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

Business One Stop Project Timeline
Updated 9-8-14

Governor's Biennial
Budget Released

| Roadmap – 2014-2015	Apr		May		Jun		Jul		Aug		Sept		Oct		Nov		Dec		Jan-Jun	
	1-15	16-30	1-15	16-31	1-15	16-31	1-15	16-31	1-15	16-31	1-15	16-31	1-15	16-31	1-15	16-31	1-15	16-31	1-15	16-31
Customer Research and Discovery																				
Project Formation																				
Customer Discovery																				
Prototype Construction and Testing																				
Summary and Reporting																				
Decision Package Preparation																				
Incremental Process/Content Fixes																				
Web Portal																				
Current Site Iteration																				
Future Site Construction																				
Future Site iteration																				
Solution(s) – from Customer Research																				
Scope Graduated Prototype(s)																				
Graduated Prototype #1																				
Graduated Prototype #2 (or more)																				
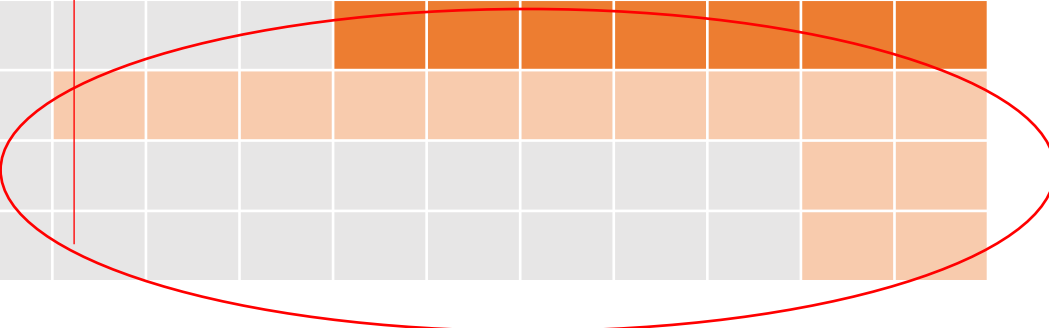
Business.wa.gov Redesign

- 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
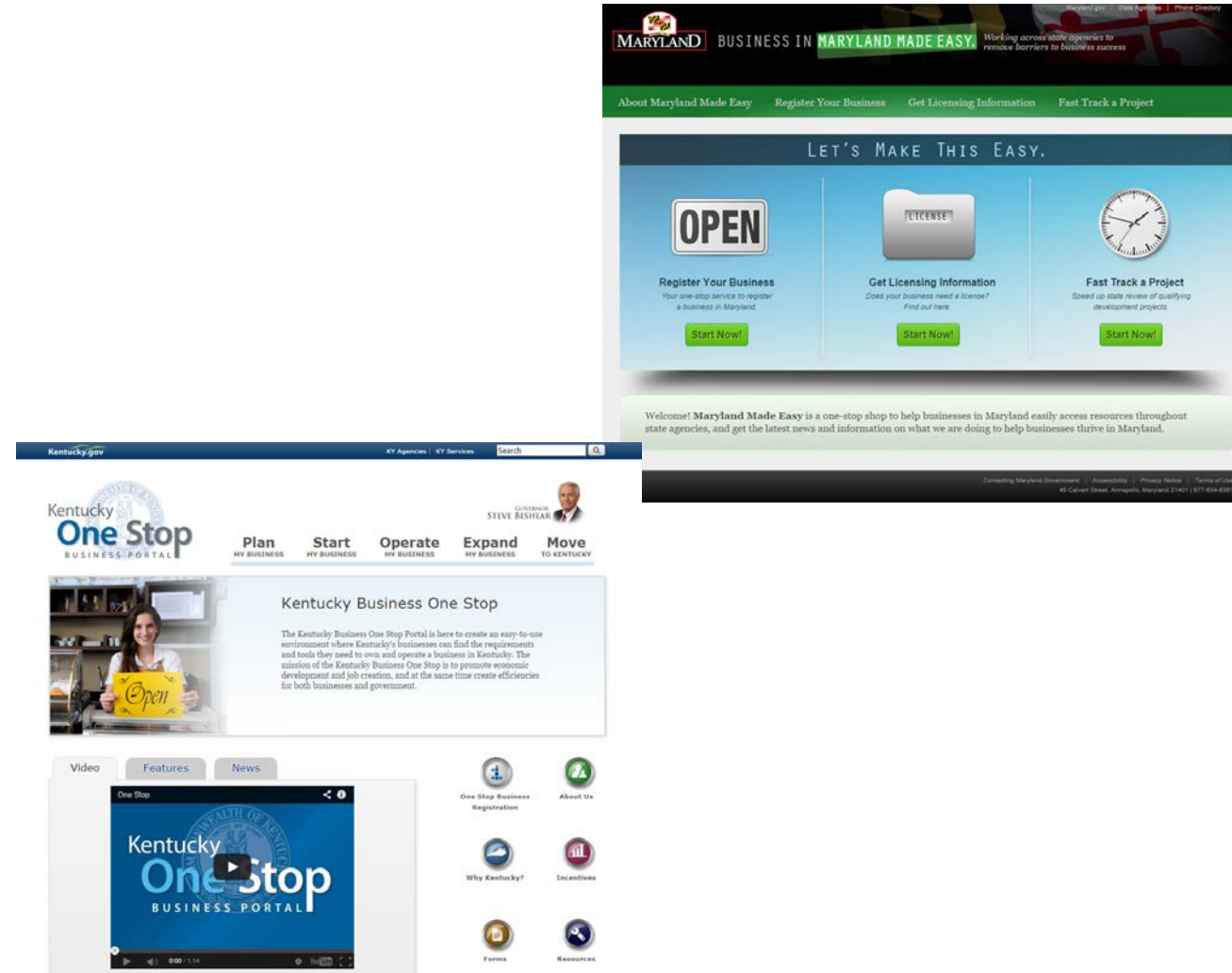
"Pocket Portal"
Cross-Agency Knowledge Base

- 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]