

Washington BusinessHub

BizHub
Business.wa.gov



"the consolidated technology services agency -RCW 43.105.006"

BizHub Team

Elizabeth Wheat, Project Director

Rhonda Polidori, Product Owner

Mark Bailey, Product Engineer

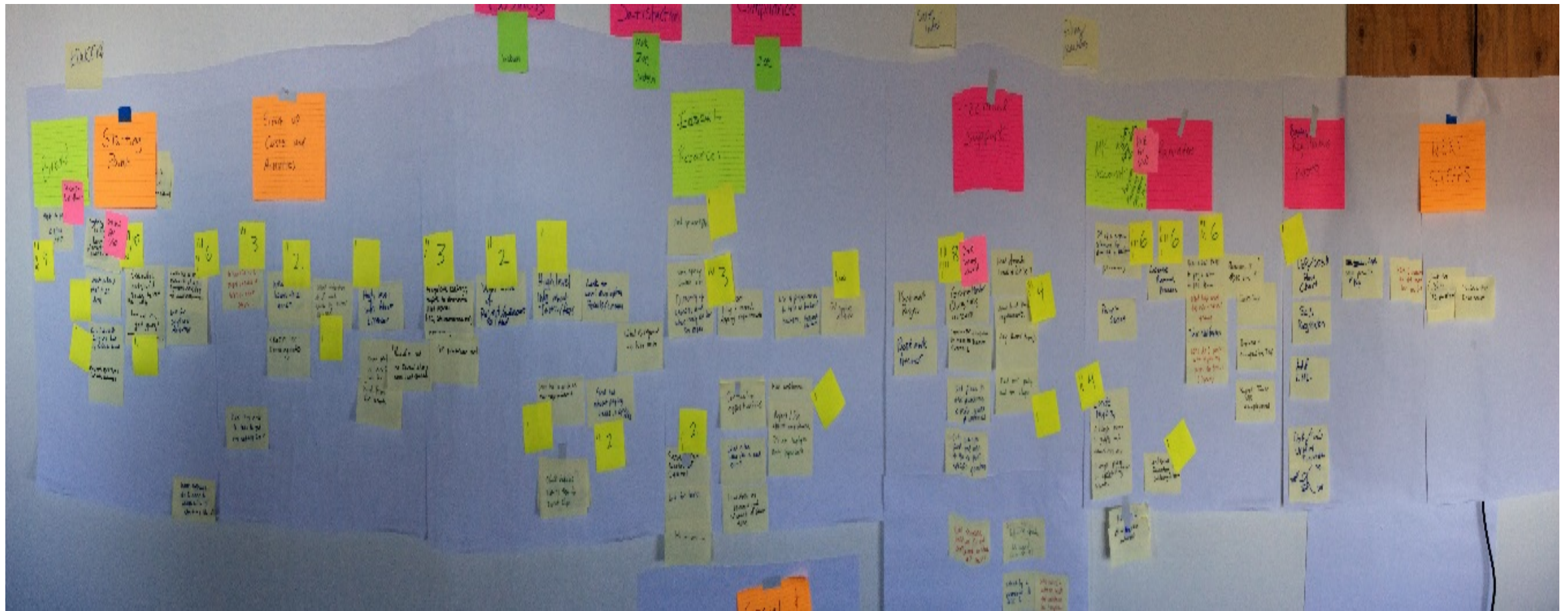
Alexia Salone, QA Engineer

Intern(s)

Making Progress



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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)

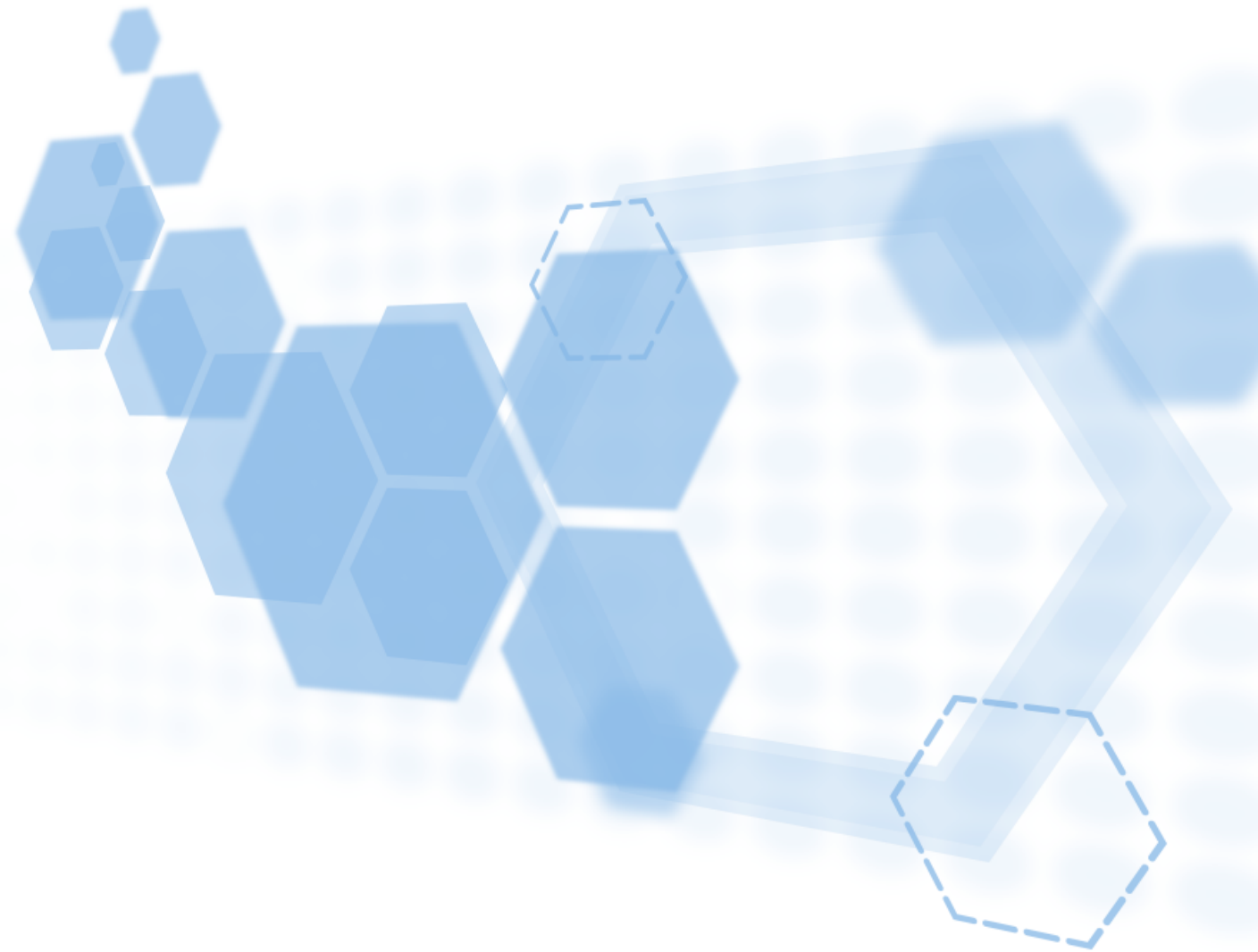
- Improve user experience based on user feedback
- Design more Google-like, relevant search results
- Help people find us easier!

