



Search

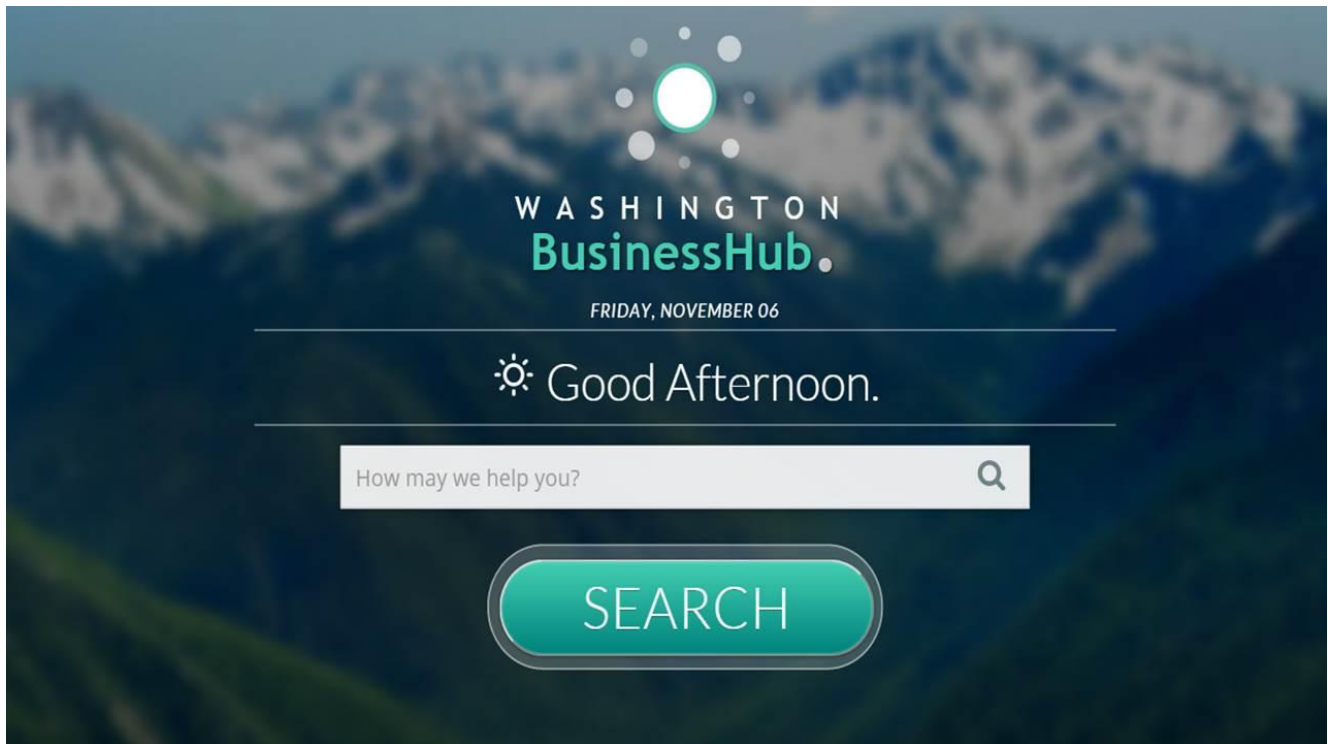
Results Resources ▾ Home



Sign In



G2: 1.2.b Supplemental Washington Business Hub

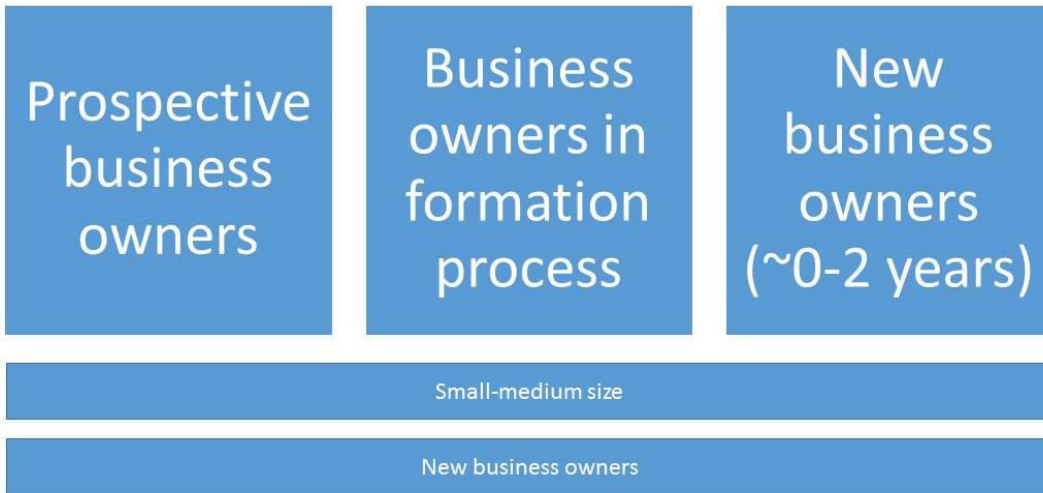


Customer Research & Discovery

Summer 2014



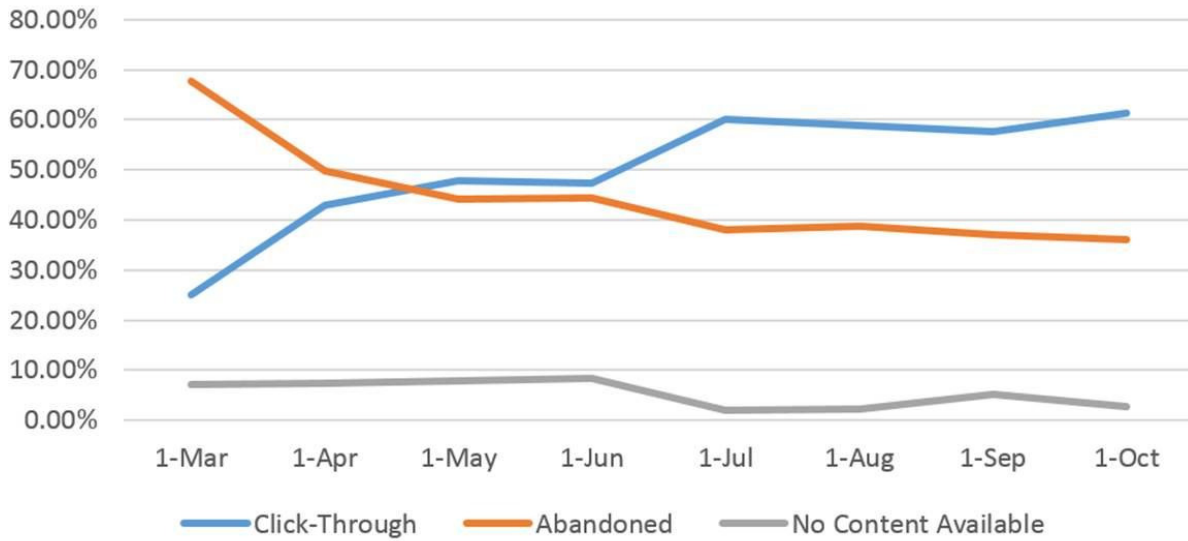
BusinessHub Primary Customers



BusinessHub Scope

Primary	Increase compliance
	Save business owner time
	Acclimate business owner to the state
Secondary	Additional resources
	Federal, city, county help

Search Evolution



Study Overview

- Eight Washington business owners and one prospective business owner participated in individual one-hour usability sessions.
 - Each session was held online and by phone using WebEx.
