



"the consolidated technology services agency -RCW 43.105.006"

BizHub & SBLT Partnership:

10-27-2016
BizHub Updates

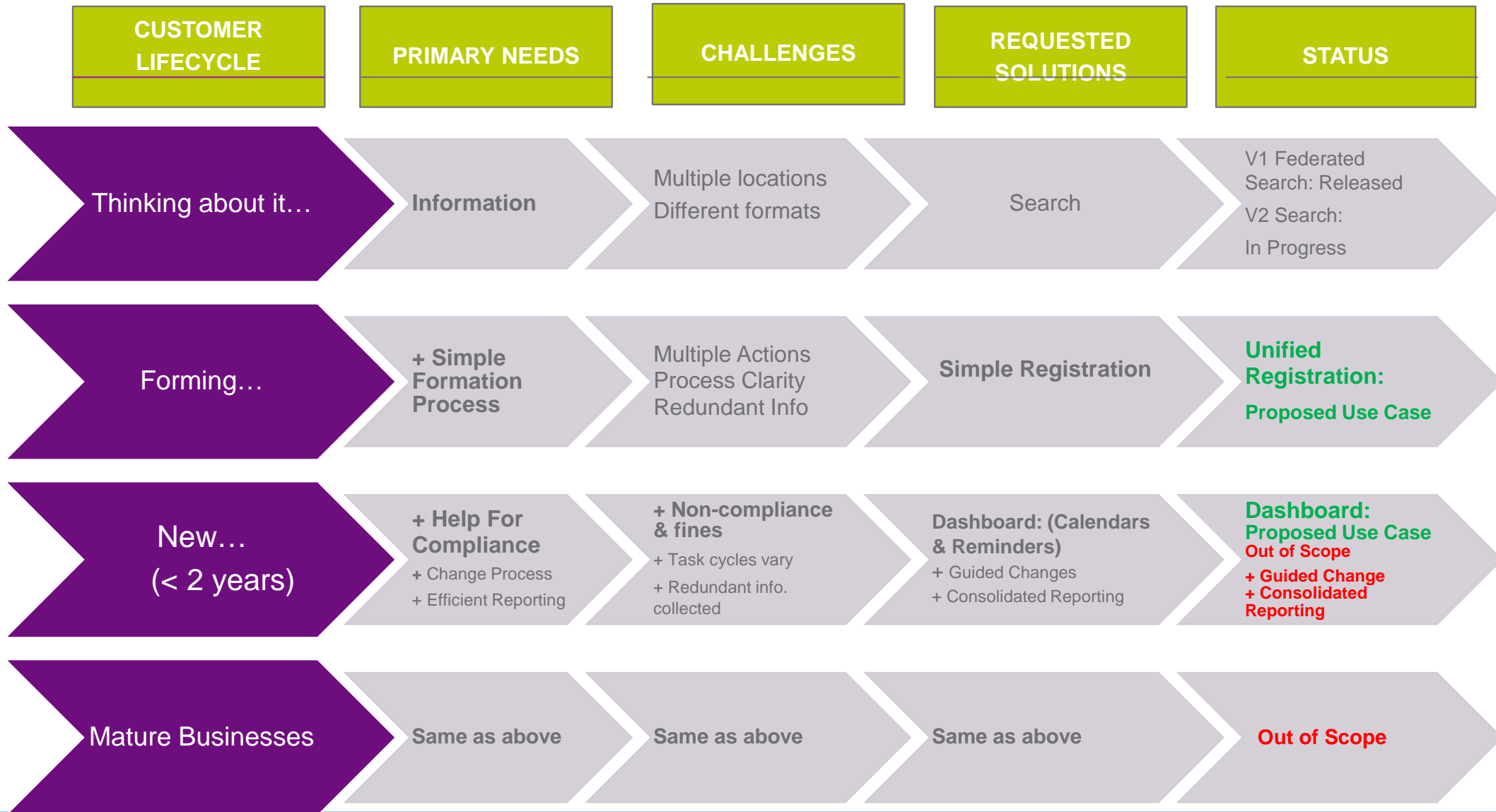
Elizabeth Wheat



Objectives:

- ✓ Share BizHub Current Strategy & Context
- ✓ Share BizHub & SBLT Partnership Vision
- ✓ Update on Metrics & Surveys
- ✓ Update on Content Work

