WABOS Budget

2014 Supplemental
$737,114
- $100,000 - Customer Research
- $28,000 – Cust. Res. Support
- $220,000 - 2 FTE
- $10,000 – ClickTale
- $1,000 – Misc

= $378,114

Sustaining Costs: 2015 and Beyond
$255,000 – 2 FTE
$40,000 – Purchased Service Contracts
= approx. $295,000
Customer Research & Discovery

Deliverables

- Wrap-Up Report
- Database
- Design Document
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Research and Discovery</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Formation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Discovery</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prototype Construction and Testing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summary and Reporting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decision Package Preparation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Incremental Process/Content Fixes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web Portal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Site Iteration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Future Site Construction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Future Site iteration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solution(s) – from Customer Research</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scope Graduated Prototype(s)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduated Prototype #1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduated Prototype #2 (or more)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Updated 9-8-14

Governor’s Biennial Budget Released
Business.wa.gov Redesign

• Design Principles based on customer research
  • First source for information (SEO)
  • “Defragment” information from across the state
  • Less, not more, content
  • Just-in-time information
  • “Google First”
  • “24 Hour Support”
  • Consistent thread between agencies
  • Acclimate customers to state/agency regulatory requirements
  • “Golden Path” for new business owners

• Customers:
  1. Thinking about/researching before starting a business
  2. In registration process
  3. 0-2 years in operation
“Pocket Portal”
Cross-Agency Knowledge Base

• Consistent content experience across agencies
  • “Find an Answer”
  • Ask a Question

• Direct (or redirect) to the right location

Insights from Customer Research:
• Customers are frustrated that they have to go so many places to get answers [SE]
• Figuring out what is required for each Govt entity (levels and agencies) adds confusion and complexity in running a business
• Many business owners care about doing things right, they just aren't sure how
• Many business owners do not care about the complexity of the State and expect things to be simple.
• Specialization of State agencies prevent the development of customer centric strategies.
• The number of paths through different systems makes it impossible to know if nothing is wrong.
• The State often uses language that creates uncertainty and confusion for business owners.
• When Businesses have difficulty navigating agency websites, they end up calling for clarification and follow-up [SE]