Improve User Experience On A State Site

Ajay Jadhav, Anup Rohamare, Jinay Mehta, Juilee Chitre, Mohit Nayak
{abjadhav, avrohama, jdmehta, jchitre, mknayak}@ncsu.edu

Introduction

The current website provides information about procedures and licenses associated with users' business needs. Although it fulfills the purpose to some extent, it doesn't come out too good on the experience scale. As of now, the user has to scrape information from various websites. This is one of the major pain points that the new website is designed to relieve.

The aim of the new site is to provide an improved user experience and ease of access to information. A unified portal is required that helps you to get started with your business registration needs and more.

We have identified two major aspects after our discussion with the clients:

1) Business registration: This section helps users register their business with NC State. It deals with information as well as online registration.

2) Licensing:
- The licensing section in the wireframe helps the user to understand various licenses associated with their business and as well as ensures that all licensing requirements are met.
- Business license lookup is important feature that is not a part of the wireframes. This feature helps to lookup particular license from the list of 700+ licenses available with NC State. The current lookup tool has several design flaws and does not deliver a good user experience. The clients are interested in a lookup tool similar to Maryland's Business License Information System, which we will consider during our evaluation.

Evaluation

We intend to test the different business scenarios for the above sections. For usability testing, we will create tasks which target business goals. These tasks will be tested using light-weight measurement technique. Some sample tasks are:
- You plan to start a school for under-privileged children as a non-profit initiative. How will you go about it?
- You want to start a Ferry business. What are the license requirements? Do you need an occupational license?
- You want to open up a restaurant in Wake County. What is the first thing you need to do to set up your business?
- You want to start your own Food truck. What are the rules and regulations that apply?

Prototype

We plan to create and evaluate a high fidelity prototype for business registration and license lookup workflows. The prototypes will improve upon the existing designs.