Business Hub Customer Needs



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:

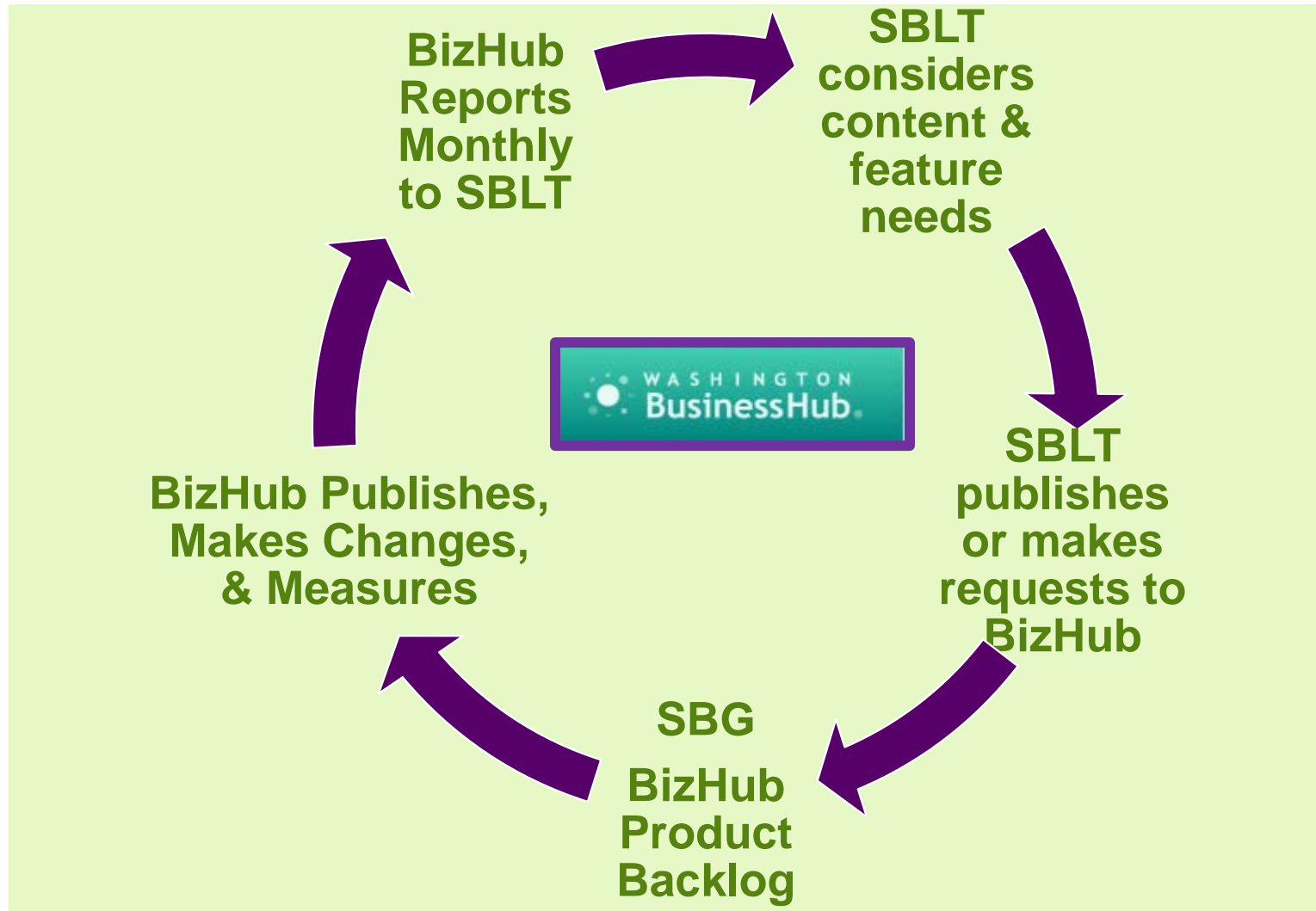
- Verify the architectural concept of using a codeless, BPM platform to build BizHub. (ServiceNow is one such product.)
- Test the product with customers, including workflow, navigation, look and feel.
- Produce a functional, non-implemented prototype suitable for Executive & Legal Stakeholder input:
 - 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



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

TOP SEARCHES

excise tax - sales tax - business license - efile - ubi - find a business - dor - file annual report - license - license renewal -

SBG LATEST CHANGES

Latest Update

2016-10-07T20:13...

