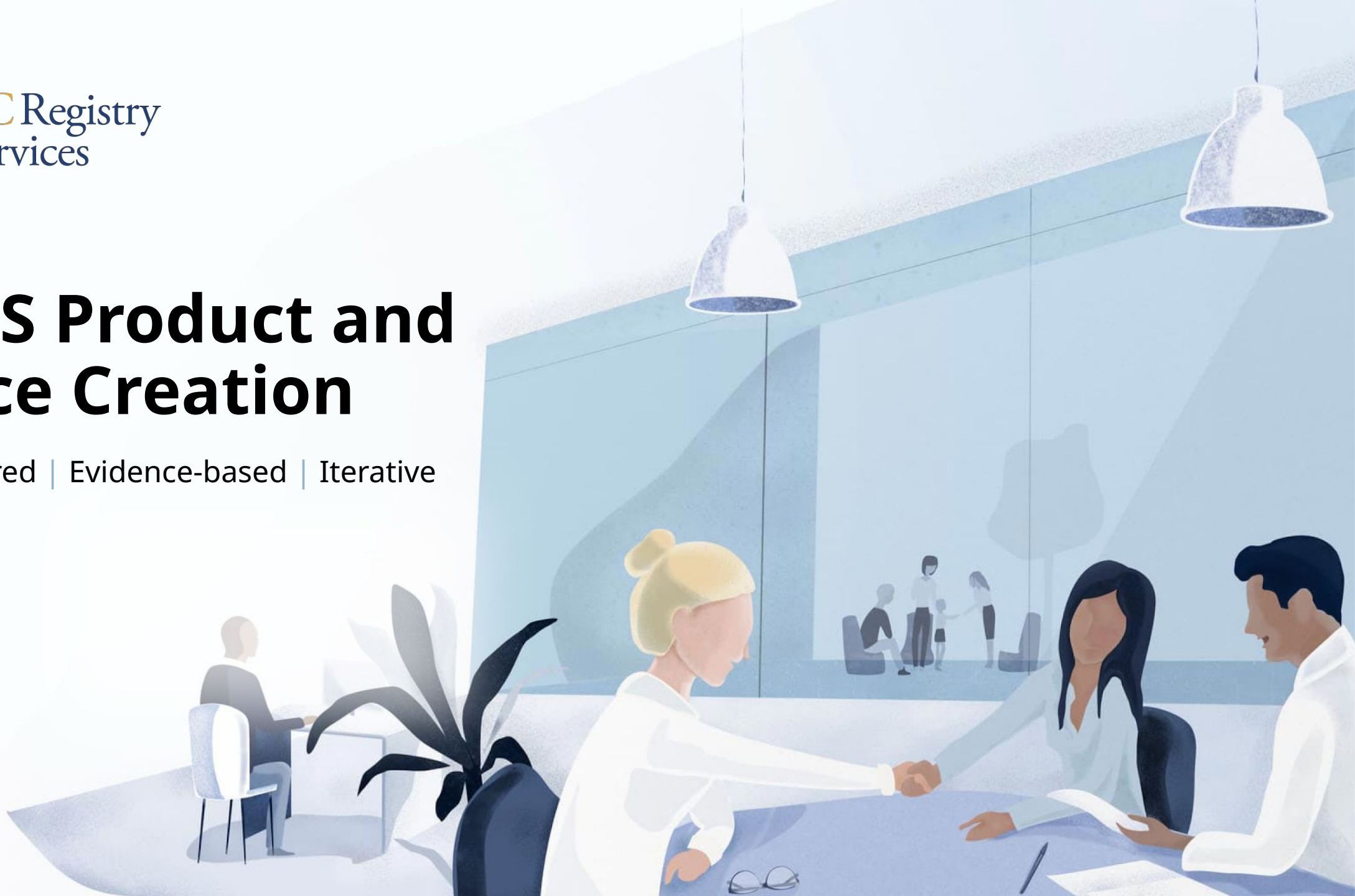




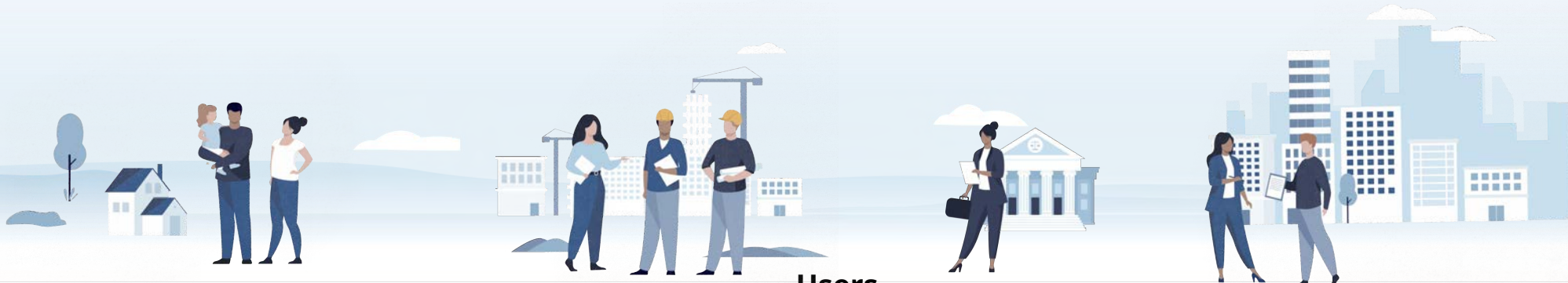
BC Registry
Services

BCROS Product and Service Creation

Human-centred | Evidence-based | Iterative

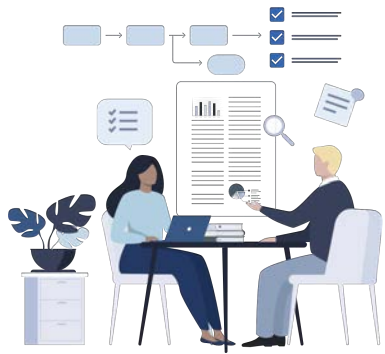


How we do it



Users

Citizens and Interested Parties



Gather Requirements

Legislation, Policy and User Needs



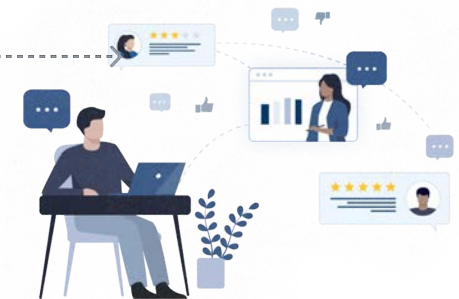
Generate Solutions

Design and Co-creation



Build It

Design is How it Works



Evaluate Everything

