BizHub & SBLT Partnership:

10-27-2016
BizHub Updates

Elizabeth Wheat
Objectives:

- Share BizHub Current Strategy & Context
- Share BizHub & SBLT Partnership Vision
- Update on Metrics & Surveys
- Update on Content Work
<table>
<thead>
<tr>
<th>CUSTOMER LIFECYCLE</th>
<th>PRIMARY NEEDS</th>
<th>CHALLENGES</th>
<th>REQUESTED SOLUTIONS</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking about it…</td>
<td>Information</td>
<td>Multiple locations, Different formats</td>
<td>Search</td>
<td>V1 Federated Search: Released, V2 Search: In Progress</td>
</tr>
<tr>
<td>Forming…</td>
<td>+ Simple Formation Process</td>
<td>Multiple Actions, Process Clarity, Redundant Info</td>
<td>Simple Registration</td>
<td>Unified Registration: Proposed Use Case</td>
</tr>
<tr>
<td>New… (&lt; 2 years)</td>
<td>+ Help For Compliance</td>
<td>+ Non-compliance &amp; fines, Task cycles vary, Redundant info. collected</td>
<td>Dashboard: (Calendars &amp; Reminders), Guided Changes, Consolidated Reporting</td>
<td>Dashboard: Proposed Use Case, Out of Scope, Guided Change, Consolidated Reporting</td>
</tr>
<tr>
<td>Mature Businesses</td>
<td>Same as above</td>
<td>Same as above</td>
<td>Same as above</td>
<td>Out of Scope</td>
</tr>
</tbody>
</table>
Proposed Use Cases:

Unified Registration: (Selected)

Problem: Right now, business customers in the process of forming their businesses who need the most help from us (they don’t have legal or financial assistance) are at risk for costly errors during start up.

Business Dashboard:

Problem: Right now, business customers that have been in business for less than two years and who need the most help from us to acclimatize to the state often make mistakes they need not make because they don’t know about required reporting requirements.
Proof of Concept Update:

Objectives:

- Verify the architectural concept of using a codeless, BPM platform to build BizHub. (ServiceNow is one such product.)
- Test the product with customers, including workflow, navigation, look and feel.
- Produce a functional, non-implemented prototype suitable for Executive & Legal Stakeholder input:
  - Workflow/platform built
  - Functional connection via a stub database (LNI’s BEAR)
  - Front-end look/feel narrowed with a theme that shows off product

Milestones/Schedule:

- RFP A17-RFQ-091: COMPLETE – ASV 10/24
- Project Up-ramp: In Progress
  - Building stub DB: COMPLETE
  - Environmental Readiness: COMPLETE
- Build Commences: 11/7
- Customer & Stakeholder Engagement: 1/2

[GATE] Executives determine next steps: Late January 2017
BizHub * SBLT Vision

- BizHub Publishes, Makes Changes, & Measures
- SBG BizHub Product Backlog
- SBLT considers content & feature needs
- SBLT publishes or makes requests to BizHub
- BizHub Reports Monthly to SBLT

BizHub Publishes,
Makes Changes, & Measures
Recommended Metrics: (BO: 935)

Acceptance criteria and metrics stack-ranked

UNIQUE FROM EXISTING METRICS & HIGH VALUE FOR ACTIONABILITY BY SBLT

• Common search terms captured/reportable (Demonstrates gaps in content & misunderstanding)
• Contact Rate (Per Session) (events reported when users access the contact page from content where they get frustrated)
• Content Click-Through Rate (Percentage of answers customers clicked on from search index display)
• Customer satisfaction metrics (applies to both content “You did/didn’t answer my question” and function “I found it easily.”)

CREATE PARITY WITH ORIA
• Traffic captured/reportable. (Refers visitors are coming from, including internal sites as well as Google via organic searches)
• % of sections accessed captured/reportable
• Downloads of PDFs by language

ALREADY REPORTED
• * Site sessions captured/reportable.  
  • % of Mobile Users captured/reportable
Current results between old content and SBG content:

<table>
<thead>
<tr>
<th>Relevant SB5718 Metric / Benchmark</th>
<th>Customer Surveys Oct-15</th>
<th>Usability Nov-15</th>
<th>Usability v2 16-Feb</th>
<th>v2 Released 16-Jun</th>
<th>Customer Surveys In progress</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reduced Time to Do Business:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Success in Finding - Information to Resolve</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Common Business Problems</td>
<td>59%</td>
<td>74%</td>
<td>PIVOT v2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Success in Understanding - Information to Resolve</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Common Business Problems</td>
<td>62%</td>
<td>80%</td>
<td>PIVOT v2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average time to solve problem</td>
<td>4:58</td>
<td>4:29</td>
<td>PIVOT v2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction with Product</td>
<td>66%</td>
<td>82%</td>
<td>PIVOT v2</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Customer Satisfaction:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How helpful was information? Easy/difficult to understand?</td>
<td>80% Helpful</td>
<td>PIVOT v2</td>
<td>80% Helpful/Easy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How helpful was information? Easy/difficult to understand?</td>
<td>20% Unhelpful/Difficult</td>
<td>PIVOT v2</td>
<td>20% Unhelpful/Difficult</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How easy / difficult was it to find what you needed?</td>
<td>60% Easy</td>
<td>PIVOT v2</td>
<td>80% Easy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How easy / difficult was it to find what you needed?</td>
<td>40% Very Difficult</td>
<td>PIVOT v2</td>
<td>20% Neutral</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Will you recommend the site to others?</td>
<td>40%</td>
<td>PIVOT v2</td>
<td>80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Will you use the site again?</td>
<td>64.29%</td>
<td>PIVOT v2</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Survey Metrics: 1) Who are you?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospective business owner</td>
<td>40.0%</td>
<td>2</td>
</tr>
<tr>
<td>Existing business owner</td>
<td>40.0%</td>
<td>2</td>
</tr>
<tr>
<td>Person who manages the regulatory requirements for a business</td>
<td>20.0%</td>
<td>1</td>
</tr>
<tr>
<td>None of the above</td>
<td>0.0%</td>
<td>0</td>
</tr>
</tbody>
</table>

Answered question: 5, Skipped question: 0
2) Where do you get your info?

