CASE STUDY

AISN Modernizes User Experience for Virginia's Business One Stop Website

The state agency supporting Virginia's small businesses relied on website developer AIS Network to redesign and relaunch its core website, Business One Stop, which provides aspiring entrepreneurs and business owners with the resources they need to plan, develop and expand their business. Annually, more than 33,000 business owners of all sizes use the site to make a payment to register their business, get practical information on licensing and access to capital, and find helpful links to key state and federal agencies.

Client

The Virginia Department of Small Business and Supplier Diversity's mission is to enhance growth opportunities, allowing Virginia small businesses to prosper through increased revenue and job creation and thereby raise the standard of living for all Virginians.

Challenge

The Business One Stop website was ready for a new look. The 2008 design and application functionality were outdated and inefficient, which hindered engagement and hampered processing new registrations. SBSD needed a new, modern website with updated content and enhanced functionality to provide its customers with a seamless user experience and offer staff a better content management experience. A PCI-compliant payment portal for registrations was a must.

Solution

Working under Virginia's eGov contract, the AISN development team delivered a modern, updated website with clean design, improved navigation and a user-friendly payment process for registration. Key elements implemented included a welcoming design on a familiar WordPress platform and an enhanced visual experience, complemented with wizard functionality and navigation that easily leads aspiring entrepreneurs through the business registration process.

Results

The state-of-the-art website embraced SBSD's mission to provide a great user experience and improved access to resources for new business owners and entrepreneurs. The user-friendly registration encourages engagement, successfully processing registrations and payments for more than 4,000 new business owners within the first nine months of its launch. The SBSD reports more satisfied customers who appreciate the user-friendly visual experience, improved navigation, greater site stability and an enhanced content management experience for staff.