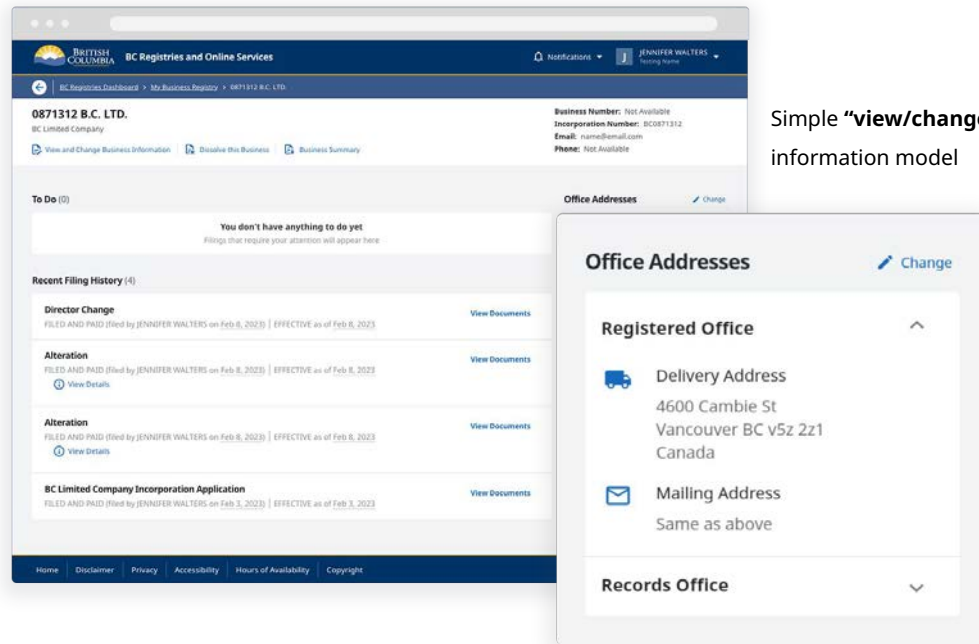
Subject and Objective Measures



Shifting the paradigm

World-class, consumer-grade products and services

Consumer dashboard critical
and frequently used information

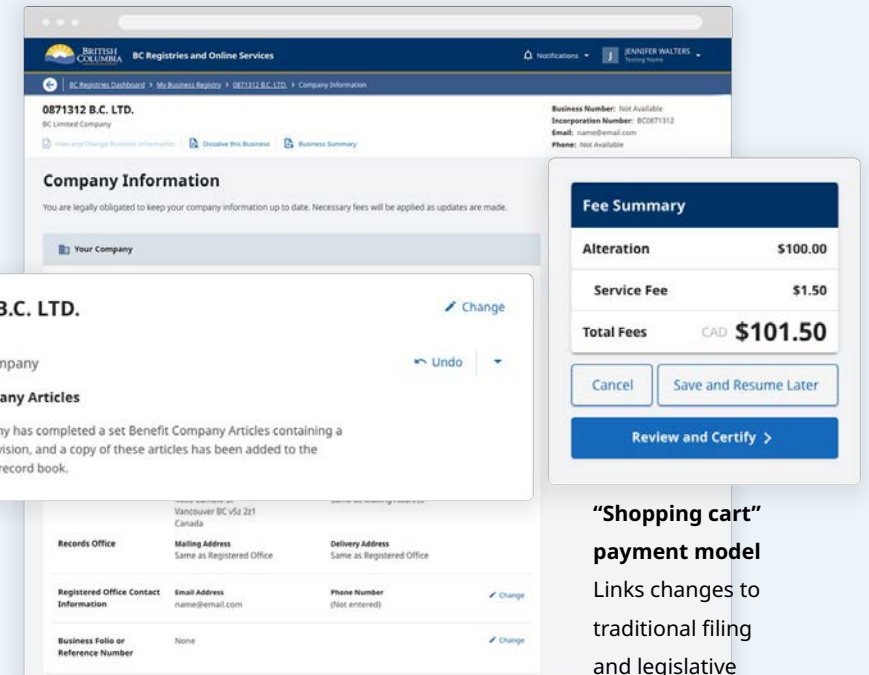


Simple “view/change”
information model

**Obvious, intuitive
change functionality**
“How do I change from
a Limited Company to a
Benefit Company?”

Changes are tagged and
everything can be easily
undone before payment

Complete, clean, easy- to-read
