

Meeting Notes
SBLT May Meeting
Thursday, May 22, 2014, 1-3 p.m.

Please send corrections, edits, or additional information to joseph.ringold@gov.wa.gov

Location	General Administration Building
Purpose	Update progress of Business One Stop
Attendance	Jackie Bayne, Joseph Ringold, Rachael Lindstedt, Brittany Wilson, Scott Hitchcock, Michael McNabb, Ni McMullin, Nanoy Skewis, Ben Vaught, Jeff Baughman, Allen Walker, Sharon Wong, Peter Beaton, Edmon Lee, Celia Nightingale

Introduction

This was the Monthly meeting of the Small Business Liaison Team (SBLT). It was held at the Office of the Chief Information Officer, (OCIO) and detailed progress on the Business One Stop. It also showcased the continuous improvement and product development being done in OCIO.

Ben's discussion of Business One Stop Website

- Ben detailed progress made on Business One Stop website. Format only, wanted to have customer research and SBLT drive any change.
 - Finding an analytics package
 - Good on Mobile
 - Goal to dynamically change with data from usage
- Customer research
 - There are about 30 business interviews
 - Themes include Small business guide is good, but I wish I found it earlier, many points of entry
- Small business guide in HTML will result in higher Google rating
- Carousel to reflect current events
- Most popular click items is "check your business name"
- Team registered a business for a usability study

Discussion of OCIO Product development

- Involves an iterative process where products are built with customer usage in mind and developed based on their feedback
 - Interviewing that does not presuppose the solution to a problem.
 - Example of "isn't it bad when your dog smells?" versus "what is bad about having a dog"
- Group examples using constraints to elicit creativity
 - Selection of three unrelated words
 - Instruction to develop business Ideas with all three

- A greater wealth of results than if groups were instructed to “come up with business Ideas.
- Three pronged graph when developing products based on desirability, Feasibility and Viability
 - Desirable refers to how sought after a project would be
 - Feasibility refers to if a product is possible
 - Viability refers to if it is efficient to develop a product
 - Example that a jetpack might be high on desirability, but not feasibility/ viability

Business Interactions (First round in Olympia- Seattle Corridor)

- Lack of clear front door, or beginning place
- Small Business guide useful, but they arrived to it too late in the process
- “Why should I do this?” what are the reason for regulations
- “Time is in the eye of the beholder”
 - Things that agencies think are easy and straightforward have a cumulative effect
- “Black Swan” events like inspections that can be a negative action that colors perception of agencies.
- For younger demographics, reliance on physical mail causes problems
- “I just told you that information” why isn’t information shared between agencies
- “I don’t trust that the path I’m on is the right one.