Latest Contributor

alexiasa

Release?

v1.3.5

RELEASE NOTES

Release Notes - Business OneStop - Version v1.3.5

Bug

[BO-916] - Hamburger nav menu sticks in Safari

[BO-953] - Disappearing mobile search bar

Story

[BO-933] - Search terms are captured

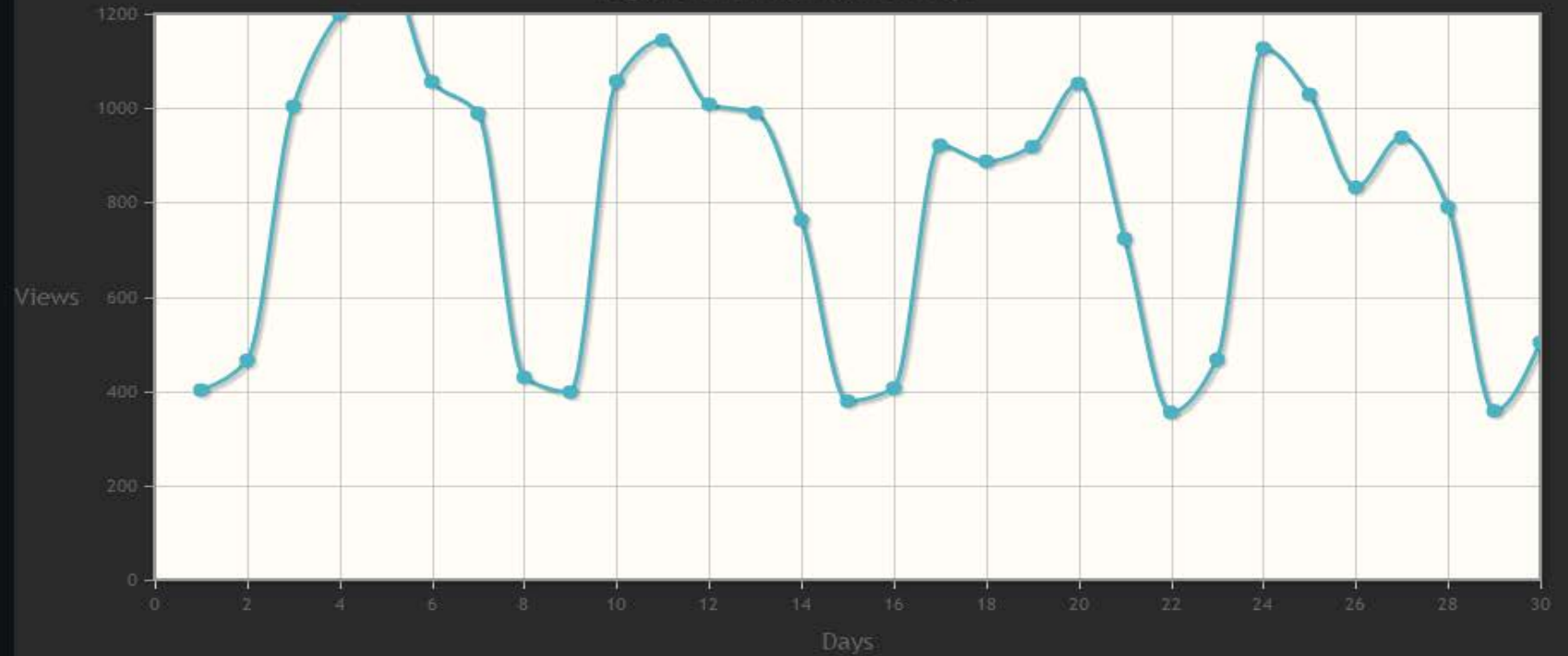
[BO-940] - Make tables responsive

GOOGLE ANALYTICS SESSION DATA

SBG Sessions (Last 24 Hours)