Where do you get information to help your business? (Choose all that apply)

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your county website</td>
<td>60.0%</td>
<td>3</td>
</tr>
<tr>
<td>Your city website</td>
<td>20.0%</td>
<td>1</td>
</tr>
<tr>
<td>Governor's Office for Regulatory Innovation and Assistance</td>
<td>60.0%</td>
<td>3</td>
</tr>
<tr>
<td>Department of Revenue</td>
<td>60.0%</td>
<td>3</td>
</tr>
<tr>
<td>Department of Labor &amp; Industries</td>
<td>40.0%</td>
<td>2</td>
</tr>
<tr>
<td>Secretary of State</td>
<td>20.0%</td>
<td>1</td>
</tr>
<tr>
<td>Employment Security Department</td>
<td>40.0%</td>
<td>2</td>
</tr>
<tr>
<td>Department of Commerce</td>
<td>40.0%</td>
<td>2</td>
</tr>
<tr>
<td>Office of Minority &amp; Women's Business Enterprises</td>
<td>40.0%</td>
<td>2</td>
</tr>
<tr>
<td>Any others?</td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>

answered question 5
skipped question 0

![Chart showing percentages of responses to the survey question](chart.png)
Survey Metrics: 3) What categories did you review today? (Recommend we delete this one in favor of event capture.)

Which categories did you review today?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan</td>
<td>60.0%</td>
<td>3</td>
</tr>
<tr>
<td>Start</td>
<td>40.0%</td>
<td>2</td>
</tr>
<tr>
<td>Payroll</td>
<td>20.0%</td>
<td>1</td>
</tr>
<tr>
<td>Open</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Run</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Grow</td>
<td>20.0%</td>
<td>1</td>
</tr>
<tr>
<td>Close</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>All categories</td>
<td>40.0%</td>
<td>2</td>
</tr>
</tbody>
</table>

answered question 5
skipped question 0

![Bar chart showing response counts for different categories]
Survey Metrics: 4) Did you know what category you were in?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>40.0%</td>
<td>2</td>
</tr>
<tr>
<td>No</td>
<td>60.0%</td>
<td>3</td>
</tr>
</tbody>
</table>

- answered question: 5
- skipped question: 0
Survey Metrics: 5 & 6: Finding and Understanding Information

How easy or difficult was it to find the information you were looking for?

- Very easy
- Moderately easy
- Neither easy nor difficult
- Moderately difficult
- Very difficult

How easy or difficult was it to understand the information you found?

- Very easy
- Moderately easy
- Neither easy nor difficult
- Moderately difficult
- Very difficult
“How can we improve your experience?” Question 8
& Site Questions during the past month:

- Give me less information at once. Your pages are too long and hard to decipher. This is too much information for someone just trying to get started. Intimidating.
- Awkward navigation, too much information at once, information not specific enough for my specific circumstances.
- The new site is beautiful, but where the heck do we go to verify that a business exists? We're in the construction industry and there's a lot of smaller companies who are registered with DOR but not Sec State, we need to be able to verify they have business licenses and I can't find that page anywhere!
- There could be just a simple site map which provides immediate direction rather a tsunami going through all categories.
Net promoter Metrics: 11 & 12: Use Again & Recommend to Others

Will you use the website again?

- Likely
- Somewhat likely
- Not likely
- Never

Would you recommend this site to other people who are planning or are in business today?

- Yes
- No
Next Steps: Mutual Work Planning

Team:

✓ BizHub to Work w/OSOS to gather additional surveys
✓ BizHub to continue to instrument metrics and work on dashboard
✓ BizHub to refine survey
Appendix:
BizHub SBLT Work Backlog: Recently Completed

BizHub:
Identify Small Business Volunteers @ Renton Business Fair BO-925
Answer “Feedback” Questions for Small Businesses BO-937
Gap analysis for BizHub site BO-941
Functional Browser Stack Testing for Responsiveness – BO-942
Change Site survey to align with previous usability CS Benchmarks – BO-893

ORIA/SBLT:
Correct Broken Link in Plan Your Business: BO-936
Appendix:
BizHub SBLT Work Backlog: To Do

**BizHub:**
Display Small Business Liaison Contact Info – BO-753
Instrument site w/event capture for key metrics – BO-935
Change background of tables to be ADA compliant – BO-868
Help ORIA to make sure Drupal Sec. patches applied – BO-903 – BLOCKED
Publish loan program content on BizHub – BO-859 – Blocked
Size tables evenly in “close” section – BO-868 – Blocked due to inline styles

**ORIA/SBLT:**
Consider adding content for injured workers – BO-930
Random style issues impede publishing – BO-943
Appendix:
Washington Small Businesses 2014 Profile

• Strong entrepreneurship exemplified by high regional self-employment rates
• High business survival rates in 2014 (best in nation!)
• Top business types
  • Professional, high-tech services
  • Retail
  • Healthcare
  • Contracting/Construction

✓ 552,884 Small Businesses
✓ 140,342 Small Businesses with Employees
✓ 412,542 Small Businesses without Employees (Nonemployers)
✓ 1,230,227 Workers Employed by Small Businesses.
Appendix: One Stop Product Trends

- Tightly curated search
- FAQs
- Discrete content types like forms
- Personalization of UXP
- Lean Portals
- Cross Device/Cross Channel Experience