- Users completed representative tasks on the Business Hub website, answered verbal interview questions, and filled out surveys about their experience.

Task Completion: Finding & Understanding

When including Success and Partial Success

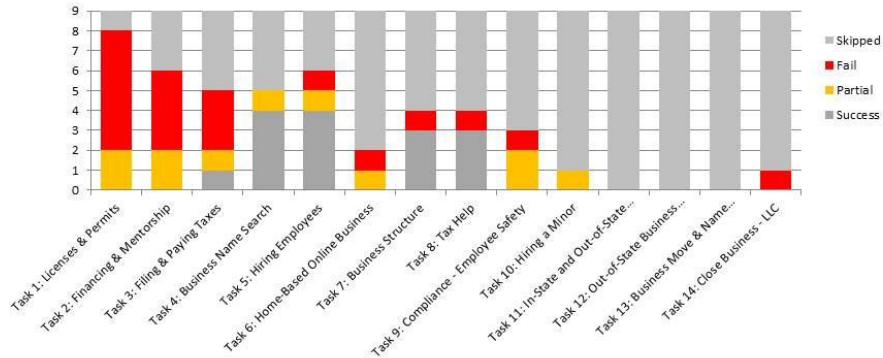
Success in Finding Information	59%
Success in Understanding Information	69%

When excluding Partial Successes

Success in Finding Information	33%
Success in Understanding Information	40%

Finding & Understanding

Success Rates – Finding Information

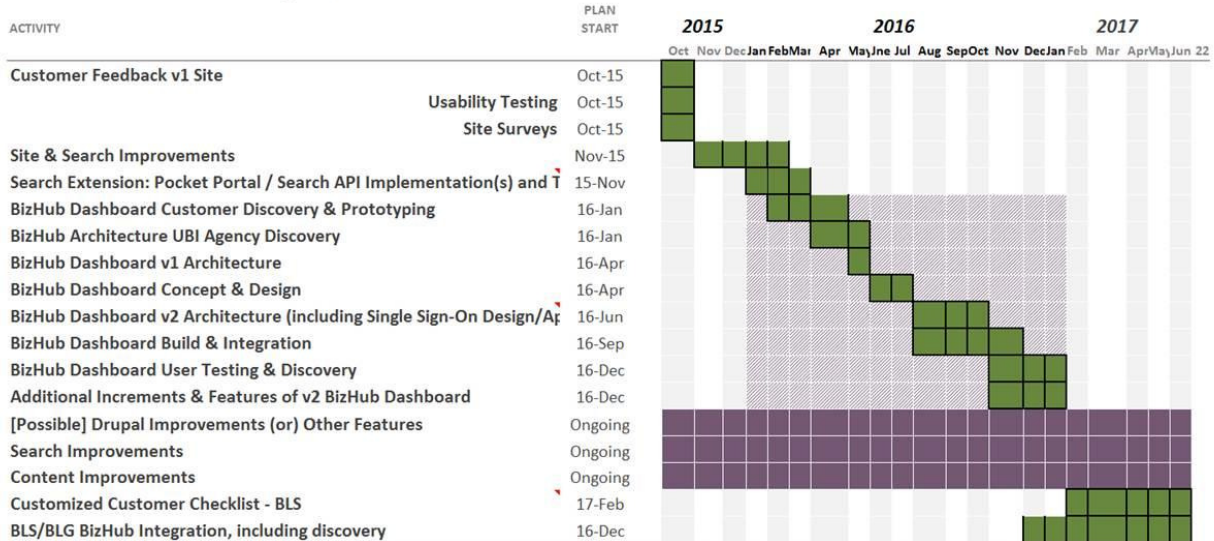


watech.wa.gov

November 2, 2015

BizHub Product Roadmap (2015/17)

Planned Dashboard Ongoing Increments



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