1618 Page Views

Pageviews in the Last 30 Days



SBG SITE BUILD STATUS

SBG

 pass

SEARCH STATS

Yesterday's Sessions Using Search

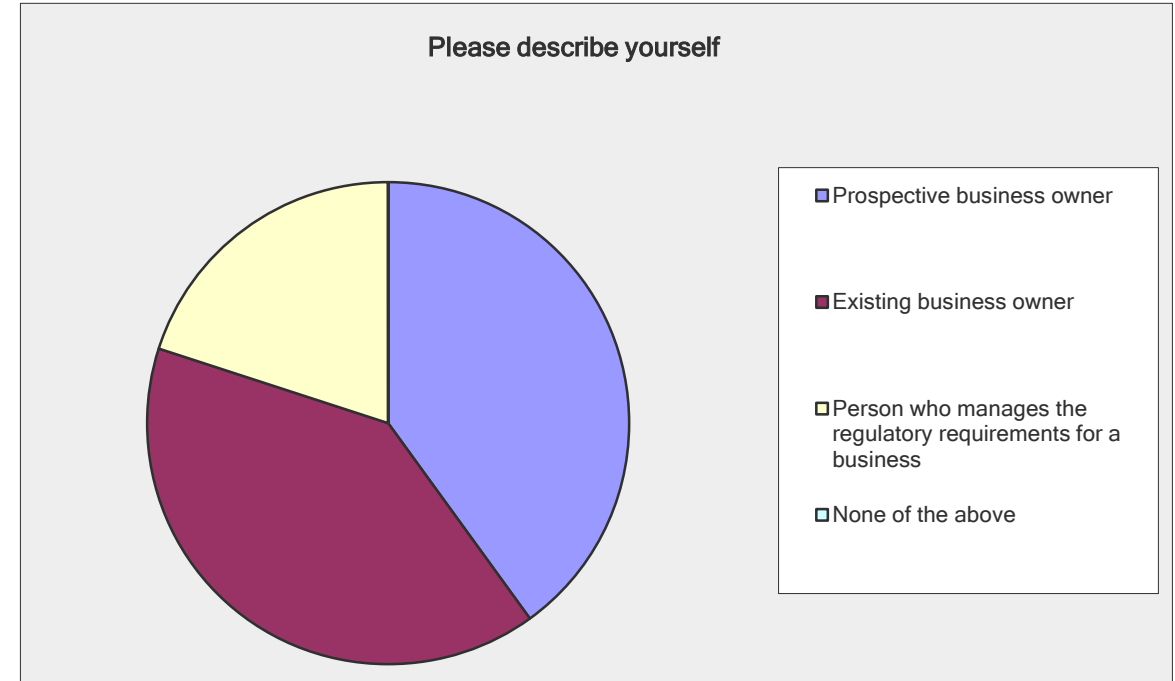
5.02 %

Current results between old content and SBG content:

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

Survey Metrics: 1) Who are you?

Please describe yourself		
Answer Options	Response Percent	Response Count
Prospective business owner	40.0%	2
Existing business owner	40.0%	2
Person who manages the regulatory requirements for a business	20.0%	1
None of the above	0.0%	0
	answered question	5
	skipped question	0