business information at a glance



**“Shopping cart”
payment model**
Links changes to
traditional filing
and legislative
requirements

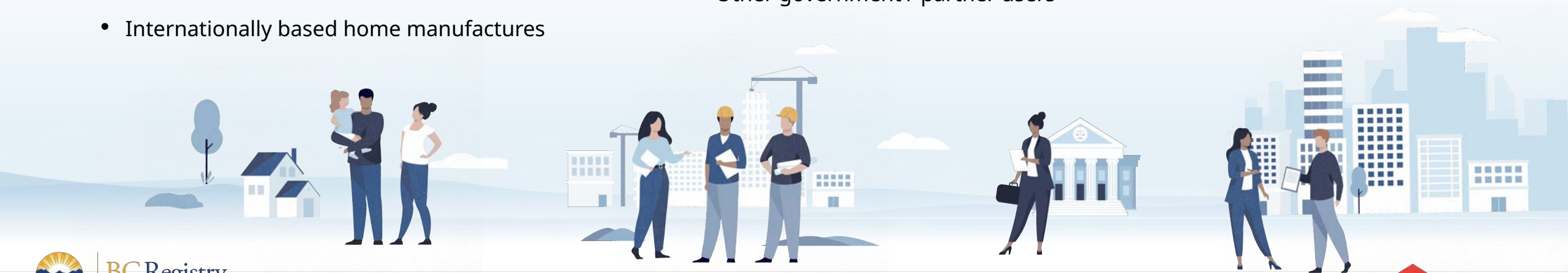
An Incredibly Diverse Spectrum Of Users

Citizens and Interested Parties

Users of the BC Registries and Online Services Products and Services span an incredibly diverse spectrum of skills, knowledge, experience, roles, tools and equipment, tasks, goals, and environments and contexts, including:

- First-time, individual business owners, operators
- Large multi-national law firms
- National service providers processing thousands of transactions daily
- Internationally based home manufactures
- BC Registries Staff
- Service BC Staff
- Helpdesk Staff
- Other government / partner users

i All these groups are involved at every point in the creation of our products and services



Balancing Public Sector Requirements & User Needs

The image shows a stack of BC Registry Services forms. The top form is the 'Annual Report' for a Cooperative Association, which includes sections for 'Part A - Ratios' and 'Part B - Ratios'. It contains various fields for financial data, including 'Assets', 'Liabilities', and 'Equity'. The forms are printed on white paper with black text and some color-coded sections.

Public Sector Requirements
Legislation, Policy,
Paper forms, Legacy
Software, etc.

User created Co-op AR filing concept

The image shows a hand-drawn sketch of a 'Co-op AR filing concept' form. It is a simplified user interface for filing an annual report. The form includes fields for 'Login: BCCoP' and 'Pwd: xxxx'. It has sections for 'Incorporation date', 'Filing date', 'Name of Co-op', 'Address', 'Date of AGM', and 'Bank of Co-op'. There is a 'Submit' button at the bottom. Below the form, there is a table for 'AR Account info BCCoP' with columns for 'Year', 'Status', and 'Action'. The table shows data for the years 2018, 2017, and 2016. The 2018 entry is 'Annual filing - clickable' and 'submitted'. The 2017 entry is 'Annual filing - clickable' and 'outstanding'. The 2016 entry is 'Annual filing - clickable' and 'submitted'. Below the table, there is a section for 'Payment info' with fields for 'Credit Card info' and 'PAD info'. It also has a table for 'Paid' with columns for 'Year' and 'Status'. The table shows data for the years 2018, 2017, and 2016. The 2018 entry is '2018' and 'paid'. The 2017 entry is '2017' and 'unpaid'. The 2016 entry is '2016' and 'paid'.

User Needs
Behavioral Focus Groups, Interviews,
Co-creation, Observational / Field
Research, etc.

Generating Solutions

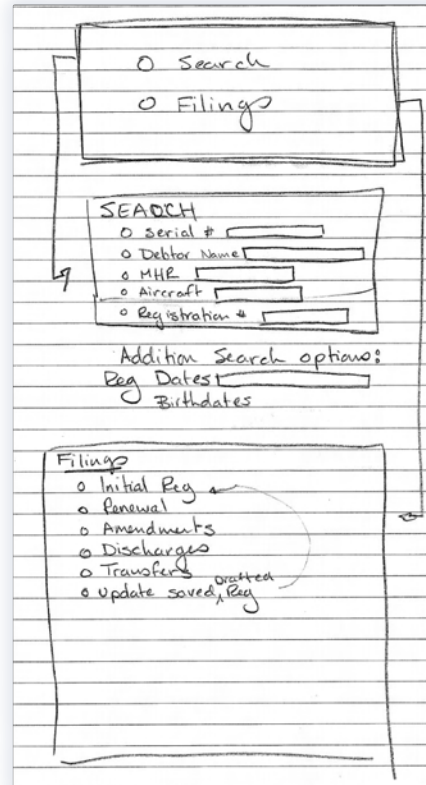
Design / Co-creation

Needs / Issue Identification

- What is your typical usage of the Registry?
- Walk me through it. Who are the people, what is their purpose and what are their goals, what do they do, why do they do it this way, what equipment and materials do they use? What is the process flow?
- What errors can occur? What could be improved?

