BizHub Team

Elizabeth Wheat, Project Director

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Intern(s)
Making Progress
Work Underway….

Reviewing documents: business owner feedback and usability test documents and more…

• Current BizHub UX test October 2015
• Implemented recommendations, produced prototype (v2)
• Tested v2 January 2016
• Superior UX test results over v1
• Pivoting to deploy v2 – in design and development now
Work Underway….

Original Small Business Guide content used and migrated to v2
- Continue to use change management process, for now
- API will convert ORIA content to BizHub format
- Both SMG and BizHub content will be consistent!

Competitive analysis
- Platform determined
- Menu structure -- A/B testing to determine style – users will tell us what they prefer

Web standards and UX feedback applied
- Navigation
- Page formatting
- Sense of place, link color, breadcrumbs, etc.
Work Underway….

Improved Search (SEO)
- Improve user experience based on user feedback
- Design more Google-like, relevant search results
- Help people find us easier!

Monthly Releases
- Regular iterative releases
- Track usage analytics

Release v2 June 2016
What’s Next?
Next…

Business Development Calendar Features and Contact Routing
- Working with Commerce on requirements
- Functionality assessment
- Design and development
- Prototype (summer 2016)
- Usability testing

Next Use-Case
- Work with steering committee to identify
  - Single sign on
  - Dashboard
  - Registration process
- Begin work to create prototype
v2 Sneak Peek

Under construction…
Questions?