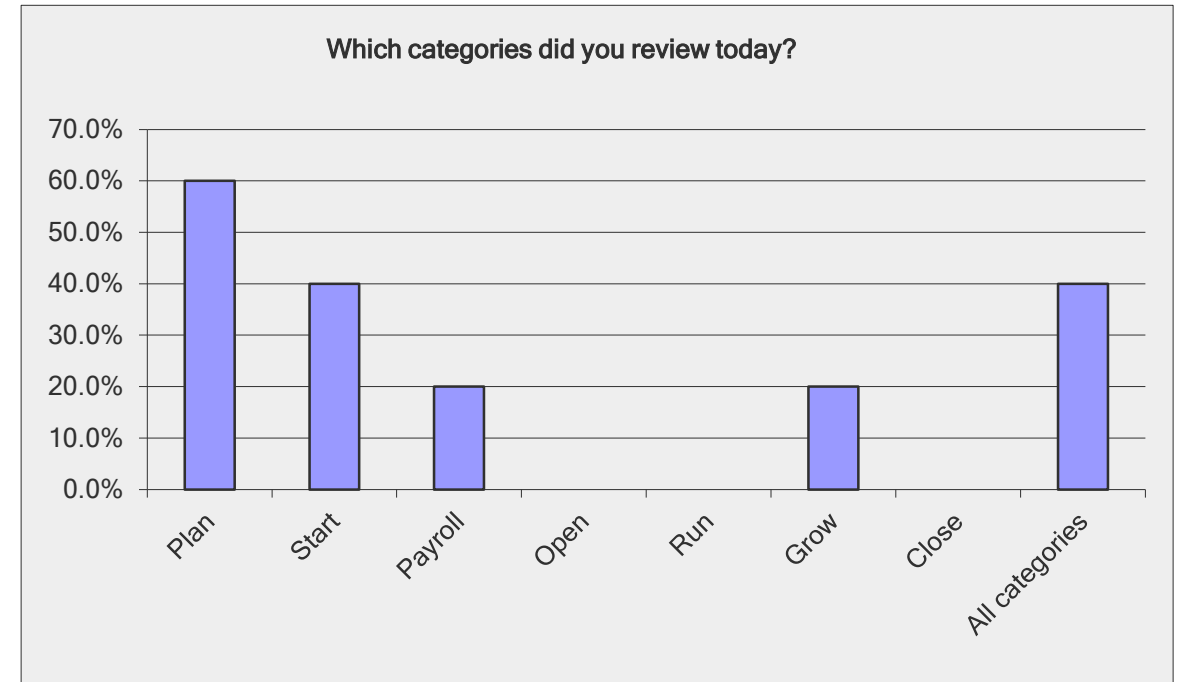
Survey Metrics: 2) Where do you get your info?

Where do you get information to help your business? (Choose all that apply)		
Answer Options	Response Percent	Response Count
Your county website	60.0%	3
Your city website	20.0%	1
Governor's Office for Regulatory Innovation and Assistance	60.0%	3
Department of Revenue	60.0%	3
Department of Labor & Industries	40.0%	2
Secretary of State	20.0%	1
Employment Security Department	40.0%	2
Department of Commerce	40.0%	2
Office of Minority & Women's Business Enterprises	40.0%	2
Any others?		2
	answered question	5
	skipped question	0



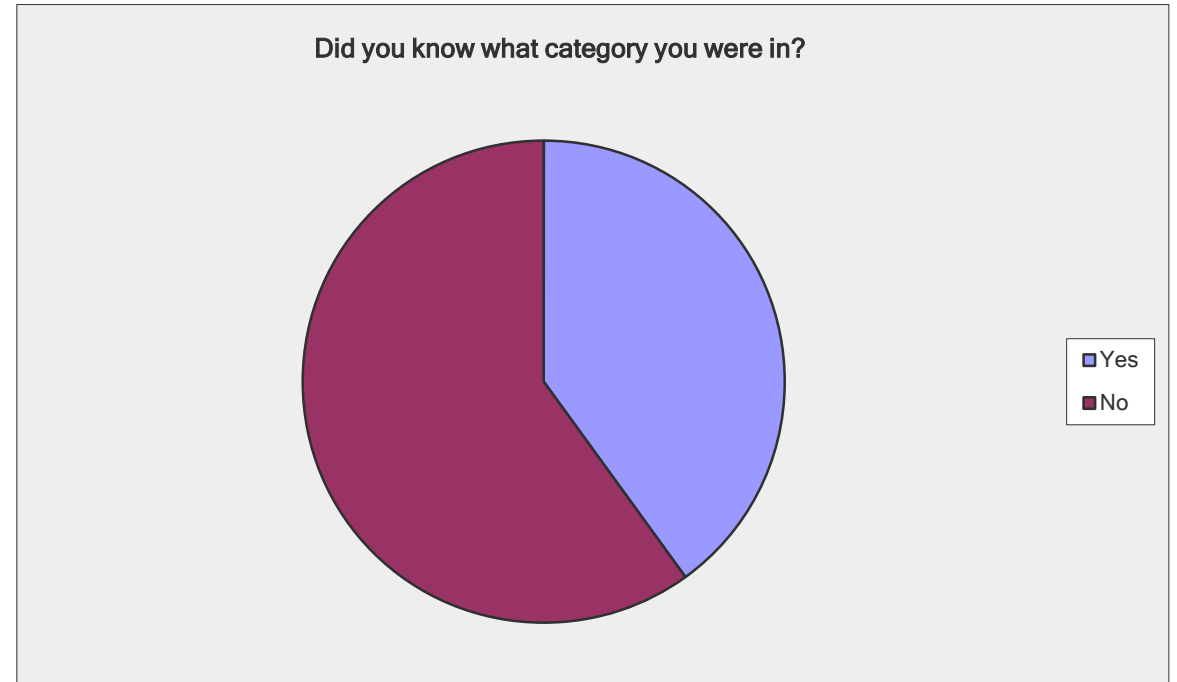
Survey Metrics: 3) What categories did you review today? (Recommend we delete this one in favor of event capture.)