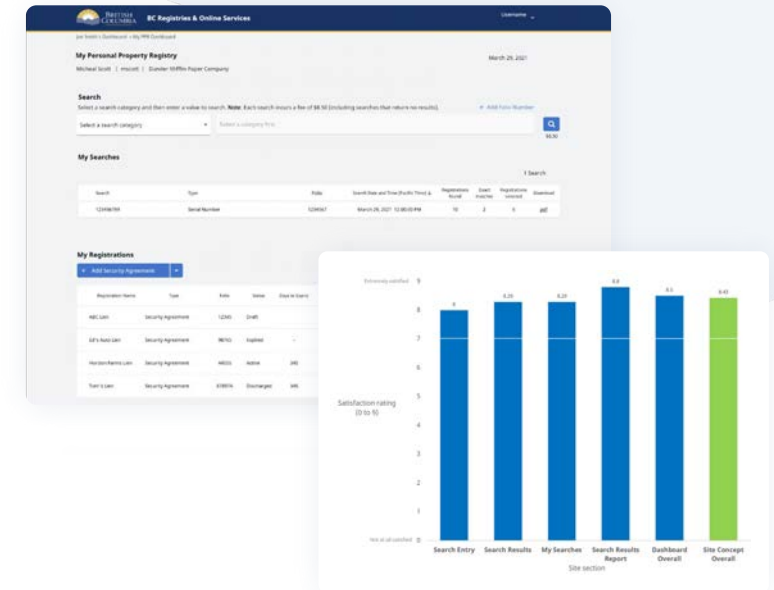
User Needs Concepting

Concept Sketching and Walk-through



Design Concept Evaluation

Walk-through, Simulated Usage, Satisfaction Rating, Like/Dislike features



Building It

Design is How it Works

“Most people make the mistake of thinking design is what it looks like; people think it's this veneer — that the designers are handed this box and told, 'Make it look good!' That's not what we think design is. It's not just what it looks like and feels like. Design is how it works.”

Steve Jobs, CEO Apple Inc.

This screenshot shows the 'Manufactured Home Registration' form on the BC Registry Services website. The form is titled '1. Manufacturer, Make, and Model' and includes sections for 'Manufacturer's Name', 'Year of Manufacture', 'Make', and 'Model'. It also features a 'Fee Summary' on the right side, showing a total fee of \$50.00. The form is designed with a clean, modern layout, using a blue and white color scheme. It includes various input fields, dropdown menus, and checkboxes. The 'Manufacturer's Name' field is highlighted with a red box, and the 'Year of Manufacture' field is highlighted with a yellow box. The 'Make' and 'Model' fields are also highlighted with red boxes. The 'Fee Summary' section is highlighted with a blue box. The form is designed to be user-friendly and easy to navigate, with clear instructions and helpful tips throughout.

This screenshot shows the 'Manufactured Home Registration' form on the BC Registry Services website, specifically the '2. Home Sections' section. This section is designed to collect information about the different parts of the home, such as the kitchen, bathroom, and living area. It includes a table with columns for 'Section', 'Serial Number', 'Length', and 'Width'. The form is designed to be user-friendly and easy to navigate, with clear instructions and helpful tips throughout. The 'Home Sections' section is highlighted with a red box, and the 'Section' field is highlighted with a yellow box. The 'Serial Number' field is highlighted with a red box. The 'Length' and 'Width' fields are also highlighted with red boxes. The form is designed to be user-friendly and easy to navigate, with clear instructions and helpful tips throughout.

This screenshot shows the 'Manufactured Home Registration' form on the BC Registry Services website, specifically the '3. Home Certification' section. This section is designed to collect information about the certification of the home, including the 'Engineer's Name', 'Engineer's License', and 'Date of Engineer's Report'. It also includes a 'Rebuild Status' section, which is designed to collect information about any changes to the home's structure. The form is designed to be user-friendly and easy to navigate, with clear instructions and helpful tips throughout. The 'Home Certification' section is highlighted with a red box, and the 'Engineer's Name' field is highlighted with a yellow box. The 'Engineer's License' field is highlighted with a red box. The 'Date of Engineer's Report' field is also highlighted with a red box. The 'Rebuild Status' section is highlighted with a blue box. The form is designed to be user-friendly and easy to navigate, with clear instructions and helpful tips throughout.

