

WaTech Resident Portal Roadmap

Vision & Goals - Final

Updated September 27, 2024



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VISION STATEMENT

**Transform and personalize the way
Washington residents engage with
state government.**



Goals Summary

Goal for the ROADMAP itself:

The Roadmap successfully positions the WA Resident Portal to achieve its goals.

Goals for the BUILT RESIDENT PORTAL:

1. Serve every WA resident.
2. Connect residents to all WA state government services.
3. Improve residents' digital experience.
4. Maintain high levels of trust.
5. Increase awareness of federal, local, and community services.

Goals, Objectives and Success Measures (1)

HOW WE'LL KNOW WHETHER WE'VE ACHIEVED THE VISION

GOAL: **The Roadmap successfully positions the WA Resident Portal to achieve its Goals**

| OBJECTIVE | SUCCESS MEASURES | SUCCESS MEASURE TYPE |
|--|--|----------------------|
| The roadmap integrates privacy, security, accessibility, usability, and availability into each step of the implementation plan. | NFR COMPLIANCE - For each capability, compliance with NFRs is validated. | Intermediate Lead |
| | GOVERNANCE - The establishment of a governance process and working committee is included as one of the requirements. | Intermediate Lead |
| The roadmap encourages collaboration with agencies while still empowering them to decide how deeply they wish to integrate with the portal. | AGENCIES SERVED - The # of agencies served by sequenced capabilities is x | Primary Lead |
| As the project progresses, the roadmap remains concrete enough to inform decisions while accommodating change. | STRUCTURE - The roadmap has a modular structure with an industry-acceptable format. | Primary Lead |
| | THEMES - Themes remain valid and continue to be worked. | Intermediate Lag |
| | IMPLEMENTATION - X% of the original roadmap themes are implemented in some form. | Ultimate Lag |

Goals, Objectives and Success Measures (2)

HOW WE'LL KNOW WHETHER WE'VE ACHIEVED THE VISION

GOAL 1: **Serve every WA resident**

| OBJECTIVE | SUCCESS MEASURES | SUCCESS MEASURE TYPE |
|-------------------------------------|--|----------------------|
| Serve key resident segments | SEGMENTED SERVICES - % increase in use of [x, y] services by [date] . <i>(services typically used by specific resident segments, TBD)</i> | Ultimate Lag |
| Reflect the state population | DEMOGRAPHICS - The % of Resident Portal users mirror state, county, and legislation district population ratios. | Secondary Lead |
| | STATE POPULATION - x% of the state population uses the portal at least [amt per time period] by [date] | Intermediate Lag |

Goals, Objectives and Success Measures (3)

HOW WE'LL KNOW WHETHER WE'VE ACHIEVED THE VISION

GOAL 2: **Connect residents to all WA state government services**

| OBJECTIVE | SUCCESS MEASURES | SUCCESS MEASURE TYPE |
|--|---|----------------------|
| Onboard agencies to the portal | ONBOARDING PLAN - x agencies have a Resident Portal onboarding plan and timeline by [date]. | Primary Lead |
| | DATA SHARING - x agencies are sharing data to and from the Resident Portal by [date]. | Secondary Lead |
| Make services available on the portal | BY SERVICES GROUP - x% of all [Group 1, Group 2, ...] services are available directly on the portal by [date] <i>(align to Agency Cohort plan)</i> | Intermediate Lag |
| Increase use of digital channels | OMNI-CHANNEL USE - The use of [x,y,z] channels to perform [a, b, c] actions increases by x% by [date]. <i>(Break out into web, mobile, text, call center, BigFootBot, etc. measures)</i> | Secondary Lead |
| | SAW VS PORTAL ENTRY POINT - Use of SAW as a resident point of entry decreases to zero (0) by [date]. | Secondary Lead |
| Accurate AI-enabled recommendations | AI RECOMMENDATIONS ACCURACY - x% of AI-enabled recommendations are deemed accurate. <i>(Successful versus misrouted recommendations)</i> | Secondary Lead |

