

Annual Progress Report

On December 6, 2013, the Office of the Chief Information Officer (OCIO) provided a plan for the Business One-Stop Portal. The plan included an initial timeline, agency responsibilities and a benchmark for initial implementation. This update is the first annual progress report required by the legislature to document performance against benchmarks. Future annual reports were contingent upon receiving funding in the 2013-15 Biennial budget. Since no funding was provided last legislative session, these annual reports are currently not mandated to be sent after this one.

However, in conjunction with our partner agencies, the Business One-Stop effort has assembled a production roadmap to make demonstrable, incremental progress for business owners during the second half of this fiscal year (January – June 2014) without dedicated funding. An outline of this roadmap is attached below.

Business One Stop – FY14 Roadmap

1: New Platform

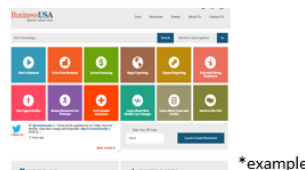
Jan – Mar



- Modern platform (mobile, responsive, better design options)
- Robust customer feedback tool
- Marginal UX/UI improvements
- Better metrics
- Opt-in to beta site

2: Replace existing site

Apr - Jun



- Integrate user feedback
- Blend content over time
- User-centered design improvements
- Incremental changes
- Opt-out to old site

Conduct primary research on business owners with agencies

Develop Proposal for Personalized Experience for 2015-17 Biennium Budget



If funded, the Business One-Stop effort will benefit greatly from the \$737,000 GF-S funding included in Governor Inslee's proposed 2014 Supplemental Budget. This will allow us to make significant progress in developing back-end infrastructure components, as well as completing much of the front-end content unification work to provide a single online resource for business owners. While this funding is not sufficient to complete the Business One-Stop work, it will result in real improvement to our business customers during this biennium, and be a valuable increment that will lead to a more informed funding request and project plan for the next biennium.

Initial Timeline

The OCIO added more detail to the timeline presented in the plan, carrying the effort through a portal redesign at the end of this biennium. The timeline for the second half of this calendar year (and the next biennium) will be developed once more research regarding Washington business owners is completed.

Agency Responsibilities

The plan provided a basic outline for an active governance model. The OCIO is in the process of establishing a charter to better define specific roles and responsibilities for participating agencies. The expectation is that participating agencies will have an active role in its development, and will sign on once finalized.

Benchmarks

In December, we conducted a review of current usage statistics and behaviors regarding the business.wa.gov portal as it stands today. Here are some basic usage statistics and numbers of interest from business.wa.gov in its current state that we currently believe should be targeted for improvement:

- Total Visits: 181,870 (510/day)
- Unique Visitors: 139,688 (392/day)
- Total Page Views: 556,769 (1563/day)
- Unique Page Views: 393,812 (1106/day)
- 69% of visitors visited only once
- Only 31% of visitors returned
- 11% mobile use (7% smartphone, 4% tablet) compared to global average of 19% mobile, 5% tablet
- Only 72 visitors (.03%) came from Social Network referral

In the coming months, we will further identify the metrics to prioritize for improvement, in consultation with our partner agencies and other states who have undertaken similar business portal redesigns.