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

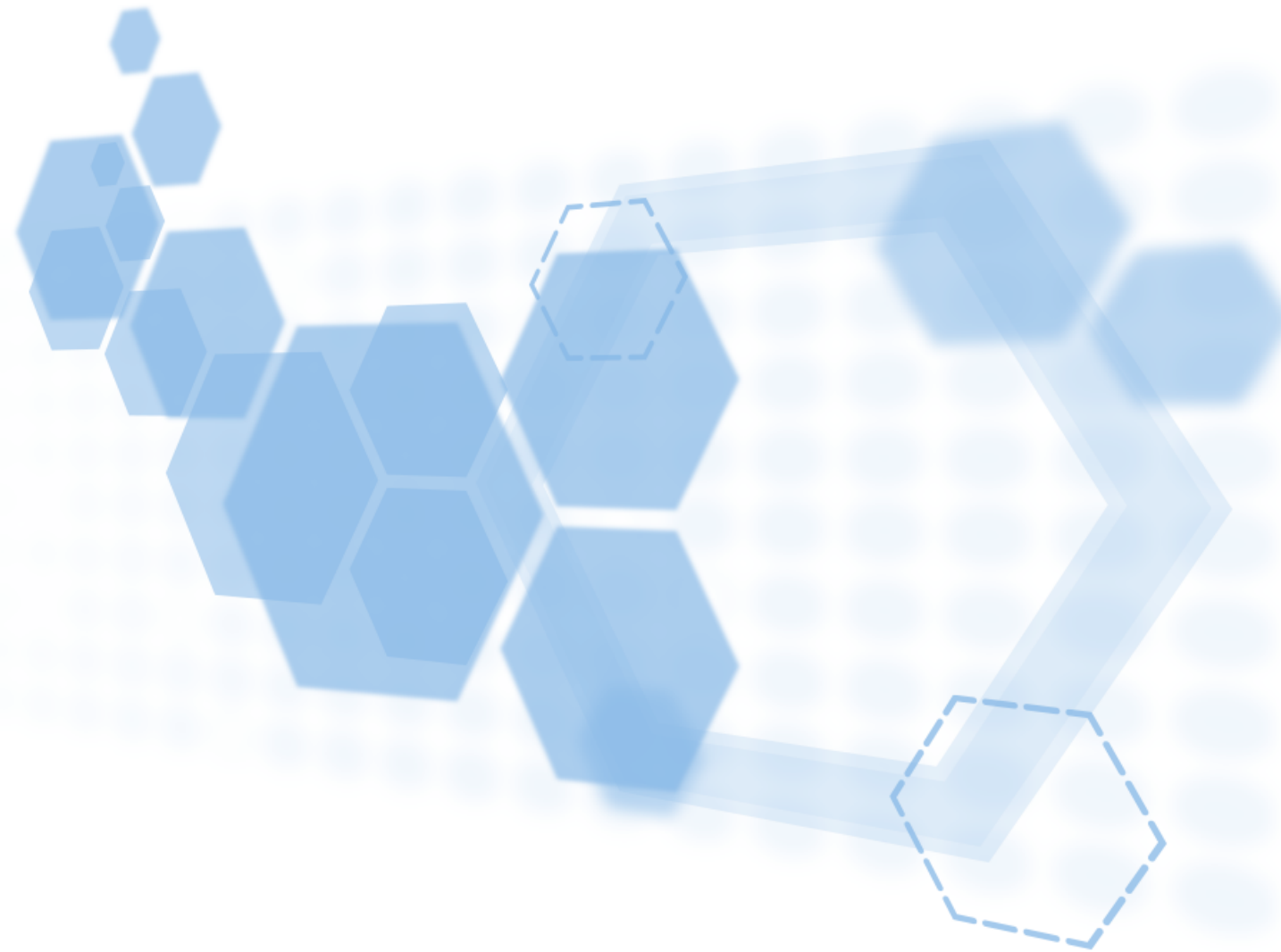
- Work with steering committee to identify
 - Single sign on
 - Dashboard
 - Registration process
- Begin work to create prototype

v2 Sneak Peek

Under construction...



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Questions?