Goals, Objectives and Success Measures (4)

HOW WE'LL KNOW WHETHER WE'VE ACHIEVED THE VISION

GOAL 3: **Improve residents' digital experience**

| OBJECTIVE | SUCCESS MEASURES | SUCCESS MEASURE TYPE |
|---|--|----------------------|
| Make the portal user-friendly | USABILITY - Usability of [a, b, c features] is at least [SUS* measure or similar] | Primary Lead |
| | AVAILABILITY - Availability of portal features is [value / time frame] | Secondary Lead |
| | ACCESSIBILITY - All aspects of the Resident Portal meets WCAG 2.2 AA compliance standards by [date]. | Secondary Lead |
| | ERROR-FREE EXPERIENCE - x% of daily active Resident Portal users experience zero errors. | Intermediate Lag |
| Provide high-quality service recommendations | RECOMMENDATIONS RELEVANCE - Residents interact with (e.g., click on, bookmark) x% of recommendations provided to them. | Intermediate Lag |
| | FUNNEL - x% of all service searches on the portal result in a submitted service application by [date]. | Intermediate Lag |
| Build satisfaction | NSAT** - Resident NSAT is at least [target value] | Intermediate Lag |
| | CSAT*** - Resident CSAT for [x, y, z factors] is at least [target value] | Intermediate Lag |
| | ISSUE RESOLUTION - Issue resolution time for [m,n,o] issues improves by x% by [date]. | Intermediate Lag |
| | SERVICE APPLICATION TIME - Service application time for [a,b,c] services improves by x% by [date]. | Intermediate Lag |



* SUS is System Usability Scale, an industry-standard measure of perceived usability
 ** NSAT is Net Satisfaction, an aggregated measure of customer satisfaction derived from CSAT results
 *** CSAT is Customer Satisfaction, typically measured on a 5-point scale

Goals, Objectives and Success Measures (5)

HOW WE'LL KNOW WHETHER WE'VE ACHIEVED THE VISION

GOAL 4: **Maintain high levels of trust**

| OBJECTIVE | SUCCESS MEASURES | SUCCESS MEASURE TYPE |
|--|--|----------------------|
| Ensure excellent portal performance | RESPONSIVENESS - [a, b, c] functionalities respond within [time measure] | Intermediate Lag |
| | STABILITY - x% of Resident Portal sessions are crash-free / have zero unhandled exceptions within each [time frame]. | Intermediate Lag |
| Build trust | DATA SHARING - x% of Resident Portal users have opted to share their data with at least [count] different agencies each [time frame] | Intermediate Lag |
| | SECURITY INCIDENTS - The # of security incidents is zero within each [time frame] | Ultimate Lag |
| | DATA BREACHES - the # of data breaches is zero within each [time frame]. | Ultimate Lag |

Goals, Objectives and Success Measures (6)