Which categories did you review today?		
Answer Options	Response Percent	Response Count
Plan	60.0%	3
Start	40.0%	2
Payroll	20.0%	1
Open	0.0%	0
Run	0.0%	0
Grow	20.0%	1
Close	0.0%	0
All categories	40.0%	2
answered question		5
skipped question		0



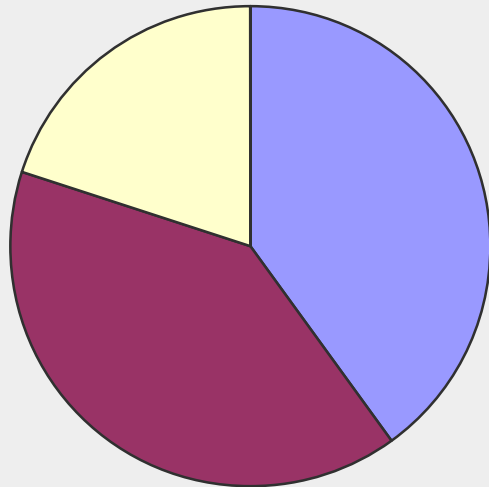
Survey Metrics: 4) Did you know what category you were in?

Did you know what category you were in?		
Answer Options	Response Percent	Response Count
Yes	40.0%	2
No	60.0%	3
	answered question	5
	skipped question	0



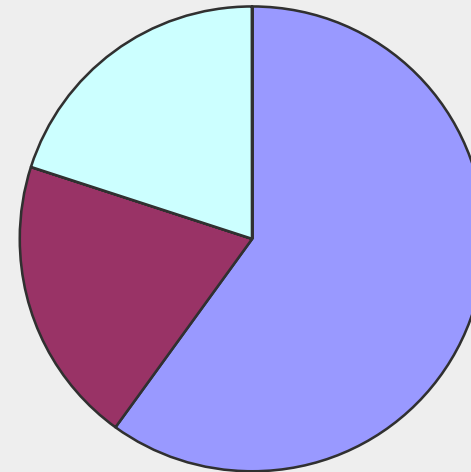
Survey Metrics: 5 & 6: Finding and Understanding Information

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?

