

THE WASHINGTON BUSINESS ONE-STOP

Legislative Report due November 30, 2013



Office of the Chief Information Officer

ENABLING SMALL BUSINESSES

Washington is home to more than 375,000 small businesses. These enterprises interact with multiple state agencies to successfully start, run and grow. Over the years, state agencies have undertaken significant efforts to streamline these interactions to make it easier for businesses to comply with state regulations. Despite all that has been done, our state does not have a one-stop business resource for licensing, regulatory assistance and related information.

Partner Agencies

Commerce
Employment Security
Enterprise Services
Labor and Industries
Revenue
Office of the CIO
Office for Regulatory Innovation and Assistance
Office of the Secretary of State
Consolidated Technology Services

The Governor, Legislature and State Auditor have called on state agencies to work together to build a business one-stop resource to help businesses move smoothly through state regulatory processes. In December 2012, a coalition of state agencies developed a blueprint for the build-out of an enterprise business one-stop. While no funding for this effort was provided in the 2013–15 biennial budget, the partner agencies continue to work together to improve services where possible with existing resources and lay the foundation for future improvements when funding becomes available.

The long-term vision is to offer businesses a single, seamless experience with government so they can identify and conduct all their business transactions.

ITERATIVE AND INCREMENTAL APPROACH

The Office of the Chief Information Officer (OCIO) is taking initial steps to build out the Business One-Stop. OCIO is using an adaptive and collaborative approach to:

- ✓ Build incrementally, measure and learn
- ✓ Involve business owners
- ✓ Get feedback early and often
- ✓ Reduce steps and risks
- ✓ Deliver what the customer wants

OCIO is using Agile software development principles and working with partner agencies to build a minimum viable product with which to gather feedback and order priorities. This approach focuses on delivering features faster and more efficiently than traditional approaches.



BUILD, MEASURE, LEARN

We are listening to business owners, building on the work completed to date and starting with high-value priorities, including:

- ✓ **Blending key websites** – OCIO is working with the Department of Revenue and the Office for Regulatory Innovation and Assistance to blend content from three primary websites that businesses rely on for general information: business.wa.gov, [Business Licensing Services](#) and the [Small Business Guide](#). Our collaboration will enable a better user experience and allow us to eliminate duplication and inconsistent information across websites.
- ✓ **Getting user feedback** – The Business One-Stop will focus on the customer experience. It will have usage analytics to allow us to learn, in real-time, where businesses need to go. We will also interact with customers directly. The combined data will form a prioritized backlog of work representing clear business demand.
- ✓ **Enabling more user priorities** – Business owners have been asking us to:
 - ▶ Create one place for licenses and permits, with easier navigation
 - ▶ Reduce the steps to find information and add more self-service
 - ▶ Add information tailored to a specific business's needs
 - ▶ Add a calendar and notification of upcoming regulatory events

ACTIVE GOVERNANCE

The governance of the Business One-Stop project is a collaborative effort involving multiple agencies. OCIO is responsible for the overall project management and will house the Business One-Stop development team. The Steering Committee (composed of the partner agencies listed previously) is responsible for guiding incremental development and for making available the resources and expertise to implement the project. The committee will establish performance benchmarks and methods for tracking those benchmarks. It will also convene a small business advisory group to act as a sounding board. Committee meetings will involve active reviews and problem solving around minimum viable products. Continuous iterations will make sure the product never strays far from the business owners.

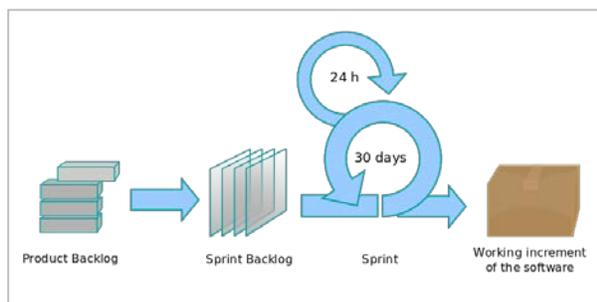
COLLABORATING WITH THE BUSINESS COMMUNITY

As we move forward and funding becomes available, the Business One-Stop team will work with the agencies and the small business community to deliver what the customer wants. We will solicit small business feedback and recommendations in a variety of ways: A combination of user interviews, workshops and online user analytics will provide input in the development of new services and functionality. In addition, we plan to use test sites and user-centered design techniques, and conduct usability testing. We will also leverage social media and other marketing and outreach tools to encourage small businesses to visit the website and provide feedback about their specific needs. That information will help us to build out the backlog of improvements to be made on an ongoing basis. The analytic tools will also help us track performance and improvement.

The team is working to quickly understand what services and functionality businesses would like to find, yet are not currently able to access. The information gathered from user interviews, combined with the input we have already received from businesses, will form the basis of the initial work plan and timeline. The team will continue to work with the business community — in person and online.

ESTABLISHING BENCHMARKS

Progress in developing the Business One-Stop will be gauged by our ability to deliver content and functionality identified as a priority by small businesses. As functionality needs and priorities are identified, we will assess the level of effort required to meet those needs and develop a work plan broken down into two-week to one-month work sprints. Our goal is to have the development team continually focused on the highest-priority items and to provide measurable value at the end of each sprint.



Specific performance benchmarks will be identified to help us measure progress on at least two key outcomes:

- ✓ Reduced business time, cost and frustration related to compliance with state regulations
- ✓ Increased timeliness of delivery of state regulatory and business services.

PRELIMINARY TIMELINE

Building and managing the Business One-Stop will continue through the end of the 2013–15 biennium and beyond, assuming funding is available.

November–December 2013: Project initiation

- ▶ Set up technology and governance environment
- ▶ Bring on usability experts
- ▶ Conduct Agile work session with agencies

December 2013–February 2014: Merge sites and produce an MVP

- ▶ Develop a minimum viable product (MVP)
 - » Refresh business.wa.gov
 - » Add the [small business guide](#)
 - » Blend initial content from [Business Licensing Service](#)
- ▶ Interview customers and review feedback
- ▶ Develop prioritized backlog from interviews
- ▶ Contract help to produce MVP as soon as possible

THE WASHINGTON BUSINESS ONE-STOP

Legislative Report due November 30, 2013



Office of the Chief Information Officer

February–June 2014: Blend content and add user analytics

- ▶ Blend full content from the [Business Licensing Service](#), existing [small business guide](#) and [business.wa.gov](#).
- ▶ Add real-time user analytics to determine what businesses are looking for
- ▶ Continue to interview users and conduct usability studies
- ▶ Provide support for other languages
- ▶ Identify more agency processes and gather and analyze user data

July 2014–June 2015: Add user priorities and features (assuming funding is provided)

- ▶ Blend in additional regulatory information and services
- ▶ Add common events calendar/notification system
- ▶ Provide one place for address update
- ▶ Estimate options for single sign-on
- ▶ Other priorities as identified by users