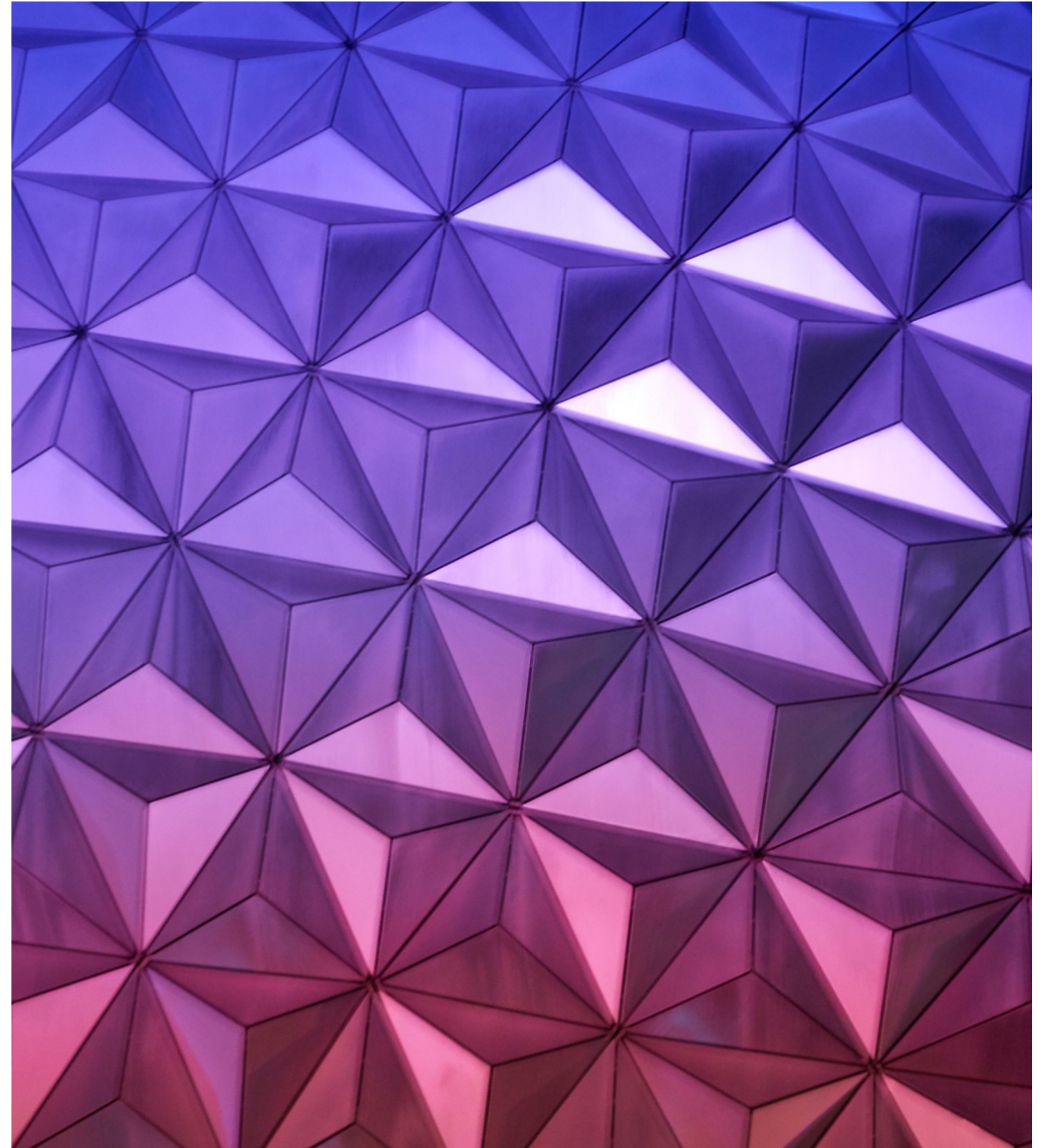
HOW WE'LL KNOW WHETHER WE'VE ACHIEVED THE VISION

GOAL 5: **Increase awareness of federal, local, and community services.**

| OBJECTIVE | SUCCESS MEASURES | SUCCESS MEASURE TYPE |
|--|--|----------------------|
| Increase awareness of Federal government services | FEDERAL SERVICES - X% of resident journeys include Federal government services by [date]. | Intermediate Lag |
| Increase awareness of local government services | LOCAL SERVICES - X% of resident journeys include local government services by [date]. | Intermediate Lag |
| Increase awareness of community / non-profit services | COMMUNITY / NON-PROFIT SERVICES - X% of resident journeys include community / non-profit services by [date]. | Intermediate Lag |

Recommended Next Steps

- Share with agency partners and identify mutual alignments.
- Determine a baseline measure for each success measure.
- Contextualize each success measure to set target values and dates.
- Refine success measures iteratively, as the Roadmap is implemented.



Onward!