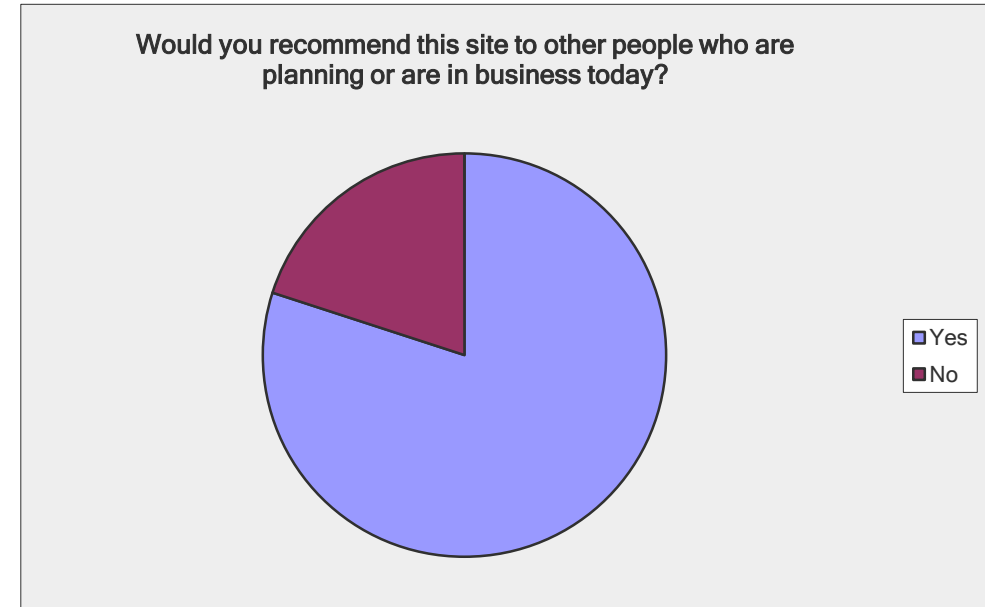
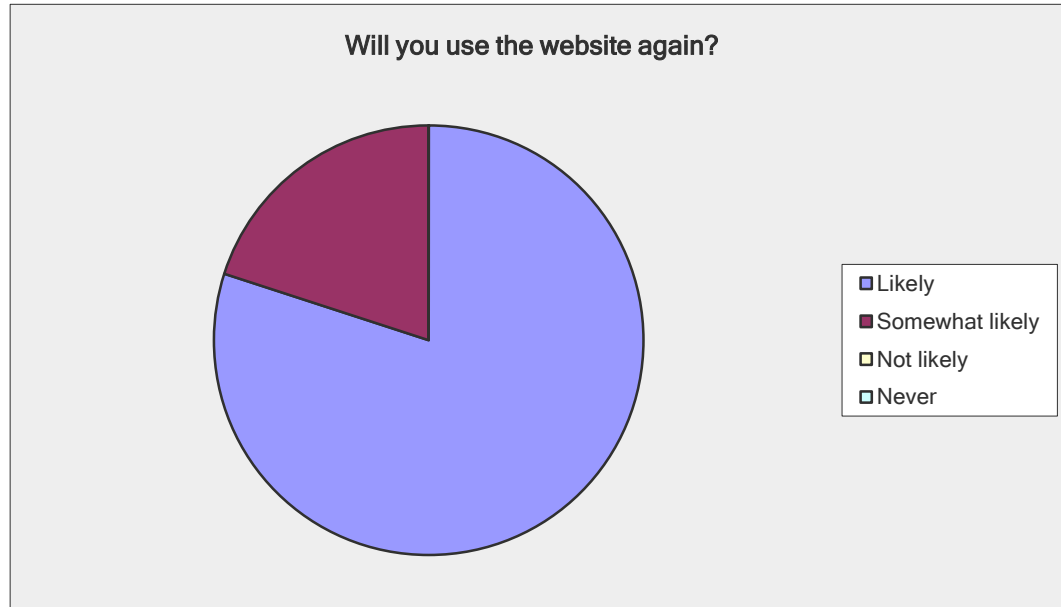


- Very easy
- Moderately easy
- Neither easy nor difficult
- Moderately difficult
- Very difficult

“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



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



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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 – BO868

Help ORIA to make sure Drupal Sec. patches applied – BO903 – 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:

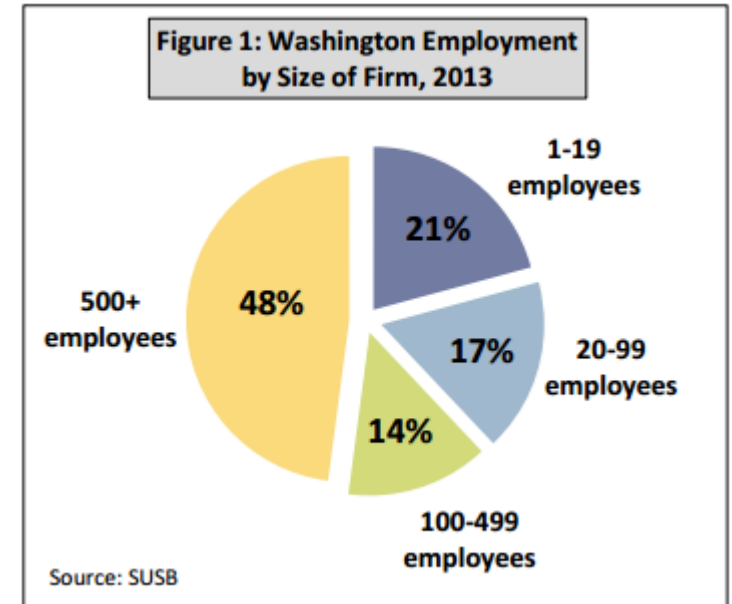
Consider adding content for injured workers – BO-930

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