a specific change that they feel might be good to perform.

The CNA has also verbally received comments from site consumers when reaching out to assist them in locating items on the website or answer their numbering or telecom queries. The comments are similar to those subjective ones received in the survey results in that they feel they do not like the look or operation of the site but cannot specifically make any constructive suggestions for changes or upgrades.

Included in the comments for desired changes to the website, the CNA has seen responses and verbal comments like "It looks like a 5-year-old made it". And, while not a mature way to state your opinion professionally, it obviously highlights the subjective nature of website preferences.

Specific recommendations

The CNA often receives specific recommendations or questions related to the website both in survey responses and sometimes in general correspondence or conversation. The CNA constantly reviews each suggestion and strives to understand what the website consumer would like and how it would benefit all users. When reviewing comments where a user may have had a problem locating an item on the website, the CNA will always reach back to discuss it with them and if we find that a facet of the site can be changed to make items easier to find or make things clearer, we will implement it.

One respondent commented on this latest website survey about the organization of documents on the RPC pages. The CNA reviewed the comments and mocked up changes that would meet the suggestion and then reached out to the commenter for feedback before starting to implement it on all RPC pages. As of this report date, the suggested changes have been fully implemented on all RPC pages.

Summary

The CNA website has historically been and continues to be an incredibly subjective item that receives feedback. Generally, it is considered that something that is functioning well and is useful does not receive positive feedback, however, due to the subjective nature, negative feedback is typically what is received. The website has had several major changes over the CNA's history to include both hierarchical structure and overall look and feel. The CNA receives the most negative feedback when large changes are made to the site for hierarchical changes or navigation methods/paths. Look and feel changes garner the next most feedback as we typically get responses that say they don't like the new look, confirming that a website look and feel is very, very subjective.

Based on the responses received by the CNA, most respondents prefer that any site changes do not affect their workflow and method of locating and using items on the website. The few commenters that provided feedback in favour of changes were unable to articulate what kind of changes or why, which is to be expected of respondents who have a subjective feeling about an item and find it hard to qualify them with specific descriptions.