User Experience

Last updated 01-20-23

User experience is the overall feeling or experience that a person has when using a product such as a website or software application. It includes how easy it is to use and navigate, how satisfying the experience is, and how well it meets the person's needs and desired outcomes. It also ensures that the user's experience is not negatively impacted whether using the product on a desktop computer, laptop, mobile device or while using assistive technologies.

The mission of the User Experience service is to involve and represent end users throughout the development process. Doing so results in building a better user experience for those using state of Washington websites and applications.

A good user experience results in increased productivity, simplifies access to our services and improves the engagement and relationships between government and its customers. We

This is a brokered service. WaTech partners with a leader in the industry to provide User Experience services to our customers.

Intended customers

All state and local government organizations, and non-profits in Washington state. To date, more than 18 agencies have utilized this service for more than 40 projects.

Options available with this service

- Human-centered graphic interaction design
- Focus groups
- Information Architecture services
- Usability testing
- Content strategy
- Inclusive and equitable recruitment and honoraria management

Customer engagement

- Semi-annual customer Town Hall with all Computing Services teams providing updates and gathering customer feedback.
- Monthly Technology Management Council (TMC) and Business Management Council (BMC) meetings for agency CIOs and IT leaders to inform and sponsor enterprise strategy, policy and investments.
- Regularly scheduled meetings between customers and Business Relationship Managers (BRM) to connect, advise, address concerns and provide solutions.
- Weekly group calls for state CIOs and CISOs to provide updates on important and immediate issues and actions.
- Regular outreach to solicit feedback, provide updates and inform agencies on emerging projects, initiatives, and services.
- Requests for new consultations and modifications to existing applications.

Helpful information

Service category
Professional Services

Service availability
24/7/365

Related services
- Web Accessibility
- Website Services

How to request service
Submit a request for service through our Customer Portal.

Service owner
Wendy Wickstrom

Action plan
Current activity

Currently providing service to 10 customers, with budget estimates pending approval for seven more customers.

One- to two-year goals

- Actively market the service to state and local government agencies, many of which are not aware that it is offered by WaTech.
- Increase utilization of this contract by 50% to support the Governor's priority around accessibility and equitable access.
- Lead user research and engagement activities on the Resident Portal project.
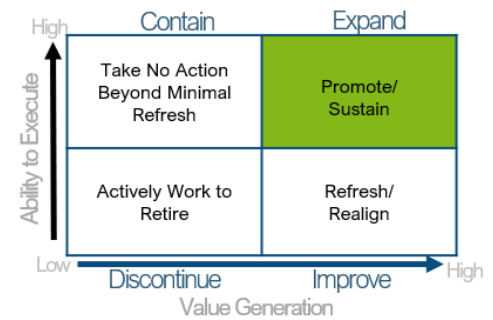
Three- to five-year goals

- Continue to actively market the service to state and local government agencies, many of which are not aware that it is offered by WaTech.

Service review and fully loaded service budget projection

Revenue source:

The User Experience service is bundled and funded using the revenue received under the overarching Usability and Accessibility service model.

Pricing for this service is based on hourly rates that vary, dependent on the experience and expertise of the resources assigned to the project. Estimates are provided prior to contract development. Some projects are deliverable-based, others are hourly with not-to-exceed amounts.

All services under this rate model operate on a pay-per-use rate structure. Revenue received from this rate structure goes directly against the cost incurred to provide the service. As a brokered service, WaTech charges a percentage of total contract costs for Vendor Management. This is currently 1.5% but will likely have to increase to 2% to cover increased costs.

Net income over time

Net Income over time | 8681-Usability Experience (Ux) and 8682 Web Platform