Test and Measure Everything

Subjective and Objective Measures

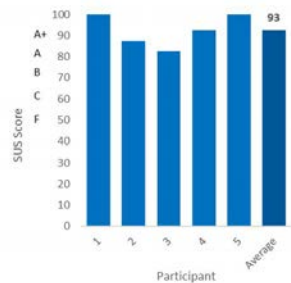
Core Tasks

100%
Success Rate

96%
Ease of Use Ratings

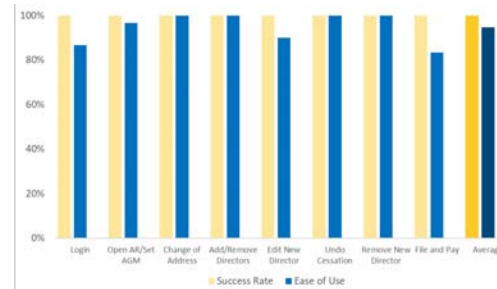
System Usability

A+



Individual Section Ratings

VERY HIGH



Site Quality

SUPERIOR

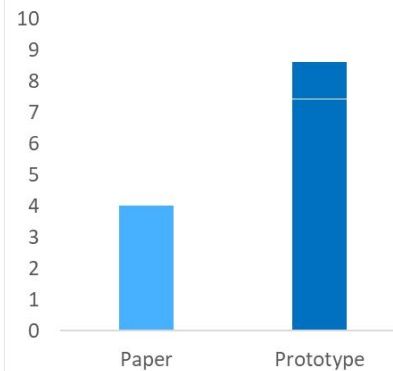
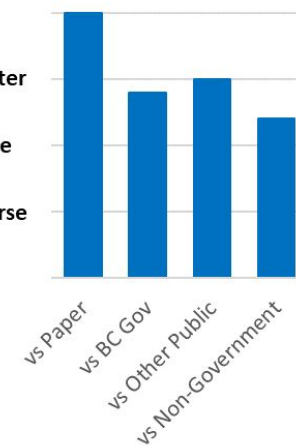
Much Better

Somewhat Better

About the Same

Somewhat Worse

Much Worse



Overall Satisfaction

MUCH BETTER

“ Even at the draft version of these we are talking light years ahead of where we are now - even if you threw this up today and you're like 'This is what you get', I'd be like 'Great!'.

“ I like the idea of having it as simple as that.

BC Registries

My Business Name
Business Number: 1234567890 Incorporation Number: BC1234567

File 2019 Annual Report

Review and certify your 2019 Annual Report information.

1. Enter your Annual General Meeting Date
Your Annual General Meeting date legally must be held within 4 months of your Financial Year End Date.

Annual General Meeting Date

Your previous year's Annual General Meeting was held on June 15, 2018.

Financial Year End

Edit

2. Registered Office Addresses
Review Registered Office Address that will be submitted as part of your 2019 Annual Report.

Mailing Address

Edit

Delivery Address

Edit

3. Director Information
Tell us who was elected or appointed and who ceased to be a director at your 2018 AGM.

Add New Director

John Doe

Edit Remove

John Doe

Edit Remove

John Doe

Edit Remove

John Doe

Edit Remove

4. Delivery Information
Tell us where you want your Certified Documents delivered to:

Email Address

Edit

5. Certification

☐ I certify that I have relevant knowledge of this business, and I am authorized to make this filing.

NOTE: It is an offence to make a false or misleading statement in respect of a material fact in a record submitted to the Corporate Registry for filing. See section 223 of the Societies Act.

Save as Draft

File and Pay

Cancel

Fee Summary

File 2018 Annual Report

\$40.00

TOTAL FEES

CDN \$40.00

BC Government | Disclaimer | Privacy | Accessibility | Copyright | Contact Us

“ I don't think it needs any more than you have on your form - I think you've got a great design here.

User comments

In- and post- research session

 This was really easy – I've never filed – so I could see **anyone** being able to do this.

 I'm glad to see this is getting this kind of attention.

 As far as I could see there was nothing that would hold anybody back, even somebody that had very few skills, it **really** was intuitive.

 I'm **ridiculously excited** that this is potentially going to exist.

 I thought this was very **easy to use** – but I'm concerned about the credit card [only] piece...

 I have to say I'm really stoked about this.

 I think **this is a 7+ [out of 7]** all the way through, absolutely, because it's filing all those different reports.

 I would really like that [Address Autocomplete] – perfect.

 I see the fee being added – **nice**.

 Love it!

